

## June Status Report Braman Account Team July 5, 1992

## Revenue

Revenue for June was \$315,950 against a plan of \$127,928; 247 % of plan. The extra revenue came from \$242,500 in unforecasted revenue from PC Innovations. For the quarter the group was \$8.8 million against a plan of \$9.2 million, and for FY 92 the group ended up at \$34.9 million against a plan \$35.1

Signed

Account Creative Labs THStyme U-B U-B	MS DOS v5.9, Windows v3.1 Embedded SQL server v4.2 Embedded LM v2.1	Comments 50K units, \$11, \$1.1M, 2 years 2 year deal worth \$4,150,000 increased yearly M/C to \$260,000
MAS MAS	Strategic Integrator Contract MS-DOS (\$34), Windows (\$36) (EZ Dist. Pack) OFM Moure F2	New License
N	OEM Mouse 53-pack	New License

# New Business Pending

Account Compaq Media Vision Austin Austin Commodore MIC MIC Philips	Product MS-DOS MM Works, Bookshelf Excel, Word Mouse (direct) PC Works in ROM Word Excel MM Works	Royalty \$14.00 \$12 \$116 \$3.45 \$3.75 \$120 \$120 \$25	.Commit 500,000 \$600,000 5000 \$69K 100K \$300,000 \$300,000	Close 7/30 8/92 6/92 6/92 6/92 7/92 7/92 8/92	Chance 90% 75% 55% 90% 85% 80% 80%
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## News

Compaq - Compaq announced price cuts on Systempros and performance enhancements for

Creative Labs - Announcing 2 new products.

Filed IPO.

Filed sult against Media Vision for copyright infringement.

Media Vision - Filed suit counter suit against Creative Labs.

Tandon - Ed Aliwein, one of Tandon's three product managers announced his retirement from the

Tom Friel, Tandon's Manager of Software Development left Tandon to become VP of Support at

MIC - MIC will be using the RTR logo in their new PC Mag ads.

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MIC sells a 486/33 DX, 130MB, 15ms hard drive, 4MB RAM, 64KB cache, 5.25° & 3.5° floppy. 1024 interfaced monitor and 1MB VGA system bundled with MS-DOS and Windows for \$1595!!! And they make 33% gross margin on that system. The price wars are here.

issues

Compaq - Royalties, terms and conditions for the new MS-DDS Agreement.

Joint development for NT. Joint development of the \*optimized Windows PC\*.

CompUSA - Co-op funds to participate in RTR or MS registration card program.

Media Vision - Status of Windows license.

Atari - Wants out of their MS-DOS and Windows contract. They are out of the PC business.

Northgate - On a payment plan for the 3Q royalty.

Everex - Requesting a payment plan for the 3Q royalty.

Philips - Nearly final figures from the Philips audit shows the discrepancy by Philips is even larger-\$576Kincluding interest and audit fees. The auditors will sign-off on the final number in the next two weeks. Expect to have this issue resolved and paid by August 1992.

Competition	
Competitor	Account
Go	Compag
Lotus	Tandon

**Product** Tablet 1-2-3, Ami

## Comments

Go has a foothold that we need to unseed... Lotus slips in the back door by licensing to a catalogue company in the UK that will be resalling Tandon labeled machine through their catalogue. Tandon will pre-load this software on the machines at the factory for this customer.

## Accomplishments

UB - The following amendments are in signature at UB:

Embedded LM 2.1.

Embedded SQL 4.2.

Promotional pricing for LM 2.1.

Strategic Integrator Agreement signed by UB.

THStyme -MS-DOS and Windows license signed by customer.

Atari - Met with heads of engineering and obtained update on PC product plans.

Northgate - Using the RtR logo in PC Week and InfoWorld full page ads.

MIC -Collected the 3Q minimum commitment payment and royalty report.

CompUSA - Customer visit completed.

Preinstallation utility questionnaire completed.

Made Online proposal.

Updated forecast system.

Creative Labs - Multimedia Works amendment executed.

Windows 3.1 on CD amendment executed.

Easy Windows amendment executed.

MS participation in the Creative Labs booth at PC Expo.

Updated forecast system.

Media Vision - Customer visit completed.

Updated forecast system.

Mas - Closed new MS-DOS and Windows per-processor license with MAS, Inc., after lengthy

Mas - Closed OEM Mouse Agreement with MAS, Inc.

