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OEM System Products Update
OEM Marketing
 The source for up-to-date system product information for OEM Account Managers

Volume 1, Number 5
 Volume 1, Number 4: July 17, 1991
 Volume 1, Number 3: June 7, 1991
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August 30, 1991

I have added an Events Calendar covering all U.S. systems related events (September through December). Assembling the Events Calendar was a MAJOR undertaking so I'm especially curious if you find it useful. Also added is a message from Joachim, and an SQL Server section.

Due to personnel changes in SPAG, a SPAG section does not appear in this report (it will re-appear in the next issue). Also absent from this edition is a Windows NT section (it will also re-appear in the next issue).

All comments / feedback you have regarding this document is always appreciated.

Rob Horwitz (Robho)

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This report, produced approximately every 6 weeks by Rob Horwitz in OEM Marketing, is designed to summarize important information regarding systems products. Electronic copy is on \lbggthtoemunkig in the loemgmc subdirectory.

MESSAGE TO THE FIELD

The next six months will be a critical and challenging time for OEM Sales and Microsoft. While retail is facing stiffer Word Perfect and Lotus competition, OEM is going to see a massive DRI assault and more IBM/Apple FUD.

We just issued a new price guideline to give you some ammunition to counter their moves.

DOS

Try to convert as many FG-DOS per-copy contracts to DOS/Win per-processor deals and increase the prospecting of new FG-DOS customers. We believe there are another 1-1.5 million units out there which we can get if we increase our activities.

ROM-DOS

Is late, but not too late. Sell the fact that the new power management features (spec just released) is an Intel/IBM/MS standard which DRI today does not include and does not control. If you can get the right royalties, go after some of the board makers.

OS/2

Do not lose any OEM business to IBM for standard edition. If the OEM has a per-processor agreement with us for Win and DOS, he pays only \$8 to ship OS/2 per copy. Otherwise it is more expensive as shown in the new price guideline. Nevertheless, do not lose on price - escalate if price enables IBM to get design wins.

Good hunting.

Joachim

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OVERALL OEM ISSUES

- OEM Briefing

- Dates

- Sept 15, 10am-2pm: MANDATORY PRE-BRIEFING FOR ACCOUNT MANAGERS (a preview of the OEM briefing presentations)
- Sept 15, 6pm - 8pm: Reception (Convention Center, Seattle)
- Sept 16: General sessions & breakout sessions (Convention Center), evening event dinner. Buses will pick us up right after the day's presentations end. DORM AM's may want to bring casual change of cloths & change at hotel.
- Sept 17: General sessions & breakout sessions (Convention Center), no events scheduled for evening
- Sept 18th: Technical sessions on MS campus

- Agenda

- Latest agenda is on \\baggins\oemmktg, \oembrief\1991\logistics\agenda.doc

- Conference setup

- Seating is for 350 (250 customers, 100 OEM account managers), covered tables, special comfortable chairs (Wow!)
- Seating will be assigned so OEM account manager can sit with account
- Will be video feed room for other MS attendees
- Dress: Business
- Plans is to have attendees "register" themselves at the conference via a Pen Win app running on Watcom pads.

- Conference rooms (for private meetings w/ your OEM customers)

- We have 5 rooms (seat 2 - 20 people) at the convention center (Sunday through Wednesday). You can reserve rooms - ChrisTu is keeper of the schedule.

- Registration

- Invitations were sent out August 2nd from corporate.
- Invite letter: \\baggins\oemmktg, \oembrief\1991\logistics\oembrief.doc
- Response level still poor. "Open" registration starts Tuesday Sept 2nd - **THIS MEANS THAT BLOCKS OF SEATS WILL NO LONGER BE RESERVED FOR THE DIFFERENT SALES REGIONS - WILL BE FIRST COME, FIRST SERVED.**

- IOEM Account managers

- You need to make hotel reservations (Seattle Sheraton) for yourselves through Manus agency. Email v-manus or fax (206)325-1893 with: name, address, phone, fax number, arrival and departure dates.

- Fees

- \$1195 (Same as last year)
- Includes:
 - 3 nights lodging at Seattle Sheraton Hotel
 - All Materials

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- Welcome reception
- Breakfast/Lunch and Dinner for the event evening
- Any transportation for the events
- **Billing**
 - This year we will only accept pre-paid registrations. Credit cards are acceptable.
- **New OEM Price Guideline for Systems Products (released August 13th, expect new version first week of each quarter) [TomGe]**
 - **DOS / Windows / OS/2**
 - CUP categories have been reshaped into the following ranges: Entry (80386/286), Mid (80386 SX and SL), and High (80386DX and 486SX & DX)
 - The spread between the highest and lowest royalty levels for DOS and Windows has been narrowed.
 - Multimedia and Pen extensions for Windows are now offered as an incremental or "premium" royalty in addition to the Windows royalty.
 - The OEM is offered incentives and adders that permit tailoring of licenses to fit the OEM's needs. Incentives are offered for: extending licenses to 3-years, pre-installing of software on hard disks, and per-processor licenses.
 - Per copy OS/2 prices have been significantly reduced. Additionally, if OEM is already a per-processor licensee of DOS and Windows, they are offered OS/2 at \$8 per copy.
 - DOS 5.0 is offered at special prices for local manufactures in the Peoples Republic of China and the Soviet Union (local language versions of product only, for distribution in local market only).
 - **Networking**
 - Pricing now available for TCP/IP, Asynch Dial-in, and Macintosh connectivity.
 - LAN Manager for UNIX pricing is expanded to cover RISC, Mini, and Mainframe systems.
 - **Printer**
 - Significant TrueImage PDL royalty reduction
 - **Mouse**
 - Minor price changes.
 - International mouse pricing not included
 - **Applications**
 - Not included in this price guide. Will be separate "Applications Products Price Guideline" to be published before the end of September.
- **Training [BarrySp]**
 - **New Employee Training**
 - **Schedule:** September 18,19,20,23 and 24 in Redmond
 - The training is designed to provide a new OEM Account Manager with a foundation of basic job related information. Topics include:
 - MS history
 - Overview of MS Products

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- MS organizational structure
- OEM sales cycle
- Account penetration techniques
- Goal setting
- Fundamentals of licensing
- Overview of financial issues
- OEM forecasting system
- Time management
- Friday Lunch Bunch schedule (lunch time presentation for OEM)
- 9/11: Jim Dunnigan, Pen Windows
- 9/27: Bill Veghte, WinOffice and marketing programs
- 10/11: David Maritz, OS/2
- 10/25: Kent Sander, PSS
- EBU Training
 - Products: WinWorks, Money and Publisher
 - Schedule: Two hour session on September 10th 12-2 in Olympic Room
- Far East Training
 - Topics: DOS 5.0, ROM DOS, Windows, Legal, Finance and forecast
 - Schedule: End of November in the KK for all Far East OEM and the first week in December in UK for all European OEM. Details are being worked out.
- FY'92 class schedule
 - Schedule is in the making and should be available mid-Sept.
- **COMDEX (October 21-25)**
 - Description of event: Consult Events Calendar
 - Hardware (in MS booths) will be rented. In the past, hardware was provided by OEMs - there never seemed to be any combination of OEM provided hardware that would satisfy all parties...
 - OEM Marketing (RobHo) will attend COMDEX and issue a report. If you have any specific ideas about what types of data this report should contain, please contact RobHo.
- **World-Wide OEM Sales meeting (June 1991)**
 - VHS tapes of technical presentations (PC Basics, Video Subsystems, Mobile PCs, Multimedia Technology) are available. Contact LamaB.
 - Transcripts: (Unedited) are available for the Video and Mobile presentations (`\\baggins\oemmktg, \junesale\transcri`)
 - PowerPoint slides of technical presentations: `\\baggins\oemmktg, \junesale\slides`
 - Quizzes: `\\baggins\oemmktg, \junesale\quizes`
- **Questions regarding products and product shipments**
 - If you have a question regarding when a product will be available, the question should be directed to Product Release Services (DavidMu).
 - If you questions about NDAs, Licenses, or whether a product has shipped, the questions should be directed to OEM Finance (LynetteL).

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- If you have any suggestions or concerns regarding how OEM Finance is supporting you, those should be directed to NelIM.

SYSTEMS PLATFORM AND MICROSOFT MISC.

- Press Releases / Backgrounders / Reviewer Guides (\\prtuser)
 - Microsoft University Announces Education Course: "New Architectures for Enterprise Computing" (Aug 5, 191aug\MSU.DOC)
 - The New Architectures for Enterprise Computing course will provide managers of business and information systems a comprehensive overview of client-server systems, graphical environments, PC networks and industry hardware and software standards. The new three-day course (\$1,195) consists of four major sections: evolving business architectures; operating systems and environments; local area networks (LANs) and wide area networks (WANs); and client-server application development. The press release includes course dates and locations. For more information or to receive a detailed course syllabus, contact Microsoft University at (206) 828-1507 code 1003.
- System Strategy Update Kit
 - Overview
 - Produced by the Systems Marketing group (July, 1991).
 - Binder has been distributed to OEM, IOEM
 - Electronic copy on \\SMARTPAGES\USERS server in either \\PROG\COACCTS\SYSSTRGY directory or \\PROG\COACCTS\SYSSTRGY\BRIEFS directory.
 - Contents
 - SYSSTRT.PPT: Revised Systems Strategy pitch (28 slides) w/ detailed notes (notes section is MS confidential). Topics:
 - PC evolution,
 - IAYF
 - Windows market overview
 - DOS 5 & Windows 3.1
 - Extended hardware support (ROMable DOS/Windows, Pen, Multimedia)
 - Windows: Scalable architecture, Windows NT
 - Windows hardware support overview
 - Long term Windows evolution
 - LAN Manager
 - MS and OS/2
 - SYSSTRX.PPT: A collection of 30+ slides which can be used to supplement sections of the Systems Strategy pitch.
 - IAYF (compound documents, object oriented shell, intelligent data storage, external macro language)
 - DOS (market overview, DOS 5.0 feature overview, DOS futures)
 - Windows (TrueType, OLE - embedding vs. linking, Windows & network integration)
 - Server apps (SQL, Comm, Mail)
 - MS client apps overview

