

**Microsoft Systems Strategy
Presentation to Gateway
November 24, 1992**



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Microsoft Corporation**

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Plaintiff's Exhibit

5521

Comes V. Microsoft

RBC 04357

Windows Momentum

- ◆ One million new users per month
- ◆ Business balanced between the United States and International
- ◆ The standard for OEMs



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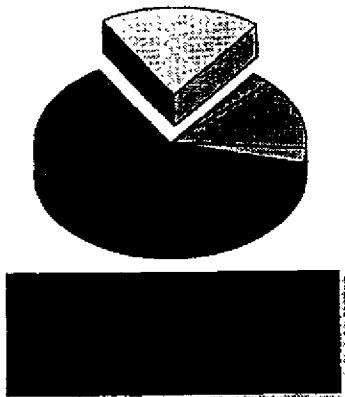
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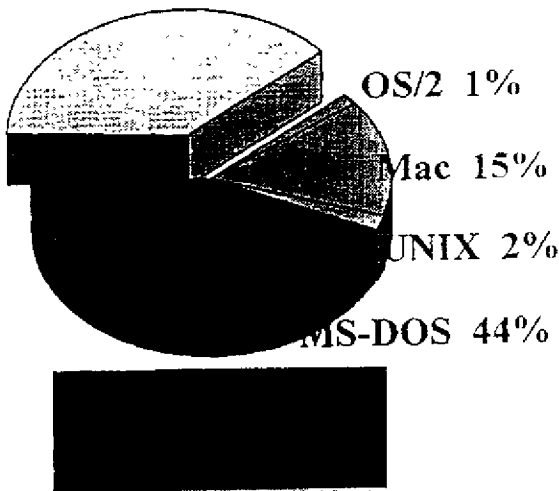
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Windows Application Sales

Windows 19%



Windows 38%



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Source: Software Publishers Association

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Microsoft Systems

◆ Protect customer investment

- Scale to address new hardware
- Incorporate new functionality

◆ Lower cost of ownership

- Provide consistent functionality across applications
- Require less support and easier administration

◆ Remain open

- In the MS-DOS tradition
- Published interfaces
- Connectivity to other environments

◆ Extend to new classes of devices

- Windows in the office
- Windows in the home
- Windows in portable devices

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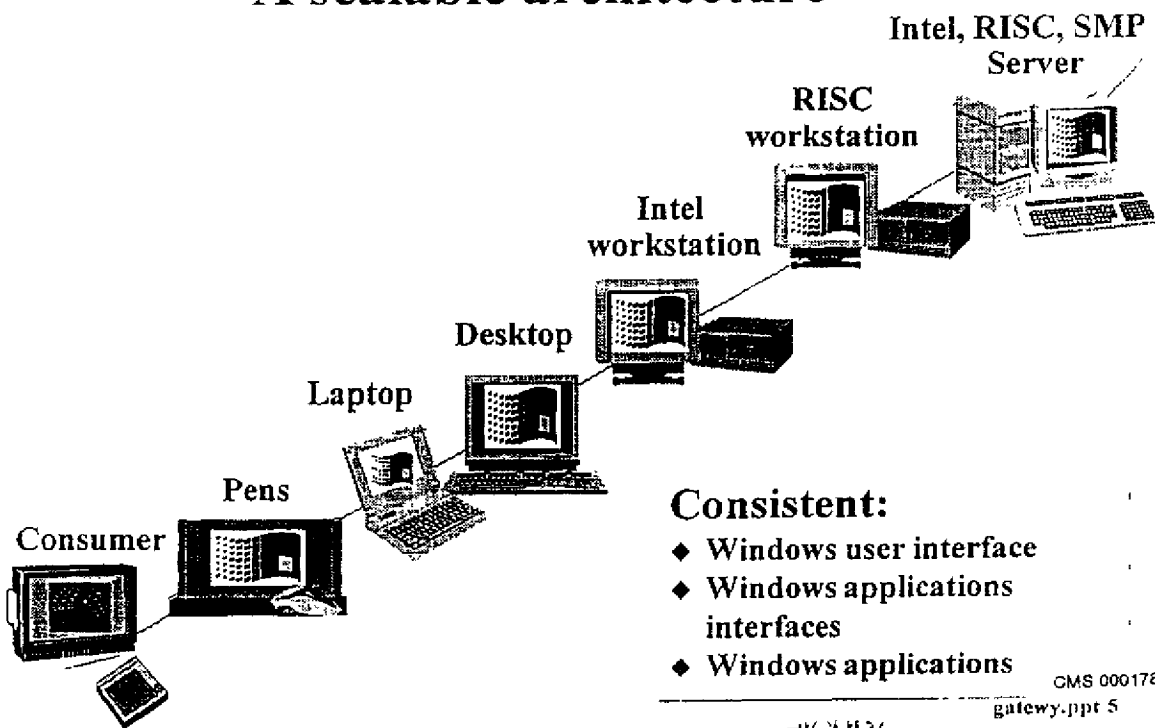
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The Windows Family