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Philips - Worked closely with Multimedia Group to pursue the Rembrandt project with Philips. Worked with MS Finance on the Philips audit and reconciling their License Amendment. Made good progress in communicating with the new Philips organization and its players.

Compaq - Windows Edition\* Product Name. Ready-To-Run commitment at PC Expo.

Successful Executive Meeting with Steveb and Compaq.

Windows for Work Groups Presentation.

Windows Support Training Program, designed and delivered in Houston.

Tandon - Presented WFW to Tandon and received favorable response.

Created/presented Registration Card and RTR Logo Licenses.

Commodore - Created/presented Registration Card and RTR Logo Licenses.

Austin - Created/presented Registration Card and RTR Logo Licenses.

Swan - Created/presented Registration Card and RTR Logo Licenses.

### Laptop Watch

Compaq - announced their new line of Laptops and received rave reviews, especially for the new color laptop. The initial order volume has well exceeded expectation.

Compudyne - Compudyne will introduce several new models this summer. There will be a change in the motherboard design.

Tandon - PC Brands 486 notebook blows out the door, Tandon simply can't get enough to satisfy demand.

## RISC Watch

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8	THEIGHW	E WYSTER

Compaq	Launched June	% Pre-installed
Compudyne	85%	100%
Austin	100% 386 & up	100%
Commodore	33%	10%
Tandon	40%	10%
Positive	100%	100%
Swan	90%	90%
Philips	90%	50%
Infotei	90%	90%

## DOS 5 Watch

Account Compaq CompUSA Austin Commodore Tandon Positive Swan Philips Infotal	# Systems Shipped 229,144 30,000 6K 35K 41K 6K 3.5K 26,000 First report not de	% MS-DOS 5 85% 100% 100% 100% 100% 100% 100% 95%	% <u>Other</u> 15% 5%
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**Market Trends** 

## Product Marketing Feedback

Product

Comments

Windows 3.1

Take off all comments on literature that Windows will run in

enhanced mode with 2MB of RAM.

#### **Customer Announcements**

Compaq - New line of PC's Including; Prolinea, Contura, The I Series and The Windows Edition. Compaq announced "Business Audio" on their new line of PC's.

Compaq announced support for Netware with their "Insight Server Management" card.

Tandon - Tandon announces Cyrex based 486 4MB desktop machine with 100MB Drive for \$1295.

#### **Account Summaries**

(As reported by Account Managers)

#### markba

#### COMPAQ:

This month was dedicated to Compaq's Windows Launch on June 15th and PC Expo from June 23 - 25. MS established a task force specifically focused on assisting Compaq in their announcement and activities at their booth at PC Expo. These efforts were extremely successful in establishing a new level of relationship between our two companies and allowed Compaq to really stand out at PC Expo.

Compaq's new Product Announcements were only moderately received by the Press, however their initial orders are outstanding and as a result Compaq had it's largest order month in the history of the company. These Products are truly exceptional and Compaq will be making another marketing push, emphasizing the capabilities of the Products vis-a-vis their low cost. The activity with Windows NT is heating up and Compaq is working closely with MS on both the OS and Systems designed to take advantage of the technology.

#### debbiefl

CompuSA: Compudyne plans on introducing a pen product Q1CY93. Steve Dukker was in Taiwan for two weeks in June meeting with suppliers. They are interested in WFW, but will not be introducing a "network ready" machine. Compudyne wants to receive co-op or MDF before putting a registration card in their box, using RTR POP materials in the stores or RTR stickers on machines and boxes. They would like to have a program similar to what they have with Intel.

Creative Labs: Creative Labs has been relatively quiet this month. They are pursuing acquisitions and filed their IPO with the SEC. They also filed suit against Media Vision for copyright infringement. At PC Expo they introduced two new product offerings for fall release; the Port Blaster (similar to Media Vision's Audio Port) for \$199 SRP and the MIDI Blaster for \$499. The Multimedia Works amendment was executed this month.

Media Vision: There is an opportunity for Media Vision to license Bookshelf and Multimedia Works. They are thinking of a one year deal and a 50,000 unit commitment. Details are still being worked out. The revenue from this business could help offset the possible loss of their Windows business. Media Vision has still not determined if they want to terminate their license. They have filed a countersuit against Creative Labs.