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- MS tools and development environments (apps, Visual Basic, Quick C, C 6.0 & Windows SDK)
- NTGLOSRY.DOC: 7 page glossary (MS confidential) of the terms used in the Systems Strategy pitch and other materials (such as "API", "Kernel", and "32-bit")
- QASYS.DOC: 20+ page Q & A (MS confidential) containing answers to 49 questions about:
 - The MS systems strategy (what is the strategy, how has it changed, status of the MS / IBM relationship, etc.)
 - Windows NT / Win 3.1 / Win-32 API (What are each of the products / technologies, etc.)
 - Windows vs. OS/2 (how well will OS/2 2.0 run Windows apps & DOS apps, how does Windows and OS/2 2.0 compare, etc.)
 - Developer questions (which platform should develop for, Win-16 -> Win-32 migration issues, etc.)
- SYSSTRT.DOC: "Microsoft Systems Strategy". 5 page strategy overview (MS Confidential). Covers:
 - Our client and server operating system plans for today, the near term (1992), and the medium term (late 1992, 1993)
 - The different "modes" of Windows: standard, enhanced, and NT modes
 - The roll of DOS and OS/2
- WINTODAY.DOC: "What Is Windows Today?". 4 page overview. Contents:
 - Why Windows has been so successful
 - Ways applications can share info (clipboard, DDE, OLE)
 - System functions performed by Windows (API, scheduling, memory management, network resource access and management, hardware interface)
 - Today's Windows modes: real, standard, and enhanced
- 31FEAT.DOC: "Windows 3.1 - Features & Enhancements". 4 page technical overview of Windows 3.1. Topics:
 - Robustness (less UAEx, better fault handling, better error messages)
 - Performance
 - Usability (drag and drop, startup groups, etc.)
 - OLE
 - Better networking interface (persistent net connections, etc.)
 - Improved printing and print manager
 - TrueType fonts
 - Improved install
 - Laptop support (power management, ROM Windows, etc.)
 - Multimedia and Pen extensions
- WINSCALE.DOC: "Windows - A Scalable Architecture". 3 page overview of our plans for Windows as a platform scalable from palm tops to servers.
- NTGLANCE.DOC: "Windows NT Features". 4 page feature overview:
 - 32-bit performance, multiprocessor
 - Robust, pre-emptive multitasking, fault tolerance, built-in network functionality
 - Security
- WHYNT.DOC: "Why Windows NT?". 2 page background on the need for Windows NT.
- ACEGLNCE.DOC: "ACE Overview". 3 page overview of the Advanced Computing Environment (ACE) initiative - what it is, who is involved, etc.
- NET1PAGR: "Network Products: FY92 Strategy and Positioning". 2 pages. written by Mike Murray, GM of NEU.

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- Major articles about Microsoft in general press

- Playboy, Sept issue, page 134. 5 page profile of Bill Gates, mostly very positive.
- Fortune, August 26, page 40, "The Future of the PC". 8 page overview of the PC industry. Contains a great amount of input from Bill Gates and Steve Jobs. Many others were interviewed for the article as well: Mitch Kapor, John Scully, Scott McNealy, Andrew Grove [Intel], William Lowe [former head of IBM's PC operations], etc. Makes 5 major predictions for computing in the 90s, discusses variety of industry topics including Microsoft's dominance of the PC software industry, MS / IBM relationship, FTC investigation, and the IBM / Apple partnership. Generally quite positive on Microsoft.
- Forbes, August 5, page 90, "What's Good for IBM". 2 page article about the end of the MS / IBM alliance and recent developments such as the IBM / Apple partnership (Advanced OS joint development agreement), IBM / Novell agreement (IBM distributes Netware), IBM / Lotus deal (IBM distributes cc:Mail), IBM / Borland deal (IBM distributed ObjectVision).
- New York Times, August 4, page 1 of business section, "One Day, Junior Got Too Big". Talks about the latest competitive positioning in the PC industry and how various alliances have formed which compete directly with Microsoft. Generally an even-handed article which presents both sides of each controversy.
- Business Week, August 12, page 58, "PCs: What the Future Holds". Talks about how the industry is in turmoil, who the likely contenders are in the 1990s, and customer's reluctance to switch to new (incompatible) technology. Also discusses predicted advances in laptops/palmtops, multimedia, consumer devices, etc. Gives history of IBM's involvement in the industry & contains an industry (historical) timeline.

- Television Coverage (U.S.)

- Good Morning America, Mon Aug 12.
 - Good Morning America had about a ten minute interview with Bill Gates where he demo'd the Pen Notebook, a Sony CD notebook, and the Windows Multimedia software. Bill stressed the importance of making computers both more powerful and easier to use, and that he expects virtually everybody will have them on their desk within the next ten years.
- CNN Moneyline, Monday Aug. 12.
 - CNN's Moneyline did not interview Bill Gates but did about a five minute overview of the PC industry, with a few brief mentions of Microsoft. Began by discussing the 1977 birth of the Apple PC and then recapping IBM's past ten years in the industry. Mentioned that over 10,000,000 IBM PC's have been sold since the first one in 1981 and from a poll they conducted stated that 70% of the businesses polled claimed that it had not increased their leisure time. They also stated that IBM and Microsoft's relationship was "on the rocks".

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- Systems Analyst Meeting

- About 110 financial analysts and press people attended the meeting on July 25th.

- Summary report: \\baggins\oemmktg, \platform\analysts\ANALSUM.DOC (contains both part 1 and part 2 of the email RobHo circulated following the event)
- Transcripts of Steve Ballmer, Bill Gates, and Frank Gaudette presentations: \\baggins\oemmktg, \platform\analysts\transcri, BALLMER.DOC, GATES.DOC, GAUDETTE.DOC
- Slides: \\showsrus\91_shro, \analysts directory

DOS 5.0

- OEM Group Contact: SergioP
- Press Releases / Backgrounders / Reviewer Guides (\pr\user)
- Raids Lead to Largest U.S. Counterfeit Seizures in Microsoft History (Aug. 29, \\aug91\PIRACY.DOC)
 - Microsoft, in conjunction with U.S. marshals, has made the largest domestic seizure of counterfeit software in Microsoft history. Six individuals and 10 businesses are alleged to have participated in a Los Angeles-based counterfeiting scheme. The group may have been distributing illegal software throughout the U.S. for more than a year. In raids and investigations associated with this action over the last four months, Microsoft has uncovered and seized nearly 20,000 illegal packages of Microsoft products (three versions of MS-DOS operating system, including DOS 5, and Windows 3.0), as well as separate look-alike copies of disks, packaging, manuals, warranty cards, other product components and the equipment used to manufacture them. Through the United States District Court for the Central District of California, Microsoft is seeking treble damages (three times Microsoft's actual monetary damages), a permanent injunction, attorneys fees, and possible criminal charges.
 - All genuine packages of Microsoft MS-DOS 5 and the MS-DOS 5 Upgrade include a circular MS-DOS hologram on the side of the box and a rectangular Microsoft logo hologram on the spine of the manual, which is displayed in a window on the package. These 3-D holographic images can be observed by slowly tilting the product package from side to side, revealing a logo that appears to be a solid object. The counterfeit software found in the action announced today included shiny silver sticker labels that attempted to simulate the Microsoft holograms, but don't have the solid, three-dimensional effect.
- DOS 5.0a (very confidential!)
 - Reasons for release (first two will be our public stance)
 - Reduction in # of PSS calls
 - Consistency between disk-based DOS and ROMDOS
 - Bug fixes
 - Schedule
 - End of August: Inform OEMs about DOS 5.0

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- Sept. 17: Release candidate to OEMs (contains both ROM DOS and disk-based DOS 5.0a)
- Oct. 16: ROM DOS / DOS 5.0a OAK to SSBU (System Support Business Unit -- part of PSS division) for final testing, DOS 5.0a Upgrade and OEM Packaged Product to PRS
- Oct. 22: Final OAK to OEMs, DOS 5.0a Upgrade and DOS 5.0a OEM Packaged Product begin to be manufactured
- Nov. 12: First shipment of DOS 5.0a Upgrade and OEM Packaged Product leaves Canyon Park.
- Software changes
 - Majority of changes to software have to do with setup and the swapper. Setup changes will reduce volume of PSS calls. Swapper changes fixes bugs. Many of the other changes were made so ROMDOS can function properly.
 - Mouse driver file will be included in 5.0a Upgrade disks, but not in OAK. Old mouse drivers have incompatibilities when working with DOS 5.0 shell -- today PSS has to send out disk w/ new mouse driver when customer calls. Note: the DOS 5.0a Upgrade setup program does not automatically install the new mouse driver -- mouse driver file must be copied onto system by user.
- Packaging and documentation changes
 - Disks: Both retail and OEM 5 1/4" packages will have high density diskettes, includes coupon for low density disks. 3 1/2" will still be low density.
 - Getting started guide
 - Retail package version substantially revised. Adding some trouble shooting, tips, moving in sections of README.TXT document (on disk).
 - OEM packaged product version changed slightly (trouble shooting section added)
 - Users guide: no major changes
- Strategy for informing OEMs
 - Sensitivity
 - Public Relations: We don't want news of 5.0a going out to the press and causing problems for our current retail upgrade and OEM's packages.
 - Distribution channels: We want to give OEMs enough warning so that they can adjust their manufacturing schedules accordingly and not be caught with large supplies of dated product.
 - Late August: Inform OEMs about DOS 5.0a. Points:
 - DOS 5.0a's main purpose is to keep disk-based DOS and ROMDOS the same. We will not release full details about the product changes at this time.
 - Communicate product timetable. Ask OEMs not to ship 5.0a based product before Nov 12 (when we ship).
 - September: The beta OAK will contain a complete list of changes made in DOS 5.0a.
- LAN Manager / DOS 5 redirector upgrade
 - If an OEM has occasion to upgrade existing DOS LAN Manager clients to DOS 5, they need some way of upgrading the LM redirector. We have software (a subset of the LM redirector) which accomplishes this. NOTE: The software is not a complete LM DOS redirector -- an old LM DOS redirector must already be present on the workstation.