A scalable architecture



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Consistent:

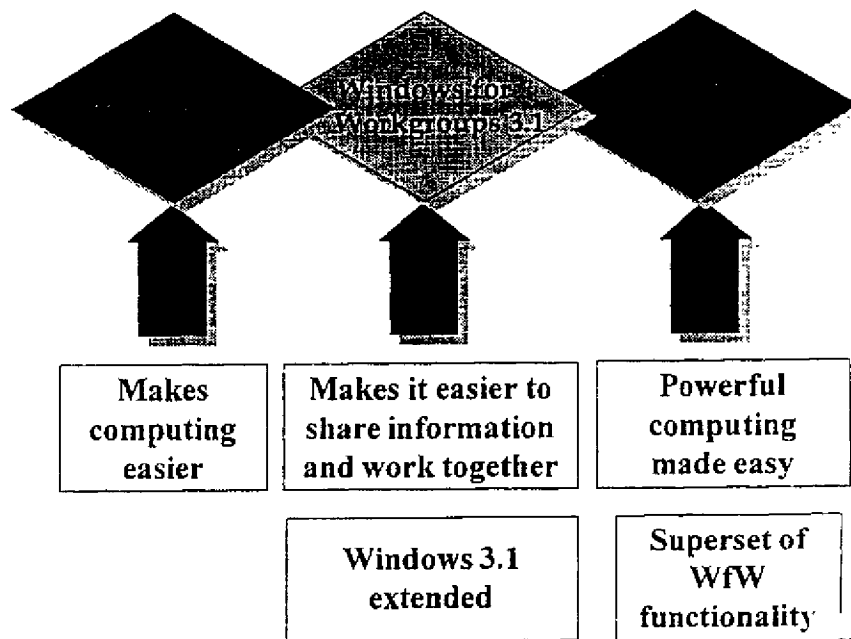
- ◆ Windows user interface
- ◆ Windows applications interfaces
- ◆ Windows applications

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The Windows Family

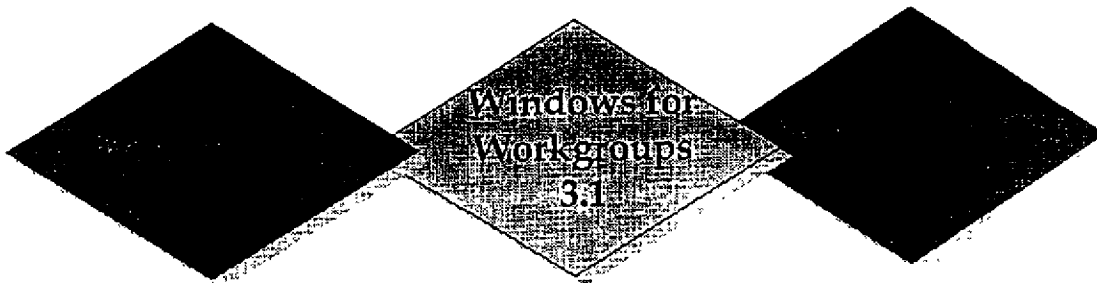


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The Windows Family



- ◆ Built-in networking
- ◆ With mail and scheduling
- ◆ Network application integration
- ◆ Security
- ◆ Easy to get up and use