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#### tomhen

#### Austin

Created and presented them with the Mitsumi Direct Mouse Agreement and the RTR Logo and Registration Card Amendment. Worked out method for them to preload Exxon's MS licensed products on Austin customer systems before delivery to Exxon. Discussing high end apps. bundles so that Austin can somewhat compete with Gateway and Dell.

#### Commodore

Spent the month working out details of the PC Works Amendment and associated real time issues involved with getting this code done on top of DR DOS; DR DOS is not MS DOS compatible.

Created and presented RTR Logo and Registration Card Amendment. Discussing high end apps. bundles.

#### Tandon

Met with Juggi and Denis and came to agreements as to how we will handle Tandon's payment issues. Made Windows for Workgroups presentation to Tandon's three product managers, received favorable interest, they will present to European GM's next week to gain commitment to this bundle. Continued pressing for European bundling of Works for Windows and began discussions on high-end apps bundling opportunities. Created and presented a two years extension to their MS DOS and Windows Agreement, which also includes OS/2 Source License and MS Registration Card inclusions with Tendon Customer Systems.

#### ronmes

## Tandem

Investigated MCS resources and billing rates and provided to Tandem to allow formulation of a marketing plan to begin upgrading their installed base of Fortune 500 customers from a Dumb terminal/host based environment to a PC/Windows based Client Server environment. Ungermann-Bass, Inc.

The Strategic Integrator contract was signed by U-B! Coordinating the liaison with U-B and the MS subs to extend the license worldwide. Also negotiating a "custom" support agreement between U-B and PSS which will be amended on to the STI contract.

Final drafts on proposed amendments for promotional pricing for LM2.1, embedded LM 2.1 and SQL 4.2 and extension to the JET Buel Source code license are negotiated and in the sign-off

Attended the U-B user's group meeting with Ruth Warren, PM for LM2 in Washington, D.C. Ruth gave a LM presentation to the group which was very well received.

Obtained a copy of the IBM NDIS document for MS product management.

## **THStyme**

Received the SIGNED Windows/DOS license from Chuck Peddle. The \$10,000 due on signing was wire transferred to our bank.

Lower than expected Compaq pricing on their new product line rocked THStyme back on their heels. They have repriced their product line accordingly. Ateri

Sam Tramiel, President, notified us that they are no longer in the PC business and want out of their contract. Requested completely up to date royalty reports as a prerequisite to any further

Atari negotiated a one time fee of \$14,000 for each foreign language rather than a per copy uplift. They no longer ship PCs and want to reverse the \$84,000 for the six languages they ship. Received the foreign language adaptation kits back as a prerequisite to reversing the \$84,000 one

Northqate

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They have started a new Ad campaign in InfoWorld and PC Week in which they prominently feature the RtR logo. That's my boys!!

Amendment to their license to reduce their minimum commitments is on hold pending the acquisition offer by Everex. If the deal falls through, they will amend their license. After consultation with Ken Reeves and Peter Miller, we decided that if the acquisition goes through, we will terminate their license and amend Everax's to cover the Northgate subsidiary. PC Innovations

Attended a vendor open house and met with many MIS and purchasing people from the Fortune 500 business community in Houston. MIC's customer base is impressive and speaks highly of

Met with Steve Lee, President and owner. I expressed our concern over the numerous instances of MIC DOS and Windows being sold as stand alone product. He admits that his MS-DOS and Windows books look just like ours. I reviewed our trademark guideline booklet with him and negotiated with him so that he will place a very large MiC sticker at the top of the book and a Yor sale with new PC only sticker across the bottom.

We were concerned about his one time purchase of 36,000 copies of the MS DOS COGS from Donnelly. Donnelly offered him the MS DOS COGs at \$10.75 for 10,000 pcs or \$7.50 if he bought them all at once and took delivery on them all. This is a savings of \$117,000 or 30%. He still has approximately 25,000 in his warehouse.

