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OEM System Products Update

OEM Marketing

The source for up-to-date system product information for OEM Account Managers

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This edition is an abridged version. It contains sections on MS-DOS 5 and Windows as well as an updated Events Calendar covering all U.S. systems related events (December through April). The full complement of systems products will be covered in the next issue (early February).

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

Rob Horwitz (Robho)

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This report, produced approximately every 8 weeks by Rob Horwitz in OEM Marketing, is designed to summarize important information regarding system products. Electronic copy is on \\beggins\oemmktg in the locome subdirectory.

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MS-DOS 5.0

- OEM Group Contact: SergioP
- Press Releases / Backgrounders / Reviewer Guides (\\pr\user)
 - Two Million MS-DOS 5 Upgrades Shipped (Nov 12, 1991nov\DOS5UPGD.DOC)
 - More than 2 million copies of the MS-DOS 5 Upgrade alone have been shipped since its June 1991 launch. MS-DOS is strong not only in the United States, but around the world as well. It is already available in the most widely spoken European languages. By the end of the year, Microsoft expects to have available MS-DOS in a total of 15 languages including Arabic, Bahasa Indonesian, Bahasa Malaysian, Dutch, English, French, German, Hebrew, Italian, Japanese, Korean, Portuguese, Russian, Spanish and Swedish. The MS-DOS 5 Upgrade is available for a suggested retail price of \$99.95. It is available at major retail outlets. MS-DOS 5 for new personal computers is available from PC manufacturers.
- MS-DOS 5.0a
 - Reasons for release (first two will be our public stance)
 - Reduction in # of PSS calls
 - Consistency between disk-based MS-DOS and MS-DOS 5 ROM
 - Bug fixes
 - Schedule: OAK shipped to all licensees of MS-DOS 5 in late November
 - Software changes
 - Majority of changes to software have to do with (MS-DOS) upgrade 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 MS-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 have high density diskettes, includes coupon for low density disks. 3 1/2" still 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 improved to to help user with common questions during setup. A trouble shooting section was added as well.
 - Users guide: no major changes
- Events

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- MS-DOS 6 Physical Device I/O Model Workshop
 - **Schedule:** Jan 23-24, Redmond (Cascade Room)
 - **Description:** MS will present initial definition of MS-DOS 6 I/O model to a small group of IHVs and OEMs. Will focus on SCSI support.
 - **Event Owner:** TomSh (Systems Line Marketing)
- **Informational materials**
 - On \\smartpgs\user, \prod\sys\mktgin\fdos\drdos subdirectory
 - **DRSHORT.DOC:** 4 page summary (dated Nov. 18) of key differences between MS-DOS 5.0 and DR-DOS 6.0.
 - **MYTHFACT.DOC:** 6 pages. Dispells the following "myths": "DR-DOS 6 is a better memory manager than MS-DOS5", "DR-DOS 6 is perfectly compatible", "DR-DOS has a large customer base", and "DR-DOS is technically superior to MS-DOS 5"
 - **DRLONG.DOC:** 19 page detailed analysis of DR-DOS 6, dated October, 1991.
 - On \\pyrex\public, \dosmktg\oem
 - **OEMDRDBW.PPT:** 50+ slide presentation comparing MS-DOS 5 and MS strategy with DR-DOS 6. Talks about MS's leadership with MS-DOS 5 ROM -
 - **APM (advanced power management) and support for solid state memory devices, as well as Windows in ROM. Also does a detailed technical comparison of MS-DOS 5 vs. DR-DOS 6.**
 - **MS-DOS 5.0 OEM Tech Notes**
 - **Part Number:** 098-29521
 - **Approx 80 pages of MS-DOS 5 technical information, designed for OEM's support personnel**
 - **Free to OEMs**
 - **Copy being sent to each MS-DOS 5 licensee (royalty and finished goods) by the end of December. Copy being sent to same person who receives ODK/OAK (royalty customers) or is the packaged product contact (finished goods customers).**
 - **MATERIALS AVAILABLE IN JANUARY**
 - **Advanced Power Management Backgrounder**

