



- We always fully brief our key customers under NDA well in advance. With DOS, its pretty tough to get 50 million people disclosed under NDA

- At the same time, as reports of DOS 5 start to circulate in the press, we felt that, given the above, it was important that we let the masses know that there is in fact a DOS 5, that this is not just rampant speculation.

- the only similar experience we have had with a product of this magnitude was Win 3.0. With Win 3.0, we said nothing prior to announce, meanwhile it was all over the press, and users expressed strong frustration that we could have at least acknowledged that there was a Win 3.0 being worked and given some sense of what our direction for this release was. We learned from Win 3.0 that we better serve the interests of our customers by being more up front prior to release for a product of this magnitude, and that is why we are doing things differently with DOS 5.

- if we really wanted to pre-empt DR DOS sales, we'd be fully divulging the features of DOS 5, because they do in fact compare very favorably to DR DOS, ie we have all of the features that they offer plus a lot more. However, we have only acknowledged that DOS 5 exists and indicated some general directions, we have not divulged detailed feature info except under nda.

I communicated some, but not all, of this to Paul. I think it would be good if you guys could walk him through this today. There are some very clear reasons why we are talking about DOS 5, and they have little to do with DR DOS. I think PC Week is really doing a number on us by claiming that all of this is a sinister plot to destroy DR DOS.

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From chrishr Thu Oct 18 08:16:20 1990  
To: bradsi ericst johnes mikedr philba tomle  
Subject: Re: FW: Re: high memory support  
Date: Thu Oct 18 08:16:57 1990

Ok, but UMBs are still hard to use and will confuse the customer and cause phones to ring at PSS. Do we want this material to be touched upon in the installation manual (we have no plans to go into much detail on anything in this cookbook), or do we just want to document the hell out of it in the reference? In other words, do we want this material to be put in front of everyone using DOS or do we want it to be reference material, which will be available to all, but used primarily by the experienced users?

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