



# COLLATERAL PRELIMINARY COPY REVIEW

Project: WinWord/Wd Perfect Brochure  
Job Number: 5655  
Writer/Designer: Christy Gersich/John Fortun

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			YES	NO
(Proj. Initiator)* Derek Whittle				
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(Prod. Support)* Lynn Roberts				
(Editor) Sara Levant				

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*Can document all claims?*

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**Microsoft Word for Windows vs. WordPerfect Brochure**  
**Preliminary Copy**  
**Writer: Christy Gersich**

*Front flap headline:*

**Still wondering why Microsoft Word for Windows is a better word processor than WordPerfect? Just look at 'em.**

*Inside headline:*

**Face to face.**

*Inside body copy:*

We could just *te*ll you that with Microsoft Word for Windows you can create better looking, more accurate output with less effort than with Word Perfect. But the real impact comes when you see it.

We'll put these two word processors up against each other. And to make it a fair comparison, we'll create the exact same document side by side. On the left, WordPerfect. On the right, Microsoft Word for Windows. Take a look...

*GUI module, left side:*  
*One screen of WordPerfect with a word processing document open.*

Because WordPerfect is a character-based application, creating even a simple document can be a tedious task. The lack of graphical aids in WordPerfect means more keystroking, which can be frustrating if you're unfamiliar with WordPerfect's unique keystroke combinations. And you can't rely on the mouse to help you out-- the mouse cursor doesn't have the capability to let you select a specific area of text, such as a line or paragraph. In WordPerfect you can work with a maximum of 2 documents at the same time, but you can only view and edit one document at a time. If you want to close or resize a window you'll have to do it strictly by

Will  
drop  
the brochure  
like hot potato  
when/if WP  
comes out  
with  
Windows  
version?

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keystroke, and you'll be limited by a horizontal split in the main window.

*GUI module, right side:*

(A) *One screen of Word with a word processing document open in the foreground and a chart or graph open in the background (this will eventually be integrated into the document. We want to keep it in the background at all times to reinforce the fact that you can run Excel even while in Word.)*

Microsoft Word for Windows features a graphical user interface that lets you work intuitively, which means you can be highly productive *right from the start*. Forget about memorizing command sequences or menu paths—with Microsoft Word for Windows, pull-down menus lead to dialog boxes that prompt you for input while your document remains visible in the background. And graphical aids on the ribbon and ruler make formatting, like changing regular type to bold, a cinch. With Microsoft Word for Windows you can work on your PC as you would on your desk, with many files open at once, all visible. (And you can move from file to file with just the click of a mouse!)

(B) *WYSIWYG module, left side:*

*Two screens of WP showing the before and after of changing a font size--nothing changes on-screen but the color*

Let's change the heading of the document to 18-point type. WordPerfect's font menu gives you vague choices like "small" and "large" and "very large" to adjust size. So we'll guess and try "large" for 18 point type. *(derek, please provide steps on changing point size)* Once the type is changed, you still can't see the change on screen--WordPerfect can display only bold text on screen. What you do see is type in a different color, and that's it. If you want to look at the different fonts, font sizes, or graphics you have to go to Print Preview. But if you don't like what you see you have to go back, because you can't edit in Print Preview.

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- (C) *WYSIWYG module, right side:*  
*Two screens of Word, before and after the point-size change, which is plain to see on screen. (Chart is still in the background.)*

Microsoft Word for Windows has ~~pretty~~ <sup>an</sup> amazing ~~feature~~ <sup>feature</sup> called WYSIWYG (what you see is what you get), which makes something like changing the heading to 18-point type a breeze. Just highlight the heading and click on the number 18 right on the ribbon above your document and see your change *immediately*. With the power of WYSIWYG you'll see your document on the screen *exactly* as it will print—including font size and style, graphics, footnotes, and multi-column text! If you don't like how it looks on screen, you can change the formatting with just a couple mouse clicks, and see the changes right away. No guess work, no changing screens. It couldn't be more simple.

ability to create

- (C) *Formatting module, left side:*  
*Three screens showing the steps you have to take to create a style.*

Now let's save the enlarged heading as a style so we can automatically repeat that style anywhere else in the document. To create a style in WordPerfect you have to go through several steps that launch you into a series of full-screen menus. (It's a lot like filling out forms.) If you want to position margins or indents relative to there text in your document <sup>the ?</sup> you'll have to guess, as you wont be able to see the impact of the adjustments during the specification of the style.