WINDOWS

- **OEM Group Contact: AlexN**
- **Schedule (Windows 3.1)**
 - **Win 3.1 Beta #1:** June 1991
 - **Win 3.1 Beta #2:** Sept 1991
 - **Win 3.1 Beta #3:** Dec 20 (release to manuf)
 - **Win 3.1 OAK Beta #3:** early Jan (release to manufacturing)
 - **Final doc release to OEMs:** end Jan

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- Retail & ODK: March 9, 1992
- Final OAK: April 1992
- Announce and ship: April 6, 1992
- **Press Releases / Backgrounders / Review Guides (\\pr\user)**
- Microsoft Windows-based Applications Named on Air Force Desktop IV Contract (Nov 25, \91nov\AIRFRCE.DOC)
 - Several Microsoft software products are included on the United States Air Force Desktop IV contract, which was awarded on November 15, 1991. Over the contract life, an estimated 216,000 systems will be supplied preconfigured with Microsoft Windows and Windows-based applications. The systems integrators winning the award were Sysorex Information Systems, Inc. and CompuAdd Corporation. Microsoft products included on both winning bids are Microsoft Excel for Windows, Microsoft Word for Windows, Microsoft PowerPoint presentation graphics program for Windows, MS-DOS operating system and the Microsoft Windows environment. Desktop IV is the most recent government contract offering Microsoft Windows and Windows applications. Other contracts awarded in the past 24 months include Desktop III, Veteran's Administration NOAVA, Department of Transportation's FAA OATS, Navy Desktop Companion, and the Army Small Multi-user Computer (SMC).
- Microsoft Announces Microsoft Works for Windows, Multimedia Edition (Nov 14, \91nov\MMWORKS.DOC)
 - Multimedia Works is the first business productivity application from Microsoft to incorporate digital sound, animation and pictures through multimedia. It product comes on a compact disc and contains three components: Works for Windows, an Online Tutorial, and a Online Reference. Works for Windows, a software package designed for the small business or personal computer use includes a word processor, spreadsheet, charting tool, database and drawing capabilities. The Online Tutorial contains 42 lessons whose overviews are multimedia movies with both sound and animation. The Online Reference has a more extensive index, explanations of tasks, and step-by-step procedural instructions, as well as an Idea section for the most popular types of documents. The Online Reference allows users to automatically size the work space to view instructions on-screen while they work, and to print out information. The Multimedia Edition of Microsoft Works for Windows has a suggested retail price of \$199. It will be available December 1991. Microsoft Works for Windows, Multimedia Edition, requires a Multimedia PC; a personal computer with a Multimedia PC upgrade kit; or the equivalent components.
- Windows 3.0 Fact Sheet (Oct 1991, \91oct\WWFACTS.DOC). Contents:
 - Summary info (as of October 1991)
 - Copies shipped world wide: 6 Million
 - # Windows apps currently shipping: 5000+
 - # Windows Software Development Kits shipped: 65,000
 - Windows 3.0 Milestones (time line)
 - List of industry awards bestowed upon Windows 3.0

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- History of major Windows releases
- List of computer manufactures supplying Windows
- List of Windows language versions and a list of 156 countries where Windows is available
- List of software vendors supplying Windows applications
- **Windows 3.1 Launch**
 - Letter to OEMs regarding Windows 3.1 launch issues
 - Letter discusses:
 - Windows 3.1 Compatibility
 - Windows Logo Program
 - Pre-launch Technical training
 - Windows World Participation
 - Windows Upgrade Program
 - Plan is to send it out to OEMs before Christmas
 - OEM Survey (Windows 3.1 upgrade plans / options)
 - AlexN in Windows group is preparing a survey to distribute to OEMs, inquiring about their preinstallation and bundling plans, their Windows 3.0 -> 3.1 upgrade intentions, as well as their Windows 3.1 marketing plans.
 - More info via email by end of month.
 - Launch plans
 - April 6th, at Windows World in Atlanta
 - Retail package SRP: \$149, upgrade package SRP: \$49.
- **Windows 3.1 Training for Account Managers**
 - December 16, 8:00 - 5:00, Redmond
 - March 3, 8:00 - 5:00, Redmond
- **Marketing Materials**
 - Windows 3.1 Presentation
 - Source: Windows 3.1 product training class
 - Server: \\baggins\oemmktg, \windows\present directory, OEMDISP.PPT (overheads), OEMPRINT.PPT (handouts)
 - Outline
 - Windows market overview
 - Windows Marketing program overview
 - Windows 3.1 technical overview
 - OLE (Object Linking and Embedding)
 - Windows 3.1 OEM adaptation
 - Pen Extensions
 - Advanced Power Management
 - Windows in ROM
 - Windows with Multimedia
 - Windows Networking (WinBell)
 - Windows 3.1 Drivers
 - Windows 3.1 demo script and files

