From: Joachim Kempin
Sent: Monday, February 16, 1998 9:46 AM
To: Bob Herbold; Adam Taylor; Charles Fitzgerald; Brad Chase; Jim Allchin; Craig Mundie; Paul Maritz; Bill Gates
Cc: Joachim Kempin; Mike Porter; Carl Stork, Frank Artale; Marshall Brumer; Bill Shaughnessy
Subject: RE: Dennis Carter of Intel - Marketing Coordination

Chrome, I see this a an opportunity to make some money and i hope we will not license this to INTEL cheaply it away?

----Original Message----
From: Bob Herbold
Sent: Sunday, February 15, 1998 4:03 PM
To: Adam Taylor; Charles Fitzgerald; Brad Chase; Jim Allchin; Craig Mundie; Paul Maritz; Bill Gates
Cc: Joachim Kempin, Mike Porter; Carl Stork; Frank Artale, Marshall Brumer; Bill Shaughnessy
Subject: Dennis Carter of Intel - Marketing Coordination

On February 4, we had a conference call with Dennis Carter (VP of Marketing) and Russ Barch of Intel. The Microsoft people on the call were myself, Craig Mundie, Adam Taylor, and Charles Fitzgerald. The following summarizes the key points of discussion:

Pentium II and NT – Adam Taylor is working with Ron Peck at Intel concerning the coordination of messaging in regard to Pentium II and NT. This works seems to be making good progress. The intent here is to not do joint advertising but to make sure that our respective messages are in concert with one another and compliment one another.

Manageability – While this effort is just beginning, again it is Adam Taylor from Microsoft and Ron Peck from Intel who will drive it. Ron works for Will Swope. There is a lot of confusion currently in regard to the terms used by both organizations in the manageability area and we have to get our respective messages agreed upon and we need to both use similar language. The customers are very confused in this area and that is because both Intel and Microsoft have used a variety of words to describe what we are trying to achieve in this area.

Java – Charles Fitzgerald is talking with Barbara Dawson of Intel on almost a daily basis and we seem to have good agreement here. As long as we are talking "native" with respect to Java, both parties are happy. Dennis reiterated once again that the Java Media Framework activity between Sun and Intel is very very low priority and they expect it to die a natural death. There was general agreement that Netscape's disinvestment in Java certainly puts Java at the crossroads.

Lean Client – Adam Taylor will check in on how things are going on our end with respect to the Lean Client activities as they relate to Intel. Pat Gelsinger and Jim Allchin have talked this subject and we seem to be in general agreement.
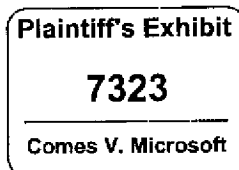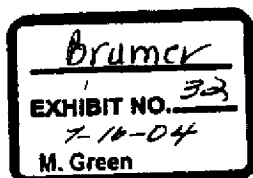
Windows CE – Craig Mundie talked about our three different approaches to the use of Windows CE (1) embedded; (2) PC family (auto, handheld, etc.); (3) multi-media (WebTV/set top box). Dennis clearly indicated that Intel continues to be primarily interested in the PC business and it was clear from his comments that there simply hasn't been a whole lot of agreement in these areas within Intel. Craig indicated that he is working the overall subject with Mike Aymar and the current discussion is focusing on a "super set top box" that would be able to operate as both a PC as well as a set top box. We talked at length in regard to the huge PR risk here; namely, writers citing that Intel and Microsoft are going in different directions. We agreed that Craig Mundie and Mike Aymar need to agree upon a PR direction that we can both follow.

Chrome – Dennis brought up this subject and he indicated that Intel is very positive. Naturally, they view Chrome as a "MIPS sucker". Adam Taylor indicated he would follow up to make sure that the right person is isolated with in Microsoft for Intel to work with(tough, since Chrome commitment at MS seems to waiver).

I indicated to Dennis that I would organize the next call in about eight weeks and both of us cited the fact that we seem to finally be making some progress on the messaging issues.

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