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- Request through normal OEM channels.
- No charge to OEM
- **Training opportunities for OEM accounts**
 - DOS 5.0 technical training for product support and other technical personnel
 - Training session lasts about 90 minutes
 - Contact in DOS group: RandyM
 - Accounts that have already been trained: Everex, Packard-Bell, Compu-ad
- **Events**
 - **Packaged Product OEM reception**
 - **Date:** - Sept. 25
 - **Purpose:** Increase our contact with our Packaged Product customers, create customer loyalty, help us fend off DR-DOS
 - **Location:** San Jose
 - **Format:** Presentations will focus on DOS, Windows, Multimedia, Pen, and DOS piracy.
 - **Account Manager participation:** GeorgeD and KathyG team members would attend
 - **DOS Days**
 - **Target audience:** 300-500 representatives from corporate accounts (purchasers, technical support, and MIS managers) in each US district.
 - **Overview:** Topics covered in the two hour seminar include: DOS 5 migration options, DOS 5 system configuration optimization, DOS 5 support materials & services (PSS, DOS 5 Resource Kit, MSU video course, books, MS SBs, etc.), MS-DOS 5 Upgrade vs. the IBM DOS 5 Upgrade, and MS DOS 5 & Windows. A MS DOS 5 developer as well as a representative from product marketing will be present at each event. Call local MS sales office to register.
 - **Schedule:** Two events daily, 9am-11am and 1pm-3pm. See Events Calendar for dates.
 - **"Owner" within DOS marketing:** RichBa.
- **Informational materials**
 - **MS-DOS 5 Evaluation Kit**
 - **Target market:** MIS professional responsible for evaluating PC/workstation software product in Fortune 2000 accounts.
 - **Price U.S.:** Sold retail, SRP of \$25. End users can also purchase it directly from Microsoft at full SRP thru 1-800-992-DOS5.
 - **Part number:** 147-699v500
 - **Availability:** Now
 - **Contents:**
 - **Evaluation Guide:** approximately 15 pages. Steps evaluators through features and benefits (emphasis on where MS DOS 5 can be tailored to fit into a corporate environment -- network installation, customizations in DOSSHELL, etc...)
 - **Technical Notes:** approximately 60-80 pages. Provides technical evaluators with in-depth information on MS-DOS 5 features (memory management, installation, disk partitioning)

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and how it differs from previous versions of DOS. NOTE: THE DOS GROUP PLANS TO PRODUCE AN OEM VERSION OF THE TECH NOTES (BY TAKING OUT DOS 5 UPGRADE SPECIFIC INFO) - EXPECT BY END OF SEPTEMBER.

- Software to aid evaluation: additional net software, updated mouse driver, updated MS CD ROM extensions, etc... (provided in dual media)
- Other support materials: MS DOS 5 Upgrade Datasheet, information and coupon to purchase MSU MS-DOS 5 Video, MS-DOS 5 HCL (hardware compatibility list), registration card
- A competitive analysis of DRI and DR-DOS has been issued by the DOS group this month - unfortunately its been made outdated by the Novell / DRI merger.

ROMDOS

- OEM Group Contact: SergioP
- Schedule
 - ROMDOS ESP (Early Ship Program)
 - DOS Group contact for ESP: NaveenJ and FernandD
 - ESP 1: Shipped July 22nd
 - ESP 2: Shipped August 28th
 - ESP 3: Will ship mid / late September
 - FINAL: Oct 16 (release to manufacturing)
 - FlashFile I product
 - September
 - FlashFile II product
 - Spring 1992
- Informational materials
 - ROM DOS presentation: \\baggins\ocmmktg, \dos\ROMDOS.PPT
 - ROM DOS 5.0 spec (hardcopy) is available by sending email to y-ocmreq (part number 779-500-X04).
 - Advanced Power Management Spec: Contact y-ocmreq (part number 781-000-X19)
 - FlashFile I spec: Contact RayK
 - FlashFile II spec, available in September: Contact AndrewSi
- Marketing
 - Press tour tentatively planned for November

WINDOWS WITH MULTIMEDIA

- OEM Contact: PamelaGo
- Schedule
 - Final MODK for OEMs: Shipped August 19 (sent to companies who have signed licenses)

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- Final MOAK for OEMs: September
- MDK (developers kit): September (appropriate for OEMs who haven't signed license but would like to evaluate)
- MDDK (device driver kit): September
- **Press Releases / Backgrounders / Review Guides (\pr\user)**
 - **Microsoft Ships Windows with Multimedia Extensions 1.0 (Aug. 20, 191aug\MULTIMED.DOC)**
 - Windows with Multimedia Extensions 1.0 is now shipping to OEMs. The Multimedia Extensions add *support* for a wide range of multimedia devices and data types including sound, animation, motion video and natural images to the core functionality of Windows, and enable multimedia applications to run on Multimedia PCs. The shipment of these extensions is an important prelude to the rollout of the first commercially available Multimedia PCs and Multimedia upgrade kits this fall y companies such as Tandy, CompuAdd, MediaVision and Creative Labs. More than a dozen companies have announced products to be available in late 1991 and early 1992
 - More than 1,700 beta-version Multimedia Development Kits (MDKs) have been shipped to programmers and title authors over the past nine months. The *Multimedia Viewer* provided in the MDK gives content owners and multimedia creators an authoring tool that requires no C programming knowledge. Using the Viewer, multimedia developers can incorporate images, audio and animation to create rich, engaging multimedia titles and applications. Independent software vendors who have been working with the MDK since November 1990 are expected to release dozens of multimedia titles and applications this fall, with hundreds more titles expected to ship during 1992. The final production release of version 1.0 of the MDK will be shipped in early September. The price for the kit will be \$495.
 - The *Multimedia PC Marketing Council* (a subsidiary of the Software Publishers Association) endorses a specification for a standard multimedia PC platform. Members of the Multimedia PC Marketing Council include: AT&T Computer Systems, CompuAdd Corporation, Creative Labs, Inc., Fujitsu, Headland Technologies, Media Vision, Inc., Microsoft Corporation, NEC Technologies, Inc., Olivetti, Philips, Tandy Corporation, and Zenith Data Systems. The MPC specification endorsed by the Council is designed to create a common hardware and software environment for multimedia applications, using Windows with Multimedia as the core systems software component. OEMs will soon begin shipping both multimedia PCs (MPCs) and upgrade kits for existing PCs. It is estimated that approximately 15 million PCs worldwide are capable of being upgraded to multimedia-compatible platforms.
 - Windows with Multimedia is *licensed* to OEMs directly by Microsoft. Customers interested in purchasing MDKs (\$495) should call the following toll-free number: (800) 426-9400.
- **Informational materials**

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- Current
 - Multimedia Development Kit (MDK) Datasheet (2 pages, no part number).
Email LauraB for photocopy.
 - MM PC spec is available for sending to OEMs, contact PamelaGo.
 - CD-ROM extensions specs: Contact PatF
- Planned
 - New Multimedia Development Kit (MDK) Datasheet, expected in September
- Events
 - COMDEX
 - MS Multimedia group will have their own booth in the Multimedia Pavilion at COMDEX.
 - MM group will provide signage for OEMs demoing hardware at COMDEX.

WINDOWS WITH PEN

- OEM Group Contact: JimDu
- Schedule (no changes since last report):
 - Beta I: Shipped 2/23/91
 - Beta II: Shipped 6/21/91
 - Beta III: Schedule to ship 8/30/91
 - Final Ship to OEMS: 12/91
 - French/German/Italian: Q1 CY92
 - Kanji: First half of 92
- Press Releases / Backgrounders / Review Guides (\\pr\user)
 - Eight Additional Hardware Companies Announce Support for Microsoft Windows for Pen Computing (July 16, 1991)PENWIN.DOC
 - Eight additional hardware manufacturers have announced intentions to build pen computers or display products that will support Microsoft Windows for Pen. These manufacturers include: Zenith Data Systems; Dell Computer Corporation; AST Research; Olivetti; Tusk, Inc.; Microslate, Inc.; SuperScript, Inc.; and Wacom, Inc. Specific details on products and release dates will be announced later by each company. These manufacturers join the list of 21 previously announced hardware manufacturers that will support Windows for Pens, bringing the total to 29 manufacturers.
- Other
 - Send requests for SDK to WinBeta alias. Please specify Windows for Pen. Windows for Pen stuff part of Win 3.1 SDK. Lots of requests for Win 3.1 SDK -- specifying Pen gets recipient higher priority.

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- Pen group working on corp preview beta program to allow OEMs to demo their Pen machines to corporate customers. Support, legal agreements, sales force training, etc. issues still need to be worked out. Expect plan by end of September.
- **Events**
 - Past Events
 - OEM Technical Seminar (Aug 15)
 - About 80 people from 40 OEMs attended. Very positive feedback.
 - Video tapes will be available beginning of Sept - contact JaneFlo
 - Future Events
 - COMDEX
 - MS will have a separate booth for Windows for Pen
 - PEN OEM Briefing, Japan
 - October 3rd.
 - Same content US Aug event.

WINDOWS

- OEM Group Contact: AlexN
- Schedule (Windows 3.1)
 - Win 3.1 OAK Beta #1: Shipped
 - Win 3.1 OAK Beta #2: October
 - Release to manufacturing: December
 - Announcement & ship: January 1992
- Press Releases / Backgrounders / Review Guides (\lpr\user)
 - Microsoft Releases First Windows-hosted C Product for Easier Windows Application Development (Aug 28, \aug91\QUICKC1.DOC)

QuickC graphical development environment for Windows is a complete package of Windows-hosted tools (no Windows SDK required), including an interface drawing and code generation tool, a time-tested C compiler, an integrated debugger and an editor. In addition, resource tools required for programming for the Windows environment, such as an image editor, a dialog editor and a resource compiler, are included. The QuickC for Windows tools are easy for programmers to use and designed to save them time.
 - QuickC for Windows includes complete documentation on the tool's environment, Windows APIs, the C language and C run-time libraries. Printed documentation fully covers the environment and Windows APIs, as well as providing information on writing simple C programs and writing Windows-based programs.
 - Available in September at a suggested retail price of \$199. Registered users of selected Microsoft products (Microsoft C version 5.0 or higher, Microsoft QuickC compiler version 2.0 or higher and Microsoft QuickC Compiler with

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QuickAssembler version 2.01 or higher) may obtain Microsoft QuickC for Windows directly from Microsoft for only \$89.95.