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- Server: \\baggins\oemmktg, directory: \windows\demos\win31. Demo script is SCRIPT.DOC
- Collateral Materials under development
 - Windows 3.1 Datasheet (available: March, owner: TimBre)
 - Windows 3.1 Fast Facts (available: March, owner: TimBre)
 - Windows vs. OS/2 competitive summary (available: March, owner: TimBre)
 - Windows 3.1 Hardware Compatibility list (available: April, owner: TimBre)
 - Windows 3.1 / OS/2 Evaluation Guide -- in depth competitive comparison (available: February, owner: JosephK)
 - Windows 3.1 Backgrounders (available: April, owner: JosephK)
 - Trustype
 - Smartdrive and disk caching
 - Robustness / reliability
 - OLE
 - Systems Strategy summary (available: April, owner: JosephK)
- Partners 1.0 Program (w/ OEMs)
 - Contact: AlexN
 - Program summary: Make it easier for OEMs to ship and support Windows!
 - Multilingual install
 - **Problem:** 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 (approx. 10MB per foreign language version).
 - **Solution:** OEM preinstalls a DOS / Windows "core" of about 7.5 MB, as well as DOS/Windows code of approx. 3MB for each language version (English, French, German, Swedish, Italian, Spanish). When the end user turns the machine on, a special utility asks the user which language version they prefer. The utility then executes a resource compiler which creates the specific language version of Windows 3.1. After it creates the proper version of Win 3.1, it deletes all unnecessary files from the disk (associated with the other language version).
 - **Availability:** end of January (beta)
 - Configuration editor tool
 - **Problem:** It is impossible for OEMs to completely pre-install Windows for an end user as they don't know the final configuration of the machine. For example, an OEM probably has no way of knowing which printer or network drivers to install.
 - **Solution:** MS will provide OEMs with a special configuration tool which they can ship with their systems. The OEM pre-installs Windows, including the configuration tool. The first time the user turns on their machine, the configuration tool will auto detect the machine's configuration (network, video card, etc.) and automatically install the appropriate drivers.
 - **Availability:** end of January (beta)
 - Performance Testing / Tuning

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- **Problem:** 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?
- **Solution:** The Windows group has created an automated performance testing tool. The tool varies the configuration (Smartdrive cache size, machine memory size, existence of permanent swap file for virtual memory, etc.) and records application performance (Word for Windows, Excel, and Pagemaker) under multiple "real life" scenarios (open file, scroll, etc.). The tool runs unattended (takes about a week to do a full test suite) and records results in an Excel spreadsheet. The tool itself is written in QuickBasic and application macro languages and is capable of being modified by OEMs.
- **Availability:** end of January (beta)
- Technical training for OEM product support and sales personnel
 - AlexN will be conducting training sessions at the end of March for several top tier accounts in the USA (schedule and exact content has not yet been determined). Other accounts will be able to attend Windows Technical Workshops in April and beyond.
- **Windows logo**
 - **Logo program owner:** JoshH (Systems Marketing). Email JoshH or "Winlogo" with the name of the OEM and the planned logo usage.
 - Why a new logo?
 - **Marketing:** To increase awareness of Windows momentum; to help customers identify Windows compatible products
 - **Legal:** Trademark enforcement of old logo was poor, decreasing likelihood of ever getting it registered.
 - **Aesthetics:** Old logo was difficult to reproduce and looked bad in color
 - **License agreement:**
 - OEM, ISV, IHV, or other 3rd parties must sign a license agreement in order to use the logo.
 - **Fee:** No fee involved
 - **Logo Usage:** OEM / ISV / IHV / 3rd party can put logo on product itself, on product packaging, and on marketing materials & advertisements
 - **Usage Guidelines:** There are strict guidelines as to how the logo may be used (coloring, spacing relative to other objects, etc.). Complete "Usage Guidelines" brochure available from JoshH.
 - **Logo Types (same graphic, different copy underneath)**
 - **Microsoft use:** MS may use graphic alone, or graphic with the text "Microsoft Windows"
 - **External (OEM, ISV, IHV, other 3rd parties) use:** Underneath graphic, the text "Microsoft Windows Compatible" appears.
 - **OEM Preinstallers:** Underneath graphic, text will indicate that Windows is ready to run. Exact copy has yet to be determined.
 - **Criteria for usage:**