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For Work 3.1

- ◆ Great for new networks
 - Easy to install
 - No dedicated server
 - Easy administration
- ◆ Will expand networking market
- ◆ Enables opportunity to integrate networking into system

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◆ **Great for existing networks**

- Easy to install
- Works with NetWare, LAN Manager, VINES
- Allows flexible sharing of local resources

◆ **Workgroup capabilities add value to existing networks**

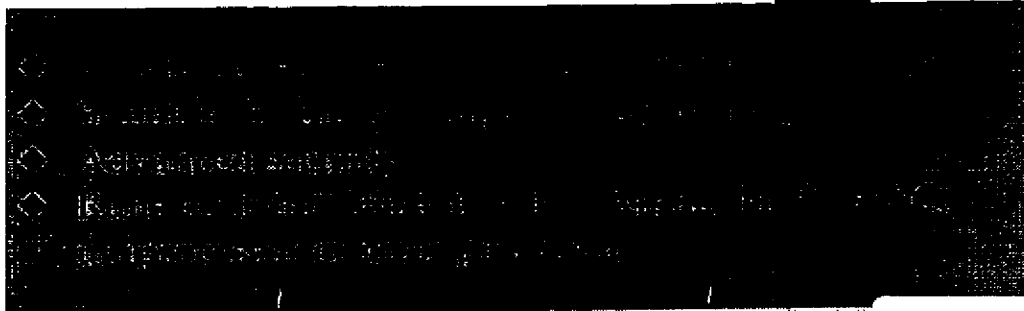
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The Windows Family



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Customer Requirements For Windows NT 3.1

◆ Compatibility

◆ Improve productivity

◆ More cost-effective
business applications
platform

◆ Investment Protection

◆ Competitive Advantage

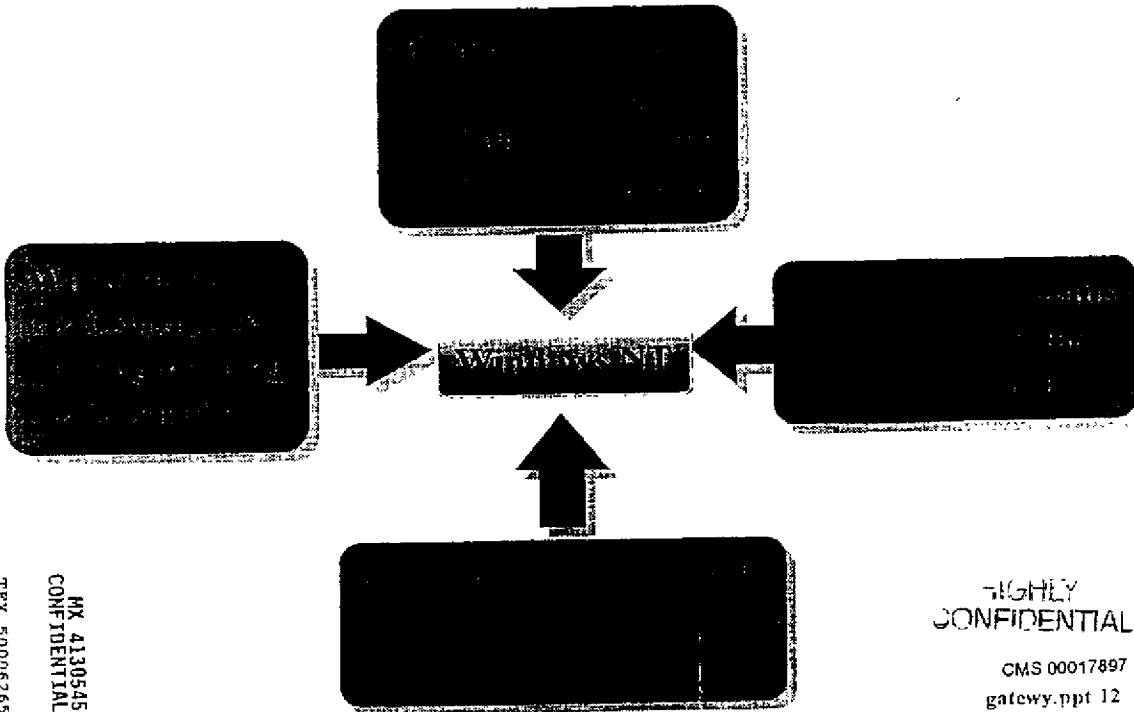
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A Wide Range of Applications