- Microsoft Supports QuickC for Windows Customers with Suite of Tools (Aug 28, 1991)\QUICKC2.DOC

- Microsoft will make a variety of software development tools available in conjunction with the QuickC graphical development environment for Windows. While not necessary for developing applications with QuickC for Windows, these tools enable customers to expand their Windows toolsets at a low cost.

Tools:

- Windows Help compiler: allows programmers to provide online Help in their own Windows-based applications via the Windows Help engine.
- Microsoft CodeView debugger for Windows: same powerful debugger included in the Microsoft C professional development system)
- Additional Windows tools: Spy [helps monitor system messages], Heapwalker [helps analyze how applications use the global heap], and Shaker [helps determine the effects of the application on memory movements].
- Windows Debugging Version: provides error checking and diagnostic messages that help programmers debug a Windows-based application.

Pricing:

- All the tools (Windows Help compiler, Microsoft CodeView debugger for Windows, additional Windows tools and the Windows Debugging Version): \$149.95.
- Windows Help compiler, the Microsoft CodeView debugger for Windows and the additional Windows tools: \$49.95:
- Windows Help compiler is available for minimal shipping charge.
- Windows Debugging Version alone: \$99.

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- Backgrounder: Microsoft Windows Environment Version 3.1 (Aug 1991, \bckgmdr\WIN31.DOC)

- This 10 page backgrounder covers the following refinements made in Windows 3.1: improved usability and performance (improved install program, file manager improvements, program manager improvements, printing improvements, better support for networks, improved performance), application and system robustness (better error diagnostics and reporting, developer tools for error tolerance and prevention), TrueType scalable font technology (cross platform compatibility with Macintosh, dynamic font downloading), improved application integration (object linking and embedding, improved support for DOS apps), and extensions for new computing platforms (pen, multimedia, laptop support). **HIGHLY RECOMMENDED READING.**

- Attendees at Largest Microsoft Developers Conference Ever Get Advance Look at New Windows Features. Support (Aug. 19, 1991)\2WIN31.DOC

- More than 2,000 software developers from around the world gathered in Seattle last week for a two day briefing on Windows 3.1, the Windows 32-bit application programming interface (API), and a demonstration of Windows NT (New Technology).
- MS discussed the following Windows 3.1 enhancements: ease of use (easier install, better networking support, better file manager, drag and drop, new help engine, user-defined shortcut keys, and an automatic startup group), object linking and embedding (OLE), TrueType, and improved robustness and

reliability (example: parameter checking and recovery of global state to prevent ill behaved applications from bringing down the system).

- MS also announced that, starting this week, Microsoft's own OnLine Knowledgebase on Windows would be available via CompuServe and that MS will add CompuServe support for the beta release of Windows version 3.1 next month.
- Microsoft Introduces Windows Application Development Support in COBOL Version 4.5 (Aug 19, \91aug\COBOL.DOC)
 - Microsoft COBOL professional development system version 4.5 is a solution to COBOL programming for the Microsoft Windows environment. The new version includes the QuickWin library, which allows programmers to port standard COBOL applications to the Windows environment without modifying code. It also supports development of both Windows dynamic link libraries (DLLs) for use in mixed-language applications and full-featured Windows-based programs written entirely in COBOL. Microsoft COBOL professional development system version 4.5 is now available for a U.S. suggested retail price of \$900. Upgrades for registered Microsoft COBOL version 4.0 users are \$150. Microsoft is offering users of Realia, Ryan McFarland, LPI, Acucobol and mBp Visual COBOL products the opportunity to upgrade to Microsoft COBOL for \$395. Upgrade information may be obtained by calling Microsoft Customer Sales and Service at (800) 426-9400.
- Apple / Microsoft Lawsuit (Aug. 15,, \91aug\APPLE.DOC)

Microsoft Corporation announced that yesterday an order was issued in the Apple Lawsuit granting Microsoft's motion for reconsideration of an earlier decision in the case. The new order restores Microsoft's lack of originality defense and enables Microsoft to argue that the features that remain in Apple's case against Microsoft Windows version 2.03 are not original to Apple, and therefore are not protectable under Apple's copyrights.
- Chinese Version of Microsoft Windows Underscores Windows International Presence (Aug. 13, \91aug\WINCHIN.DOC)
 - A Chinese language version of the Windows 3.0 is available and will be introduced to interested users through a series of seminars sponsored by the Microsoft Taiwan subsidiary, beginning in August and continuing throughout the year. Chinese Windows was developed primarily by Microsoft's Far East product development group, in cooperation with key local contractors. Windows 3.0 is currently available in Dutch, Finnish, French, German, Italian, Kanji, Korean, Norwegian, Portuguese, Spanish and Swedish. Future releases of Microsoft Windows are scheduled for localization in Arabic, Czech, Hebrew, Hungarian and Turkish.
- 1,800 Microsoft Windows Application Developers to Convene in Seattle (Aug. 9, \91aug\1WIN31.DOC)
 - More than 1,800 corporate and commercial software developers from around the world are expected to attend the Windows 3.1 conference in Seattle on

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August 12 and 13. This is the largest Microsoft-sponsored developers conference ever.

- Microsoft Announces Windows Debugging Version; Retail Product Supports Windows Development (July 23, 191July\DEBUG.DOC)
 - The Windows debugging version, a standard component of the Windows Software Development Kit (SDK), is now being offered as a separate product. It will be available from software outlets, starting in September, at a U.S. suggested retail price of \$195. (The Windows SDK is priced at \$495.) The Windows debugging version provides technical information about Windows applications to developers for their own use or for use with their tools. It can be used with any Microsoft or third-party Windows development tool, yet it provides a lower-cost alternative for developers who may elect not to purchase the entire Windows SDK. Independent software vendors (ISVs) who sell their own development tools may choose to include the Windows debugging version with their offerings. Tools vendors may contact Microsoft for more information about distributor pricing.
- Microsoft Windows: A Sign of the Times (July 18, 191July\WINFLASH.DOC)
 - Features a discussion of Gerber Scientific Products, Inc's Graphix Advantage, a PC-based turnkey system for designing and producing signs in various media. The system allows commercial sign shops to create many different types of signs from placards to billboards, painted truck logos to incised direction signs, banners to mall directories.
- **Marketing Materials**
 - The Windows group is working on a Windows 3.1 presentation kit, scheduled for early Oct. availability
 - Technical presentation .PPT slides
 - Demo script and demo files
 - Video of the technical presentation as well as product demo
- **SLICK (DOS / WIN integrated install) Postponed**
 - Slick is the code name for DOS and Windows with an integrated DOS/Windows install program. Once setup is complete, the user would have MS-DOS 5 and Windows 3.x installed (exactly as if they had bought the packages separately and done both installations).
 - Both retail and OEM versions of Slick have been put off until Windows 3.1. Specific Slick plans are pending approval by upper management. Any OEM related input on the Slick concept should be sent to AlexN.
- **Partners 1.0 Program**
 - Contact
 - U.S. based OEMs: AlexN
 - Intl based OEMs: AdamT
 - Purpose: Help promote Windows by addressing key OEM concerns:
 - Pre-installation:

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- How can we make it easy for OEMs to pre-install Windows on the hard drive?
- What can we do to eliminate the need to ship Windows back-up disks with the OEM's system (utility OEM includes w/ system which user runs to create backup disks)?
- Performance tuning:
 - What are the performance ramifications of different memory configurations, cache size settings, etc.? How should OEMs configure their system in order to make Windows run as fast as possible?
- Localization
 - Some OEMs would like to pre-install Windows but do not know the final destination country at time of manufacture. To [install] all possible language versions on the system takes up a massive amount of storage space. We need to create a way for OEM to pre-install Windows & have language version (English, French, German, Italian, etc.) resolved at final destination (via a user utility).
 - Help key "high-end" performance minded OEMs (Compaq, Dell, Zenith, AST, etc.) to design faster Windows machines.
- Status
 - Performance Tools
 - Windows group (summer intern) has created an automated performance testing tool. A series of application benchmarks are run w/ different memory sizes (2MB, 4MB, etc.) as well as disk cache size settings. Results are automatically recorded in spreadsheet.
 - We will make performance test program available to OEMs in October. We will also be distributing the performance measuring tool to external testing labs & PC trade publications w/ labs.
 - Localization (European languages)
 - Windows group has developed a resource compiler which can create a foreign language version of Windows 3.1 @ point of final destination (user runs utility).
 - OEM pre-installs (on hard drive) approx 20MB of files Windows core (same for all language versions), resource files for English, French, German, Spanish, and Italian. A pre-installed utility prompts the user for his language preference and then runs a resource compiler. This compiler combines the appropriate language resource files with the Windows core to create the proper language version of Windows.
 - Hardware design
 - Will cover some key hardware design issues at third day of OEM Briefing (Sept 18th).
- Marketing Programs
 - "Focus on Windows" Magazine
 - Second issue scheduled for fall shipment
 - Focuses on how DOS 5 enhances Windows
 - MS welcomes opportunity to provide copies of the magazine (original and/or new issue) for inclusion in any OEM's box. Contact: AlexN
 - Windows Resource Kit:
 - Sold so far: > 80,000
 - Part #: 050-031-463 (FOR 5.25"), 050-031-320 (FOR 3 1/2")
 - Version 1.1 of the kit: scheduled for October. Includes some DOS 5.0 specific information and "bug" fixes. With this version, MS will have full writes to all the software contained within it. The current version has some shareware which prevents us from letting OEMs or others make copies of the kit freely. The 1.1 kit will either substitute the shareware with MS software or remove the shareware entirely.

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- Version 2.0 of the kit: scheduled for Q1 CY'92. Will contain significant revisions.
- Windows Tech Workshops: See "events" section below
- **Events**
 - Windows Technical workshops v 1.1: half day workshops are tailored to experienced Windows environment users, resellers, consultants, support personnel and MIS managers.
 - Version 1.1 of the course includes "fit and finish" improvements, info on DOS 5.0, as well as a full set of instructor notes.
 - Schedule: The last Windows Tech Workshop v 1.0 was given in July. V. 1.1 courses have been scheduled for October through December. Please consult the Events Calendar for dates and locations.
 - **PRESENTATION KIT**. The Windows group is preparing a kit which makes it possible for others to give the seminar. Expected to be available in October. The kit contains slides, presenter notes, handouts, and a video of one of the MS technical workshops.
 - Windows Discovery Fairs
 - 24 shows scheduled for the US from end of June through November. Consult Events Calendar for description and dates.
 - Egghead Windows Seminars
 - Egghead is sponsoring a series of Windows seminars in the U.S.A. See Events Calendar for description and dates.

