

From w-clairl Mon Sep 24 09:55:18 1990
To: cameronm russw
Cc: w-clairl
Subject: IBM and ISVs
Date: Wed Apr 29 18:57:00 PDT 1992

Date: Mon Sep 24 09:46:42 1990

One thing that struck me about our announcement last Monday was IBM's overwhelming effort to contact key ISVs about the announcement in concert with our press interviews. I have to say I was impressed by the resources they put to this. I know back at MS you were all struggling just to get the final materials etc (which process we need to improve by the way). But in general we might want to set up some kind of communication mechanism between MS and our key ISVs on these kind of highly visible announcements.

Can, you may already do this, but just wanted to bring it to your attention.

Claire

From w-clairl Thu Sep 27 09:27:37 1990
To: cameronm richab russw
Cc: kathrynh martyta w-clairl
Subject: Sun's printing announcemtn
Date: Wed Apr 29 18:57:00 PDT 1992

Date: Thu Sep 27 09:22:32 1990

This is very interesting, since this is the direction that (as I understand it), we are moving wrt Windows and printing. E.g. that the printer intelligence will reside in Windows and then send down all the data, formatting, etc. to "dumb" printers. The PBU is already out evangelizing this model to printer manufacturers.

Now Sun comes out with exactly the same idea. Kind of scary....

>From dennisad Thu Sep 27 09:15:53 1990
To: elik georgem gregh stevesh
Cc: kathrynh w-cheryl w-clairl
Subject: New Sun Printer
Date: Thu Sep 27 09:11:17 1990

Plaintiffs' Exhibit
5183_A
Comes v. Microsoft

SUN MICROSYSTEMS: New printing solution from Sun delivers speed, low cost for a range of output devices

September 26, 1990

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available that allows quick, easy support of many other printers.

SPARCprinter is priced at \$2,695 (U.S. list). NEWSprint software is \$495. An SBus Printer Card (if purchased separately) is \$695. Volume discounts are available. All products will begin shipment in the fourth quarter of this year and will be sold through all Sun channels, including its new national value-added dealer channel.

Sun Microsystems Inc., headquartered in Mountain View, Calif., is a leading worldwide supplier of network-based distributed computing systems, including professional workstations, servers and UNIX operating system and productivity software.

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CONTACT: Sun Microsystems Inc.
Leiann Lee, 415/336-0597
Carrie Dillon, 415/336-3564

From w-pamed Mon Oct 29 09:11:39 1990
To: cameronm kathrynh martyta russw w-clairl
Cc: dabbieh steveb w-pamed
Subject: Notes from Steve Ballmer Mtg.
Date: Wed Apr 29 18:57:10 PDT 1992

Date: Mon Oct 29 08:54:32 1990

Marty and I met with Steve to get his input on:

- 1) Object linking and embedding.
- 2) Systems seminar.
- 3) Information at Your Fingertips.
- 4) Misc. (Windows Superbowl advertising).

OBJECT LINKING AND EMBEDDING

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WinMail 1.21

lynnra

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If we do this event, Steve wants it to be a big deal/big idea. He wants it to have news value and be high-impact. He thinks it is an important thing to do but wants to make sure we don't dribble it out with first Bill's "Information at Your Fingertips" COMDEX speech and what Maples says at COMDEX. Steve wants the apps division to get credit but not raise the issue of church and state. The position would be "We systems get lots of ISV input and they have impact.

- o Aldus -- PEZ
- o Micrographix -- Mirrors
- o MS Apps -- OLE.

This positioning gives MS apps lots of credit but at the same time says MS systems gets and inputs ideas and specs from ALL major ISVs.

Steve believes OLE is important as it says:

- o MS has a strategy for objects;
- o MS will evolve Windows to incorporate objects;
- o This is the beginning of Windows object strategy -- the first piece;
- o This is a key to Information at Your Fingertips.

Steve wants to emphasize technical innovation and use Darrell. Steve suggested that if we want to get the message of objects across, also get Kohn there to endorse OLE because Kahn is the object guy.

