From: Mike Moskowitz
Sent: Tuesday, August 22, 2000 2:21 PM
To: Doug Glen
Subject: FW: Burstware Live Manager License for WMFSDK

this is not for WMP-7, but at least we have some traction left...

-----Original Message-----
From: Will Friedman [mailto:wfried@microsoft.com]
Sent: Tuesday, August 22, 2000 1:54 PM
To: 'Mike Moskowitz'
Subject: RE: Burstware Live Manager License for WMFSDK

Looking into this and will respond to you in next day or so.

-----Original Message-----
From: Mike Moskowitz [mailto:Mike.Moskowitz@burst.com]
Sent: Wednesday, August 16, 2000 3:58 PM
To: Will Friedman
Cc: Bill Schiefelbein
Subject: RE: Burstware Live Manager License for WMFSDK

The Burstware Live Manager is just another mechanism to deposit files on a server.

The Burstware Live Manager merely sends the file from the Windows Media Encoder to another server.

The file it sends is intact as WMF, and is capable of being delivered at that point by a WMT server, or being read directly from file by WMP without a plug-in.

We will likely use it to send data to the WMP, as we do now with WMF files that are deposited on the server via FTP, etc., but it is a narrowly defined use of the WMFSDK such that it should not be associated with requiring a plug-in.

Thus, I do not believe that this breaks interoperability.
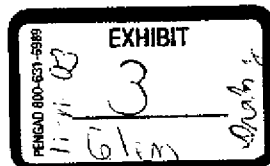
It is a very narrowly scoped application, and we want to do things properly, and get an SDK license for it.

Thanks,

Mike

-----Original Message-----
From: Will Friedman [mailto:wfried@microsoft.com]
Sent: Wednesday, August 16, 2000 3:40 PM
To: 'Mike Moskowitz'
Cc: Bill Schiefelbein
Subject: RE: Burstware Live Manager License for WMFSDK

EXHIBIT
3

Wouldn't this then require someone to have a plug-in on the client side to view content from the Burst server? If so, we have the same problem with breaking interoperability.

Will

-----Original Message-----
From: Mike Moskowitz [mailto:Mike.Moskowitz@burst.com]
Sent: Monday, August 14, 2000 2:44 PM
To: Will Friedman
Cc: Bill Schiefelbein
Subject: RE: Burstware Live Manager License for WMFSDK

To avoid the limitations imposed by the WMSDK and our servers, we are attempting to use the URLMON approach to create the end-user plug-in for WMP-7.

On the client-side, this would be the same WMP-7 plug-in for on-demand and live.

It will not use the WMSDK.

For our upcoming live support, on the server-side, we have the Burstware Live Manager, requiring its own Win2000 server.

The Burstware Live Manager takes the output of the Windows Media Encoder and sends it to assigned Burstservers on the network. The only known interface for doing this is to use the WMSDK.

-----Original Message-----
From: Will Friedman [mailto:wfried@microsoft.com]
Sent: Monday, August 14, 2000 1:50 PM
To: 'Mike Moskowitz'
Cc: Bill Schiefelbein
Subject: RE: Burstware Live Manager License for WMFSDK

Got it. I may be being sense – but it sounds like you are working on the URL style technology since the SDK license doesn't cover this scenario, correct?

-----Original Message-----
From: Mike Moskowitz [mailto:Mike.Moskowitz@burst.com]
Sent: Thursday, August 10, 2000 6:04 PM
To: Will Friedman
Cc: Bill Schiefelbein
Subject: RE: Burstware Live Manager License for WMFSDK

Will,

The Burstware Live Manager technology will not be received any end-user licensees of the SDK.

The way the live unicast will be received by end-users will be using the URLMON-style plug-in from our server software, given that we can get this approach to work (we are hoping for some more help from Bill S., based upon the notes I sent out earlier this week about this).

Hope this helps.

Thanks,

Mike

-----Original Message-----
From: Will Friedman [mailto:wfried@microsoft.com]
Sent: Thursday, August 10, 2000 5:11 PM
To: 'Mike Moskowitz'
Cc: Bill Schiefelbein
Subject: RE: Burstware Live Manager License for WMFSDK

Will technology work for all current licensees of the SDK (e.g., Yahoo!, Real, etc.) without them having to install or license additional technology, or will it require some additional technology?

Thanks,

Will

-----Original Message-----
From: Mike Moskowitz [mailto:Mike.Moskowitz@burst.com]
Sent: Tuesday, August 08, 2000 1:41 PM
To: Will Friedman
Subject: Burstware Live Manager License for WMFSDK

Hi,

We are currently working on a Burstware release intended to support live unicast streaming of Windows Media Content.

The differentiation is that of being able to support pausing integrated with our buffer management - this enables seeking backward, and forward up to the current point of the live broadcast.

In addition, our standard no-single-point-of-failure / failover architecture will be preserved - this is another differentiation for this market.

We need to use the WMFSDK for this server-side component of our product, so it will likely require a WMFSDK license.

This component is called the "Burstware Live Manager."

The Burstware Live Manager, which runs on a server separate from the Windows Media Encoder server, runs on Win2000, and WinNT only.

The following is a description of usage of the WMFSDK by the Burstware Live Manager.

The WMFSDK is used to connect to a Windows Media Encoder or to read ASF files for the following purposes:

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1) Specifically, in the case of encoders the WMFSDK is used as the mechanism to receive the data from the encoder, as this is the only published mechanism for applications to directly connect to the encoder.

2) The output of the WMFSDK, headers, bitrates, data, etc is delivered into an application hosted on the same Windows Server that the WMFSDK component is running on.

We would like to get your approval in order to obtaine a WMFSDK License Agreement for the Burstware Live Manager - please let us know how to proceed from here.

Thanks,
Mike Moskowitz

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