

6/86 - 9/87 : Head of "Qintar" project (assembly language for Word, Multiplan, Chart, CBT, etc.)

Thank you in advance for any advice or recommendations you can provide.

Tom Hensel (tomhe)
Dir. of Software, SPA Group

From russw Mon Feb 11 15:45:42 1991
To: billg bradsi corpmktg mikehal mikemap richab steveh
Subject: windows apps sales are greater than mac app sales
Date: Mon Feb 11 15:42:46 EDT 1991
Mail-Flags: 0000

per spa for the month of november windows apps sales were greater than mac app sales (\$53mm to \$45mm).

From susanb Mon Feb 11 16:08:58 1991
To: mikemap
Subject: How would you answer
Date: Mon Feb 11 16:05:56 1991
Mail-Flags: 0000

I've seen the answers Davem provided. I think he did an excellent job and buy into all but the answer relating to multimedia.

Q: In terms of Windows extensions, will you incorporate multimedia in your existing Windows applications or will you ship new multimedia apps? What's your timetable for this?

A: Again, I don't want to preannounce any applications. (Dave's answer)

I'd prefer to make a stronger statement of support for the platform and position MS as a leader in multimedia development. We can do this effectively without preannouncing product. We're in the process of working with PR, Press and MMSys to come up with better positioning statements re MS and multimedia but in the meantime I suggest some combination of the following:

- * The Applications Division is investing in research and development in using multimedia to enhance existing applications and we have pilot projects in progress.
- * We are also investigating other new opportunities to take advantage of the technological advancements multimedia brings.
- * We believe the use of multimedia can significantly enhance the software learning process and enables the delivery of more information in a more effective manner.
- * Our work is in the R and D phase and we have no product announcements to make although it is likely you will see products enhanced with multimedia from Microsoft within a year.

From billg Mon Feb 11 17:42:50 1991
To: russw
Subject: windows apps sales are greater than mac app sales
Cc: lewisl mikemap
Date: Mon Feb 11 17:42:49 1991
Mail-Flags: 0000

Thats a very interesting milestone. Thanks for pointing it out.

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Plaintiff's Exhibit

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Comes V. Microsoft

There is some contradiction somewhere though because our windows units are about the same as mac in the US and our penetration of applications onto windows is very low compared to our mac penetration. Mike - do you understand this phenomena - is it other people doing better on windows against us than on mac - I dont think so. Is it that windows sales are actually a lot higher than mac - I dont think so because they have a HUGE installed base that buys some software and the monthly run rates must both be close to 80k - there are some pricing differences but that cant be too dramatic. This also suggests mac users must not be using many more apps per machine than oc users.

From darrylr Mon Feb 11 18:22:14 1991
To: Mikesap
Subject: FW: P.R. needs your help
Date: Mon Feb 11 18:21:04 EDT 1991
Mail-Flags: 0000

Here's my input on the questions. I haven't read the other responses, it will be interesting to see how similar or different they are! Russw should probably review or provide input on the final result as well, don't you think, since some of the questions seem to need responses tailored to win32 positioning.

>From w-connib Thu Feb 7 14:19:27 1991
To: darrylr
Cc: w-clairl w-maria w-pamed
Subject: P.R. needs your help
Date: Thu Feb 7 14:12:32 1991

Hi Darryl, we're hoping you have time (and interest) to help us answer some questions about the future of MS Apps development strategy. Or, if there is someone else in your group that can do this, just let us know.

In light of last week's Systems seminar and skirmishes with the press on OS/2 vs. Windows, we would like to followup with some MS Apps-specific issues. It is likely that the press will next turn to the Applications division with questions about what last week's statements mean to it as the leading GUI ISV. Afterall, if Microsoft's own apps division cannot decipher MS's systems strategy, then no one will be able to.

Following are some potential questions MS Apps may receive in the coming weeks/months. They are phrased as a reporter might ask them, but please answer them frankly, for P.R.'s own knowledge, and then we can evaluate what we can say to the press based on your answers. Don't know if it's easiest to do these over email or via phone; please let me know (I'm at 637-9097). Thanks, Darryl, this is an important exercise for the whole Apps division and we appreciate your help.

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Q: What do 32-bit operating systems mean for applications