

**Erik Stevenson**

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**From:** Brad Silverberg  
**To:** bradc  
**Subject:** FW: Windows 3.11 marketing plans  
**Date:** Thursday, December 02, 1993 4:22PM

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**From:** rogersw  
**To:** bradsi; janellek; johnlu; jonro; toma  
**Subject:** RE: Windows 3.11 marketing plans  
**Date:** Wednesday, December 01, 1993 1:02AM

Good summary Janelle. A couple of points:

We probably would not want to refer to the BSOD fix as fixing the BSOD. We'd probably just refer to it as the new vtda.386 file which addresses occasional timing related issues between Windows and NetWare.

Also, note that in order to make the self-extracting zip file idea happen, we'd need to write a setup.exe that just installed those files. This means getting PSS or someone to sign up to do that work. I think that it may be well worth the trouble given the potential demand for this from an installed base of 25MM users. We're obviously going to do everything we can to minimize this, but now that we cannot deny that bug fixes are in the product we have to be prepared for significant demand from the installed base.

Also, note that RTM is subject to localization and creation of ODK's being able to happen in the same timeframe.

Those were my comments...Rogers

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**From:** Janelle Koester  
**To:** bradsi; johnlu; jonro; rogersw; toma  
**Cc:** janellek  
**Subject:** Windows 3.11 marketing plans  
**Date:** Monday, November 29, 1993 4:31

Here's our initial take on we should position Windows 3.11:  
Please review and send me your feedback, suggestions, edits, comments on omissions/errors, etc. thanks.

"Maintenance release of Windows 3.1"  
- Driver refresh  
- Packaging changes to aid in anti-counterfeiting measures  
- Minor changes to product code as requested by MS product support services

We would minimize the importance of these changes, but acknowledge product changes. We'll simply state that these fixes were available from the work we'd done on WFW 3.11 and we felt that it was in the best interests of the customer, as well as product support, to include those fixes in Windows 3.1.

We would try not to list the details of the bug fixes during each conversation we have about the product, but as we all know, they are bound to surface as some journalists will press hard for the details. And it might also be to our advantage to detail them so that current customers whether they need the fixes. I've listed details on each change - as I understand it- below.

Version 3.1a or 3.11

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Another issue I'd like to raise here, although somewhat late, is that fact that we may want to consider calling this Windows 3.1a, since it will truly be a 'maintenance' release. Calling it 3.1a, rather than 3.11 would help minimize the unwieldy confusion that is beginning to surface between the minor changes on Win 3.11 and the major feature enhancements of WFW 3.11. It would also more clearly position WFW 3.11 as the 'later & greater' OS.

Details on maintenance changes

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When pressed for the details, this is our first 'cut' at how we would talk about those:

Small, but important support changes to the following files: `krnl386.exe`, `gdi.exe`, `commdlg.dll`, `pscript.drv`, `unidrv.dll` & we've picked up `vtda.386` from the novell app note.

- 1) Minimal kernel changes to more gracefully shut down the windows system after installing some 3rd party hardware (which call for Windows to shut down before returning focus to program manager).
- 2) Changes to `gdi.exe` to make writing graphics applications, especially those that call the 'draw rectangle function' easier. This will minimize the number of api calls the programmer needs to write and maximize the system resources available on the system.
- 3) Changes to `comm.dll` so that when Windows applications can use common dialog boxes on a diskless workstations without receiving confusing dialogs.
- 4) Updating the postscript and universal print drivers to eliminate a font enumeration conflict with Word 6.
- 5) Updating `vtda.386` from Novell to fix the 'black screen of death' issue which occurs with Novell NetWare in some instances (more detail?)

Distribution

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I'm working with PSS to see if it would be possible for them to put together a self-extracting zip file which would make the updated files (`krnl386.exe`, `gdi.exe`, `commdlg.dll`, `pscript.drv`, `unidrv.dll`, `vtda.386`) available on compuserve and on 1-2 disks (rather than 6) for those customers who want/insist on the fixes.

RTM

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Currently planned for January 5, assuming Ireland can complete ODKs by this date +/- a few days. This would be a relatively easy time to slip the product into the channel with minimal notice, yet give WFW 3.11 enough 'breathing space'.

thanks,  
Janelle