

Erik Stevenson

From: Steve Madigan
To: bradsi
Subject: RE: shells and oem's
Date: Friday, October 01, 1993 2:22PM

please don't react to bill's reaction to the novice mode...give him some time, nothing new has ever "done much for him" -- the important thing is what it does for the oem audience and their users

we may want to start showing some novice mode stuff on a very restricted nda basis to get reactions and hold the fort

From: Brad Silverberg
To: David Cole; Dennis Adler; Joe Belfiore; Steve Madigan
Subject: FW: shells and oem's
Date: Friday, October 01, 1993 7:50AM

fyi

From: Bill Gates
To: bradsi
Subject: RE: shells and oem's
Date: Thursday, September 30, 1993 7:58PM

I totally agree with you on this.

However the way they did Novice mode didnt do much for me - particularly dropping the window management ICONs.

We need something in this area.

We may have to start restricting people from screwing around with shells - certainly this Xsoft thing is a bad situation. Novice shells are messy - serious shells are a disaster.

From: Brad Silverberg
To: Bill Gates
Subject: shells and oem's
Date: Thursday, September 30, 1993 8:16AM

One reason for our desire to produce a nice "novice" shell is the increasing interest by a number of oem's to deliver replacement shells for Windows.

They are interested in this for two basic reasons: a desire to improve the usability of Windows plus opportunity for differentiation.

We learned about 6 weeks ago that Compaq has two shell efforts. One is to deliver a low-end, Navigator-like shell, for their consumer machines. This should be shipping soon. In addition, they have been working with XSoft for almost a year to develop a "mainstream" Windows shell which they plan to ship on all their machines. They just told us about this about 6 weeks ago.

They are planning to ship this for both Win 3.1 and then for Chicago. I raised strong objections, especially for Chicago, and this is a current topic of controversy between us now. Note that XSoft is part of this CIL group -- a consortium of our competitors (IBM, Novell, etc) trying to define object standards and UI's for gui OS's, including Windows. [I'll forward the press release.] Compaq is here today and tomorrow, and this is one of the topics of conversation.

EXH 75 DATE 2/14/02
WITNESS Silverberg
MARY W. MILLER

In addition to Compaq, AST is continuing to invest in Tandy's WinMate, and wants to do a Chicago version. P-B wants to do a Chicago version of the Navigator. Dell supposedly just hired 6 software developers to work on a Chicago shell for them...

We really want oem's to stick with the Chicago UI. It's one thing to enhance it; it's another to replace it. The UI is our face to the world, our identity. I want the range of needs from oem's, including novice needs, to be satisfied with our shell so they don't feel they have to go elsewhere.

What these companies don't realize yet, perhaps, is that because the Chicago UI is nicely integrated, with no more separate, standalone "managers" (fileman, progman, printman, control panel, etc), the shell is no longer just a shallow surface and thus to do a replacement shell is a highly non-trivial task. The winnet drivers, in addition, no longer contain their own ui (ie, they are not standalone either anymore), but rather make calls on the shell to get seamless integration.