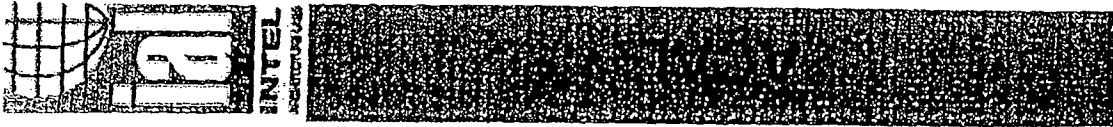


Java Technologies Group

2H98 Projects Criteria

Doug Sommer
(Batchelor, Eastman, Sullivan)
Draft 0.4

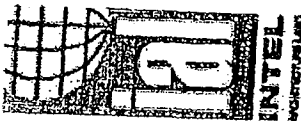
Plaintiff's Exhibit
9653
Comes V. Microsoft



Date 4-9-98 Exhibit # 2-12
Case Microsoft
Deponent J. Eastman
Reporter J. Volker
Naegeli Reporting Corporation
(800) 528-3335 FAX (503) 227-7123

Date 4-8-04 Exhibit # 521
Case Microsoft
Deponent D. Sommer
Reporter J. Volker
Naegeli Reporting Corporation
(800) 528-3335 FAX (503) 227-7123

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Preface

- **New projects are ambiguous**
 - ◆ Some take off (JMedia Player)
 - ◆ Others fail (Anim)
 - ◆ All require patience - No Freaking Out!!
- **Current JMedia Player POR**
 - ◆ R1.5 is the last *Major* release
 - ◆ Future API work not likely
 - ◆ Need to establish an exit path
- **Transitions to new work must be managed**
 - ◆ Relationships and customers will not be jeopardized
 - ◆ Slow transitions starting with Beta release
- **Your help in defining new work is needed!!**
 - ◆ A great opportunity to learn new stuff
 - ◆ Must balance with ongoing activities

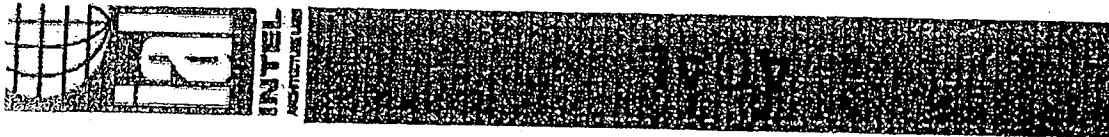
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Overview

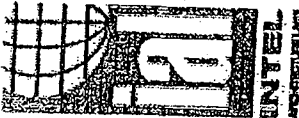
- This presentation sets up the evaluation system for any new Java Technologies group projects
- Two basic categories of projects:
 - ◆ JOB1
 - Technology which makes Java a good thing for IA
 - Largely supportive of stated Java Strategy
 - Consistent with Lab objectives
 - ◆ New Business
 - Develop a *Product* which has the potential to start a new business, either an Intel branded business or a spin-off
 - Strategies and plans supportive of the business first, Intel CSO's second
 - Think and act like an ISV

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Basic Criteria for ALL Projects

- Don't mess with the dominant paradigm
 - ◆ Don't ask Java developers to change
 - ◆ Don't require fundamental JVM change
 - ◆ Don't ask end users to jump through hoops
 - Large hunks 'o native, browser & OS restarts
 - Browser upgrades and x-platform less of a concern
- Must have a clear value proposition
 - ◆ And a clearly defined customer base
 - ◆ Seems obvious, but, ...
- Group must own technology direction
 - ◆ i.e. no Java contracting
- "Cool" enough to warrant attention
 - ◆ And development team support
- What about Microsoft?

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Basic Criteria for JOB1 Projects

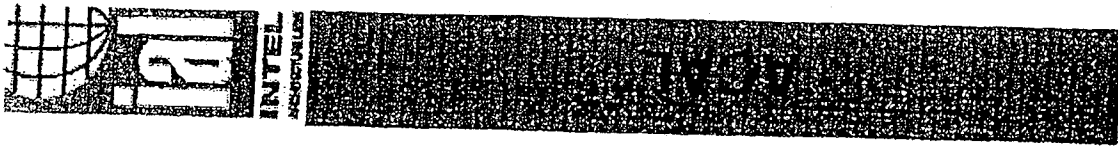
- Objective - Make Java successful for IA
- CSO's - JOB1, Connected-PC, New Biz, Intel Basics
- Line up with Intel's Java Strategy
 - ◆ No Sun API's
 - ◆ Native is good
 - ◆ Think J++ & Microsoft JVM
 - ◆ Core JVM functionality that preferences IA
- Meet basic requirements for JOB1
 - ◆ Scalable, PII sell-up
- IAL Charter - New users & new uses
- Bonus points for lining up with ACAL charter
 - ◆ What about IAL Initiatives/Capabilities?
 - ◆ Will doing an App qualify as a "Java Technology"?

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Basic Criteria for New Businesses

- Objective - Start a successful new business
 - ◆ Enable Intel product group, start new Intel group, or spin-off
- Must have a "pure" business potential
 - ◆ Run like a traditional ISV
 - ◆ Income = revenue - expenses
- Think Internet/Web
 - ◆ Link up with trends - ebiz/ecom/imaging/extranet
 - ◆ Server supported business applications
- Business apps rather than consumer?
 - ◆ Follow the money... 30 second elevator pitch
- Consider non-traditional runtime environments
 - ◆ Set-top computers, Smart Cards
- Application Domain / Market Segment
 - ◆ Must be able to master
 - ◆ TTM & TAM must meet business requirements
 - ◆ Competitive environment must meet business requirements

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Unresolved Items

- What about make vs. buy?
- What about CBD and broad partnerships?

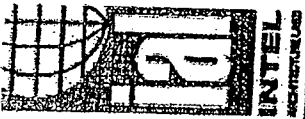
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Next Steps

- Group brainstorm activities
 - ◆ AR - Go away and think about Java
 - ◆ Core VM technologies
 - ◆ Value specific to applications
 - ◆ Distributed computing opportunities
- Meeting next week

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