

From collinsh Tue Mar 3 20:46:51 1992
To: cameronm cathyl gregl jimmcc jonl paulma stewc
Subject: RE: Please Review/Win32s release
Cc: denisg doughe ericeng lizsi martyta paulmi w-clairl
Date: Tue Mar 3 20:45:38 1992
Status: RO

The major benefit in talking now is that we have to talk about it in regard to Win32 strategy and to get ISVs hooked and also to help keep Borland at bay till C7 ships. The message is simple: "If you want to be safe, you better wait for C7."

We've been talking about this w/ISVs and, informally, w/press; and we semi-announced it w/C7 as a key advantage over Borland. All we're doing this week is formalizing w/a bit more detail; and we will also hammer on this next week w/Maritz re: Win32/32s vs. OS/2.

I don't see what we lose by talking about it now; it's the best IBM/Borland FUD we have.

collins

Plaintiff's Exhibit

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Comes V. Microsoft

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