

PLAINTIFF'S EXHIBIT 1267 Comes v. Microsoft

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Lots of questions in regard to the numbers of people ramping up to support 3.1 and how these systems are being put into place. We made passing references to the focus on support and referred them to PattyS's tour next week.

In sum: The tour was very successful, and pointed out the need for on-going visits, especially with the Labs groups to address technical questions on a regular basis. We've made a great start.

Short-Term Action Items:

- * Get WinFocus to editorial mailing list.
* Get Font Pack to everyone we saw.
* Get Win Resource Kit to everyone we saw.
* Get ISV catalog to editorial mailing list.
* Get OS/2 technical comparisons "under wrapper" to Infoworld lab, PC Week Lab, PC Magazine lab, Gina Smith.
* Hard, tight follow-up between our techies and theirs.

From: Collins Hemingway
To: David Cole; Doug Hogarth; Joseph Krawczak; Phil Barrett; Richard Tong; Windows Focus Squad-secure
Subject: FW: RIM Tour (re-send in 2 parts bec of mail problem)
Date: Thursday, March 19, 1992 3:02PM

Fr: Delona Lang, Waggener Edstrom; Collins Hemingway, Microsoft

Top points:

Solid hits with Infoworld Labs, PC Week Labs, PC Magazine, and PC/Computing review staff, which was the primary goal. Other good meetings with analysts and trade press about Windows 3.1 beginning to fill the channel. People were genuinely pleased -- we beat our own date, they liked what they saw, they're getting jazzed. (JonL makes a good point that we need to watch our own sense of the bias\351 -- though a lot of people have been beta-testing,

many haven't -- and they're excited. And the beta-test people feel validated as the product emerges in good shape.)

Infoworld Labs: After a two-hour meeting on Monday, we set up a second meeting on Tuesday, sending Dougho and Philba over on their own to meet with the Infoworld techies. The follow-up meeting went well. Detailed notes below.

PC Week Labs: When the guys arrived, they got hit with all kinds of Windows 3.1 "bugs," which of course turned out to be flaky machines, flaky drivers, and all kinds of other things related to their equipment and setup. (This appears to be normal with PCW labs.) Ultimately, David Cole and Bob Muglia spent most of the afternoon there working with them.

PC/Computing: Gina Smith is in charge of the OS/2 review for PC/Computing for the June issue, and came in asking us exactly the right questions: How to I do a review? What should I test? What should be the criteria? We showed her the OS/2 test data we had and allowed her to talk us into promising to send it to her (Brad/Rich wanted to edit the current version somewhat first).

PC Magazine: Good meeting with Lab and news people. Michael Miller talked a good game about OS/2 but doesn't appear to use it. Again, our techies ended up spending a large amount of time with their techies; generally positive reception.

So-so meeting with Paul Sherer. When he saw there was no hard news, he tensed up -- his typical reaction to a fear of being

EXHIBIT 14 KRAWCZAK 5-100

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pummeled with marketing hype. He was fairly unforthcoming with comments or observations, though ultimately he did acknowledge that IBM would have a hard time shipping OS/2 promptly. Over the hour that we were there, he did loosen up a bit and talk more. He said OS/2 will have some success because it's finally a version that works.

Other general observations:

Lots of questions on meeting demand, how multimedia and pen fit in (which box, how deliver). We were prepared to FUD OS/2 as needed, but overall were pleasantly surprised by the acceptance of Windows 3.1 and the general impression by all aware of OS/2 that the product is not ready, will enjoy only a small niche in the marketplace with established IBM shops, and that all current Windows users should not want to talk a comparative review up OS/2 on their own proceed when we had

Also: Most people had OS/2 bashing and re-observers, Jack Will Seybold, now on his out of their way to war. Wilson believes needs to be gracious will stay in recess causes MIS managers company's system. of his staff had re-conference against a still hears this so

*Email states that Microsoft was prepared to "FUD OS/2 as needed" to the press.
3/19/92*

Most of the editors, 2.0 really is, however surprised that it would work around the 16MB machines.) Given and Excel 4.0 were to have done something she saw the other numbers for OS/2 she was not concerned.)

Many of the people we saw had already seen 3.1. SmartDrive and overall performance got good marks. The File Manager was now good enough — though almost everyone asked whether Norton Utilities were compatible! A lot of questions about applications compatibility with 3.0 (partly because of the "apphack" rumors in Cringely last week). Very positive response to Windows Resource Kit, Winlogin, and NetWare update stuff.

The best part: People would start getting really excited about the performance; then they would remember to ask what machine we were running on, and you could see they were expecting a 486 with a zillion MB of memory. When we told them a 386SX, 20MHz, 4MB memory, they all got this sweet smile on their faces. It was great.

Note on Font Pack: This was to be announced the next week, but the details of it were in the WinFocus mailing (1.7 million went out) and we ended up discussing it top-line. Not a lot of details, but the pricing was in the booklet, and we demoed TrueType as part of the "what's innovative." Lots of great comments on it; some concern about us killing Adobe (Brad soft-pedaled this). The basic news will be in the weeklies this Monday, which will reduce coverage the next week.

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