



Jenny Winslow

From: Daniel Laster
To: Andrea Scott; Jenny Winslow; Marianne Moran
Subject: FW: WinHEC '94 Summary
Date: Monday, March 07, 1994 10:59AM

fyi-

Jenwin, if we have WinHEC sea file, route copy there; if not, pls route copy to 26 gen Windows file. thanks

From: John Mason
To: bbolan; Dan Crouse; Daniel Laster; Kate Sako; Ken Whitaker; Steve Allen
Subject: FW: WinHEC '94 Summary
Date: Friday, March 04, 1994 9:24AM

fyi.

From: Mike Murray
To: Executive Staff and Direct Reports
Subject: WinHEC '94 Summary
Date: Wed, Mar 2, 1994 4:04PM

fyi -- the following mail from Carl Stork provides a concise and timely report on the recently completed WinHEC Conference. Carl couldn't get access to this alias so I'm forwarding it for him.

From: Carl Stork <carls@microsoft.com>
To: execdir, msftpr
Date: Mon, 28 Feb 94 10:06:07 PST
Subject: WinHEC '94 -- Quick Summary
Cc: drghq, hecstaff, winhec

Last week Microsoft conducted WinHEC '94 (the Windows Hardware Engineering Conference) at San Francisco's Moscone Center. WinHEC attracted over 1500 conference participants, plus more than 500 exhibitor personnel staffing 110 booths and almost 100 members of the press. In many senses this conference is the hardware developer equivalent to our Win32 Professional Developer Conference - the audience is hardware developers at all levels (semiconductors, add-in cards, firmware, complete systems) and the goal is to communicate to them how to build the best possible hardware for Windows and to motivate them to do so. This year's conference grew about 70% bigger than the 1993 event.

It is pretty amazing that we are able to attract 1500 hardware developers to such a conference, and it shows clearly that companies are focusing their hardware development efforts on Windows. The key themes this year were implementing Plug and Play in hardware, and preparing for "Chicago". Microsoft conducted six general session presentations; there were 60 quality presentations by technology suppliers during both general sessions and technology forums; and there were 52 product presentations by vendors on stages in the exhibit hall. In contrast to working with software developers, in communicating to the hardware community, much of the information and technology comes from other companies in the industry, and WinHEC becomes an important forum for getting this information disseminated throughout the industry.

The initial feedback I got from attendees, speakers and exhibitors were that we delivered great conference content, that all the important people in the industry were present and attendees were highly

MS-PCA 2610683

CONFIDENTIAL

qualified, and that it was an effective, productive conference for all three groups.

I want to recognize and thank the members of the Hardware Vendor Relations Group, the Chicago team, the Corporate Events team, Maura Barr, Joan Hoshino, Lee Fisher, Mike Glass and our vendor partners including Fred Onsaga, Karen Carter, Chris Costenbader and the CMR team for helping pull together a great conference. Thanks!