

To: Ben Sivka; Bob Muglia; Chris Jones; Craig Fiebig; Don Bradford; James J. Akard; Jim Allchin; Jim Allchin; John Ludwig; John Shewchuk; Mike Conte; Paul Mantz; Richard Tong; Thomas Reardon
Subject: RE: Webmaster/Server ISV event - day one
Date: Thursday, October 05, 1995 1:12PM

there is a java ocx wrapper that the starwave folks have done, who have some special license from sun.

From: Jim Allchin (Exchange)[SMTP:jimall@EXCHANGE.MICROSOFT.com]
Sent: Tuesday, October 03, 1995 10:20 AM
To: bens thomasre mikecon donbrad chrisjo bobmu bradsi craigfi jallard jimall johnshew paulma richt; thomasre; mikecon; donbrad; chrisjo; bobmu; bradsi; craigfi; jallard; jimall; johnshew; paulma; richt; John Ludwig (Xenix)
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I think we should avoid coming out too strong against Java until we have a more credible story. We can promote the OCX story as a more flexible way (i.e., language neutral) to insert objects, but we really need VB to step up to the JAVA challenge before we just piss on it. In the mean time we should push on the language neutral aspects and expected numbers of OCXs that will exist in the marketplace. Another idea would be to do a JAVA OCX wrapper if such a thing could be done. If we had that then we would have a good story until VB be improved.

Jim

From: John Ludwig (Xenix)
Sent: Tuesday, October 03, 1995 7:58 AM
To: bens thomasre mikecon donbrad chrisjo bobmu bradsi craigfi jallard jimall johnshew paulma richt
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I thought the day went reasonably well - good engagement from the audience on client and tools issues. I was worried that our story would look completely bogus but we came across looking reasonably credible. Other people may have heard other things, these are the hottest issues I heard discussed:

Java. We tried to softpedal our position, didn't come out strongly against or for it. This didn't work, Java is top of mind for people, we will either need to come out for or against it. I think we should come out against, and I don't think it will cause the audience great consternation. In side discussions, the positioning points that seemed to work:

Do you really want your creative staff writing c++ code? or would you rather have them using HTML and/or high level tools like blackbird and just stuffing in controls? People want the latter. Microsoft's approach is "publisher friendly" in thomasre's words.
Java is lowest common denominator. The Windows platform is moving ahead faster than the Mac or Unix, do you want to write an app that doesn't take advantage of 3d, OCXes, MPEG, VRML, etc etc etc? No one wants to have a site that looks relatively uncool, they all understand that coolness attracts traffic.

The fact that we are committed to take OCXes and our browser and multimedia technologies cross platform to the Mac is also a compelling argument

OCXes. people like OCXes a lot, many many people in the audience already

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have some investment in the technology. we must commit to get these cross platform (at least the runtime OCXes). donbrad's team will be the point on this effort.

Blackbird. People love it. makes it seem simple simple simple to create very cool content. We must continue evolving blackbird to become our general purpose authoring tool. it has to accommodate html editing well, and has to pick up source control features requested by the audience.

MSN. my positioning in my opening talk was weak. but the bigger issue is that a fair number of people in the audience are heavily invested in msn. i heard from 2 types of people. Type one - vendors that had a mediaview title already and did a minor port to MSN. These vendors are not unhappy but haven't made a lot of money. They are still our friends and just want to get to the internet fast. Type two - vendors that created MSN content from scratch. these vendors are a little pissed, they are not seeing the traffic they expected/were promised.

vml. i was a little surprised at the number of people who were interested in this. people at lunch asked me about, people grabbed me in the hallways to talk about. everyone seems to agree that the current versions are of limited utility but they all are excited about the potential and want to work with us on evolution of the standard.

our pitch on "see how easy it is to create an ocx" was very weak. we made it seem quite hard. scotra is too technical for this audience.

our ia demo was also weak. we need to be more scenario focused. no one left this session thinking that ia was the be-all and end-all of html editing tools.

our blackbird demo was strong. our iexplore demo was pretty good tho we got caught up in the issues of java, ocxes, html evolution, etc.

stealing an insight from chrisjo - the best news of the day was that no one mentioned os/2. os/2 is a nonevent for these people as a server or a client.

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