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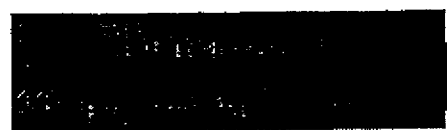
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Windows NT

Users

Windows NT delivers



Robustness,
configuration

security
control



Application
preemptive

protection,
multitaski



Increased response and
throughput, no system limits



32-bit operation, high-speed
I/O, wide application
compatibility, security,
advanced graphics

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Windows NT Momentum

- ◆ 5,000 ISVs attended Professional Developers Conference
- ◆ 30,000 Software Development Kits sold
- ◆ 3,000 Beta sites
- ◆ 300 Win32 applications demonstrable
- ◆ 10 Multiprocessor systems demonstrated (AST, Acer, ALR, Compaq, Micronics, NCR, Olivetti, Sequent, Tricord, Wyse)
- ◆ 1,000 IHVs attended U.S. Device Driver Conference

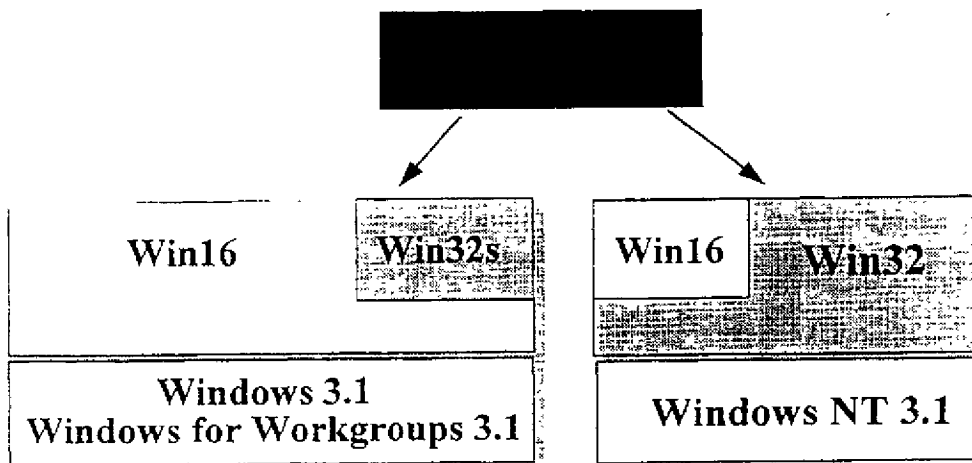
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32-bit Windows Applications For Windows NT and Windows 3.1



- ◆ Single 32-bit version for all Windows
- ◆ 32-bit means faster, especially for computation and data manipulation

