

Subject: oem briefing
Date: Mon, 23 Sep 91 18:11:56 PDT

how did the sessions go? what were the reactions to the multilingual install and other ideas we've been working on? positive reactions, concerns, etc.
thanks.

419
From bradsl Mon Sep 23 18:21:49 1991
To: franzr
Subject: RE: winball
Date: Mon, 23 Sep 91 18:21:47 PDT

sure, we can discuss in our next 3.1 meeting, or have a separate meeting with johnlu, who is heading up the project. I would expect winball to have a higher standard of localization than helpfiles or turkish — it will be a fundamental part of windows.

420
From bradsl Mon Sep 23 18:41:31 1991
To: jensr richt
Subject: kickers
Date: Mon, 23 Sep 91 18:41:28 PDT

i really like the idea of product kickers.
it looks like there is room on the 3.1 release diskettes for lucids, in which case we'll ship with the product, therefore, it would be nice to have a "kicker" that goes out with the product that demonstrates trustype in the ways you've described.
horland just announced a product called screenary for \$39.95 which is a collection of wallpaper, icons, and screen savers. something like this could also be a kicker.
i also like other kickers that tie into more product strategy, such as oie.
these kickers might be included in the resource kit and offered to champs. good for resellers. need a way to make them newsworthy so we can get ongoing product related pr.
this latter aspect is what I really like about kickers. it gives us a way to get ongoing product related pr about the product. now, we're getting stale.

we should flesh these ideas out more, then we can present to steveh.
421
From bradsl Mon Sep 23 18:45:43 1991
To: vanguard
Subject: ludos on dr dos 6
Date: Mon, 23 Sep 91 18:45:30 PDT

i want to thank everyone for the great job on testing dr dos 6. lots of great problems; also good comments on ways we can improve.
thanks!

422
From bradsl Mon Sep 23 18:51:00 1991
To: carls
Subject: Re: Network Printing Alliance (NPA) meeting
Date: Mon, 23 Sep 91 18:50:49 PDT

this is something you may want to take up with intel.
>From ericr Thu Sep 19 09:02:01 1991

MS 0098726
CONFIDENTIAL

DEPOSITION EXHIBIT
1721

MS-PCA 1165722
CONFIDENTIAL