Outline for Bill Gates DOS 5 presentations
Submitted By Marty Taucher

Billg follows Steveb who thanks the crowd and talks about the scope of the announcement at the field offices and remote sites.

Slide # 1.

Bill Gates
Chairman and CEO
Microsoft

Discussion.
Today we announce the immediate availability of MS-DOS 5.0
We also celebrate the efforts of an entire industry that has helped to create the MS-DOS standard.

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Slide # 2

MS-DOS - 1981 - 1991

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Foundation for an open and competitive
personal computing industry

Discussion:

MS-DOS and the Intel architecture has been the foundation for the growth in the industry.
Not a creation of the Microsoft alone, but of the players who helped to make it happen.
That growth of the DOS worldwide has provided our partners and the industry in general with a tremendous business opportunity.

Number of applications - 20,000 + applications
Number of PC manufacturers 500

MS-DOS/Intel Architecture Standard

* More software attracts more buyers
* More buyers lure more developers
* More developers mean more software

(Use Circle Graphic)

Discussion is around the self reinforcing phenomenon of DOS and how that helps build the industry.

Slide # 4

The Power of a Binary Standard

* 1981
  30 different types of personal computers
  Less than 1 million sold

* 1991
  2 major platforms - Macintosh and MS-DOS
  18 million units per year volume

Discussion
Microsoft through it efforts made the standard happen by working with OEMS and ISVs to get support for the platform. ISV's that bet with the platform won big. Those that didn't fell by the wayside.

Slide # 5

Customers won't easily abandon a standard

* **Don't force them to make changes**
* **Don't ignore the importance of the standard**

Discussion

We thought OS/2 would replace MS-DOS. We were wrong.
We got distracted and didn't pay enough attention to the DOS standard
The marketplace told us that it likes DOS, likes the benefits of the open DOS standard and told us that
we should invest in moving the standard forward.
(This is the humble billg part.)

Slide # 6

MS-DOS 5 reflects user input

* **Feedback from user groups and large corporations**
* **New features added without sacrificing compatibility**
* **User want an easy way to update any PC**

Discussion:

With all the importance of DOS, we looked to the customers to tell us what they wanted in DOS. (Rest
self-explanatory.)

MS-DOS 5.0 partners

* PC suppliers
* Software developers
* Peripheral and third party hardware suppliers
* 7000 beta testers

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Discussion.
We should thank the people who specifically contributed to the product and what they provided.