OS/2

- **OEM Group Contact: DavidMa**
- **IBM Watch**
 - IBM is actively recruiting OEMs to license OS/2 directly from IBM. To our knowledge, IBM has approached the following OEMs: AST, Siemens, Acer, Everex, Netframe, CompuAdd, HP, Dell, Olivetti, Tandy/Grid, Compaq, AT&T, Epson, Tandon, Reply, Trichord, NEC, NCR, Apricot.
 - Rumor has it that IBM is planning an OS/2 2.1 release for fall 1992 which focuses on System Management, DBCS Convergence, Multimedia enhancements, and hardware support (IBM and OEM).
- **Schedule:**
 - OS/2 1.30.1
 - OAK has been released (May)
 - Manual inserts in manufacturing now, available in Sept.
 - OS/2 1.3x (TIGER)
 - In systems test now
 - Betas: All OS/2 licensed OEMs receiving code drops every 2-4 weeks

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- If possible, will be base Tiger on IBM's 1.30.2 instead of 1.30.1 version (if 1.30.2 version passes our regression testing). 1.30.2 supports IBM's Extended Services (Data Manager, Comm Manager applications).
- English Final OAK: October
- European Language OAKs: Simultaneous French and German releases planned, other languages to follow within 1-2 months
- OEM Packaged Product and Retail Packaged Product (note the new distribution channel) scheduled for end of October
- OS/2 2.0
 - Golden Master A (GMA)
 - Shipped to OEMs in early August
 - Code drop included "Super FAT" -- a FAT file system with a lazy write cache (significant performance improvement)
 - Golden Master B (GMB)
 - Scheduled for end of Sept / early October (original schedule was August). IBM's second code drop in the "Early Experience" program for corporate customers
 - Code drop will include the "workplace shell" which looks a lot like the Macintosh Finder
 - MS plans will use GMB for next release of OS/2 2.0 SDK (to go out to all SDK customers). No GMB-based beta OAK will be created (resource issue).
 - Golden Master C (GMC) -- FINAL VERSION
 - Expect to ship a final OAK to OEMs in December
 - Code drop will include support for >2GB disk partitions. May or may not support 32-bit HPFS.
 - Windows emulation will run in its own screen group, in standard mode (i.e. not that great support for Windows apps)
- Press Releases / Backgrounders / Review Guides (\pr\user)
 - None this month
- Informational materials
 - Newly available
 - OS/2 1.3 datasheet (black & white, part #: 098-23021). The datasheet focuses on OS/2's strengths as a platform for networking and server applications.
- Tiger
 - Packaging
 - In LAN Manager 2.1 Box (scheduled for Nov)
 - OAK
 - OEM Packaged Product (sold like DOS packaged product)
 - Retail Packaged Product (sold through distributors) -- required to support OS/2 server applications. Customers wanting to use these apps on LM peer servers or Netware nets need OS/2 1.x.
- OS/2 2.0
 - In August, letter was sent by DougHo to send to OS/2 OEMs. Informed OEM that pre-release OS/2 2.0 OAK was to be sent during August and asked that OEMs send their feedback to MS as soon as possible.

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- **LDK (LADDR Developers Kit)**

- Shipped early August
- Intended for IHVs (Independent Hardware Vendors) doing disk, tape, printer, or CD-ROM work
- Contact: DougR

LAN MANAGER

- **OEM Group Contacts**

- RuthW: OS/2 issues
- DwightK: LM council
- TonyLau: LM for UNIX

- **Schedule**

- LM 2.0C: OAK released in June
- LM 2.1: November
- TCP/IP Utilities: November
- Mac Connectivity: November
- Dial-in: November
- 2nd release of 3Com upgrade toolkit: November

- **Press Releases / Backgrounders / Review Guides (\pr\user)**

- Microsoft Launches Industry Specialist Program: Provides Network Platform for Vertical Client-Server Solutions (July 15, 1991)\july\INDSTSPC.DOC
 - The Microsoft Industry Specialist program is directed toward ISVs who integrate Microsoft SQL Server and LAN Manager with other hardware and software technologies to create solutions for specific industries or vertical markets. This program complements the existing SQL Business and SQL Solutions Partners programs introduced less than a year ago to make SQL Server available through qualified companies. With the debut of the program, five vertical industries are addressed: healthcare, human resources, broadcasting, legal/consulting and newspaper publishing. The press release contains a list of 5 initial Industry Specialists along with a description of their business, a list of requirements for participation in the program, as well as an overview of the program itself. For more information, vertical developers should call Microsoft at (800) 227-4679.

- **Informational materials**

- New Tech Notes available) on \smartpages\users, prod\sys\techinfo\lm\technt subdirectory)
 - "Upgrading your 3Com Network to Microsoft LAN Manager and Microsoft Mail" (part #: 098-23854)

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- "Multiple Protocols and Network Adapter Cards for MS LAN Manager" (098-24322)
- "MS LAN Manager and MS-DOS Memory Management" (updated for MS-DOS 5; 098-24323)
- A LAN Manager Sales Guide is available for sending to OEMs.
 - One copy has been sent to OEM Manager in each subsidiary. DOEM: admins have copies.
 - 85+ pages long
 - IOEM please email LauraB for copies, DOEM please email your admin
 - LAN Manager Sales Guide is on \\smartpages\users, \prod\sys\mktg\info\corp\slsgd, LMSG_A.RTF (first half), and LMSG_B.RTF (second half)
- The July-August version of NetNews
 - \\smartpages\users, \prod\sys\tech\info\nets\news, CLNJ_A.RTF & CNPJ_A.RTF.
- **LAN Manager Council (second meeting is Sept 12 & 13)**
 - **"Owner" of council:** DwightK
 - **Mission of second meeting:**
 - Update council members on MS Systems Strategy, LM 2.1, and LM for UNIX
 - Have open forum to discuss:
 - Open LM Council Marketing programs
 - Defining verification, certification, and interoperation program for LAN Manager
 - Survey sent to LM Council members (August 12). Asks for feedback regarding:
 - Proposed LM Council mission statement
 - Proposed Open LM Council logo and logo usage guidelines
 - Proposed verification and certification program
 - Program consists of a set of test suites, available to all council members. The test suites are used to validate that a particular release of LM is "compatible" (contains an agreed upon set of functionality, works with various server-based applications, and interoperates with versions of LM from other vendors).
 - **Agenda**
 - **Thurs. Sept. 12 (Bldg 15, Olympic Room):**
 - Steve Ballmer: "Microsoft's Systems Strategy"
 - Drew Freedman: "LAN Manager 2.1 for OS/2"
 - Presentation and discussion on proposal: "Open LM Council Marketing Programs"
 - Evening dinner
 - **Fri. Sept 13 (Bldg 15, Olympic Room):**
 - Gary Voth: "Future of Client/Server Applications"
 - Dwight Krossa: "LM for UNIX Plans"
 - Presentation and discussion on proposal: "Open LM Council Verification, Certification, and Interoperability Plan"
 - **Registration Instructions**
 - **In U.S.:** Call (800)227-4679 and ask to register for Open LM Council meeting
 - **International:** Send FAX to (206)883-8101, "Attention: Susan Anderson, Building 9". Include name, company, address, phone, and fax number.

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- LAN Manager 2.1 product update (info is confidential)
 - OS/2 1.3x (Tiger) in the box
 - Announcement plan of record: Announce at October Network World in Dallas
 - Retail Price & Packaging
 - Server box will have license for 10 simultaneous users (instead of the current 5). US price \$1995.
 - Additional license packs to up the number of simultaneous users will be the same as today (10-user and unlimited-user versions). 10 user pack price stays same (US) \$995. Unlimited price stays same (US) \$5495.
 - Diskettes: Will have two SKUs (5 1/4" and 3 1/2"). LM group feels that over-the-net client install makes dual media in box less important. Also, with OS/2 in the box, the number of diskettes has gone up significantly.
 - OEM pricing: No changes to OEM pricing (same prices and user levels as before). If OEM wants to include 1-10 users (like our retail version), send mail to JoachimK.
 - Features
 - NEW: TCP/IP transport in box
 - We will be including the TCP/IP protocol (but not the utilities) in the LM 2.1 package.
 - TCP/IP is the de facto standard transport for many non-PC based networked systems. It is a routeable protocol suitable for wide area networks.
 - Having LM clients and servers use TCP/IP greatly facilitates interoperability with these other systems.
 - Netware connectivity
 - DOS / Windows clients can have both LM and Novell redirector (& transport) software loaded so can access resources on both types of servers
 - Installer improvements
 - disk compression
 - over-the-net install
 - integrated LAN Manager and OS/2 install
 - Usability improvements
 - persistent net connections
 - server autotuning (adjust buffer sizes, internal data structures)
 - LANMAN.INI parameter reductions
 - fewer drivers on client
 - improved error messages
 - account lockout after X bad password attempts
 - New platform support
 - Windows 3.1 and OS/2 2.0 client support
 - DPA (Demand Protocol Architecture) with Protocol Manager 2.0 - load and unload transports on the fly (DOS)
 - RIPL (Remote boot) Manager improvements (makes remote boot setup much easier) and ethernet RIPL.
 - NetView Alert Service
 - LM service forwards alerts to NetView network management systems
 - Initial versions support one way communications only (can't communicate commands/messages from net management system to LM)
- LAN Manager 2.1 products packaged separately from LM core box

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- TCP/IP utilities
 - \$195 per client
- Dial-In support
 - DOS, Windows, or OS/2 remote clients (w/ appropriate permissions) can connect to LM dial-in server via asynch telephone line.
 - Remote client participates on network as if locally connected
- Macintosh connectivity
 - Allows Mac clients to access files and printers attached to LAN Manager server (LM server must have Appletalk network card)
 - Allows PC users to print to Mac printers