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- OEM: OEM machine must pass Windows 3.1 HCT (Hardware Compatibility Test)
- ISV: Application must require Windows 3.0 or higher and application must pass Windows 3.1 compatibility test
- IHV: Must be clear that the hardware device is designed for the Windows environment (contains or requires a Windows device driver). For example, a math co-processor or memory module would not qualify.
- Other 3rd parties (publishers, resellers): Applications being reviewed on a case by case basis.

- **Other Marketing Programs**
 - "Focus on Windows" Magazine
 - Second issue went out in October
 - Special OEM version of the second issue:
 - Ships to OEMs in mid December
 - This issue is "sanitized" for the OEM end-users: Product support references have been changed, text has been globalized so does not have "USA" specific references, etc.
 - Topics covered include:
 - DOS 5/Windows Optimization
 - New Windows Applications
 - TrueType and Windows
 - Training Strategies
 - Case Study of Chevron Canada
 - Tips & Tricks
 - Windows Resource Kit:
 - Sold so far: > 175,000 (since May 1991)
 - Version 1.1 of the kit:
 - Has been shipping since November. Includes some DOS 5.0 specific information and "bug" fixes. MS has full writes to all the software contained within the kit (vs. 1.0 of the kit had some shareware which prevented us from letting OEMs or others make copies of the kit freely).
 - All owners of version 1.0 of the kit received the update for free.
 - Part Numbers: 050-030-615 for 5.25", and 050-031-510 for 3.5".
 - Version 2.0 of the kit: scheduled for Q1 CY'92; will be Win 3.1 specific.

- **Events**
 - Windows NT Tape Backup Workshop (for IHV, OEM)
 - Schedule: Some time in February in Redmond, schedule not set yet
 - Description: MS presents plans for tape backup and related issues in NT, to a small audience of IHV/ISVs that develop tape backup products.
 - Event Owner: TomSh (Systems Marketing)
 - Windows Hardware Conference (OEM, ISV)
 - Schedule: March 2-3, San Francisco
 - Description: Conference for OEMs and IHVs. Focus is on developing better Windows PCs and PC components. Session topics will include hardware innovation, Windows performance optimization, and device drivers. Event

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cospponsored by Microsoft as well as several IHVs. Cost and registration information forthcoming.

