

To: Brad Chase
From: Sergio A. Pineda
Date: 07 January 1992
Subject: December Monthly Report - MS-DOS Marketing

I. December Objectives:

1. Meet with Taiwan OEMs to discuss Portable Computing Initiative.
2. Present final anti-counterfeit education plan to OEM and DOS Marketing.
3. Teach a class on Portable Computing Initiative and DRI to European OEM AMs in Sweden.
4. Continue working on the launch plans for our portable solutions.
5. Distribute the OEM Technical Notes to PC OEMs in the US and Europe.
6. Continue working with PR and Intel for the launch of the Portable Computing Initiative.

II. December Activities

OEM

I presented to our European OEM Account Managers our Portable Computing Initiative together with a competitive review of DR-DOS 6.0. As with the case of the other two groups, I presented to them a comprehensive review of our Portable Computing Initiative and a competitive framework for positioning MS-DOS more strategically compared to DR-DOS.

The trip to Commodore has been rescheduled for late January due to scheduling conflicts at Commodore.

The MS-DOS 5 OEM Technical Notes have been distributed worldwide to over 550 PC OEMs! In addition, I am sending copies to all OEM Account Managers worldwide.

Anti-counterfeit Campaign

I am continuing to work with Corp Comm to develop a final plan for the campaign.

Product

MS-DOS 5 ROM version

Nothing to report here.

MS-DOS 5

Nothing to report here.

Flash File I

Nothing to report with Flash File.

APM

The specification has been distributed to PC OEMs worldwide. Many are very excited to hear about our solution.

PR

I worked extensively with the Waggener Group and Intel to develop the appropriate materials for the Portable Computing Initiative launch. In December I completed final reviews of the APM backgrounder, APM Press Release and the Portable Computing Initiative press release.

Objectives for January:

1. Schedule meetings with Taiwan PC OEMs to discuss Portable Computing Initiative.

Plaintiff's Exhibit

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2. Continue developing the anti-counterfeit plan.
3. Visit with Commodore to discuss our Portable Computing Initiative.
4. Develop and complete final material for the Portable Computing announcement.

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