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Microsoft Memo

TO : Mary Taucher
FROM : Kathryn Hinsch
RE : July Accomplishments/August Objectives
DATE : August 13, 1990
CC : Charles Stevens, Russ Werner, Fred Gray, Cal Buset, Stew Chapin,
Randy Kable, Rich Abel, Mark Coetzout, Dan Steele,
Steve Shaiman, Rick Thompson, Brad Silverberg, Nate Dixon,
Greg Goff, John Fitzpatrick, Bob McDowell, David Vaskewitch,

The purpose of this memo is to review the accomplishments in Systems Public Relations for the month of July and to set objectives for the month of August.

July Accomplishments

Produce six month on-going PR plan for Windows 3.
We delayed producing a final Windows on-going PR plan because of the systems reorganization. We are continuing to gather user success stories, to monitor new Windows 3.0 application availability, and proactively handle potential PR problems (SmartDrive, PSS waits, etc.) PR is working closely with Corporate to leverage the Windows Computing effort.

Complete DOS 5 PR plan and begin implementing.
We completed the DOS PR plan and presented to marketing. Due to delays in the shipment schedule, the current announcement date is scheduled for January 1991. Long lead visits will take place in September. DOS 5 represents a huge revenue potential and we are exploring ways to raise the visibility of this announcement.

Present Counterfeit DOS PR plan.
Microsoft has launched a vigorous 'anti-piracy campaign' to identify and stop groups and individuals from making counterfeit copies of DOS. Driven by the legal department, it is primarily a litigation-based program. We are aggressively filing lawsuits against alleged violators, seizing evidence, and making evidence available to the U.S. Attorney and the FBI for possible criminal investigation. We want to greatly heighten the visibility of these efforts to warn violators and potential violators that the company will take the strongest possible action against them, to assure licensees that Microsoft is actively protecting their interests, and to inform end users about the existence and hazards of counterfeit products. Microsoft is also a member of the Software Publishers Association task force addressing software piracy. Microsoft's PR efforts will dovetail the SPA's efforts, taking advantage of

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Plaintiff's Exhibit
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EXHIBIT 825
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the association's progress, credibility, and resources. By working through the SPA, Microsoft can fight software piracy and convey the seriousness of its intentions without fostering a "bad guy" image.

Implement Basic and Summit announcements.

In July, we conducted a press tour to announce Basic PDS 7.1 and the Basic library for SQL Server. In addition, we evangelized Basic's potential as a database development tool and viability as a general purpose language. The reception to both BSQL and ISAM was good. Editors agreed that Basic should now be in the consideration set of those developers writing SQL Server front-end applications. The only feature that was questioned was the lack of a facility to roll-back a transaction in event of catastrophe.

Begin planning for Sinker PR.

The Windows Font Cartridge will bridge the gap between the non-WYSIWYG, PC printing world of today and the TrueType and Truetype world of tomorrow. The first cartridge, due out in October, will provide landscape printing and WYSIWYG with current Windows bit-mapped screen fonts for HP LaserJet Series II printers. The PR plan, presented and accepted by marketing, outlines strategies and tactics to position the Windows Font Cartridge as the best printing solution for Windows and HP LaserJet II printer users and to educate editors on the role of the Windows Font Cartridge within Microsoft's overall font strategy and SPAG business direction. Current thinking is to announce the product early October, after the Seybold conference.

Kick off PR plans for Programmer's Library and COBOL.

COBOL is alive and well but COBOL programmers are a difficult audience for us to reach. This may be because they are mainframe-oriented rather than PC-oriented like Microsoft. Over the next year, public relations for the Microsoft languages business unit will be focused on high-end products and will reflect our messages of openness, cooperation with third parties, and the language family concept. COBOL will fit into this program. Our COBOL PDS PR goals are to continue to refine our target publications strategy, reach COBOL programmers and MIS managers with the announcement of version 4.0, and evangelize the viability of personal computers to large systems users.

Budget Status Report for 6/30/90

Product	YTD (actual)	budget	variance
BASIC	\$92,578	\$95,000	\$2,422
Mouse	\$103,665	\$73,000	(\$30,665)
Languages	\$283,244	\$361,500	\$78,256
DOS	\$68,395	\$150,000	\$81,606
Windows	Unable to report - numbers mixed with announcement expenses.		

August Objectives

Implement ITIS announcement.

Revise DOS 5 PR plan and coordinate with Intel on Genesis announcement.

Implement Sinker long-lead press tour.

Issue Programmer's Library version update press release.

Hold six-month languages PR strategy meeting.

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Continue on-going Windows PR efforts.

Implement COBOL PR plan.

Complete PR plan for Seybold.

Issue press release on #900 OS/2 support line.

Begin PR planning for BallPoint.

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