- Event Owner: PeterHey (Systems Line Marketing)
- Windows NT Device Driver Conference (OEM, IHV)
 - Schedule: March 11-13, Redmond (Cascade Room)
 - Description: Technical conference on NT I/O device driver development for IHVs, OEMs, and device driver software developers. Includes presentations on display, network, and storage device drivers. Attendees will receive alpha NT DDKs.
 - Event Owner: TomSh (Systems Line Marketing)
- Windows World
 - Schedule: April 6-9, Chicago
 - Description: Second annual exhibition features the leading manufacturers and suppliers of Windows-related products and services. Applications, strategies, tools, and techniques will be stressed in over 50 lecture sessions. Approx. 60K people expected. Current plans are for MS to have both a regular corporate booth as well as an ISV booth. Event sponsored by the Interface Group. To register, call 617/449-6600. **CURRENT PLAN IS TO ANNOUNCE WINDOWS 3.1 AT THE EVENT. HOW OEMS MAY PARTICIPATE IN THE LAUNCH IS STILL BEING DETERMINED -- STAY TUNED...**
 - Event Owner: RogersW (Systems Line Marketing)
- Win NT Developers Conference
 - Schedule: April 20-24, San Francisco
 - Description: Conference designed for programmers planning to program to the Windows 32 bit API. The first general distribution of Win 32 developer kits will occur at the conference (only a small select group of ISVs got a beta kit in 1991). Over 2000 representatives from OEMs, ISVs, IHVs, and corporations are expected to attend. Cost will be \$795. No registration info / phone number available yet. Conference will be publicized via direct mail in January and February.
 - Event Owner: NeffB (Systems Line Marketing)
- Windows Technical workshops v 2.0:
 - Schedule: Courses begin in April 1991 (USA). Dates / locations not set yet.
 - Description: Half day workshops are tailored to experienced Windows environment users, resellers, consultants, support personnel and MIS managers. Vs. 2.0 will address Windows 3.1.

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Events Calendar

- OEM sponsored events and other events of particular interest to OEM appear in bold-face.
- Account Managers: **PLEASE CONTACT EVENT COORDINATORS BEFORE DISCUSSING EVENTS LABELED "R" (RESTRICTED AUDIENCE) WITH ACCOUNTS.**

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)

December

Type	Date	Event Name	Description	Location
P	Dec 2	Windows Technical Workshop	See footnote # 2	Omni Hotel, San Diego, CA
P	Dec 2	Client Server Conference	See footnote # 1	Seattle
P	Dec 3	Windows Technical Workshop	See footnote # 2	Omni Hotel, San Diego, CA
P	Dec 3	Client Server Conference	See footnote # 1	Richmond
P	Dec 4	Windows Technical Workshop	See footnote # 2	Omni Hotel, San Diego, CA
P	Dec 4	Client Server Conference	See footnote # 1	Detroit
P	Dec 4	Client Server Conference	See footnote # 1	St. Louis
P	Dec 4	Client Server Conference	See footnote # 1	LA
P	Dec 5	Client Server Conference	See footnote # 1	Chicago
R	Dec 9	Developer's Forum: TCP/IP and Windows	Microsoft and TCP/IP product vendors meeting to discuss TCP/IP standards for Windows. Approx 30 expected to attend. Alistair in the Developer Relations Group is coordinating the event.	Battelle Conference Center, Seattle
P	Dec 10	Client Server Conference	See footnote # 1	Westin Copley Plaza, Boston, MA
P	Dec 10	Windows Technical Workshop	See footnote # 2	San Jose Convention Center, San Jose, CA

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TSC	Dec 10-12	Business Week's "Rethinking the Computer"	Conference sponsored by Microsoft, Intel, NSC, and Anderson Consulting. 250 high level MIS / CIO people expected. Bill Gates will give keynotes. Other MS speakers include Dwayne Walker, Jim Allchin, Bob McDowell. Richard Swan is contact within the Corporate Marketing Group (SMSD). To register, call 212/612-2184.	Grand Hyatt, New York, NY
P	Dec 11	Client Server Conference	See footnote # 1	Twelve Caesars, Philadelphia, PA
P	Dec 11	Windows Technical Workshop	See footnote # 2	San Jose Convention Center, San Jose, CA
P	Dec 12	Client Server Conference	See footnote # 1	Le Meridien Hotel, San Francisco, CA
P	Dec 12	Windows Technical Workshop	See footnote # 2	San Jose Convention Center, San Jose, CA
R	Dec 12-13	System Design Review	Annual meeting with senior executives from top ISVs. MS will discuss development plans for systems products. Representatives from approx. 75 ISVs are expected. ChristiJ is the contact within the Developer Relations Group.	(Cascade Room) Redmond, WA