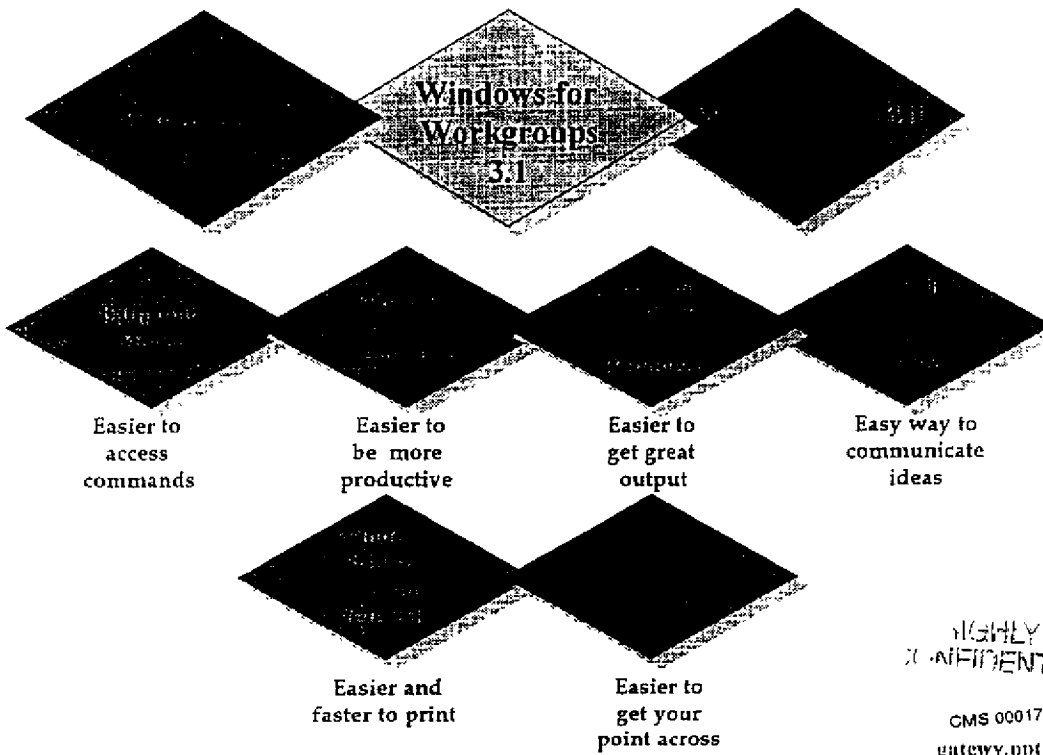
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The Windows Family



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Upcoming Enhancements

- ◆ MS-DOS 6.0
- ◆ Mobile Windows
- ◆ Systems Management Tools

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MS-DOS 6 Product Objectives

- ◆ **Make PCs easier to manage**
 - More disk space
 - More memory
 - Data integrity
 - Workgroup computing
- ◆ **Great platform for Windows**
- ◆ **100% MS-DOS 5 compatibility**
- ◆ **Provide OEMs cost-of-goods and product flexibility**

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MS-DOS 6 Overview

- ◆ Integrated compression
- ◆ Complete automated memory management
- ◆ Windows integration
- ◆ Data integrity
- ◆ Workgroup computing
- ◆ PC management tools
 - backup, undelete, interlink, antivirus, defrag
 - some tools available as optional enhancements
- ◆ User-oriented release (no new drivers)

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Mobile Windows

- ◆ New product based on Windows 3.1 and MS-DOS 6
- ◆ Includes Windows for Pens 2.0
- ◆ Has enhanced mobile connectivity functionality
- ◆ Desktop integration
- ◆ Ships H2 1993

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Windows System Management

◆ Built into Windows:

- Windows 3.1 - Win Login
- Windows NT - Remote admin, monitoring, OS upgrade, single network password, SNMP/Netview connectivity, etc.

◆ "Hermes" - Windows Systems Admin Package - ('93 release):

- Fully manage Windows & Windows NT, and MS-DOS (partial), clients in the distributed environment.
- Perform Automatic System Inventory reports, Software Distribution & Installation, Remote Access, etc.