LAN MANAGER FOR UNIX

- OEM Group Contact: TonyLau
- Schedule
 - LM for UNIX version 1.1
 - OAK has shipped
 - OEMs shipping: AT&T, DEC, HP
 - OEMs shipping in September: SCO
 - LM for UNIX version 2.0
 - Version for UNIX 5 release 4: October
 - Version for UNIX 5 release 3.2: January '92
- Press Releases / Backgrounders / Review Guides (\pruser)
 - None this month
- LM 2.0 for UNIX beta
 - Went out in August to LM 2.0 for UNIX licensees
- Informational materials
 - LM for UNIX v. 2.0 sales guide (some of the files in the guide are on the net: \\baggins\oemmktg, \munix\saleguid subdirectory)
 - General information
 - One page Fast Facts for LM 2.0 for UNIX
 - LM v1.1 for UNIX datasheet, 6 pages (Jan 1991, part # 098-19374)
 - LM v2.0 for UNIX price list (OEMPRICE.XLS)
 - "What is LAN Manager 2.0 for UNIX Systems?", 7 pages
 - Contract
 - Exhibit C1 [per copy] (EXCLMX.DOC)
 - Exhibit S [source code] (LMXSC.DOC)
 - OnLine agreement for LM for UNIX Systems
 - Samples of above
 - Presentations
 - "Microsoft Positioning Strategy, How Microsoft Compares to UNDX", 15 slides (SELLUNDX.PPT)

- "LAN Manager for UNIX Systems, the Multivendor Solution", 23 slides (LMUOVHD.PPT)
- Additional Info
 - Background on Syntax Corp., 2 pages
 - NFS Connectivity, 6 pages
 - MS / AT&T Q&A, 5 pages
 - UNIX Backgrounder, 12 pages (UNDXBGD.DOC)
 - UNIX Q & A, 7 pages, deals mostly with UNIX terms and organizations (UNIXQA.DOC)

SQL

- OEM Group Contact: BillSpe
- Press Releases / Backgrounders / Review Guides (\pr\user)
 - Microsoft Announces Product Enhancements to SQL Server (July 22, 191july\NEWSQL.DOC)
 - Microsoft announced SQL Server version 1.11. Features include improved support for Novell networks and support for Banyan VINES, client interoperability with SYBASE SQL Servers, and minor product improvements.
 - The SQL Server pricing and packaging has been simplified in version 1.11. The existing 5-user version is being replaced by a new 10-user version (suggested price of \$2,995). The Unlimited User version (\$7,995) and the Unlimited User Upgrade Pack (\$5,495) will continue to be offered. Existing SQL Server 1.1 Unlimited User customers can obtain the SQL Server 1.11 Unlimited User update version at no extra cost. Customers of the 5-user version will be able to upgrade to a 10-user version for \$495. This price will allow them five additional licensed users.
 - Microsoft will continue to ship SQL Server version 1.11 with free support to get up and running, as well as a variety of fee-based support offerings tailored to the needs of specific users.
 - Microsoft Ships Visual Basic Software Development Kit for SQL Server (July 22, 191july\SQLVB.DOC)
 - The Visual Basic modern programming system is a graphical application development system for Windows 3.0 that combines visual design tools with a powerful, general-purpose programming language and Windows .EXE compiler. It is a much simpler alternative to the C language and the Windows SDK when developing graphical applications. The Microsoft Visual Basic Library for SQL Server is a library of almost 100 functions and routines for building front-end Windows applications for SQL Server. The quick application development capabilities of the Visual Basic and the powerful functions in the Visual Basic Library for SQL Server allow production-quality client-server Windows applications (such as order entry, executive information systems, sales analysis and inventory management) to be developed in short order. The Visual Basic Library for SQL Server SDK is available directly from Microsoft for \$495 (U.S. suggested retail price).

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- Microsoft Announces Continued Expansion of Strategic SQL Server Programs (July 22, 191july\SQLSQL.DOC)
 - Nine more companies have joined the SQL Business Partners and SQL Solutions Partners programs. This brings the total number of participants in these programs, which were announced less than one year ago, to 35. Companies who participate in either program work closely with Microsoft through joint advertising, bold end-user programs, cooperative sales calls and other coordinated marketing activities. Those in the SQL Business Partners program actually bundle their application(s) with SQL Server. The press release contains summary (description, list of members) for both programs. For more information about either program or about the front-end tools and applications available for SQL Server, call (800) 227-4679.
- Microsoft Provides Free Copy of SQL Commander with SQL Server Registration (July 22, 191july\SQLCOMM.DOC)
 - Microsoft will provide a complimentary copy of Datura Corporation's SQL Commander for every user who registers a copy of Microsoft SQL Server. SQL Commander is a database administration tool for the Microsoft Windows environment that allows database administrators (DBAs) to easily manage users, index tables, create triggers and perform complex queries with point-and-click speed and simplicity. SQL Commander complements Microsoft's own character-based SAF administration tool that ships with SQL Server. The \$195 package will be provided free to any SQL Server owner who returns a product registration card to Microsoft, while supplies last.
- **SQL Server 1.11**
 - **Description:**
 - Microsoft SQL Server version 1.11 is a maintenance and compatibility release. Available 9/15. First complete product update since 1.1A was released in November 1990.
 - **New features and benefits:**
 - Improved support for Novell networks
 - The DOS SAF has been modified to work well with DOS named pipes in Novell networks
 - A new documentation supplement fully explains how to use SQL Server on Novell networks
 - Certification for Banyan VINES
 - Client interoperability with SYBASE SQL Servers
 - DB-Library now certified for use with Sybase Network Libraries
 - Special offer in box to receive a FREE copy of SQL Commander (server administration tool) from Datura
 - A simplified packaging model for customers and resellers(see below)
 - Miscellaneous improvements and corrections (We expect this to be a very stable release.)
 - **New Packaging**
 - Entry-level 1-10 User server for smaller workgroups
 - Unlimited server for more demanding environments
 - Upgrade from 10 Users to unlimited

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- New Pricing (U.S.)

<u>Product</u>	<u>Part No</u>	<u>SRP</u>
SQL Server 1-10 User	122-144V111	\$2,995
SQL Server Unlimited User	122-044V111	\$7,995
Unlimited User Upgrade	122-444V111	\$5,495

- Rational:

- Most sales of SQL Server were the 5 user version for \$995; few sales of add-in packs. A very long and complex sales cycle is typical. Impossible to be profitable selling server at \$995. Competitors charging many times more for their product (Oracle's Netware version, unlimited users, is \$19,999).

- New support policy

- Support component in box is changing to offer free support for installation and configuration only.

- Rational

- Many customers are abusing the current 90-day plans—chaining them together to receive ongoing free support covering detailed development and production issues which were not envisioned as being part of the initial free offering. This has become a huge and unsustainable support allocation against product revenues.

- Product Updates

- Unlimited User customers (or customers who have purchased the 1-5 User server and an Unlimited User Add Pack): Small shipping charge only for SQL 1.11 update.
- 1-5 User customers: \$495 for Upgrade to a 10 User Version of 1.11 (price includes 5 additional licensed users & update software).
- Updates handled as part of a standard Microsoft fulfillment process
- A mailing will go out in late August/early September (U.S) with upgrade information and fulfillment coupon.

- Informational materials

- SQL Server case studies (\prodmktg\public, \casestdy)
 - CMWEALTH.DOC: Commonwealth Bank Australia
 - KODAK.DOC: Kodak EDI System
 - NCMS.DOC: National Center for Manufacturing Sciences
- SQL Server Tech Notes (on \smartpages\users, \prod\sys\techinfo\sqlsvr\technt)
 - CALLEVEL.RTF: "Embedded SQL vs. Call-Level Programming with MS SQL Server" (098-24402)
 - NETWARE2.RTF: "Using MS SQL Server on a NetWare Network" (updated; 098-25372)

- Product Plans

- SQL Server on OS/2
 - We will ship SQL Server 1.11 in September 1991
 - Beta test of SQL Server 4.2 for OS/2, fully integrated with the Sybase 4.x code line, begins this fall
 - SQL Server version 4.2 will ship on OS/2 in 1992
 - Version 1.1 of the Gateway Development Kit will ship on OS/2 in 1992
 - IBM OS/2 2.0
 - SQL Server will run on the OS/2 2.0 platform as soon as a stable production release with networking support is available from IBM.

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- SQL Server will take advantage of OS/2 2.0's larger memory capacity, paged memory management and extended named pipe limits.
- Microsoft will continue to enhance and support SQL Server on OS/2 for customers who choose to stay on this platform.
- SQL Server and Windows NT
 - Microsoft will deliver a full 32-bit version of SQL Server for the Windows NT platform
 - Versions of SQL Server on Windows NT and OS/2 will be fully compatible and interoperable:
 - The servers will support the same client platforms
 - Existing client applications will run unchanged
 - Clients will be able to simultaneously access both OS/2 and Windows NT servers
 - The servers will interoperate transparently via remote stored procedure calls
 - All APIs and language features will be identical
 - Databases will be easily moved between servers
 - Microsoft will provide migration options for existing customers who chose to adopt Windows NT at the server

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Events Calendar

- OEM sponsored events and other events of particular interest to OEM appear in bold-face.
- Please send comments / suggestions / corrections to Rob Horwitz (RobHo).