SYSTEMS SEMINAR

Steve wants to clearly, crisply and simply articulate the MS systems strategy. This means crystalizing what information at Your Fingertips means. Broadly, it contains five elements:

- o Windows everywhere
 - Handwriting
 - Multimedia
 - Power PC
 - Printing
 - Net extensions
 - Rivable.
- o Windows next generation objects
 - Compound documents
 - Data storage
 - Enhanced programability
 - New shell.
- o Net/Services
 - (needs work)

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- Software distribution
- MIS connectivity.
- o Tools
 - (needs work)
 - Thunder
 - Excel macro long
 - C 6.0 ?
- o Applications

We have eliminated the SMK and BCL and will now talk about:

- o Windows libraries for OS/2 version 1
- o Windows library for OS/2 version 2.

Steve wants five or six slides to explain the strategy and from that point you just do support points.

I will work to provide input to Steve so he can refine his six slides.

MISCELLANEOUS (WINDOWS SUPERBOWL ADVERTISING)

When corporate America thinks about getting married, they think of Unix or OS/2, not Windows. Corporate America doesn't think MS is SERIOUS about Windows. Steve wants to make a BIG statement about how serious MS is about Windows. He wants to make a big impact so people really pay attention and start a buzz about how serious MS is about Windows. This is the thinking behind Superbowl advertising.

Steve is very open to any ideas/programs for Windows that will be high, high-impact and clearly communicate how very serious the company is about Windows.

I recommend we spend some time brainstorming what other ideas we could present to support Steve's goal.

cheers
pe

From w-clairl Sun Nov 18 21:42:41 1990
To: cameronm
Cc: kathrynh w-clairl
Subject: Workstation apps PR memo
Date: Wed Apr 29 18:57:24 PDT 1992

Date: Sun Nov 18 21:35:54 1990

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(let me know if you have changes, comments before I broadcast to the multitudes, C.)

Cam,

This is a summary of our discussion on the opportunity to gain visibility for the growing number of high-end "workstation" applications for Windows 3.0. The availability of sophisticated applications with good performance is a strong message for the Windows 3.0 platform. Companies like Wolfram, ParcPlace and Mathematica have or are in the process of moving their applications to Windows. We want to take advantage of their support and enthusiasm for Windows with the press. This outlines the tactical plan for gaining press interest and achieving coverage for these high-end applications.

Messages:

1. Windows 3.0 is a rich development platform that can support complex, sophisticated applications traditionally associated with more expensive and proprietary workstation platforms. (Example of support includes WinMem 32).
2. The developers of such applications have committed to supporting Windows 3.0 as a target platform.
3. Performance of these applications is on par with the workstation versions, or superior in a significant way.
4. Users that require these high-end applications should evaluate Windows 3.0 as an appropriate operating environment.

Strategy:

1. Cam and his group will provide contact information for the four target ISVs:
 - o Wolfram (PR has already contacted)
 - o ParcPlace (PR has already contacted)
 - o Mathematica
 - o MCAE company
2. Cam to draft a short outline of the major points that each ISV should make to the press. PR will create a briefing document for each ISV based on this input. The goal is to have the ISVs make the major positioning points to the press.
3. PR to contact each ISV with the briefing document and notify them of target editors.
4. PR to contact the target editorial list week of November

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26; give outline of topic; provide list of ISVs and contact information. Then will follow up with editors on November 28 to determine coverage possibilities.

Target Editors:

Jim Daly, Computerworld
John Dodge, CRN
Kara Meyers, Information Week
Stuart Johnston, Infoworld
Paul Sherer, PC Week

PR will also investigate coverage in publications the ISVs have identified as key targets.

From w-clairl Mon Dec 10 10:55:37 1990
To: cameronm russw
Cc: bradsi
Subject: Windows coverage at Comdex, FYI
Date: Wed Apr 29 18:57:39 PDT 1992

Date: Mon Dec 10 10:47:52 1990

>From w-erin Mon Dec 10 10:39:56 1990
To: martyta richab
Subject: Comdex Coverage
Cc: scotto w-clairl w-erin
Date: Mon Dec 10 10:39:51 1990

TO: Rich Abel, Marty Taucher/Microsoft Corporation
FROM: Erin O'Shea/The Waggener Group
Kathryn Hirsch/Microsoft Corporation
DATE: December 10, 1990
SUBJECT: Windows Coverage in Comdex Show Daily
CC: Scott Oki/Microsoft Corporation

In an effort to dominate the Comdex Show Daily with Windows coverage, we proactively contacted the editor, Katie Gurley, with story ideas. Our efforts include sending Gurley the Microsoft Comdex press kit one week prior to the show, sending faxes to ISVs urging them to send news about their applications to the Daily, sending Bill Gates' keynote to

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the Daily in advance of the show, contacting contributing editors Blankenhorn and Ramy regarding Windows story ideas, sending multiple Windows press releases from previous months announcement, and sending information about the Windows Supplemental Driver Library disks (including information on the handicapped users' drivers).