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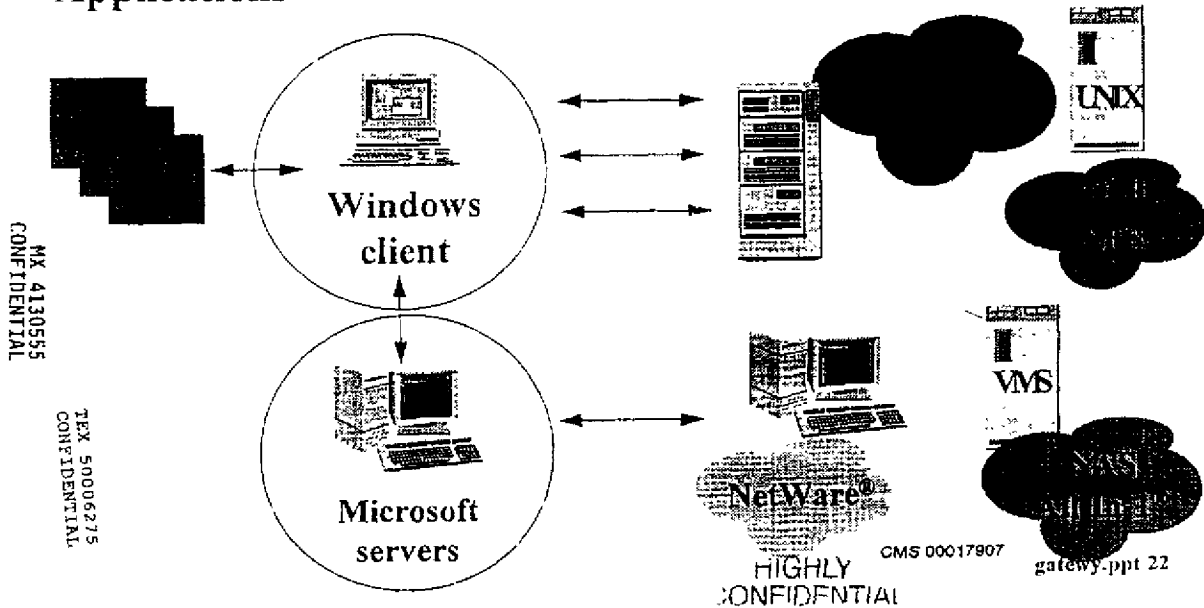
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Windows Open Services Architecture (WOSA)

Applications

Services



Windows Open Services Architecture

Windows applications

Application interfaces
Service providers

Service providers

- ◆ Data access (ODBC)
- ◆ Messaging (MAPI)
- ◆ Distributed files
- ◆ Printing
- ◆ Directory
- ◆ Security
- ◆ Licensing (LAPI)
- ◆ Systems management
- ◆ Communications (RPC)

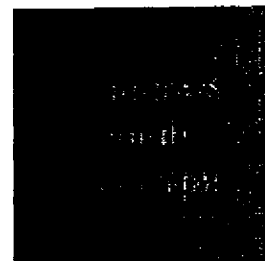
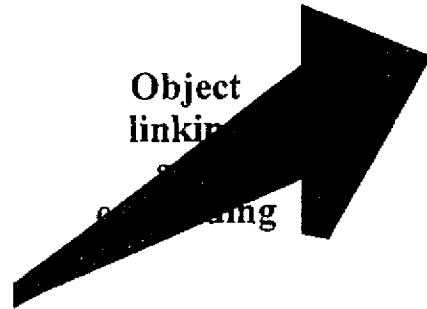
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The Future Of Windows



Integration of
advanced
object-oriented
technology into
Windows

- ◆ Preservation of investment
- ◆ An evolutionary path to a simpler,
richer, more manageable environment

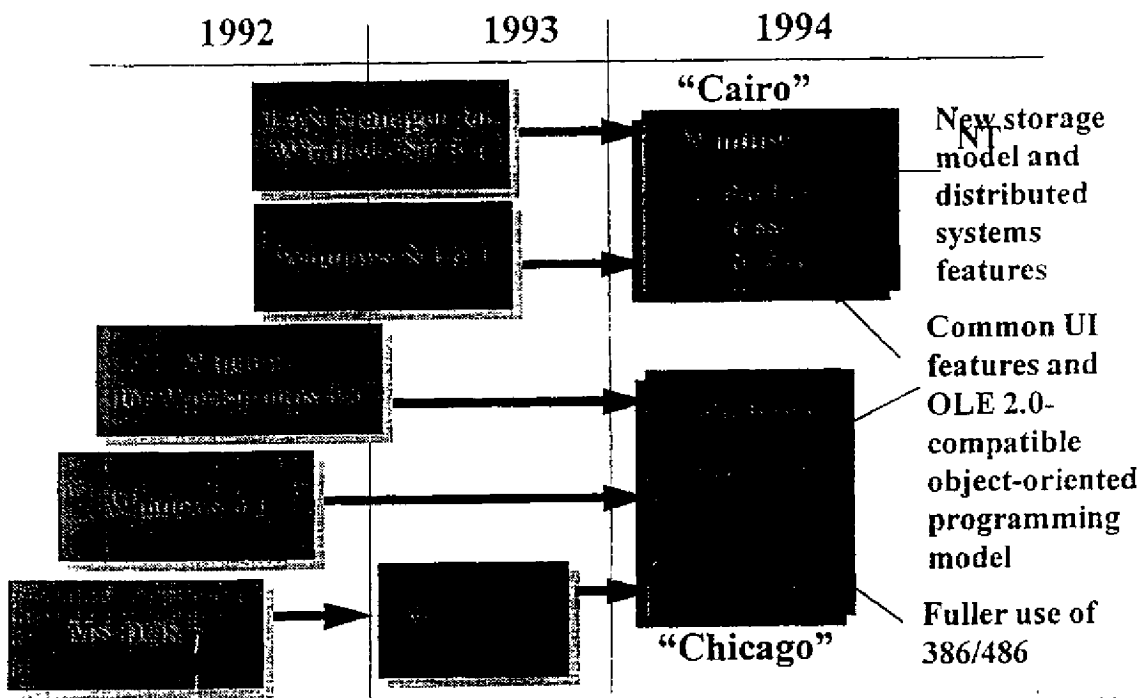
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Windows Family - Future Releases



