
From: Ian Mercer
Sent: Tuesday, June 05, 2001 2:30 PM
To: Linda Averett; Gary Schare
Cc: Marcus Matthias; David Caulton; Sheldon Fisher; Kevin Larkin; Richard Saunders; Dennis Flanagan
Subject: RE: Producer & Office integration

We discussed the who-does-the-work issue a bit with Ralf -- given their propensity to punt anything media related as being low priority. His position was that basically we would need to come to them with 99% finished code that they could integrate. "We" in the two examples below is something I see my team doing - we are already doing the Record Wizard in Producer (and to a lesser extent in Movie Maker 1.1), we are working with the shell team to move features from Movie Maker into the shell view on My Videos (think WIA for video), this is one of them. The additional effort of supporting Office is significant but we think it represents a way to get media in front of far more users. Another way to think of it is that we develop features in Producer and then migrate the ones that have broadest appeal over to Office. At least that way we have one guaranteed ship vehicle for them even if Office defaults on an agreement to integrate.

One of the aims of the meeting with Office is to see if they would be willing to sign up to integrating and testing the components we might provide them. If they hate all of our scenarios we are done and we carry on with a Producer and Player standalone approach until Bill/Steve beats them up enough that they want to play.

For playback in Office documents we should probably also discuss the merits of embedding a Dshow based player vs. the full-on WMP ActiveX control - can we invite Dennis or proxy for that discussion.

-lan

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

From: Linda Averett
Sent: Tuesday, June 05, 2001 2:19 PM
To: Ian Mercer; Gary Schare
Cc: Marcus Matthias; David Caulton; Sheldon Fisher; Kevin Larkin; Richard Saunders
Subject: RE: Producer & Office integration

You said the operative word below when you said "we intend to provide". Who is the we? There is a huge test burden for insertion into the wide array of office docs -- much less insertion with transcode.

I basically understood the scenarios. I am just not convinced that the appeal for the features described below is broad enough to justify the cost. It is also not clear to me who is bearing the cost of the features.

Personally -- I think the number one thing we need to do is fix the embed capability so that Office embeds with current technology. This might be via an activex control or via ole. We have to do the activex control, but we don't have to do ole (which Office hates anyway).

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

From: Ian Mercer
Sent: Tuesday, June 05, 2001 1:58 PM
To: Linda Averett; Gary Schare
Cc: Marcus Matthias; David Caulton; Sheldon Fisher
Subject: RE: Producer & Office integration

A response to the issues you have raised so far, if there are more please share them ..

>>>I just don't get the user scenario of "live record" embedded in an Office doc.

Here are two simple examples:

Outlook: Create a new mail message, type "Here's what they had to say in response to our offer", Hit Record button, record a short voice message playing from voice mail on your speakerphone, hit finish, hit send.

Word: Hit record, select screen capture, use your accounting package to create a new customer, hit finish, complete the training manual for your accounting package, hit save as web page, voila, you have created your training manual.

Plaintiff's Exhibit

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Take a look at the record wizard in Producer, this is what my team will create as a component for Office and for Windows to use.

>> I also am not convinced that we should do auto-transcode on embed -- this will be VERY slow. Most people won't use it. We do need to update the embed technology for Office. We will not ship mplay32 in the next version of Windows.

Who said you would have to wait for it to complete? We intend to provide this capability to Office and the shell and we will provide a call-back function for the transcode. You'll be able to preview the original video immediately, a progress bar like the background printing feature will tick away, when it is done you'll be looking at the converted video. If you hit Exit you'll need to wait for it to complete.

This will be a much better experience than it is today when you paste a 2GB AVI file into PPT!

-Ian

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

From: Linda Averett
Sent: Tuesday, June 05, 2001 1:39 PM
To: Gary Schare
Cc: Ian Mercer; Marcus Matthias; David Caulton
Subject: RE: Producer & Office integration

Gary -- we are not on track to present a prioritized set of integration scenarios that DMD thinks should go into Office.net on Monday, June 11. Dave Caulton and I asked that the meeting last week be rescheduled so that we could attend, but it was not. There are several items on the list that I don't see as primary user scenarios for Office -- maybe I just need to be educated. I believe Dave Caulton weighed in with similar concerns.

At minimum, the group above should meet with Lindaav, Kevin Larkin, and Rich Saunders on Thursday or Friday of this week. I am setting the meeting. Thanks, Linda

<< Message. RE: Scenarios we will write up - six one pagers >>

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

From: Gary Schare
Sent: Monday, June 04, 2001 4:32 PM
To: Joseph Krawczak; Ken Myer; Heikki Kanerva; Ralf Harteneck; Brendan Busch
Cc: Ian Mercer; Marcus Matthias; David Caulton; Linda Averett; Amir Majidimehr; Mike Beckerman
Subject: Producer & Office integration

As a follow-up to the mail below, we have made a final decision on Producer and plan to offer it as a companion to Office XP at no additional charge. Producer will only run when Office XP is on the user's system. This plan (enclosed below) was presented to SteveB and the SLT during the DMD FY'02 BPR and Steve was very enthusiastic about the plans for Producer as well as the proposed Office.NET integration efforts that we've been discussing with Ralf and his team.

