

PLAINTIFF'S
EXHIBIT
1083
Comes v. Microsoft

with all your efforts.

Many of you are not affected by this change except for the delay of release. All I can say is that you have a little longer to make your part of the product great. That doesn't mean add more features, however. It means make it easier to use, more reliable, etc. I have heard from some of you that your area has been delayed many times before. You should have no fear that I am here to ship products. In fact, I have a saying from Darth Vader of Star Wars ... "I'm here to put you back on schedule". Win 4 will not only ship, but it will be positioned as a milestone in the computer industry.

I will be away this afternoon and tomorrow. If you have questions about how the decision was made, then Brianb might be a good person to contact since he presented the information at the billing review.

I will be working with Anthony and Mark to determine the next steps for implementation.

thanks,
jim

144
From bradsi Thu Nov 07 11:54:00 1991
To: joachink
Cc: bradsi
Subject: doe+win marge retail
Date: Thu, 07 Nov 91 11:53:59 PST

can I get your current thoughts on this? thanks.

145
From bradsi Thu Nov 07 11:57:55 1991
To: w-clairl
Cc: davidool lizzi martyta w-clairl w-pamed
Subject: Re: other DOSes
Date: Thu, 07 Nov 91 11:57:55 PST

we are not singling out dr-dos. we do not include operating system competitors in our windows beta program. we don't include dr, sun, apple, etc. all of whom claim the ability to run mcdos programs. (even headlined in the current apple tv ads). this is our policy. we will need some help crafting the message.

>From w-clairl Thu Nov 7 10:24:59 1991
To: bradsi
Subject: Re: other DOSes
Cc: davidool lizzi martyta w-clairl w-pamed
Date: Thu Nov 7 10:14:13 1991

PR is going to have limited ability to help you if Microsoft is deliberately and selectively keeping DRI from participating in the beta program. That is, if you are making a special case of them that is not consistent with the way that the beta program is being administered for the rest of the industry.

The other two facets of your mail, that you are not going to test against DR DOS and the check for MS DOS and the message, are less of a PR problem. It can be rationally explained that we only test against the standard, MS DOS.

My advice is that you really think through what you are doing here wrt the beta program. When this gets out, and it will get out, will really reflect badly on Microsoft from the press perspective. I think you should also get some legal advice on this issue.

Another thing to consider is that Microsoft recently sent out a letter to OS/2 2.0 SDK purchasers and explained that we could not support them because we have not been receiving sw components from IBM in a timely fashion. For Microsoft to then turn around and do the same thing to another operating system competitor looks really bad. (E.g. DRI could send out a letter to the press and its customers saying that Microsoft is not providing DRI with the beta of Windows 3.1 so we cannot support you, our customers. So, Mr. Customer, your ability to run Microsoft Windows will be severely limited).

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We look pretty two-faced, to put it bluntly.

This is the PR reality. Please keep us informed of what you decide to do.

Claire

>From bradsi Thu Nov 7 09:05:52 1991
To: davidcool
Cc: lizsi richt w-clairl
Subject: Re: other DOSes
Date: Thu, 07 Nov 91 08:58:05 PST

yes, we are aware and I have talked to our pr people about it. i am still nervous and share your concern. it came up a few times at oodex. we need to work out our position more carefully and thoroughly, and make sure everyone who talks to users/press is informed. richt, can you take that action item?

>From davidcool Thu Nov 7 08:31:24 1991
To: bradsi
Subject: other DOSes
Date: Thu Nov 7 08:30:57 1991

There is an obvious conflict quickly approaching us, and I get the feeling we are not very prepared PR wise. The conflict is Windows 3.1 and DR-DOS. Apparently DRI is quite aware of our plans to not test with DR-DOS, our plan to not let them enter the Win 3.1 beta program, and our plan to detect the presence of MS-DOS and warn the user they are on an un-tested OS if MS-DOS is not detected.

It's also clear that DRI plans to make a public stink about this. They've contacted the FTC, and some Compuserve flames like the one about DRI not getting let into the Win 3.1 beta program I think are being prompted by them. It's only going to get worse.

Maybe this is already being handled and I'm out of the loop (which is fine) but have we inforred our PR people about this and asked them to work on the appropriate public positioning for us? We need to get the message out so the people in the field know what to say.

Non-responsive material redacted

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