

From: Kyle Faulkner
At: Monday, January 31, 2000 8:45 AM
To: Eric Walters; Dave Egan
Cc: Mike Moskowitz; Tom Koshy; Laks Sampath; Suzanne Lentz; June White
Subject: RE: Mac player question

I have been asking Mike and Dave to come up with some grounding for a MAC player. As I have repeatedly announced, I think there should be a business case to be made for one, however:

1. No one has started a MPR for a Mac Player
This is the formal and agreed upon mechanism for generating plans and targeted release dates.
 2. A "Mac Player" is not descriptive enough.
 - a. What codecs? What bit rates?
 - b. What Player platform?
Which has a bigger market opportunity for us QuickTime or WMP
- NOTE: the QuickTime for Mac we know more about
- a. Which Mac OS's are needed.

Once we have some requirements we believe in and some grounding I could try to put together a project plan.

So you could ask this person for more information which would contribute to a grounding:

- What codecs (I.E. what player platform)
- What Mac platforms
- What is the size of the opportunity at your company
(you can fill in the rest)

In fact if there are opportunities in GoldMine for Mac now would be a good time to contact them for details. And marketing could perhaps do some research on the above to add to the grounding. In order to have a successful project we need to clearly define the requirements up front.

Kyle Faulkner
Chief Technology Officer
Instant Video Technologies
(415) 391-4455 x221

-----Original Message-----

From: Eric Walters
Sent: Monday, January 31, 2000 8:21 AM
To: Dave Egan
Cc: Kyle Faulkner
Subject: Mac player question

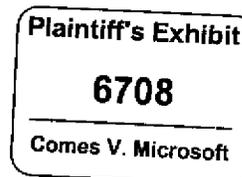
Dave,

This inquiry asks a valid question about the timeline for a Mac player. Can we come up with a suitable response?

Eric



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Contact=Stephen
Title=Owner
Company=A Net Source TV
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City=Richmond
State=CA
Zip=94801
Country=
Phone1=510-215-2002
Fax=510-237-6632
email=blodgett@anetsource.com
key1=Press
key3=Website
Notes=When will Burst be ready for use on the MAC platform. We would like to use burst but we want to make sure that if we invest in this technology that everyone will be able to view the content.
Source=San Jose Streaming media show in 1999
uwrrole=Journalist
uwbeat=Business
uwtype=Online
uwpack=Yes
ewenews=Yes
prcontact=Email

-----Original Message-----

From: Stephen [mailto:blodgett@anetsource.com]
Sent: Friday, January 28, 2000 11:00 PM
To: maria@burst.com; suzanne@burst.com; webmaster@burst.com; goldmine@burst.com
Subject: Press Form Web Inquiry
Importance: High

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