Donna Poreda

From:	Brad Silverberg
To:	jefft; bradsi; davidcol; dennisad; richt
Cc:	johnlu; jonro; pradeeps; timbre
Subject:	RE: chicago slides
Date:	Friday, May 28, 1993 3:50PM

there are two basic points i was trying to make:

1. relating to the positioning of chicago and the dates.

2. making sure everyone was fully coordinated and consistent -- all our presentations should have the points we resolve for 1.

i haven't looked at jeff's slides yet. i'd like the marketing guys to own getting the presentations up to date and further to follow thru to ensure that all the presentations we give, and all the presentations that others outside the group give, are consistent.

thanks!

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REDACTED

From: jefft
To: bradsi; davidcol; dennisad; richt
Cc: johnlu; jonro; pradeeps; timbre
Subject: RE: chicago slides
Date: Thursday, May 27, 1993 11:53AM

on \\jefft\public! \chicago\presents are presentations I've been using for EBC briefings and OEM briefings on Chicago.

Those presentations begin with an overview that define the mission and the significance of the product, and make the "easy to use" point.   PRIVILEGED MATERIAL
                                                                          REDACTED
                                        I also speak to the release date as
mid-1994.

If these presentations work well for everyone I'll send some more mail with their location (I've done so in the Chicago Marketing Status mail but it might be a little buried).

jeff

From: bradsi
To: richt; davidcol; dennisad
Cc: jefft; johnlu; jonro; pradeeps; timbre
Subject: chicago slides
Date: Thursday, May 27, 1993 8:38AM

i got some slides from a pgm mgr for an s3 meeting i had at winworld. the first slide, What is Chicago, doesn't really capture what chicago is. it's far more than the new version of windows & ms-dos, or an easy upgrade for windows 3.1 user base. we need to say what the chicago Mission is, somehow capture the excitement that Chicago is a huge step forward; the first msft os where we very focused on making PC's super easy to use (like an appliance, not like a computer); that the target is to be easier than a Mac;

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that we hope to thus make pc's usable by whole new types of users.

in addition we should not be publicly saying "release first half of 1994".
 i wonder if we shouldn't be lowering expectations and say "mid-94" instead,

and then beat those expectations?

i've included a bunch of people on this mail because in the end we need to
make sure we all get our messages straight and all use them, and make sure
that these are the messages/positions that others in the company use too.