From pcmgatel!bradsi Wed Aug 12 11:53:00 1992
From: bradsi
To: billg, jonl
Cc: mikemap, paulma, richt, steveb, w-clairl
Subject: RE: Update: OS/2 1mm announce plan -- need POV
Date: Wed, 12 Aug 92 11:49:00 PDT
X-Mailer: Microsoft Mail V3.0
Status: RO

actually, i believe we should mention the 15m windows number as it comes up
in conversation.....we don't need a press release, we don't need neon-sign
fanfare. we can save that for october. BUT the question DOES come up in
conversation with the press......We either answer it or evade ("more than 10
million"). An evasion is interpreted as, "Hmm, you haven't updated those
numbers since April. Why not? Doesn't sound too good. Maybe that egghead
story is true...". By not answering the question -- something we've been
quite open about in the past -- we raise doubts.

we keep trying to put nails in the os/2 coffin, they keep pushing the lid
up. we should hammer a few more nails in now and not let them get
momenturm.....we should not let doubts about windows momentum arise.

the 15m number is just one piece of ammo to be used with the others numbers
we are have prepared (the "fact sheet" jefft is distributing today).

From: Bill Gates
To: bradsi; jonl
Cc: mikemap; paulma; steveb
Subject: FW: Update: OS/2 1mm announce plan -- need POV
Date: Wednesday, August 12, 1992 10:54AM

I am sorry I didnt see this mail before sending mine. Jon can go ahead
and decide when we should use which numbers. I am not sure what is
best. I just wanted to make sure there wasnt any religion about not
using numbers.

From: Jonathan Lazarus
To: Jeff Thiel
Cc: Windows Focus Squad; Delona Lang
Subject: Re: Update: OS/2 1mm announce plan -- need POV
Date: Tue, Aug 11, 1992 1:52PM

I do NOT think we should update the Windows numbers at
this time.

    1. The OS/2 announcement can be attacked directly without
       our needing to hype the Windows numbers. No one has
       any doubt about Windows (total) sales.

    2. We should save our next pronouncement on Windows volumes
       until we are ready with Windows for Workgroups (Oct 10
       as planned) so we get the maximum benefit then.