January 1992

Type	Date	Event Name	Description	Location
TSC	Jan 12-15	MacWorld	Exhibition of Macintosh hardware and software. Sponsored by Mitch Hall and Associates, 817/361-8000.	Moscone Convention Center, San Francisco, CA
TSC	Jan 13-16	SQL Server User Week	Conference designed for technical decision makers such as corporate developers, MIS managers, and CIOs. General sessions include talks by Bill Gates and Bob McDowell. Conference offers four tracks: case studies, management track, technical track, and hands-on training. KimSp in the Systems Group is the contact for this event. Sponsored by DBMS Week and Microsoft. Cost is \$895. To register, call 800/437-0716.	Sheraton Place, San Francisco, CA

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TSC	Jan 15	Pen Computer Users Conference	Major pen computer hardware manufacturers and software developers will demonstrate their latest products and discuss applications for the technology. Conference consists of a general session, exhibits, and breakout sessions. Pradeep Singh from the Pen group is one of the speakers. Sponsored by the National Advisory Council on Pen Computing. Cost is \$479. To register, call 800/729-3680.	Stouffer Harbor Place, Baltimore, MD
R	Jan 15-16	Win-32 Open Tools Summit	Win-32 developer conference for top software tools vendors. Approx 80 developers expected to attend. LoisG is the developer relations group contact for this event.	Redmond, WA
R	Jan 21	Strategy Briefing Tour	See footnote # 3	Olympic Four Seasons, Seattle, WA
P	Jan 22	Client Server Conference	See footnote # 1	Omni Park Central, New York, NY
P	Jan 22	Client Server Conference	See footnote # 1	Inforum, Atlanta, GA
R	Jan 23-24	DOS 6 Physical Device I/O Model Workshop	MS will present initial definition of DOS 6 I/O model to a small group of IHVs and OEMs. Will focus on SCSI support. TomSh in the Systems Marketing group is coordinating this event.	(Cascade Room) Redmond, WA
TSC	Jan 26-29	Demo 92	Stewart Alsop's annual conference. Includes major product announcements, product debates, sneak previews of hot new products, and a look at coming advances in the major platforms. Cost is \$1995. To register, call 415/592-8880.	Stouffer Emeralds Resort, Indian Wells, CA
R	Jan 28	Strategy Briefing Tour	See footnote # 3	The Ritz Carlton Dearborn, Detroit, MI
P	Jan 28	Client Server Conference	See footnote # 1	Sheraton Newport Beach, Irvine, CA
TSC	Jan 28-30	Windows & OS/2 Conference	Microsoft will have a 20 X 30 foot booth and will be demonstrating both applications and systems products. Sponsored by CM Ventures. To register, call 415/601-5000.	San Jose Convention Center, San Jose, CA
R	Jan 29-30	Application Integration Strategy Seminar	Seminar will examine application integration issues between Windows applications developed by different ISVs. Programming, testing, and product support issues associated with OLE, DDE, clipboard, and file formats will be discussed. Approx 50 representatives from top ISVs expected to attend. Event being organized by TomHe in the Developer Relations Group.	Embassy Suites, Bellevue

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R	Jan 30	Strategy Briefing Tour	See footnote # 3	Radisson Hotel Metrodome, Minneapolis, MN
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February 1992

Type	Date	Event Name	Description	Location
R	Feb 4	Strategy Briefing Tour	See footnote # 3	Stouffer Stanford Court Hotel, San Francisco, CA
R	Feb 5-6	User Interface Design Preview	Meeting for user interface design experts from Microsoft and top ISVs. Will discuss UI ("style guide") issues related to future versions of MS OS products under design and development. Approx 50 ISV representatives expected to attend. ChristJ is the contact within the developer relations group.	Bellevue, WA
R	Feb 6	Strategy Briefing Tour	See footnote # 3	Crown Sterling Suites, Santa Clara, CA
P	Feb 6	Client Server Conference	See footnote # 1	Minneapolis Convention Center, Minneapolis, MN
R	Feb 11	Strategy Briefing Tour	See footnote # 3	Adam's Mark, St. Louis, MO
TSC	Feb 11- 13	Networld	MS will feature networking products as well as PC Mail in a 70 X 80 booth. LizBu in the networking group is the internal contact. To register, call 800/829-3978.	Boston, MA
R	Feb 20	Strategy Briefing Tour	See footnote # 3	Fairmont Hotel, Dallas, TX
P	Feb 24	Client Server Conference	See footnote # 1	Hyatt Bethesda, Washington, DC

