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From: yusufm
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Cc: bradsi; jonro; mikeap; winmktg
Subject: FW: Microsoft: MS Ships Windows for Workgroups 3.11
Date: Tuesday, November 09, 1993 5:52PM

just an fyi for those of you who might not have received this over the wire...i also wanted to take the opportunity to send a little inspiration mail...

- * All told the OEM commitments below, number between 6-7 MM units or over 1/3 of all PCs that will ship Win 3.1 in FY'94 - Gateway and Dell are quoted as saying this is a 'mainstream version of Windows'.
- * Europe has been selling it as the Premium version of Windows and is getting press coverage of this release as "Windows version 3.5" based on their sales/mktg efforts.
- * US Channel sell-thru was up 30% in October - the month before we ship version 3.11.

With the new feature set of the product, we can match or beat 1/3 of the total Windows sales that we do via US retail by selling this as "The best version of Windows for today's networked, remote and stand-alone PCs"!

Yusuf

From: Newswire Mailing
To: execnews
Cc: newswire
Subject: Microsoft: MS Ships Windows for Workgroups 3.11
Date: Tuesday, November 09, 1993 2:15PM

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<Sender composed mail containing characters not in the US-ASCII set.>
<These characters have been transformed into a printable form.>

Microsoft Ships Windows for Workgroups 3.11 With Broad =

Industry Support
OEMs to Preinstall Windows for Workgroups 3.11 on Millions of Personal =
Computers

REDMOND, Wash. - Nov. 8, 1993 - Microsoft Corporation today announced the shipment of the Microsoft* Windows* for Workgroups operating system with integrated networking version 3.11. The newest version of the Windows* operating system has already gained major support from more than 30 top OEM systems manufacturers worldwide. Top OEMs committing to preinstall Windows for Workgroups 3.11 as the standard operating system on all of their PCs include CompuAdd Computer; Dell Computer Corporation; Gateway 2000; Digital Equipment Corporation; Investronica; Texas Instruments, Inc.; Toshiba Corporation; Unisys Corporation; VOBIS Microcomputer AG; Zenith Data Systems; and Zeos Computer. Additional support from network card vendors and thousands of Microsoft Solution Providers helps ensure that the product will be immediately available and ready for deployment. The customer-driven upgrade is the best version of Microsoft Windows for both networked and power users who want maximum performance from their Windows-based PCs.

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"With top OEMs committed to offer Windows for Workgroups 3.11 as the standard operating system, Windows for Workgroups is clearly positioned to become the new mainstream version of Windows," said Steve Ballmer, executive vice president, marketing at Microsoft. "OEMs and Solution Providers are tremendously excited about Windows for Workgroups 3.11 because it offers improved speed and functionality and a flexible installation process. Users can more easily integrate clients run =

ning
Windows for Workgroups into their existing multivendor, multiplatform environments, making it the industry=92s ideal universal client software."

Industry enthusiasm for Windows for Workgroups 3.11 is based on its improved support for Novell* NetWare* and the Microsoft Windows NT* operating system; I/O performance gains of more than 100 percent; and new capabilities for mobile computing, such as remote access and built-in fax capabilities. Users and OEMs offering Windows for Workgroups 3.11 preinstalled can configure machines for standalone, peer-to-peer networking or large-scale client-server environments, using the flexible setup provided in the product. The enhancements make it the best version of Windows for use on laptop computers, standalone PCs and in local area networks.

Corporate users will be especially interested in the software=92s centralized configuration and security as well as significantly improved support for NetWare networks, all of which are enhancements driven by corporate customer feedback on the product=92s first release.

"The New England has standardized on Windows for Workgroups and looks forward to upgrading to Windows for Workgroups 3.11," said Craig Lesinski, systems consultant at The New England, a major Boston-based insurance and investment company. "Further, Windows for Workgroups 3.11 effectively integrates our existing LAN Manager, Windows NT and Novell networks. As a network client, we consider it to be the fastest, most effective version of Windows available." Major OEMs Worldwide License and Preinstall Windows for Workgroups

OEMs around the world have recognized the new performance and features Windows for Workgroups delivers beyond Windows 3.1. A long list of OEMs have licensed and will offer Windows for Workgroups 3.11 preinstalled on their standalone, networked and mobile systems.

Many vendors, such as Gateway 2000 and Digital Equipment Corporation, will be offering Windows for Workgroups 3.11 Ready-to-Run on all of their PC systems, signaling their anticipation of major customer acceptance of the performance and networking capabilities.

"Digital Equipment Corporation will be preinstalling Windows for Workgroups 3.11 because it offers the best solution for our customers," said Jesse Parker, director of product management at Digital Equipment Corporation. "Our customers want choices, and the flexible installation gives them the freedom to easily choose between peer-to-peer, large network connectivity or standalone configurations. Additionally, the 32-bit

networking and seamless integration with the Windows operating system make Windows for Workgroups 3.11 an ideal solution for our enterprise customers."

