

PLAINTIFF'S EXHIBIT
tabbles
982
Comes v. Microsoft

File: c:\bradl\mail\box.fid
Messages: .

..... 615
From joachim Mon Sep 30 10:53:23 1991
To: bradl
Subject: Re: Compaq Windows status
Date: Mon Sep 30 10:30:02 PDT 1991

Do not see this as a price issue. They will pay.
Remember IBM did not pay for DOS, but see what happened?
See the strategic value:
It will have lots of followers-IBM can't compete for now.
IBM can only pitch OS/2 against it, but who wants this. The industry will rally even more around it and use it in every account against IBM.
Money: for ais much thereafter no or very low impact. Next year we plan for it.
whereby UIX becomes over time -may be earlier than expected -a 90% OEM product.
Count Your profit, not the revenue.

>From bradl Sat Sep 28 10:56:44 1991
To: joachim petarbra stevob
Cc: alan jeffl jonro markbu richab richardf roth teresach
Subject: Re: Compaq Windows status
Date: Sat, 28 Sep 91 10:54:43 PDT

you're saying that when someone buys compaq dos for \$99, they also get windows for free. but if you want windows alone, it cost you \$150.
and compaq wants windows for free.
am i missing something why this is good for us?
don't forget that today, retail is still 61% of windows revenue.

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