

From paulma Fri Apr 2 08:39:01 1993
 X-MSMail-Message-ID: 36F9405D
 X-MSMail-Conversation-ID: 36F9405D
 From: Paul Maritz <paulma@microsoft.com>
 To: microsoft!bernards microsoft!bflower microsoft!collinsh microsoft!francm
 microsoft!jonl microsoft!paulma wagged!wa.wagged.com!claire
 Date: Thu, 1 Apr 93 22:55:49 TZ
 Subject: RE: DRAFT - Win32s Press Tour Presentation

Looks OK to me. What ISV examples and references will we be providing. It will raise the inevitable question of what about MS apps - what are their plans? To which we have to say: "we are not hear to announce products / plans for MS apps - but they will be moving to providing 32bit apps at the appropriate points in their product life cycles".

You will probably get some Chicago questions too, we should try to focus away from them, other than to say that obviously a win32s will run great on Chicago.

You will get asked about OS/2 - to which we say "example of how IBM is on the Windows treadmill". Smarter guys may ask if IBM gets this technology as part of the Windows license (that expires on Sep 17) - to which we should say "no".

 From: <CLAIRE@wa.wagged.com>
 To: <microsoft!bernards>; <microsoft!bflower>; <microsoft!collinsh>; <microsoft!francm>; <microsoft!jonl>; <microsoft!paulma>
 Subject: FW: DRAFT - Win32s Press Tour Presentation
 Date: Wednesday, March 31, 1993 11:30AM

<<File Attachment: WIN32SPR.PPT>>

fyi

 From: Cameron Myhrvold
 To: bradstr; doughe; mikefri; tammyst; w-clairl; w-erin; w-lindo
 Cc: cameronm
 Subject: DRAFT - Win32s Press Tour Presentation
 Date: Tuesday, March 30, 1993 4:13PM

Below are draft versions of the Win32s press tour slides. Please review and provide feedback. The basic messages are:

- There will be lots of 32-bit Windows Apps:
 - Win32 application momentum is strong
 - Win32s will help application momentum

The presentation will cover:

- High level systems division goals with ISVs
- API View
- Market segments for NT
- Win32 app momentum
- Win32s description & status
- Compatibility testing (and thereby DOS/WOW)
- ISV acceptance of Win32s (both app and tool vendors)

We will also cover OLE2 briefly as a status update logically separate from our Win32 message. This is to prime the press for our May developer's conference and to provide further defense for Pete's upcoming OLE2 tour (reminding people it's an open API).

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We will not discuss the porting lab in either the U.S. or in Europe.

We will verbally discuss my new position and Mike and Doug as the new DRG spokesmen.

There are 25 slides total (including 4 on OLE2. This is a little heavy considering we also have a demo.

Cam

<< WIN32SPR.PPT : 2915 in WIN32SPR.PPT >>

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