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Subject:	"Chicago" Reviewers Workshop Post-Mortem
Date:	Tuesday, May 24, 1994 6:34PM

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Please see below for summary of the Chicago reviewers workshop. The attachment contains a list of questions that were asked during the technical q&a, exec q&a and/or the general sessions.

Executive Summary
More than 130 editors and analysts from around the world attended the Chicago reviewers workshop on May 12 and 13, including representatives from all the major US trade publications and analyst houses. The workshop consisted of two full days of briefings on all aspects of the product-- from architecture and the new UI to multimedia and international support-- and represented the "kick off" of the reviews cycle. The PR objectives for the Chicago Reviewers Workshop were to:
o Educate editors on all new features and functionality in chicago such that they could write comprehensive first looks reviews immediately and have context for final and competitive reviews once product ships
o Influence perceptions of new features prior to receipt of M6 code
o Shape review criteria

We clearly met the first two objectives-- attendees commented that they were blown away by the breadth of material covered over the two days and felt much more informed about the new features and functionality in Chicago. Additionally, almost all had positive comments with regard to what they had seen and heard. Although the task or influencing review criteria was initiated at the workshop, this will be a continuous process throughout the development cycle. Once editors and analysts receive beta code, have a chance to look at it themselves and formulate the reviews, we will have a chance to more directly impact review criteria.

All attendees were impressed with what they saw of Chicago. The most common comment was, "If Microsoft delivers on it+s promises, +Chicago+ will be a tremendous product." Many went on to say that there is no apparent competitor to Chicago, that it is in a class of its own. These are strong comments coming from an audience that prides itself on objectivity and prefers to reserve comment until after they have had a chance to look at a product in their own labs.

Based on the content of the workshop, many of the publications are now planning their "First Looks" reviews. Incredibly, PC/Computing felt that the material presented was comprehensive enough that their "First Looks" review will be based on the material presented at the workshop and one hour of hands-on time at the end of workshop. Their review is scheduled to appear as a cover story in the July issue. Additionally, PC World, who was originally planning to wait until September or October issues to run a "First Looks" review, has decided that "Chicago" is too cool to wait. They are now planning to run a review in the August issue.

Quotes and Feedback
Although the majority of the attendees felt the workshop was well orchestrated and included the right amount of technical data (the majority

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gave the workshop an overall rating of either a "4" or "5" on a 1-5 scale),
many would have preferred that more time was allotted to demos and Q&A.
Many commented that the presentations were a bit too long, at the expense
of Q&A time. Also, many felt the breakout sessions were helpful and would
have liked to have more.

Larry Seltzer, PC Week Labs: "What's not to like about the Chicago UI. I
like that Start button!"

Bernd Harzog, Gartner Group: "Now MS will have IS on their side. You've
always had users on your side, now you have the other side of the house.
And, networking has always been too hard. I like the way you've integrated
it."

Chris Barr, PC Magazine: "The UI looks good, I+m really impressed. What
we+re most worried about is the performance. We have 16-bit systems and It
will be interesting to see once we get code."

John Ruley, Windows Magazine: Refused to say that he was getting good,
updated technical information. Said there weren't enough demos. Said there
was not enough time for q&a. Said the UI wasn't really different from M5
shown at the PDC. (John tends to be a contrarian, particularly when he feels
he can+t be objective, ie no code to look at on his own. PR will be working
with John closely to ensure all issues wrt Chicago are addressed)

Michael Miller, PC Magazine: Seemed very genuinely impressed. Should expect
to continue getting lots of technical questions, especially related to OLE
and the UI. He's a big OLE fan.

Steve Gibson, Gibson Research: "You've done so much. Really really
impressive."

Follow-up and Expected coverage
PR will be working closely with the editors and analysts that attended the
workshop throughout the development cycle. For those key editors and
analysts who were unable to attend the workshop, we will be distributing
copies of the reviewers guide and the conference video (it was taped in its
entirety). A press tour to all key editors and analysts is planned to
coincide with the beta drop (tentatively scheduled for the weeks of June 20
and 27). The majority of "First Looks" reviews are expected to appear in the
August/September monthlies, due to mid-June beta availability. However,
based on early conversations with editors, the following coverage is
expected over the next three months as a result of the workshop.
May—   InfoWorld (5/23 issue). "First Looks Update" on UI written by
Tracey Capen

June—   PC Magazine. Trends piece on UI written by Chris Barr

July—   PC/Computing. "First Looks" review (cover story) written by Ed
Bott
    Windows Magazine. News story on UI written by Jim Powell

August— PC World. "First Looks" review tentatively slated to be written
by Russell Glitman.

