

9/16/91 NCR

DOS and Windows Plans

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**PLAINTIFF'S
EXHIBIT
457
A. No. 2:96CV645B**

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Plaintiff's Exhibit

5359

Comes V. Microsoft

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DOS Lives!

MS-DOS 5 Objectives

- DOS 5 = MS-DOS
- Immediate pervasiveness
- More memory for DOS applications
- End-user focus: utilities, ease of use, polish
- Complementary with Windows

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DOS Lives!

Most successful product launch in PC history

- **Great PR**
- **140 OEM's**
- **1,500,000 units shipped**
- **Retail frenzy!**

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DOS: Coming Soon...

- ROM executable DOS
- Advanced power management
- File transfer utility
- Solid state memory card support
- Flash file system

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MS-DOS 6

- 100% DOS 5 compatibility
- Platform for Windows, including Win32
- Exploit 386
- Installable file system

We want your input!

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MS-DOS 6

- Improved installation, configuration, administration
- Improved network support
- Unified approach to localization: EJAL
- Enhanced support for mobile computing

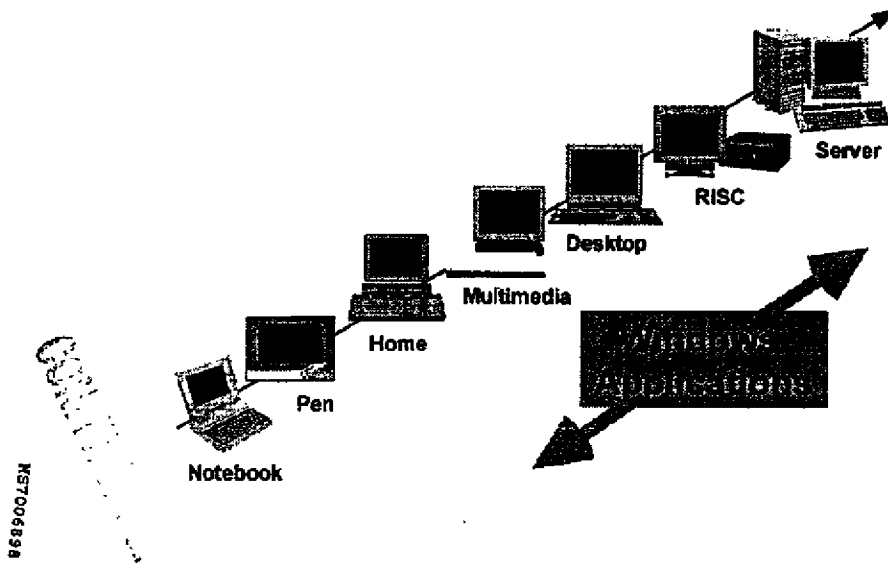
We want your input!

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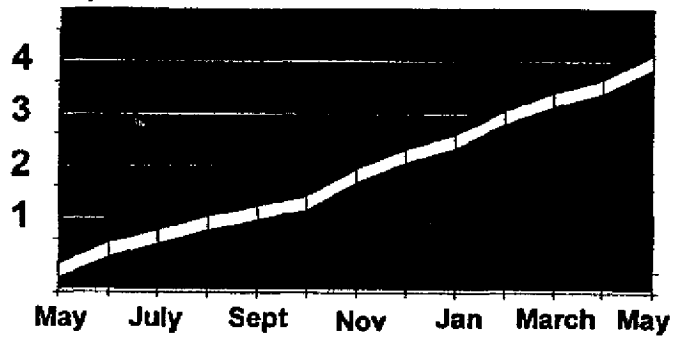
Windows: Scalable Operating System



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Windows Phenomenon

(Millions)



More than 4,000,000 copies !!

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Market Perspective

installed Forecast Q1 1991
base annual run application
 rate volume

Windows 3.0	2.5M	1.5M	300K
MS-DOS	70M	18M	100K
Macintosh	1.5M	1.1M	200K
PC-DOS	1.8M	1.1M	200K
OS/2	1.8M	2.5M	250K

Sources: Software Publishing
Assoc., 1991 & IDC, 1991

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Windows Applications

- Over 60,000 SDKs shipped
- 1200+ applications
- Top priority for leading developers
- Choices in every application category
- The target platform for application innovation

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Customer Feedback

- User satisfaction survey 7/90
- Focus groups on Win apps 9/90
- Windows adoption cycle study 1/91
- User profile study 5/91
- Customer discussion groups 8/91
- PSS feedback (2500 calls per day)
- Four developer surveys
- Corporate accounts marketing -- 70 customer visits per month

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Feedback Highlights

- **High satisfaction: 7.6 ***
- **Appeals to novices: 7.9 ***
- **Satisfaction improves over time: 8.1 ***
- **#1 benefit is ease of use: 46%**
- **#1 disadvantage is "none": 29%**
#2 is "uses too much RAM": 11%
- **Biggest call generators: setup, printing, DOS apps, networks**

* Scale of 10

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Windows 3.1

Refinement and Extension

- **Driven by customer feedback**
- **Improved usability, performance**
- **Improved robustness**
- **Application Integration**
- **TrueType**
- **Compatible with Win 3.0 applications**

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Extended Hardware Support



Laptops

- ROM and advanced power management support in 3.1



Pen Extensions



Multimedia Extensions

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Microsoft Commitment

**We are totally committed to
Windows, now and in the future**

**We want to work with you as a
partner to make Windows successful**

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