EVENT TYPES

- P = Microsoft sponsored event, open to the public
- R = Microsoft sponsored event, restricted audience (invitation only)
- I = Microsoft internal event (MS people only)
- TSC = Trade Show, seminar, or conference with MS participation (booth or presentation)

August

Type	Date	Event Name	Description	Location
R	Aug 22-23	OLE 2.0 Design Preview	Forum for obtaining ISV feedback (technical) on the proposed OLE 2.0 specification. Approximately 30 ISV representatives expected to attend. Sponsored by Developer Relations Group.	Seattle, WA
P	Aug 27-30	Corporate Developer's Conference	The conference will provide independent software vendors, consultants and corporate developers with in-depth information on MS application macro languages, Visual Basic, and Microsoft C, as well as Microsoft's C++ and object strategy. A large number of MS tech people will be in attendance. Conference costs \$795. For info call (800) 874-7748 (within U.S.), (408) 237-5907 (outside of U.S.).	Seattle Convention Center, Seattle, WA
TSC	Aug 27	Egghead Windows Seminar	See footnote #2. To RSVP, call (714)744-2471	Anaheim Marriott, Anaheim, CA
TSC	Aug 27	Egghead Windows Seminar	See footnote #2. To RSVP, call (617)630-4222	Newton Marriott, Boston, MA
TSC	Aug 28	Egghead Windows Seminar	See footnote #2. To RSVP, call (612)922-3167	Marriott City Center, Minneapolis, MN

September

Type	Date	Event Name	Description	Location
TSC	Sept 4-6	Compaq SE Conference	For Compaq dealer SEs. MS will present "LM 2.1 Connectivity" (Bill El and Patrick A), and "Windows architecture" (Alex H).	Houston, TX
TSC	Sept 4-6	Compaq ISV Conference	ISV conference sponsored by Compaq. Presentations by SCO, Novell, Banyan, and Microsoft. MS will give presentations on: "Windows & Networking Strategy" (Doug H), "Developing Windows Applications" (Andy S), "Win-32 API" (Doug H), "LM & SQL Server Development", and "MS tools and Resources for Developers."	Houston, TX

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P	Sept 6-7	Windows Discovery Fair	See footnote #1	Sheraton Hotel, Seattle, WA
P	Sept 6-7	Windows Discovery Fair	See footnote #1	Sheraton Hotel, Boston, MA
TSC	Sept 8-12	Navy Micro '91	Microsoft will have a booth; demoing Windows, Windows apps, Mac Project, Mac connectivity, and LAN Manager.	Virginia Beach, VA
TSC	Sept 8-12	DCI Downsizing conference	Sponsored by Digital Consulting Inc (DCI). MS as well as DEC, AT&T, Compaq, etc. are co-sponsors. Conference will have five simultaneous seminar tracks. MS speaker; Bob McDowell will present "Information Technology for Competitive Advantage." Chevron of Canada will present a SQL Server case study. Microsoft will have 800 sq. ft. booth, demoing in-house (MS MS developed) client-server applications. \$995 (base price). For info or to register call: (508)470-3870. RSwan is organizing MS's participation in the event.	Anshara Hilton Towers, Anaheim, CA
P	Sept 10	DOS Day Technical Seminar	See footnote #3	Minneapolis, MN
TSC	Sept 10	Egghed Windows Seminar	See footnote #2. To RSVP, call (214)287-1225	INFOMART, Dallas, TX
R	Sept 12-12	LAN Manager Council	The LM Council consists of representatives from 20+ LM OEMs. The first meeting of the council was in April 1991, this is second meeting. The major topics for this meeting are defining LM Council Marketing Programs and defining the verification, certification and Interoperation programs for LM. Keynote speech by Steve Ballmer. Other presentations will cover Microsoft's plans for future versions of LM for OS/2 and UNIX. To register call (800) 227-4679 (U.S.A), fax (206) 882-8101, "Attn: Susan Anderson" (International). Dwight Krosse in LM group is organizing the event.	Redmond, WA
TSC	Sept 13-14	Windows Discovery Fair	See footnote #1	Hyatt Regency, Sacramento, CA
TSC	Sept 13-14	Windows Discovery Fair	See footnote #1	Hunt Valley Marriott, Hunt Valley, MD (Baltimore)
I	Sept 15	Pre-OEM Briefing	Mandatory for all OEM account managers. Scheduled for 10am - 2pm on Sunday. The purpose of this session is to preview the OEM Briefing material.	Redmond, WA
R	Sept 16-18	OEM Briefing	Annual briefing for OEM customers. Product and strategy general sessions on the 16th & 17th for high level marketing and engineering management. Technical sessions on the 18th for mid to high level engineering / technical management. \$1185 charge includes conference, hotel, meals, and local transportation.	Sheraton Convention Center, Seattle, WA
TSC	Sept 17	Egghed Windows Seminar	See footnote #2. To RSVP, call (312)352-8790	Sheraton Southfield, Detroit, MI

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I	Sept 18-20, 23-24	OEM New Employee Training	Designed to provide a new OEM Account Manager with a foundation of basic job related information. Topics include: MS history, overview of MS Products, MS organizational structure, OEM sales cycle, account penetration techniques, goal setting, fundamentals of licensing, overview of financial issues, OEM forecasting system, and time management. Sponsored by OEM Marketing (BarrySp).	Redmond, WA
P	Sept 19	DOS Day Technical Seminar	See footnote #3	Los Angeles, CA
P	Sept 20-21	Windows Discovery Fair	See footnote #1	Inforum, Atlanta, GA
TSC	Sept 22-25	Information Week 500 Conference	Sponsored by Information Week MS as well as Intel, TI, Grid, Computer Associates, etc. are co-sponsors. Conference will have seminars (case studies especially) oriented toward CIO executives. MS speaker: Bob McDowell will present "Re-engineering Business Processes for Strategic Advantage." Microsoft will email booth, demoing in-house (MS MS developed) client-server applications. 1993. For info or to register call: (800)743-8101. RSwan is organizing MS's participation in the event.	Registry Resort, Naples, FL
R	Sept 25	OEM Packaged Product Reception	Full day seminar for DOS packaged product customers (OEMs) who are good prospects for royalty OEM deals. Approx 80 - 100 are expected to attend. Presentations will focus on DOS, Windows, MultiMedia, Pen, and DOS piracy. GeorgeD and KathyG coordinating.	San Jose, CA
TSC	Sept 25-26	VAR Conference	Largest show in the country targeted at VAR's (approx 500 expected to attend). Sponsored by VAR Business Magazine. MS will give two presentations: "Move Toward Windows" (Rich Abel), "Developing Vertical Applications in a Client / Server Environment" (Dwayne Walker). DonF from the NSU is coordinating MS's participation.	Hilton, San Francisco, CA
R	Sept 25-27	Sales Training for NCR	Windows and Pen Windows training for approx. 70 NCR sales reps. NCR is a major OEM customer. Training will cover installation, demoing skills, and marketing messages.	Redmond, WA
TSC	Sept 26	Egghead Windows Seminar	See footnote #2. To RSVP, call (314)862-3741	Alport Hilton, St. Louis, MI
TSC	Sept 27	Egghead Windows Seminar	See footnote #2. To RSVP, call (313)979-0570	Orni Hotel, Tampa, FL
P	Sept 27-28	Windows Discovery Fair	See footnote #1	Hyatt Regency, Phoenix, AZ
P	Sept 27-28	Windows Discovery Fair	See footnote #1	Grand Manor Fabiana, Dearborn, MI (Detroit)
P	Sept 30	DOS Day Technical Seminar	See footnote #3	Chicago, IL

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October

Type	Date	Event Name	Description	Location
P	Oct 1	Windows Technical Workshop	See footnote #4	Westin Chicago, Chicago, IL
TSC	Oct 1	Edge of Windows Seminar	See footnote #2. To RSVP, call (713)784-6242	Houston, TX
R	Oct 1-2	SQL Server Pre-release Workshop	Workshop for SQL Server ISVs to get them up to speed on next major release of SQL Server (SQL Server v. 4.2) and to brief them on MS system strategy. Sponsored by Developer Relations Group (BradStd). Approx. 100 people expected to attend.	Redmond, WA
TSC	Oct 1-4	Seybold Computer Publishing Conference	MS providing several speakers for this event: Dennis Adler ("Latest Developments in Font Technology"), Steve Erikson (OLE panel), and Tony Williams (OLE panel).	San Jose Convention Center, San Jose, CA
P	Oct 2	Windows Technical Workshop	See footnote #4	Westin Chicago, Chicago, IL
TSC	Oct 2-4	International Windows Developer's Conference and Exposition	For corporate and ISV developers. Conference includes over 60 two hour seminars. Cost: (Gulden) 3295. Sponsored by the Boston University Corporate Education Center. Microsoft will be providing many speakers. Being held in conjunction with local PC trade show. Neff in Systems Marketing is MS contact. For information or to register, call (34)65-73777.	Amsterdam, Netherlands
R	Oct 3	Windows for Pen OEM Technical Seminar	Basically a repeat of OEM Tech. Seminar given in Redmond on Aug. 15th. Topics include Windows for Pen marketing update, Win for Pen Tech overview, hardware requirements, ROMDOS, Windows in ROM, power management, and Windows futures. Yoshie at MSJK is coordinating.	Tokyo, Japan
R	Oct 4	ROMDOS Technical Seminar	Half day seminar for OEM customers covering ROMDOS 3.0 and advanced power management. Approx. 120 attendees expected. FWong from MS Taiwan coordinating.	Taipei, Taiwan
R	Oct 4	ACE Seminar	Half day seminar for OEM customers covering Windows NT, ACE (Advanced Computing environment) initiative, and ARC (Advanced RISC Computing) machine design. Approx. 40 attendees expected. FWong from MS Taiwan coordinating.	Taipei, Taiwan
P	Oct 4-5	Windows Discovery Fair	See footnote #1	Radisson Hotel, Denver, CO
P	Oct 4-5	Windows Discovery Fair	See footnote #1	Laurence Convention Center, Pittsburgh, PA
P	Oct 7	Windows Technical Workshop	See footnote #4	Sharon City Center, Cleveland, OH

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P	Oct 8	Windows Technical Workshop	See footnote #4	Sheraton City Center, Cleveland, OH
TSC	Oct 8	Windows Developer Conference	Sponsored by Boston University Corporate Education Center. Focus on API level application development for ISV and corporate developers.	London, England
TSC	Oct 8	Egghead Windows Seminar	See footnote #2. To RSVP, call (513)247-2800	Hyatt Regency, Columbus, OH
TSC	Oct 9	Egghead Windows Seminar	See footnote #2. To RSVP, call (619)576-6401	Holiday Inn, San Diego, CA
TSC	Oct 9-11	Interop '91	Members of the Open LAN Manager Council will have a LAN Manager demonstration set-up in their respective company's booths. Microsoft will not have a booth but is helping to coordinate the Open LAN Manager Council's efforts.	San Jose Convention Center, San Jose, CA
I	Oct 10	Microsoft Company Meeting	Annual event for employees only.	Seattle, WA
P	Oct 10	DOS Day Technical Seminar	See footnote #3	Irvine, CA
TSC	Oct 10	Egghead Windows Seminar	See footnote #2. To RSVP, call (213)649-4822	Sheraton Universal, Los Angeles, CA
P	Oct 11-12	Windows Discovery Fair	See footnote #1	Stouffer Presidents Hotel, Houston, TX
P	Oct 11-12	Windows Discovery Fair	See footnote #1	Stouffer Concours Hotel, St. Louis, MO
P	Oct 15	DOS Day Technical Seminar	See footnote #3	Philadelphia, PA
P	Oct 15	Windows Technical Workshop	See footnote #4	Mariott Marquis, New York, NY
TSC	Oct 15	Egghead Windows Seminar	See footnote #2. To RSVP, call (212)764-4840	Mariott Marquis, New York, NY
TSC	Oct 15	Egghead Windows Seminar	See footnote #2. To RSVP, call (206)643-6600	Sheraton Hotel, Seattle
TSC	Oct 15-17	Network	MS will introduce LM 2.1 at the event. 3000 sq. ft. booth will have over a dozen MS demo stations as well as over 30 ISVs (SQL front-ends, 3270 emulators, LM applications, etc.) demoing. MS will also be hosting our own seminar track. (Lizbu in NBU coordinating MS participation at Network). For registration information, call (800)444-3976.	Dallas, TX
P	Oct 16	Windows Technical Workshop	See footnote #4	Mariott Marquis, New York, NY
P	Oct 17	DOS Day Technical Seminar	See footnote #3	New York, NY
P	Oct 18	DOS Day Technical Seminar	See footnote #3	New York, NY

