

Ofeb-03.txt

press and analysts

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/PRNewswire -- Feb. 3/
08:03 EST

5973 02/03/92 08:03 EST

:TICKER: AAPL BORL LOTS NOVL

:SUBJECT: CA

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Received via NewsEDGE from Desktop Data, Inc.: 02/03/92 05:20

256

From bradsi Mon Feb 03 19:32:42 1992

To: bradc davidcol

Cc: johnlu mackm richf richt russs

Subject: RE: borland and dri

Date: Mon, 03 Feb 92 19:32:42 PST

yes, we need to do something along these lines. this is what I mean by the "product treadmill". dri is already perceived as being ahead. if i were them, i'd come out with new utils and call it 6.5; keep ms on the treadmill. borland did it to us in languages; to lotus in spreadsheets. let's not let dri do it to us in msdos.

too many will just be a churn. but we can't just sit on the sidelines till msdos6, hoping fud and leaks will carry us.

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Plaintiff's Exhibit
5448
Comes V. Microsoft

RBC 03748

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| >From davidcol Mon Feb 3 17:07:57 1992
| To: bradc bradsi
| Subject: RE: borland and dri
| Cc: johnlu mackm richf richt russs
| Date: Mon Feb 3 17:06:46 1992

| my 2 cents....

| DRI is getting perceived as the product innovator/leader
| because they look to be more active with new products.
| User's making a buying decision like the guy who appears
| to be in front doing the new stuff.

| We should be doing bundle after bundle with utilities,
| do one at a time, spread out 2-3 months apart or what
| ever cycle makes sense. Give each a new version number,
| MS-DOS 5.1, MS-DOS 5.2, etc. User will associate the
| number with the utilities you bundled and perceive
| MS-DOS is really moving forward.

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From bradsi Mon Feb 03 19:35:06 1992
To: johnen
Subject: Re: test team
Date: Mon, 03 Feb 92 19:35:06 PST

| >From johnen Mon Feb 3 17:11:44 1992
| To: bradsi
| Subject: test team
| Date: Mon Feb 03 17:09:51 PDT 1992

| couple of items more of an fyi -

| 1. looks like jodyg is going to fill the
| test services position post 3.1 ship.
| I'm working out the details on this
| with her and try to have names for
| this team soon.

good.

| 2. jodyg and i have been working with

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AGENDA
February 12th, Wed.

9:00 Winmarketing weekly status in 3.2046

10:00 Borland/DRI meeting in 3.2131 w/Bradc, Mackm, Davidcol +

12:00

12:30

1:00 Rich Karlgaard/Upside Magazine in 3 2046

2:00

2:30

3:00 Mackm, Richp, Rspick +

~~3:30~~

4:00

4:30

5:00

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