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TSC	Feb 24-28	Software Development '92 (SD '92)	Combination trade show and conference. First two days of the show designed for software development managers. Last three days of the show is for programmers. MS will have a booth as well as lead several seminar tracks. Approximately 5000 expected to attend. NeffB is contact within systems marketing group. Sponsored by Miller Freeman Publications. Cost ranges from \$795 to \$1195 depending on sections attended. To register, call 415/905-2741.	Santa Clara Convention Center, Santa Clara, CA
R	Feb 25	Strategy Briefing Tour	See footnote # 3	Hyatt Regency Tech Center, Denver, CO

March 1992

Type	Date	Event Name	Description	Location
TSC	Mar 2-3	Windows Hardware Conference and Exhibition	Conference for OEMs and IHVs. Focus is on developing better Windows PCs and PC components. Session topics will include hardware innovation, Windows performance optimization, and device drivers. Event cosponsored by Microsoft as well as several IHVs. PeterHey is the contact in the Systems Marketing Group. Cost and registration information forthcoming.	Marriot, San Francisco, CA
R	Mar 3	Strategy Briefing Tour	See footnote # 3	Le Parker Meridien, New York, NY
P	Mar 3	Client Server Conference	See footnote # 1	Hyatt, Phoenix, AZ
R	Mar 5	Strategy Briefing Tour	See footnote # 3	Boston Marriott Copley Place, Boston, MA
R	Mar 9-10	Open Database Connectivity (ODBC) Developer's Conference	ODBC is a database connectivity API that allows applications running under Windows and other platforms to communicate easily with both relational and non-relational database management systems. ToddN is the contact within the developer relations group. Approx 200 ISV and corporate developers expected to attend.	Westin Hotel, Seattle

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P	Mar 9-11	Mail Users Conference	Forum where those interested in MS Mail can get their strategic and technical questions answered, can hear the experiences of other MS Mail users, and can learn what third party products are available to complement MS Mail. Bruce Ry in apps is organizing this event. Price is \$695. To register, call 800/437-0716.	Seattle Sheraton, Seattle, WA
R	Mar 10	Strategy Briefing Tour	See footnote # 3	Hotel Atop Bellevue, Philadelphia, PA
TSC	Mar 10-12	Sixth International Conference and exposition on Multimedia and CD-ROM	Microsoft will have a trade show booth and will give several of the presentations. Bill Gates will give keynote address. About 3000 expected to attend. HughC is the contact w/An MM group. Sponsored by Reed Exhibition Company, (203)362-8342. Cost is \$995.	Moscone Convention Center, San Francisco, CA
R	Mar 11-13	Windows NT Device Driver Developer Conference	Technical conference on NT I/O device driver development for HVs, OEMs, and device driver software developers. Includes presentations on display, network, and storage device drivers. Attendees will receive alpha NT DDKs. TomSh is the contact within the systems marketing group.	(Cascade Room) Redmond, WA
R	Mar 12	Strategy Briefing Tour	See footnote # 3	J.W. Marriott at National Plaza, Washington, DC
R	Mar 16	Far East OEM Briefing: Korea	Briefing for Far East OEM customers.	Seoul, Korea
R	Mar 17	Strategy Briefing Tour	See footnote # 3	Westin Peachtree Plaza, Atlanta, GA
TSC	Mar 18-21	Software Publishers Association (SPA) Conference	Keynotes by Bill Gates, David House (Intel), and others. Approximately 1000 - 1500 people are expected to attend. Microsoft will demo systems products in an "evangelical suite" during the evening of the 18th. ChristiJ is the contact within the Developer's Relations Group. Cost is between \$650 and \$1075 depending on registration date and membership status. To register, call 202/452-1600.	Westin Hotel, Seattle, WA
R	Mar 18	Far East OEM Briefing: Japan	Briefing for Far East OEM customers.	Tokyo, Japan
R	Mar 20	Far East OEM Briefing: Taiwan	Briefing for Far East OEM customers.	Taipei, Taiwan
I	Mar 22-23	Far East OEM Sales Meeting	Sales meeting for Far East Microsoft OEM account managers.	Hong Kong