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TSC	Oct 21-25	COMDEX	Microsoft will have four booths: regular corporate booth, an ISV booth, a Windows for Pen booth, and a Multimedia Windows booth. The 8000 sq. ft. ISV booth will be right at the entrance of the convention center. ISVs will mostly be demoing Windows 3.1 applications, with special focus on OLE, TrueType, and Connectivity and Development tools. Pen booth will be 3500 sq. ft. and have approx. 10 OEMs and 20 ISVs demoing. Multimedia booth will be located in the COMDEX Multimedia pavilion.	Las Vegas, NV
TSC	Oct 21-25	Systems Show	International data processing trade fair. Microsoft will have three booths: LAN Manager booth, Windows applications booth, and ISV booth.	Munich, Germany
P	Oct 22	Windows Technical Workshop	See footnote #4	Inforum, Atlanta, GA
P	Oct 22	Windows Technical Workshop	See footnote #4	Inforum, Atlanta, GA
P	Oct 24	DOS Day Technical Seminar	See footnote #3	Denver, CO
P	Oct 29	DOS Day Technical Seminar	See footnote #3	Phoenix, AZ
P	Oct 29	Windows Technical Workshop	See footnote #4	Hyatt Regency, Miami, FL
TSC	Oct 29	Egghead Windows Seminar	See footnote #2. To RSVP, call (408)257-8000	S.F. Airport Hilton, San Francisco, CA
P	Oct 30	Windows Technical Workshop	See footnote #4	Hyatt Regency, Miami, FL
TSC	Oct 30	Egghead Windows Seminar	See footnote #2. To RSVP, call (703)442-4701	J.W. Marriott, Washington DC
P	Oct 31	DOS Day Technical Seminar	See footnote #3	Dallas, TX
P	Oct 31	Windows Technical Workshop	See footnote #4	Hyatt Regency, Miami, FL

November

Type	Date	Event Name	Description	Location
P	Nov 1	DOS Day Technical Seminar	See footnote #3	Houston, TX
P	Nov 1-2	Windows Discovery Fair	See footnote #1	Sheraton Harbor, San Diego, CA
P	Nov 1-2	Windows Discovery Fair	See footnote #1	Radiant Cherry Hill, Cherry Hill, NJ (Philadelphia)
P	Nov 5	Windows Technical Workshop	See footnote #4	Arlington Convention Center (near Dallas), Arlington, TX

P	Nov 6	Windows Technical Workshop	See footnote #4	Arlington Convention Center (near Dallas), Arlington, TX
P	Nov 7	Windows Technical Workshop	See footnote #4	Arlington Convention Center (near Dallas), Arlington, TX
TSC	Nov 7	Egghead Windows Seminar	See footnote #2. To RSVP, call (800)659-3447	Merist, Salt Lake City, UT
R	Nov 7-8	Win-32 ISV workshop	Workshop for key software developers. Approx. 100 early adopters are expected to attend. First Win-32 beta SDK will be distributed at the event. Sponsored by Developer Relations Group (KevinE).	Redmond or Seattle WA (location to be decided)
P	Nov 8-9	Windows Discovery Fair	See footnote #1	Informa, Dallas, TX
P	Nov 8-9	Windows Discovery Fair	See footnote #1	Garden City Hotel, Long Island, NY
TSC	Nov 11-15	International Windows Developer's Conference and Exposition	For corporate and ISV developers. Conference includes over 50 two hour seminars. Cost: \$395. Sponsored by the Boston University Corporate Education Center. Microsoft will be providing many speakers and will also have a booth at a mini tradeshow (showing Visual Basic, MSN courses, MS languages). NetB in Systems Marketing is MS contact. For information or to register, call (508)649-9731.	Boston, MA
P	Nov 12	DOS Day Technical Seminar	See footnote #3	Washington, DC
P	Nov 12	Windows Technical Workshop	See footnote #4	Astro Hall, Houston, TX
P	Nov 13	DOS Day Technical Seminar	See footnote #3	Baltimore, MD
P	Nov 13	Windows Technical Workshop	See footnote #4	Astro Hall, Houston, TX
TSC	Nov 13	Egghead Windows Seminar	See footnote #2. To RSVP, call (602)862-0787	The Phoenix, Phoenix, AZ
P	Nov 14	DOS Day Technical Seminar	See footnote #3	Richmond, VA
P	Nov 14	Windows Technical Workshop	See footnote #4	Astro Hall, Houston, TX
TSC	Nov 19	Egghead Windows Seminar	See footnote #2. To RSVP, call (201)507-9222	Hilton, Parsippany, NJ
TSC	Nov 19-21	PC Expo	Conference will have a Windows & PM pavilion. For registration information, call (800)444-EXPO.	Chicago, IL
P	Nov 20	Windows Technical Workshop	See footnote #4	Hyatt Regency Anaheim, Anaheim, CA
P	Nov 21	DOS Day Technical Seminar	See footnote #3	St. Louis, MO

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P	Nov 21	Windows Technical Workshop	See footnote #4	Hyatt Regency Allcanta, Anaheim, CA
TSC	Nov 21	Egghead Windows Seminar	See footnote #2. To RSVP, call (412)928-4859	Sheraton, Pittsburgh, PA
P	Nov 22	Windows Technical Workshop	See footnote #4	Hyatt Regency Allcanta, Anaheim, CA

December

Type	Date	Event Name	Description	Location
P	Dec 2	Windows Technical Workshop	See footnote #4	Omni Hotel, San Diego, CA
P	Dec 3	Windows Technical Workshop	See footnote #4	Omni Hotel, San Diego, CA
P	Dec 4	Windows Technical Workshop	See footnote #4	Omni Hotel, San Diego, CA
P	Dec 10	Windows Technical Workshop	See footnote #4	San Jose Convention Center, San Jose, CA
P	Dec 11	Windows Technical Workshop	See footnote #4	San Jose Convention Center, San Jose, CA
P	Dec 12	Windows Technical Workshop	See footnote #4	San Jose Convention Center, San Jose, CA
R	Dec 18-20	System Design Review	Annual meeting with senior executives (CEO / President or VP R&D) from top ISVs. MS will discuss development plans for systems products. Steve Ballmer and Bill Gates will be present for a portion of the Design Review. Representatives from approx. 65 ISVs are expected.	Redmond, WA

Schedule Uncertain

Type	Date	Event Name	Description	Location
R	Oct. 9 or Oct 11	Mail APT Design Review	Forum for obtaining ISV feedback (technical) on the Mail and Messaging specification. Approximately 20 ISV representatives expected to attend. Sponsored by Developer Relations Group (Todd N).	Redmond, WA

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R	Nov 14-15 or Nov 21-22	32 Bit Tools Workshop	Windows-32 technical workshop for key tools developers. Representatives of approx. 40 companies expected. Sponsored by Developer Relations Group (Devt).	Redmond, WA
R	December 7	Application Integration: Design and Testing Workshop	"Test fest" for Windows 3.1 ISVs. MS will set up a lab for ISVs to do integration testing (OLE, DDE) with other ISV applications. Approx 30-60 ISVs expected to attend. Sponsored by Developer Relations Group (Devt).	Redmond, WA

- 1 **Windows Discovery Fairs:** A Microsoft sponsored 24 city road tour is designed to build awareness and acceptance of Windows applications and the Windows environment among general business users in small and medium size companies. A minimum of 5,000 customers are expected to attend per city (show advertised via direct mail and local radio / newspaper). The fair is free, takes place on a Friday and Saturday, and consists of approximately 30 software vendor booths (included are Adobe, Asymetrics, Borland, Corel, FutureSoft, Micrografx, Microsoft, NBI, Polaris, Sarcos, Ventura, WordPerfect). A Windows multimedia presentation will take place every half hour. Hardware systems are provided by IBM, AT&T, and Tandy. For more information or to register, call (800)426-9400.
- 2 **Egghead Windows Seminars:** The 24 city road tour. Each seminar goes from 8:30am to 5:30pm and includes a full day of product seminars and demonstrations from a variety of Windows application vendors including Aldus, Borland, Lotus, Microsoft, Software Publishing, and WordPerfect. Admission is free to all events.
- 3 **DOS Day Technical Seminars:** Seminars are designed for corporate customers. Topics covered in the two hour seminar include: DOS 5 migration options, DOS 5 system configuration optimization, DOS 5 support materials & services (PSS, DOS 5 Resource Kit, MSU video course, books, MS SEs, etc.), MS-DOS 5 Upgrade vs. the IBM DOS 5 Upgrade, and MS DOS 5 & Windows. Each DOS Day has two duplicate sessions, 9-11am and 1-3pm. A MS DOS 5 developer as well as a representative from product marketing will be present at each event. Call local MS sales office to register.
- 4 **Windows Technical Workshops** are designed for a technically oriented audience such as support personnel, corporate MIS, and "power" users. There will be two 4 hour sessions per day (8am - 12 and 1:30pm - 5:30) and approximately 400-500 are expected to attend each. There is no charge for these events. JandleK in the Windows group is organizing the events. For more information or to register, call 1-800-642-7676.

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