I expressed concern about his overdue Minimum commitment payment and he called his CFO in to the meeting and wrote me a company check for \$202,500 on the spot!!! He has no bank lines or VC funding but seems relatively well financed. I asked him directly what is the source of his financing. Steve claims to be the son of a former Vice President of South Vietnam who fied the country just before the fall in early 1975 with a considerable family fortune. All of his funding is

He will provide us with a copy of the agreement between himself and the printer who does his MS Windows COGs although in the long term I negotiated that he will begin buying only the MED products immediately, in the case of MS Windows, and as soon as he runs out of MS DOS stock. As a further impediment to the downstream unbundling MS DOS and Windows, I negotiated that MIC will begin putting the MS DOS and Windows in the CPU box immediately.

MIC plans to go public by the end of this calendar year. They want to expand the relationship with MS, increase the size of the MS DOS and Windows deal and license Windows Works, Excel and

Customer wants to modify current MS-DOS Works deal to Windows Works. Additionally, wants to pursue application deal for Excel and WinWord.

#### donhar

#### Club AT

Club AT was transitioned from BenH to DonHar. Due to Club AT's schedules, the transition meeting was held via telephone. DonHar will travel to meet with Club AT during the first week of July and will work to identify new business opportunities. GTS

Transitioned to Carl Sittig in KGTeam.

## Infotel

Infotel has been quite active in trade shows in Taiwan and New York this month. They have been failing the Windows HCT, so they have been assigned a contact person in the HCT Group to help solve the problems. The expectation is that infotel will pass the HCT and be licensed for Windows MAS, Inc.

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This was a productive month for MAS. They are emerging from Chapter 11 with a large line of credit with JWP, and have re negotiated their license agreements with MS. MAS originally targeted selling 30K systems per year, but after losing their president and largest customers as a result of going Chapter 11, they now forecast initial sales of 5K systems per year. As a result, their new license with MS is for the MS-DOS and Windows Easy Distribution Packages per every system distributed. They also licensed the OEM Mouse 50-pack. MAS will be transitioned to KGTeam after MS receives their first royalty payment.

### **Philips**

Philips is still negotiating for a lower min. commit (from 250K to 150K systems per year), but is balking about paying higher royalties. Philips will continue to feel increasing pressure to lower their min. commits, since their shipments will fall off rapidly during the next quarter. Our position is to stay with guideline pricing for their actual volumes. Overall, Philips is still trying to sort out their new direction for their PC business.

DonHar will be traveling to Philips in Eindhoven in July to further discuss the Rembrandt project and to identify new MS business opportunities. Philips appears to be very interested in continuing the Rembrandt project. The issue now is whether we can define a common publishers format that will be beneficial to both MS and Philips. We are working with the MS Multimedia Group on this issue. Philips also appears to be close to licensing Multimedia Works per system for their MMPCs. The discussions regarding Philips licensing MS for PhotoCD on all Windows supported devices are still on hold due to Philips' lack of agreement with Kodak.

#### Sears Business Systems Center

Sears has already received the first orders from the Lapheld II Contract, and is ready to bagin shipping the Dauphin notebooks with MS-DOS to fulfill those orders. Sears will be transitioned to the KGTeam during Q1FY93.

#### Turtle Beach Systems

Turtle Beach Systems manufactures a sound card and multimedia upgrade kit. They have been licensed for 1,500 copies of Windows 3.0 with Multimedia Extensions, but have seen little volume with this product now that Windows 3.1 has been released. Due to the ready availability of retail Windows 3.1 and the changes in multimedia distribution strategy, Turtle Beach has requested that MS mutually terminate their existing agreement. The license should be terminated by August.

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29 - Jun - 1997 17:53:17  Sales Group: BRAHAN  10  Company Name	5761 Turela			Don Herdwick		

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P 289 td	15.456.989.50 17.648.131.60	255.000 255.000 200.000 17.900 137.900 18.000 18.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.0000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 19.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10	15.469 089 .50 17.648.131.000 246.840.40 255.000.90 2148 16.006.929.90
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Revenue by Company - Roya - Les and Packaged Products 01-30M-1992 to 30-30M-1992 and Packaged Products Hark Baber		00 00 00 00 00	
Revenue by Company - Re T of Company - Re of 1999	Roy Actual: 2 of Plan: Pkg - Actual:	Total - Actual Roy - Actual Total - Actual	Roy - Actual:  1 of Plan: Pkg - Actual: 1 of Plan: Total - Actual: 2 of Plan:
29 - jun - 1997   17:53:17 Sales Group: BRAMAM 10	Compag Computer Corporation	Micro Computer Systems, Inc.	aber 2 Customers
29 · 3un	1107	4160	T D D D D D D D D D D D D D D D D D D D