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Windows Chicago

- ◆ **Successor to Windows 3.1/MS-DOS 6.0**
 - Targeted at mainstream desktop (4mb 386)
- ◆ **Usability improvements**
 - Integrated file and program manager
- ◆ **Integrated protect mode operating system**
 - Robustness
 - 32 bit device drivers
 - High performance disk I/O and layered SCSI architecture
- ◆ **Great setup and configuration**
- ◆ **Great network and workgroup functionality**
- ◆ **Support for 32-bit applications**
 - Direct support for 32-bit API
 - 32 bit applications run in separate, protected address space
 - Multithreading, pre-emptive multitasking, beizers, paths
 - Asynchronous input model

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Windows Cairo

- u Project that will yield a new version of Windows in 1994
- ◆ Cairo is designed to radically change (simplify and improve) how people use computers:
 - Document- vs. application-centric view
 - Query vs. names
 - Full distributed system operation (integrated directory service, etc.)
 - Unified systems management
- ◆ Will be fully upward-compatible with Windows; builds off OLE
- ◆ Integrated compression
- ◆ Complete automated memory management
- ◆ Windows integration
- ◆ Data integrity
- ◆ Workgroup computing
- ◆ PC management tools
 - backup, undelete, interlink, antivirus, defrag
 - some tools available as optional enhancements
- ◆ User-oriented release (no new drivers)

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Windows Product Innovation

- ◆ Mobile PCs
- ◆ Hot desktop PCs
- ◆ Windows NT workstations and servers

1993 Windows Hardware Engineering Conference
March 1-3 in San Jose

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Mobile PCs

- ◆ With/without pen
- ◆ Convertible
- ◆ Integrated trackball
- ◆ Ultra light weight
- ◆ Battery/power management technology
- ◆ Color vs. gray scale
- ◆ Wireless communication - emerging capability

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Hot Desktop PCs

- ◆ Many implementations of fast graphics
ATI, S3, Wingine
- ◆ Audio is mainstream
- ◆ Access to CD-ROM
- ◆ Easy networking
- ◆ Video acceleration (optional)

Attractive for home and business

- Educational/training
- Access to information
- Games
- Presentations
- Email and document annotation

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Windows NT Workstations and Servers

Workstations

- Robust, secure, multitasking environment on PC platform
- Developers and corporate MIS
- Desktop multiprocessing

Servers

- Robust, secure, minicomputer-class operating system
- Opportunity for inexpensive servers for down sizing
- Opportunity to build high reliability servers with special hardware management
- Multiprocessing, fault tolerance, etc.