- (C) *Formatting module, right side:*  
*One screen with the style highlighted and the style box open. (Chart is in background.)*

With Word for Windows, creating a style can be done in three quick steps: highlight the example of the style you want to create, go to "Define Style" under "Format" and then name your style. That's it. To reapply the style, simply highlight the text you want formatted

and click on the style preferred in "Style." If you want to change the size of your headings to 16-point type, redefine the style and it will automatically reformat all instances of that style throughout your document. It sure beats filling out forms!

② *Integration module, left side*  
*Three screens: the first showing the word processing document; the second, the spreadsheet; and the third, both combined (clearly showing that the graphic cannot be seen, it's just an empty box.)*

tap tap tap tap tap tap tap tap tap tap tap tap tap tap tap tap tap tap. That's how many keystrokes it takes just to import and resize this graphic in WordPerfect. And after you've imported it, you still don't see it—what you do see is a blank box. Need to reposition it? tap tap tap tap tap tap...well, you know the rest. Plus every time you change your spreadsheet you have to re-import the new information into your document. What's more, once you've updated it there's *still* no way to see the chart to confirm that it's been updated. So unless you move the document to Print Preview or reiterate the update, there's no guarantee that you're working with current spreadsheet information.

③ *Integration module, right side:*  
*Two screens: the first now has the chart in front of the wp document; the second, the wp document with the chart integrated into it. (Excel still shows in the background.)*

tap tap tap tap.  
That's how few keystrokes it takes to import the same graphic in Microsoft Word for Windows. And Word even lets you *see* the graphic. And with Dynamic Data Exchange (DDE) you can create a "hot link" between your spreadsheet and your document—and then relax. Not only will you know that any changes you make to your spreadsheet will automatically be reflected in your document, but you'll actually be able to *see* the change.

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⑤ *Print Preview module, left side:*  
*Two screens, one of print preview, the other of editing mode.*

In WordPerfect when you want to take a look at your document in its entirety, you go to Print Preview. But if you want to edit it right then, you're out of luck. You have to get out of Print Preview and go back to editing mode. And then back to Print Preview to look at it. And then back to editing mode to change anything....

⑤ *Print Preview module, right side:*  
*One screen of document in editing mode, boundaries showing.*

When you go into print Preview in Microsoft Word for Windows, you can see how the whole document looks. If you don't like something, change it--right there in print preview. Want to reposition a graphic? Simply hit the Boundaries icon, click on the graphic with the mouse and drag it to a new position; with an absolutely positioned object the text will automatically wrap around it. You can even adjust all four margins by just clicking and dragging (in WordPerfect this would take 12 commands and numerical specifications for the margin widths!)

⑤ *Family story module, left side:*  
*On-screen representation of the finished document, box of WP next to the modem.*

WordPerfect has WordPerfect.

And because WordPerfect does not have powerful customization features, integrating WordPerfect with applications other than spreadsheets is impractical.  
*(derek, can you provide any more support for limited workstation integration?)*

⑤ *Family story module, right side:*  
*On-screen representation of the finished document, boxes of Win Word, Win Excel, Win PowerPoint, and Win Project next to the modem.*

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Microsoft has a family of Windows applications that share a consistent user interface, all designed to work beautifully together.

Plus, for integrated workstations, you can directly link Microsoft Word for Windows to your FAX machine, a graphics scanner, a database, electronic mail, or on-line information services through customized menu selections. That's power!

*Requires any third-party products*

Best of all, Microsoft Word for Windows includes integrated file conversion so you can open and save documents from WordPerfect and most other popular word processors.

*Call to action:*

If you would like to see all the features of Microsoft Word for Windows for yourself, we'll be happy to send you a free working model. Or if you now own WordPerfect and would like to swap it for Word for Windows, we'll give it to you for just \$129.00. For more information about these offers, please call \_\_\_\_\_

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*Is this a direct offer or through dealers? Dealers, SRP?*

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