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TSC	Mar 23-26	Database (DB) Expo	Conference and exposition targeted toward database professionals. Microsoft will have a booth at the exposition and Dwayne Walker from the server applications group will be a speaker at the conference. KimSp in the Systems Group is the contact for this event. Sponsored by NDN Enterprises. Cost is between \$795 and \$1,125, depending on which sections of the conferences one attends. To register, call 415/941-8440.	Moscone Center, San Francisco, CA
R	Mar 24	Strategy Briefing Tour	See footnote # 3	Scottsdale Princess, Phoenix, AZ
TSC	Mar 30 - Apr 2	FOSE (Federal Office Systems Exposition)	MS will have a booth; will demo systems and applications products. PamelaF in the Corporate Marketing Group is organizing MS's participation. Sponsored by National Trade Productions, (703)883-8500.	Westington Convention Center, Washington, DC
R	Mar 31	Strategy Briefing Tour	See footnote # 3	Westin South Coast Plaza, Orange County, CA

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Type	Date	Event Name	Description	Location
R	Apr 2	Strategy Briefing Tour	See footnote # 3	Stouffer Concourse Hotel, Los Angeles, CA
TSC	Apr 6-9	Windows World '92	Second annual exhibition features the leading manufacturers and suppliers of Windows-related products and services. Applications, strategies, tools, and techniques will be stressed in over 50 lecture sessions. Approx 60K people expected. Current plans are for MS to have both a regular corporate booth as well as an ISV booth. RogersW in Systems Line Marketing group is the internal contact. Event sponsored by the Interface Group. To register, call 617/449-8600.	McCormick Place, Chicago, IL
R	Apr 7	Strategy Briefing Tour	See footnote # 3	Stouffer Riviera, Chicago, IL
TSC	Apr 8-10	MacWorld	Exhibition of Macintosh hardware and software. Sponsored by Mitch Hall and Associates, 617/361-8000.	New York, NY

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R	Apr 14	Strategy Briefing Tour	See footnote # 3	Tyee Hotel, Olympia, WA
R	Apr 15-16	Europe OEM Briefing	Briefing for European OEM customers	Monte Carlo, Monaco
P	Apr 20-24	Win NT Professional Developer Conference	Conference designed for programmers planning to program to the Windows 32 bit API. The first general distribution of Win 32 developer kits will occur at the conference (only a small select group of ISVs got a beta kit in 1991). Over 2000 representatives from OEMs, ISVs, IHVs, and corporations are expected to attend. NeffB is contact within Systems Marketing group. Cost will be \$795. No registration info / phone number available yet. Conference will be publicized via direct mail in January and February.	Moscone Convention Center, San Francisco
R	Apr 21	Strategy Briefing Tour	See footnote # 3	Sheraton Rancho Cordova, Sacramento, CA
R	Apr 28	Strategy Briefing Tour	See footnote # 3	Holiday Inn, Albany, NY
R	Apr 30	Strategy Briefing Tour	See footnote # 3	Radisson Hotel, Tallahassee, FL

- 1 Client Server Conferences: One day combination conference / mini trade show sponsored by Microsoft and several OEM & ISV partners. Focus is on how client server computing can be used to solve business problems. Targeted toward MIS professionals. Presentations are given by Microsoft personnel, as well as representatives from the OEM & ISV partners cosponsoring the event. Approximately 250 people are expected to attend each event. SusanSto is the internal MS contact. To register, call 800/336-1539.
- 2 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. JanelleK in the Windows group is organizing the events. For more information or to register, call 1-800-642-7676.
- 3 Strategy Briefing Tours. Seminar series targeted toward high level technical and business decision makers in large corporate accounts. Two 3 hour sessions each day covering Microsoft product and technology strategies. Top MS execs (BillG, MikeHal, ScottO, SteveB, PaulMa, MikeMap, BobMc, PeteH, JeffR) will present. Maximum of 35 customers per session. Invitations are completely driven by field. BeaA and ScottMi in SMSD is coordinating the events.

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