In order to assess the success of our efforts to dominate coverage with Windows in the Comdex Show Daily, we have broken down the different areas of coverage over three days of Comdex. The following is a summary of coverage we achieved through our proactive efforts:

TUESDAY, NOVEMBER 13, VOLUME 8 NUMBER 7

A total of 12 Windows stories appeared in this issue.

- o One was a cover story on Bill Gates' keynote.
- o Six articles were written about ISVs.
- o One story appeared on the Windows Supplemental Driver Library disk.
- o One story appeared on the virtual device driver (VXD) now available to run Turbo EMS with Windows 3.0.
- o The other stories appearing consisted of an OEM announcement, the announcement of Windows World and a Windows and OS/2 positioning story.

WEDNESDAY, NOVEMBER 14, VOLUME 8 NUMBER 8

A total of 18 Windows stories appeared in this issue.

- o Nine articles were written about ISVs.
- o One story was written on Windows vs MAC installed base. We worked with Dana Blankenhorn, the contributing editor ahead of time for this story.
- o Two stories were written on both the Entertainment and Productivity Pack announcements.

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- o One story on the Windows Demo Engine, a release we also sent to the Daily ahead of time.
- o One story appeared on the MSU Windows SE Course, a release we sent ahead of time to the Daily.
- o The rest of the stories appearing had to do with new scanners using Windows compatible software, a SQL Server promotion for spreadsheets and various other OEMs bundling Windows software.

THURSDAY, NOVEMBER 15, VOLUME 8 NUMBER 9

A total of 20 Windows stories appeared in this issue.

- o Eleven stories were written about ISVs.
- o One story was written about Microsoft Office for Windows, a release which we supplied to them early.
- o Another story was written on the SMAU Industry Design Award bestowed upon Windows.
- o The rest of the stories written about Windows had to do with hardware bundles, Windows compatible scanners, VGA Monitors for Windows and Windows compatible mice.

In summary, we were successful in creating about fifty stories in three of the five issues of Comdex Show Daily. We were unable to obtain copies of Monday's and Friday's papers, but feel this summary is sufficient in showing the impact of our proactive contact with the Daily.

From w-clairl Thu Dec 20 15:48:10 1990
To: bradsi cameronm paulma
Cc: steveb w-clairl
Subject: PC Week
Date: Wed Apr 29 18:57:53 PDT 1992

Date: Thu Dec 20 15:41:32 1990

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Here is what he has and what I said. Also some questions to you

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on how to respond on some specifics.

1. He said, we have the names Win 32, Win 3.2 and Win 4.0. All these things refer to 32 bit windows, right?

I said, well, there is nothing called Windows 4.0, but think about it as where we would deliver IAYF, such as the object oriented file system that we have indicated is coming.

This leaves him thinking Win 32 and Win 3.2 are related. I said I cannot confirm a product called Win 3.2, but left it there.

2. He said, not clear that there is a compatibility layer in Win 32 that would allow 16 bit (or current) Win apps to run. I said, it is Microsoft's goal to provide upward compatibility for current Windows apps to future versions of Windows. He asked if he could quote me and I said, ok but not in context of making it sound like I mean that specifically in regard to Win 3.2 or Win 32.

But we don't want him to write that 16 bit win apps won't run.

3. Dates. He has that MS said mid '92 but that many observers said it won't be until 1993. I said no comment on any timeframe.

**Do you want me to say that the industry could expect an update to Windows every year or so? or otherwise confirm a timeframe?*

I say no but this is your call.

4. Technical features **please tell me if I can tell him that he "won't be embarassed" if he puts this in:

a. Apps require some rewriting, at minimum of recompiling with 32 bit compiler. Apps that include assembly language or otherwise use "tricks" at a lower level would require rewriting.

**OK?*

b. MS will implement named pipes in Win 32

c. new 32 bit graphics including support for on screen coordinates from - 2 billion to + 2 billion

**ok?*

Thanks for quick response. He's writing the story as you read this.

Claire

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