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## Microsoft Memo

April 30, 1991  
To: DOEM IOEM  
Cc: list  
From: Tom Gemmell

### Subj: OEM Price Internal Guideline Revision

Following is a summary of changes to the Internal OEM Price Guideline dated April 30, 1991.

- 1) 8086, 80286 & 80386/80486 systems product pricing has been revised in the following ways:
  - o To accurately name to current licensing practices. Per\_processor is the nomenclature used to describe "per\_processor/per\_system" licenses.
  - o To make available additional CD-ROM & Multimedia products.
  - o To make available MS-DOS/V 5.0 Kanji drivers.
  - o Reduction of OS/2 1.21, 1.3 and 2.0 prices for 80286 and 80386/80486 categories.
  - o Discount for pre-installed hard drive Windows licenses.
- 2) Packaged MS-DOS pricing:
  - o Simplification of pricing to include two commitment levels only.
  - o Pricing for US MS-DOS 5.0 Upgrade product.
  - o Reduction of foreign language version pricing.
- 3) Reduced per-copy packaged Windows pricing, increased commitment levels.
- 4) Increased MS-DOS & Windows combo package pricing and commitment levels.
- 5) LAN Manager for Unix 1.1 pricing revised.
- 6) Printer products:
  - o Greatly simplified and reduced pricing.
  - o Addition of printer driver development and certification testing program & pricing.
- 7) Mouse, Ballpoint & Hardware products show extensive price revisions & simplifications.
- 8) PC Works:
  - o Reduced royalties for hard drive pre-installation licenses.
  - o Broadened unit commitment range.
  - o New packaged product pricing.
- 9) Windows Working Models, licensing guidelines provided.
- 10) Windows Applications section is new and provides per copy and per system pricing for finished goods and royalty licensing.

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