

Mike Yu -

8/15/91

we have some impression that we compete with your distributor.

"It happened to us in Norway"
Windows

Mike Yu -

→ 2 yrs ago when Emerson supplies decided

→

8/17/91

CEM Briefing:

→ 2 DAYS

1 Breakfast Day

were breakfasts then any one manager came attend.

→ on 3rd day, a different person may attend the tech session.

NAME OF 30 people.

→ WINDOWS 3.1

what we are actually thinking about doing to get Sound APIs in Win 3.1.

MMWIN
[Sound]

Accomplishes:

CEMS: ISN's:

1 → Sound is mainstream

Other

2 → will help bundle with record & Sound playback

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Ex. 302

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→ not raise retail price for winners but add \$ to OEM price. R/PRI

→ we both made mistakes
 → we own the \$18m plus 15% to go
 → we are the nice guys

→ PLAN
 we split the price \$18m
 → you write off \$9m
 → we allow receipt of \$9

→ we increase royalties for forward (not the present)

	today 9m			
→ E102	10	25m	X \$5m	
E105	\$ 2		X	50/50 recap of the \$9m
E194			X	
E195			X	100% till \$5m min
E196			X	commit

add - Win
 - Perkio
 - unwin

→ Nokia, TCL, Fujitsu
 → give them nil the benefit of 25% 10/01
 → give them Per-process Discount
 → Do not give pre-install Discount

add increase royalties by ↑ 20%

at 100% level → keep - Nokia
 keep - TCL

→ Proposed three 1996 for - TCL
 - Nokia

100% X units = min
 at same level
 100% level

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MSTC - does es hall matters lead?
- can we hire into get prospecting

MK CH - make friends - get out into prospect
hope inclusion -
#1 issue get the DOS licenses extended!

PK -> you guys do not know how to recruit
-> new sales manager for retail
from Rick - is to done, can
MKNOW speak with him re his thoughts
on recruiting

2/8/2011
J/Chinook Div Mktg.

= Q1/Q2 Goals

-> Change in pricing

-> Focus on small

-> May Kay Singapore Territory

Q1/Q2 Goals

Es. MS / * Per Process - DOS 104 licenses
+ Per Process / Per Site licenses

⊙ Sign all 03/2 v 2.0

⊙ Be more opportunistic on EDC app.
-> 6-9 month timeline

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Wolfe meeting

8/22/01

89-706 (W)

"RODEW"

"The Side" IBM PC

"RF Communication" / "wire like counters"

ON RADIUS, how do they carry info a net? SNA, OSI?

Calculus - up/down transmitted rows or same frequencies as pages

Spacenet

High end C-MOS

BRK

Austin

BRK

62

8 bit counters -> auto Gen BRK

Discrete

PHOENIX

Iridium -

-> network of 77 satellites 1996

can access any phone anywhere in the world through this network w/o having to go on landline.

Jeff Nut -

Austin Tex

BRK & Paul PC

Four Rise Division

Les Cordero - VP of Eng (previous co-founder of)

CS will report to Murray Golden

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8/22/91

Many has All microprocessors -
S100 micro controllers
IBM
RISK 88K, NEW ICH - R6000

BBOPN-

- Claims 1500 apps
- High level spec allows many apps to run

→ Most software (OS) Unix, mostly Unix. How?
what about system var? PG-Open
have a
paperwork

→ 70-80% install base

→ DG - Motorola

→ 88110 is being broadly used in Japanese market as graphics terminals and systems group are volume providers.

IBM/Apple "Power PC"

→ will make the Power Platform (Power PC)

→ Motorola hopes to make it open to all PL's

Ant - 68K
me - 88K
R6000

R6000 - larger complex die
can it be sold
economically?
Motorola has a goal to
shrink die

R6000 will be
supported Riscos
project.

competes to low end? all the
way up to mp servers,

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8/22/91

notes cited.

BBK BCS - Binary Caput. System

→ How does NT map to this?

Need: - LittleFSION

- keyboard
- disk, mouse etc.

NT

- 1.9m lines of code
- 50% lines of code would change
- 15% written in assembly
- All written in "Std C"
- except return which is C++
- Graphics

The "C" compiler we use has provisions for exceptions - need to be able to strip compiler.

try { }
except finally
{ } { }

"Just porting NT"
Once this product is done we will use it available.

9/3/91 Staff meeting - OEM Briefing
→ September 25 OEM Briefing,
Fairport - San Jose

9/3/91

→ 300 people

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MS KR price issues

6/15/91

- TCP/IP -
- Protocol stack only distribution - what price?
- LAN/WAN v2.0 -
- Source code for v2.0 what will be the price?
- new price guidelines.