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Sales Group: BRAHAN			N. 1992 to 30. JUN Peter Braman	Ol. Jun. 1992 to 30. Jun. 1992 Peter Braman		S Sagy to
I D CORPANY Name					910	ăi.
Peter Brazan's Hist. Account	ffse. Accounts	Roy - Actual: Pkg - Actual: Total - Actual: Total - Actual:	· ·	42,534,00 42,534,00 42,534,00	41,693,50 125,100,00 166,793,50	166,774.98 500,400.00 667,174.98
Poten Brassa	1 Customers	Roy - Actual: Pkg - Actual: Total - Actual:	· .	. 00 42,534,00 42,534,00	41,693,60 125,100,00 166,793,50	166,774,900 500,450,190 667,174,000

MS-PCA 2604265 CONFIDENTIAL

Sales Gro		Revenue by Company . Royaltie 01.JUN 1992 to 3	Company Revairies and Parkaged Products 01.30N 1992 to 30.30N 1992	cts
	COMPOSITE NAME			
5126	Austin Computer Systems	Roy - Acres	0 90	000000000000000000000000000000000000000
		Pkg Actual:	10,875,00	10.875.00
1106	Commodore Electronica 112	Total Actual:	10.875.00	00.878.00 310.000.00 300.000.00
	יייייייייייייייייייייייייייייייייייייי	Roy Actual: Flan: 1 of Plan:	000	165,435.00 878,511,00
5153	4 4	Total . Actual: x of plan:	90	872 765,435,00 878,511,00
	tmer son lechnologies, Inc.	Roy - Actual:	000	100°
5222 p	7 5 7 5 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Total . Actual: Plan:	90	
		Pkg · Actual: Plan:	00	96.
Ċ		Total . Actual: Plan:	900	0 06
Š	rosstive Corporation	Roy Actual:	88	362,500,00
	Table 1	Total - Actual: A of Plan:	90 90 	382,500,00
	8 <b>3</b> 50 10 11 12 1	Roy - Actual:	0.0	262,500,50
		Pkg . Actual:	9 00	00.
		Total . Actual:	8	267 500 00

123,380,00 .00 123,380,80 262,500,00

383,878,00 .00 646,378,00

221,112.59

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Par . am 2mqytd			147,756 00 210.000 00	10.236	10.238.438.40 10.018.317.04 752.860.58 210.000.59 10.991.290.90	
<b>\$</b>	<u>ato</u>	1 059 000 000 000 000 000 000 000	52,500,00	1.059.755.40 1.052.566.01	2.387.690.40 2.561.011.91	20 5.0 5.0 5.0 5.0 5.0 5.0 5.0 5.0 5.0 5.0
N F I D E N I I A L es and Packaged Produ 30.4UN-1992	Q	<b>86</b>	17,859,00	17.856,00	000	10 075 00 17 050 00 17 050 00 17 050 00 18 00 00
Revenue by Company . Royal.es and Packaged Products Ol. JUN. 1992 to 30. JUN. 1992 to 30. Jun. 1992		Roy - Actual:	Pkg - Actual:	Total . Actual: 1 of Plan:	Roy . Actual: Plen: 1 of Plan:	Pkg - Actual:
S &					7 Customers	•
610	COMPany Resident	1438 Tandon Corp.			Tom Henningsgard	

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MS-PCA 2604267

	Par 2mgytd	G.A.	32, 276, 254, 290 33, 276, 254, 290 2, 2024, 710, 290 1, 891, 710, 290 35, 167, 964, 200 35, 167, 964, 200
	lucts	ōīō	88
	M F I D E N T I A L -es and Packaged Prod 10050ard 1992	O. I.	211,625,00 104,325,00 127,926,40 315,950,00 127,926,40
-	M I C R O S O F I M F I D E N I I A L Revenue by Company . Royales and Packaged Products 01.JUN.1992 to 30.JUN.1992 Iom Henningsgard		Roy Actual:  A of Plan: Pkg Actual: A of Plan: t of Plan:
	Rever		20 customers
77:53:17	BRAHAM		    
29. Jun. 1997 77: 53:17	Sales Group: BRAHAM	LO COMPANY MANGE	BRAHAR

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