<< File: Officeintegration-FY02BPR.ppt >>

From this we will embark on a two-phase integration effort between DMD and Office.

Phase 1 -- Go to market plan for Producer v1 as a companion to Office XP

Phase 2 -- Joint development plan for DMD technology integration into Office.NET

Each of these can happen on independent timelines and will likely involve completely different teams. Phase 1 is almost purely a marketing/sales effort and Phase 2 is a product planning and product development effort. I will definitely be involved in both phases.

Next steps are as follows:

- Phase 1 -- We are hoping to deliver a technical preview of Producer in 2 weeks at the Streaming Media West tradeshow and plan to announce the Office XP companion positioning at that time. This will be followed by a full beta in late July and a planned RTM of Oct'01. **We need to engage with the appropriate Office marketing people now so that we can be in synch on positioning, PR, website presence, MGB messaging, etc. MarcusM is leading the launch effort from DMD and needs to bring in the right Office folks. Please advise on who we should be working with.**
- Phase 2 -- We are scheduled for a 1-hour meeting on June 11th with Wpoole, Ralfha, and various members of their teams to discuss the integration plans for Office.NET. **DMD will come prepared to present a prioritized set of**

integration scenarios for discussion. This will then trigger a set of breakout teams who will drill down on the feasibility and schedules for delivering on these scenarios in the Office.NET timeframe.

Please share this email with people in Office (or the CMO) who should know about these efforts especially the Producer decision since this can be a huge win/win for both divisions if we execute well on the marketing and sales front. Conversely, DMD cannot successfully go to market with an Office companion product without solid support from the Office marketing team. So we're very hopeful that we can plan a great rollout of Producer that will augment the Office XP rollout effort.

Please let me know if you have any questions or concerns.

Thanks,

Gary Schare

Group Product Manager
Enterprise & E-commerce
Digital Media Division

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

From: Gary Schare
Sent: Thursday, May 17, 2001 9:42 AM
To: Joseph Krawczak
Cc: Ken Myer; Heikki Kanerva; Ian Mercer; Marcus Matthias
Subject: Producer

Hi Joe,

Thanks for taking the time to talk today about Producer distribution. I will follow up with Ken and Heikki as you suggested. The video demonstration of Producer is at [g:\gshare1\public\GSchare_Producer_DivMeet_2-8-01.WMV](file://g:\gshare1\public\GSchare_Producer_DivMeet_2-8-01.WMV) and the product website with specs and schedules is at <http://producer>. And below is an excerpt from the proposal that we made to Will Poole on our recommendation to make Producer a free companion to Office XP.

Please note that we haven't made a final decision in DMD on this. We are still weighing a few factors internally in DMD and also obviously need buy-off from the Office team before moving forward.

Thanks,

Gary Schare

Group Product Manager
Enterprise & E-commerce
Digital Media Division

Option 1: OfficeXP companion

Offer Producer v1 as a "companion" to OfficeXP and in the future, offer a Producer v2 as part of Office.NET. Producer would be offered at no charge but will run only with OfficeXP and with Office.NET. It will also run only on Windows 2000 and WindowsXP given the target audience and resource constraints.

- 1 Producer team does development for v1 and v2
- 2 Potential ship vehicles include OfficeXP website and OfficeXP SP1 CD
- 3 Producer program management and marketing teams work together to identify any opportunities to strengthen the integration between Producer and OfficeXP applications (including making the UI look similar to OfficeXP).
- 4 Producer team works closely with PowerPoint team to migrate a mutually agreeable set of features over to PowerPoint

Pros:

- 5 Opportunity to generate buzz with the field. Producer can be positioned as a tool to drive sales of OfficeXP and SharePoint Portal Server. Result: Faster upgrades for Office and more format adoption for WM.
- 6 Allows us to target a broad range of users without risking them being "orphaned" in the Office.NET timeframe.
- 7 Provides users a seamless experience if some of Producer basic functionality migrates to PPT in the .NET timeframe
- 8 Maximizes reach for eService revenue opportunity

Cons:

- 9 No direct revenue contribution from Producer

- 10 Producer penetration directly linked to OfficeXP upgrades
- 11 Potential beta and RTM delays to do additional integration work. (May not be an issue given DX 8.1 release timing)
- 12 Requires a v2 commitment from the Producer team
- 13 Potentially significant localization costs if language base expanded to full Office XP set (TBD)