

From: Skip Pizzi
Sent: Saturday, October 05, 2002 7:56 AM
To: Rich Lappenbusch; Adam Berns; Steve Sklepowich
Cc: Dave Fester; Pat Griffis
Subject: RE: AAF Update memo outline...

Plaintiff's Exhibit

9277

Comes V. Microsoft

Thanks for defining the task clearly, Rich. I've been working some on this already as a result of our discussions at IBC re: overall metadata strategy. After the Atlanta meeting, the three of us should put this all together based on your instruction set.

I'd suggest a follow-on meeting for discussion with the principals when we're out there in a couple of weeks (c. 10/24 or 25).

----- Original Message -----

From: Rich Lappenbusch
Sent: Friday, October 04, 2002 4:59 PM
To: Skip Pizzi; Adam Berns; Steve Sklepowich
Cc: Dave Fester; Pat Griffis
Subject: AAF Update memo outline...

At an offsite yesterday, it became painfully clear that most of NMPD directs (Will, Mike, John's Directs) have no idea what AAF is and how it could really mess up our plans for Media Foundation, Longhorn, Blackcomb and the Windows business if we let a non-Windows friendly metadata standard take hold in the media production community. That's a failure in my book and we need to get them aware of this fast. Ehome for example needs to know how this could affect things.

I would like the three of you to jointly draft a memo to send one week from now that covers the following to improve communication of this critical business risk/decision. Please send To: Pat Griffis Direct Reports; Will Poole's Direct Reports; Michael Toutonghi's Direct Reports; John Manfredelli Direct Reports

Here's a quick outline of what needs to get covered...

AAF Association (<http://www.aafassociation.org>) is a industry organization Inc. is a broadly based trade association created to promote the development and adoption of AAF technology. AAF technology allows content creators, editors and rich media authors to exchange video, audio, images, text and metadata between applications.

Customers like Fox News Corp., Liberty Livewire, The Post Group, Warner Bros., Disney, Sony, CNN And Partners like Avid Technology, Inc., BBC Technology, blue order, inc., Metaglobe, Panasonic Broadcast, Quantel Ltd., Snell & Wilcox
Want to see us build the foundation so customer can use their tools to...

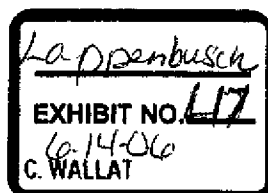
In many ways AAF is both a threat and an opportunity to Windows. The threat to the business is: Sony will co-opt AAF and morph it with MXF. Take that to the next move on the chess board, coupling it with AOL and Real formats and you can see where this is going. Windows is 2nd class citizen that doesn't natively understand AAF.

We see this going one of two, three ways. 1st.... probability 60%. 2nd we see Sony

In Atlanta this week..they agree to all of our...

If we can make this work we should get credit for supporting a standards, win customers over, drive new interest by app vendors in Windows as the platform (not LINUX) and have an EXCELLENT story for NAB 03.

12/15/2004



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It will mean a full court press to court the partners into building on Windows including sponsoring events like the
AAF Technology Awareness Event next month
We need to throw a schmooze fest at NAB and SMPTE meetings leading up to NAB 03
We need to market the use of AAF on our website
Et
Etc
Etc

The following people are leading this effort

Skip = Stds AAF Board Member
Adam = Biz Dev
Steve = Marketing lead

12/15/2004

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