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Windows Family Provides Many Opportunities to Innovate

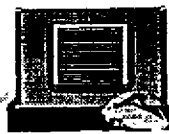
Server
and MP



Workstation



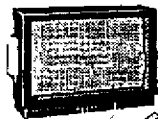
Desktop



Pen



Notebook



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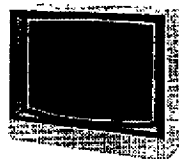
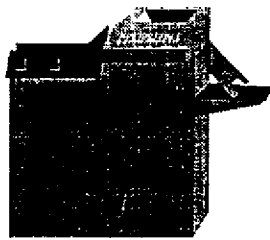
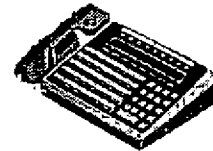
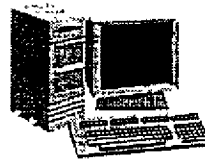
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Extending

Windows



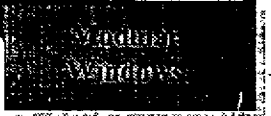
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Modular Windows



- ◆ Based on Windows 3.1
- ◆ Targeted at non-traditional computing hardware: TV-based devices, personal information assistants, etc.
- ◆ Windows development tools
- ◆ New user interface models

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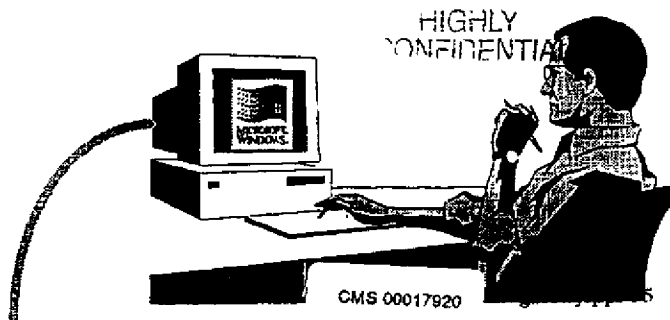
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Modular Windows In The Office

- ◆ Fax/copier/printer
- ◆ PBX/phone
- ◆ Voice mail
- ◆ Video conferencing
- ◆ Electronic data exchange



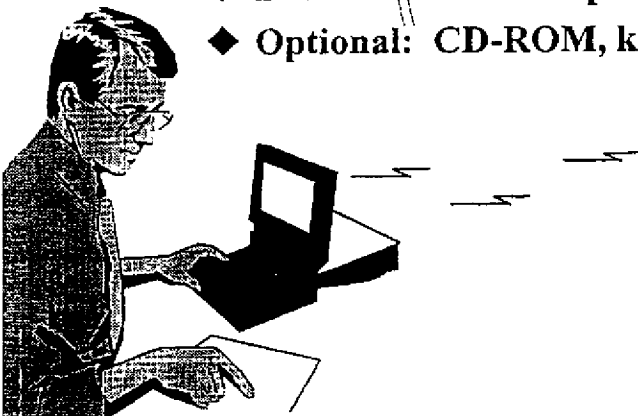
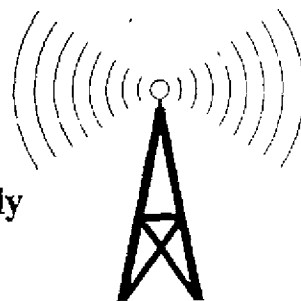
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Modular Windows In Portables

- ◆ Broadcast information
- ◆ Personal information
- ◆ Electronic/voice mail
- ◆ Data to/from desktop automatically
- ◆ Optional: CD-ROM, keyboard



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Modular Windows At Home

- ◆ Home control (VCR, audio, other)
- ◆ Phone integration (interactive)
- ◆ Information browsing (cable)
- ◆ Games, photo-CD, education



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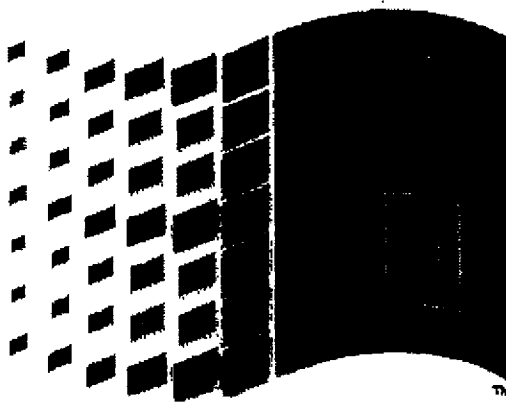
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