"Windows for Workgroups 3.11 is the best version of Windows available for mainstream users," said Bob Burnett, director of product marketing at Gateway 2000. "It delivers a superset of the features of Windows 3.1, such as remote access and built-in fax capabilities in additio =

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to significant performance gains. Gateway 2000 customers expect us to deliver the best products, and that=92s why we=92ll soon be offering Window =

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for Workgroups 3.11 preinstalled on all our PCs."

"With integrated networking and enhanced remote functionality features, Windows for Workgroups 3.11 is the best version of Windows for Zenith Data Systems=92 desktop and portable systems with integrated

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Ethernet," said Patrick Dumas, director of software and product strategy at Zenith Data Systems. "This unique combination of software and hardware is ideal for customers who want network-ready solutions."

With Europe = 92s largest OEMs licensing the customer-driven upgrade, Windows for Workgroups already enjoys tremendous success in European markets, and the availability of version 3.11 will continue the healthy growth in those markets.

Other OEMs that have licensed Windows for Workgroups 3.11 include ALR; Aquarius; Asia Source; Cinet AS; Compaq Computer =

Corporation; Datavaehuset AS; Diamond Flower, Inc.; Dismac =

International SA; Escom; Hewlett-Packard; Intelligent Computer Inc.; =

Midwest Micro; Olivetti; Peacock; Rask Engros AS; Siemens Nixdorf =

Information Systems, Inc.; and Wyse Technology.

The varied distribution channels of these OEMs also ensure easy availability of Windows for Workgroups 3.11 through mail order, resellers and VARs.

Network Card Vendors Support Software Use on Existing Systems

While OEMs are integrating Windows for Workgroups into new PCs, network interface card vendors are making it easy to use Windows for Workgroups 3.11 with existing PCs that may need networking hardware such as cables and add-in cards.

Ansel Communications is offering a "user kit" for Windows for Workgroups 3.11. The user kit includes all the software, the network card and cables needed to connect a PC in a complete Windows-based network. The user kits make a great solution both for peer-to-peer networks and for users who want to add nodes to a departmental network in a large, client-server enterprise.

Meanwhile, Apexx Technology, Inc. has integrated Windows for Workgroups 3.11 into a hardware and software solution aimed at customers with smaller networks. Its WinPort adapters support up to 10 users and connect to a PC = 92s parallel port, eliminating the need to open t = he PC to connect to the network.

Although Windows for Workgroups 3.11 is compatible with all popular network interface cards, these third-party products make it easy for customers to buy a complete networking solution in one box. With network card manufacturers now in the market, Microsoft will discontinue sales of its own hardware/software kits, relying on vendors such as Ansel and Apexx to meet the networking hardware needs of both large corporate and small-business networking customers.

Thousands of Solution Providers Ready to Offer Systems, Training and Support = t

More than 3,500 value added resellers, system integrators, trainers, developers and consultants worldwide support Microsoft products, including Windows for Workgroups 3.11.

Microsoft has been working with third-party organizations through its Solution Provider program to provide training for Windows for Workgroups versions 3.1 and 3.11, ensuring a broad infrastructure of industry support for the new product. Microsoft Solution Providers are independent organizations that provide both large and small businesses a range of services, including consulting, integration, customization, traini = ng

and technical support, for Microsoft products. Solution Providers mobilized to support Windows for Workgroups 3.11 include Quickstart Technologies; Paradigm Technologies; Media Serv; and Fourth Wave Technologies.

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Packaged and Priced to Meet Every User=92s Needs

Windows for Workgroups 3.11 is scheduled to be available by Nov. 15, 1993, in three packages, designed to meet the needs of a broad range of users. Prices originally announced as special introductory are now standard suggested retail prices (SRPs).

- * Microsoft Windows for Workgroups 3.11. The full-packaged product is available for users who are currently running the Microsoft MS-DOS* operating system and would like to add Windows and the networking, increased performance and workgroup capabilities of Windows for Workgroups. It has an SRP of \$219.95.
- * Microsoft Workgroup Add-on for Windows. This add-on package is for users who are currently running Windows 3.1

or

Windows for Workgroups 3.1 and would like to add or enhance their networking, performance and workgroup capabilities. It includes the same features as the full

packaged

product, but omits the base Windows 3.1 components. Its SRP is \$69.95 with an expected street price of about \$50.

- * Microsoft Workgroup Add-on for MS-DOS. This Workgroup Add-on provides an MS-DOS-based peer network server. It allows users to maximize their investments in

older

computers by turning them into print and file servers,

rather

than retiring them from service. The MS-DOS-based peer network server is a superior product in its class, because

it
uses

as little as 22KB of conventional memory. It can be

integrated

with a wide variety of networking clients. Microsoft Workgroup Add-on for MS-DOS supports connectivity to server-based systems, including the Microsoft Windows NT* Advanced Server and NetWare, giving users room to expand without changing their desktop software. It has an SRP of \$49.95 and will be available shortly after the other two packages are available.

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day.

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Editor=92s Note: MS-DOS is a trademarked product name. Please do not =
abbreviate to DOS. Windows NT is a trademarked name. Please do not =
abbreviate to NT.

Prices listed are U.S. suggested retail prices. Reseller prices may vary.

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