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Questions asked during the Chicago reviewers workshop

Architecture
- Has Microsoft changed their approach regarding the coordinate space?
- Do you store file creation dates?
- Are the links available at the command line or only at the shell?
- What's the relationship between long filenames and 8.3 file names?
- When will Windows be able to format a disk in a Mac environment?
- Does the size of the system.ini and win.ini change now that there's a registry?
- Does the hard-drive need to be reformatted in order to accomodate long filename support?
- How do I change my short file names to long?
- What are enhanced meta files?
- Will the VFAT file system directly access SCSI drives?
- Will there be an uninstall feature in Chicago?

Resource Requirements
- Will Chicago still have local resource heaps?
- How big will the install requirements be if you load everything, including CD-ROM and TCP/IP support, network redirectors etc.?
- How many apps will you be able to load under chicago before resources are expired?

UI
- Will there ever be a time when the UI and the API set are the same for both Chicago and WinNT (at the same time)?
- What has been your general approach to improving utilities and applets in Chicago?

Networking
- What constitutes a network neighborhood?
- Is it true that Microsoft and Novell are working towards offering just one WinNT client, as Novell said at Brainshare? Is there a similar goal with chicago?
- How will Microsoft keep pace with Novell as they enhance Netware?
- Do you support redirection over networks?

Plug and Play/Mobile/Communications
- How important is a PNP bios for Chicago?
- Is there a limitation to the number of PNP-compatible devices Chicago will support?
- Will EISA be supported with PNP?
- Could clarify the relationship between APM and PNP?
- What is the difference between hot and warm docking?
- What's the difference between specific online support in Chicago and internet support specifically?
- Can you run Telnet under Chicago?
- Has there been more definition on the Chicago seal and PC '95 requirements?

Tools/Applications/OLE/ISV support
- How big an app can be converted from 16-bit to 32-bit using the the built-in toolkit?
- How will Chicago handle application uninstalls?
- What can you say regarding true ISV committments to Chicago?
- Can ISVs add their own filters to the QuickView capability?
- Can ISVs port their modem support into Chicago?
- Is Microsoft going to do more to help standardize app development?
- Does Chicago include BASIC? Every version of MS-DOS does, why not Chicago?
- OLE has been considered weak because links don't track well-- will this be fixed in chicago?
- Lotus has said that OLE 2 is non-standard, what's your comment?

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Mail

- Can you build your address book with sent messages?
- Does the InfoCenter support Rules?
- Will Chicago ship with a mail server and workgroup postoffice?
- What are you going to do about ISDN support?
- Will rich text format be supported in mail?
- Will the CIS MAPI driver be shipped with Chicago?
- Is the RAS in Chicago the same as in WFW?
- How easy is it to import address lists from other mail products?
- Do you assume there's an SMTP gateway available for internet mail or will pop drivers be bundled?
- Is mail compatible with VIM?
- Is it possible that customization can be automatically ported to other machines w/o having to recreate from scratch?

Multimedia

- Will Chicago include a sound controller?
- Will the video capability be built-in to Chicago?
- Which video codes will be built in?
- What audio capability will there be in Chicago out of the box?

WinNT/Daytona

- When is Daytona going to ship?
- Will Word32 really ship with Daytona? What version of Word32 did you show (WinNT or Chicago)?
- Will I be able to read NTFS files with Chicago?
- Does Chicago support NTFS?
- When will WinNT have the Chicago UI?
- Will WinNT support OS/2 2.0 apps? I heard this from Microsoft Germany.

Misc.

- Will Insignia have access to Chicago code?
- Will you have a specific version of Chicago optimized for Pentiums?
- How do you define beta?
- What do you anticipate the final name will be?
- What's happening with WinPad?
- Are you going to continue to support and rev MS-DOS?
- What is Microsoft doing to address it's poor reputation regarding enterprise market support?
- Why won't Chicago include a more sophisticated version of the recorder?
- Is the Microsoft strategy still hinged to operating systems or is this changing?
- How quickly will Chicago be adopted once it's launched?
- Will Schedule+ be bundled with Chicago?
- What approach will you take for supporting Chicago? Lots of new users means lots more calls.
- What about compression in Chicago?
- Would Microsoft license OLE and Win32 to IBM?
- Does Microsoft expect to do a half billion dollars worth of business with Chicago in the first year?
- How serious is Microsoft about supporting International? Why no unicode support in Chicago?

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