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**Novell Announces Novell DOS 7 and New
DOS Business Unit
Press Release
Executive Summary**

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Initiation date: New

Target date: March 24, 1993

Key Messages

- Novell DOS 7 will provide customers with enhanced DOS functionality and better networking support.
- DOS Protected Mode Services (DPMS) is a new API from Novell which improves DOS functionality by allowing device drivers and TSR programs to reside in extended memory and execute in protected mode, thereby providing more memory for running applications. DPMS is an open specification supporting existing memory managers, is DOS version-independent, and is fully compatible with Microsoft Windows 3.x.
- Novell DOS 7 reaffirms Novell's continuing commitment to the world's largest client operating system installed base—DOS.

Synopsis: Novell is announcing Novell DOS 7 (to be shipped this summer) and the DPMS API.

Pending Action: Press release. Follow up one-on-one phone interviews.

Communications Opportunity & Issues

- By announcing Novell DOS 7 just prior to the official announcement by Microsoft of MS-DOS 6.0, it is hoped that Novell can generate enough interest to potentially stall DR DOS customers upgrading to the newly released MS-DOS 6.0.
- The industry has speculated on Novell's commitment to continue development of DR DOS. Novell DOS 7 reflects that commitment and is a communications opportunity to hint at future product offerings from Novell and its industry partners, as well as to solidify Novell's continued commitment to the desktop platform.

MS-DOS-Response 1
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**DEFENDANT'S
TRIAL EXHIBIT 3097**

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Plaintiff's Exhibit

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