→ 80286 / 80386 / 386, 486 / 286

→ Chris caught me today →

6/26/91

DOS → Desktop Computers
 WIN → Network Systems
 OS/2

Value received

Logic Size

Per Processor

Per Install

Logic Tables

evaluation 15%

→ 80286, 80386, 80486, 80586

Goals:

(1) Increase # of products
Increase units sold

(1) Increase # of products

- 100%

(2) increase evaluation
15% to 30%

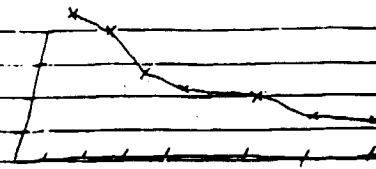
- Full fabric

(3) "visa" up to 24, \$ 100K
units

software
100% WIN/OS/2

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Go for Penetration → make a Fatter



	1	6	25	5	10	25	50
OSD "+5."		69	61	52	46	40	35
		261	251				
WINDS		5K	7K	20K	100K	250K	500K
WIN 45	45	40	27	23	20	15	14
NEW	40	32	27	26	23	20	17
Pre-Install	36	31.5	26	22.5	20.7	18	16.2
10% of							
Extra Yr.					19.4		15.4
5% of							
+30%					25		20
		5860x, 4860x, 4860x					
		386x and below					
		286x			15.75		
115-005					10.00		
		6.50 Localization			6		
OSD							
Base		32	27	21	18	15	13
					80		
115-005					14.4		
					17.96	10%	Pre-Install
					17.74	5%	Logar Jan

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International DOS

#10 - anal systems 3.31

386 1/2 low	SOL	#10.6	3.31
386 1/2 high	SOL	#21.4	3.31

DOS 4. Localized products

#10.

MINS

→ 3.31 2,000 unit unit
 talking CPU BOX
 PROGRAM like unit

#10 products

12 plays

#45 plays

→ DOS Country DOS hardware part
 - localized product

- 4.01 For all cells
- Russian being used in the
- China DOS country

Physical #12

Plans #12

- ASIA
- INDIA
- PRC
- Brazil
- Africa
- USSR (Block)

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FY92 Objectives:

- 1 → Keep 115-DOS P/system P/purchase →
 - 2 → INCREASE WINDOWS Penetration to over 50% 386 system
 - 3 → CLOSE ALL OEMs on OS/2 v2.0
 - 3 yr extension for master license
 - PIC-install for WINDOWS
- Beat your FY92 Revenue target
- Be most aggressive & opportunistic on EBUS product sales.

OS/2 Pricing

- v1.x to 2.x
- OS/2 EE \$69.
- +5% of what the DOS/WIN price is
example \$36. + 5 = 41.
- \$36. when they slip DOS/WIN
- \$41. when they slip OS/2

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6/24/91

Dear Mr. Celi,

-> we realize the market today is very confused, and please to

- Thank you for your support for MSKOS and WINDOWS.
- The market has responded in overwhelming fashion.

We realize that there exists some confusion surrounding the licensing of OS/2. We have given this a great deal of thought. We need to make it as easy as possible for you to clear an audit for OS/2 in order to address this and make the licensing of our products very straightforward we will offer the following.

7/1/92

Staff Meeting

- Russel
- Chris (beta) Promotion
- Jill (beta)
- Rex (beta)
- Mark (beta) to Mark

DEKMAN - 1007
For meeting

-> KIM starts on file 2214

- Wally - design
- Anagnost - 1/1/91
- NP -> Anagnost

- P - Pansu +
- P - Procaugh -
- LAMFED
- Pats
- TADA

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- Use
 → knows nothing of where the data is coming from. 7/22/90
- WINDOWS on client is center of strategy
- customer just knows he is working w/Excel
- under network we have to connect to host.
- says LM v2.1 doing well.
- ! → No. seems ok on OS/2 → WIN transition.
- ! → No. just wants us to rationalize his client (business)

7/22/90

Mr. MARUYAMA - Director PC Operations
 Mr. NOMURA - DECS Manager
 Mr. TANAKA - (Lawyer) Personal Systems

also we ship Pen Windows?

- the "Notebook" (Applet) calendar will be an "OLE" object - ie embeddable in other applications.

MS KK office!

7/23/91

- Pen Process why does it not work in Japan.

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4/23/91

JAPAN:
(DOS)

P Processor

- they do other systems which use the same processors

- solution: "Per Line" equals "per processor"

(Example 9800 line we get all 9800 (JAPAN PAYS OS/2 P/COPY))

Taiwan:
(DOS)

- sell per processor
- exempt 3rd parties only if they have P/system agreement

Korea:
(DOS)

Per Processor working out fine (Reprints Korean FTE)

Per Processor - For JAPAN, Taiwan, Korea
P/system, export-only, systems.

DOS license records:	1st	2nd
JAPAN		
Taiwan		
Korea		

-> when IBM contacts OEM, we need to train the OEM to ask IBM, "why don't you support our hardware w/ OS/2?"

-> FG OS/2 - Title will be OS/2 v.1.45
S=Serve-

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7/23/91

TIGER License:

- 1) All FG (and MDA) will get copy of OS/2 v1.43
- 2) Roy license to OEM
- 3) FG license for OEMs (Probably #65 in October)

Hitachi - Signed
 Lawman / MAX - Fujitsu
 Oki - J Projects

7/23/91

- Try to get pre install (i.e. no 42)
 App Pricing Proposal - OEM supports (i.e. no 2%)

US
 version

Royalty Deal:

	< 25K	> 25K	Excel, Lotus
Office	15%	10%	Lotus, Word
EBU	10%	7.5%	Lotus, Word
(EBU)			Barney, Word

Competition: Borland, Spinnaker, Lotus

- > 6-9 month ramp max for office
- > EBU - low on 1yr license

- Review - works - October / November 91
- T2J work - character works v2.1 March 92

- 6:00 PM	7:00 AM	8:00 AM	4:00 PM
- 12:00 AM		12:00 PM	8:00 PM
- 12:00 AM	8:00 AM	2:00 PM	10:00 PM

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