

Erik Stevenson

From: Bob Davidson
To: Bill Gates; Darryl Rubin; Denis Gilbert; Greg Tibbetts; Jeff Harbers; John Browne; Jonathan Lazarus; Mike Maples; Paul Maritz
Cc: Bob Davidson; John Browne; Rick Bengel
Subject: ALAR Demonstration at PDC
Date: Monday, June 15, 1992 6:19PM

We believe a PDC demo of Alar technology would be valuable to MS and the ISV community. We cannot make a public demonstration of Alar tools without exposing Alar's current OS2 1.x hosting.

We can show the results of Alar technology during the main sessions. This would involve a quick showing of different Windows applets that run on NT, Win31, and Mac. It would fit well within our portability presentations. We would not actually demonstrate any of the Alar tools and the users would not see any OS2 1.x host.

Later, we have a breakout session under NDA where we give them a demonstration and get their feedback. We will be very open and up front with them that this is EARLY technology. This will show them the current OS2 1.x host.

Alar retail product planning has been secondary. We would like to have feedback from ISVs and developers. PDC is a great place to do this. Letting people see Alar under NDA and getting them involved early would raise interest that would require marketing support. We do not currently have marketing support.

ISSUE:

Alar internal customers have a higher priority than Alar external customers. Currently, internal customers have ship dates in late summer 93. We cannot make a major commitment to a June 93 retail Alar without it adversely affecting our ability to meet the requirements of internal customers. We have been planning to productize Alar for release in early fall 93. This is after our primary internal customers, T3 and Excel, ship.

thanks
BobD & RickBe

>From jimmcc Mon Jun 15 08:33:54 1992
To: billg mikemap
Cc: darrylr denisg gregti jeffh jonl paulma
Subject: RE: ALAR publicity

X-MSMail-Message-ID: 096FF7B3
X-MSMail-Parent-message-ID: 77DCF2B1
X-MSMail-Conversation-ID: 77DCF2B1
X-MSMail-WiseRemark: Microsoft Mail -- 3.0.620
From: Jim Mccarthy <jimmcc@microsoft.com>
Date: Mon, Jun 15 92 08:31:17 PDT

The recent ALAR leaks have generated no adverse reaction that I'm aware of. Several C7/MFC deals we're (apparently) saved. The leaks definitely