



Digital Research

WE MAKE COMPUTERS WORK

GENERAL PURPOSE OPERATING SYSTEMS

Confidential Memorandum

Date: 18th September 1990
To: Frank Bailinson
From: Steve Tucker
Copy: Dieter Giesbrecht
Subject: Just some interesting points from the Calvin material

Overall points

Announcement/Launch is February/March

Dates have changed from October/November (+ month slip!)

Calvin positioned as "new and completely updated version of DOS"

MS keen to be seen as the "standard setter"

"MS is working very hard on DOS development"

"Some of its best developers are on the DOS 5 team"

"DOS 5.0 and the retail upgrade are very important products to MS and represent strong revenue opportunity"

Goodwill press tour will "help create pent-up demand".."preempt excitement ..over DR DOS 5.0"

MS will "participate in Intel Genesis announcement in October"

Intel have agreed to feature MS

MS are considering a User Group program

Upgrade Program

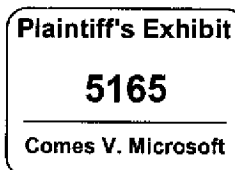
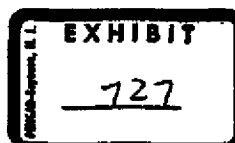
Only 1% of the Compaq user base upgrade to a new release of DOS

"The MS DOS Upgrade ... will not be bootable out of the box"

They aim to "Achieve \$9 million in revenue in FY91"

Only 5% of the DOS installed base uses DOS 4.0c

REVISION AND REVISION HISTORY (FOR YOUR RECORD ONLY)
C0086713



MS98 0184734
CONFIDENTIAL