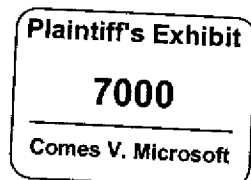

From: Dave Fester
Sent: Friday, September 14, 2001 5:16 PM
To: Rich Lappenbusch
Subject: Df slides

Attachments: Real slides for div. meeting.ppt



Real slides for div.
meeting.p...



Momentum to Date

We are on a roll!!

WM.com	Player Usage	Enterprise Growth
Enterprise Growth	Etc	

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The Competition Responds...

- Sept 24th – Real's new "Experience"...
- Apple's Relentless push...
- Linux push to stop XP "cool" factor

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Real: The Next Generation

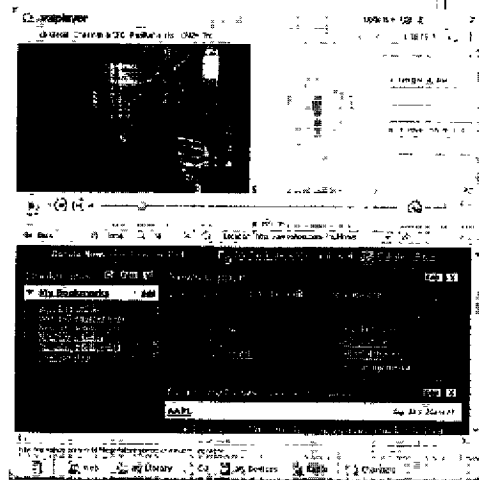
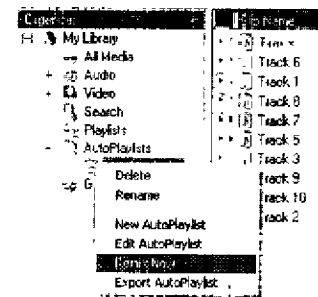
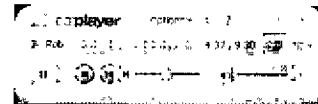
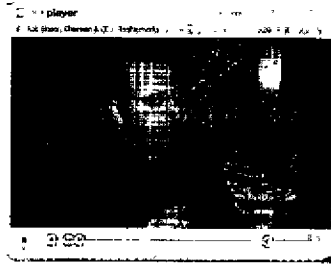
- Windows XP is a great platform for DM
- The **Real** digital media eXPerience
- Bringing digital media to the next level – on all Windows OS's
- Taking all-in-one beyond just media to include web media, your jukebox, and web browsing
- Integrated Services w/ Goldpass
- Channels
- Plays *all* your media



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Other features

- New "goldpass" version replaces plus, integrates goldpass login ala passport.
- New simplified radio tuner UI
- Enhanced media library UI
- New Autoplaylist function integrated into the player
- Possible client stream cache
- Much lower "annoyance" quotient – no startcenter, mime grabbing, etc...
- Very configurable, modular UI
- As your browser, can "play" Windows Media



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Are WE going to let them beat
us???

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Not No, HELL NO

Friends don't let Friends use Real...

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Our Weapons

- Windows XP
- MPXP
- Movie Maker
- Plus!
- Etc
- etc

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But Wait, we have more

- The *Entire* Platform this time round...
- All Guns-a-blazing...

Windows Media v9	New Server New Client New Codecs New Encoder New SDK	<ul style="list-style-type: none">✓ Next Generation Streaming on the Web✓ Combined Power of the Server plus the Power of the client✓ New Standard for Streaming✓ Whole New level of Quality & Security
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Seize the Moment