

Date: Mon Apr 29 11:00:12 1991

Don't need me if Bill signs the letter. I do not like Your proposal.  
>From bradc Mon Apr 29 11:16:02 1991  
To: bradsi joachimk  
Cc: bradc jeffl richardf ronh  
Subject: RE: OEM thank you ad

Date: Sun Apr 28 11:09:50 PDT 1991

can i throw out an alternative? how about having joachim and bill sign  
the thank you letter that accompnies the ad. given the current state of

affairs seems to me that having bill sign the ad or a FG product may be  
taken by some as sort of cocky, kinda of like an autograph.

Brad

>From joachimk Mon Apr 22 12:39:19 1991  
To: bradc bradsi  
Subject: RE: OEM thank you ad

Date: Mon Apr 22 12:16:35 1991

Right: The add, the letter and a BILLG signed copy.  
>From bradsi Mon Apr 22 12:26:44 1991  
To: bradc joachimk  
Subject: RE: OEM thank you ad

Date: Mon Apr 22 12:24:17 1991

a billg signed copy is a good idea, we should do for domestic too.  
but it's not enough -- it's not publicly visible.

##### 60  
From stewk Mon Apr 29 11:29:41 1991  
To: bradsi steveb  
Subject: some ideas  
Date: Sun Apr 28 11:26:36 1991

Plaintiff's Exhibit  
**7574**  
Comes V. Microsoft

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1. To Improve Win3.1 Robustness:

\* Buy "Robustness" Tools

Purchase a suite of Win backup/recovery tools from Symantec or some other vendor and bundle with Win3.1.

\* Completely Eliminate the UAE Message.

Replace it with a "Global Protection Fault" message ala OS/2 2.0 so that appear no worse than OS/2 2.0. Plus make attempts at diagnosing the problem with a help dialog box. We will still be inferior in that we require rebooting. But we will signal to users that we've revamped our error handling, that the scheme is similar to OS/2 2.0's, and that it is in some ways better because of our help dialog.

2. To Discount the Better-Windows-than-Windows Claim:

\* Put in OS/2 2.0 and WLO-detection into Win3.1.

If an app is WLO, then run it. If OS/2 2.0 exists and the app is not a WLO app, then put up an error message indicating that:

- the app is not certified by MS
- that it can be run at one's own risk.

Hard for IBM to make a Better Windows claim with such a scheme in place.

Once we detect the existence of OS/2 2.0, there may be other special warnings we can emit that highlight legitimate problems with Windows apps running on top of OS/2 2.0. For example, a message, each time one prints, that says the the Windows and OS/2 printer models are different and that output will be different between the two systems.

##### 61

From anthony Mon Apr 29 11:32:01 1991

To: bradsi

Subject: pss weekend in june

Date: Mon Apr 29 11:28:18 pdt 1991

(The one steveb mentioned friday). Try to avoid 6/8-6/9 and 6/15-6/16 since I am out of town those two weekends.

##### 62

From davidw Mon Apr 29 11:41:46 1991

To: bens davidcol lisacr

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