Amy Johnstone

From: Paul Maritz
To: Kevin Feldhausen; Bob Taniguchi; Carl Stork
Cc: Christina Johnson; Jody Derman
Subject: RE: Paul's SDR presentation
Date: Tuesday, July 13, 1993 5:34PM

> From: Kevin Feldhausen
> To: Kay Barber-Eck
> Cc: Christina Johnson; Jody Derman
> Subject: Paul's SDR presentation
> Date: Tuesday, July 13, 1993 1:52PM
> Priority: High
>
> <<File Attachment: MAR93118.PPT>>
> Kay ... will I be able to get this back early AM tomorrow for a final pass thru?
>
> Kevin

Attached is the edited version of my pitch. It is also in \\ntsrvr\public\ppoint directory.
<<File Attachment: HWSDR.PPT>>

Plaintiff's Exhibit
5578
Comes V. Microsoft

Systems Strategy Overview

Paul Maritz
Senior Vice President
Systems Division
Microsoft Corporation

Key PC Industry Challenges

- Reducing the "cost" of owning PCs
  - Making it easier for users
  - "Plug and Play"
  - Systems management infrastructure
- Increasing the value of PCs
  - Use of natural data types
  - "Compound documents" - OLE
  - "Information At Your Fingertips" via browsing

Key Microsoft System S/W Objectives

- Build Windows™ into a family
  - Reach up to "corporate, mission-critical" computing,
  - Reach down to non-PC devices: office and consumer
- Establish 32-bit API for Windows
  - Establish a common interface across all implementations of Windows - remove need for ISVs/corporates to depend on particular implementation
  - Basis for future enhancements

Key Objectives contd.

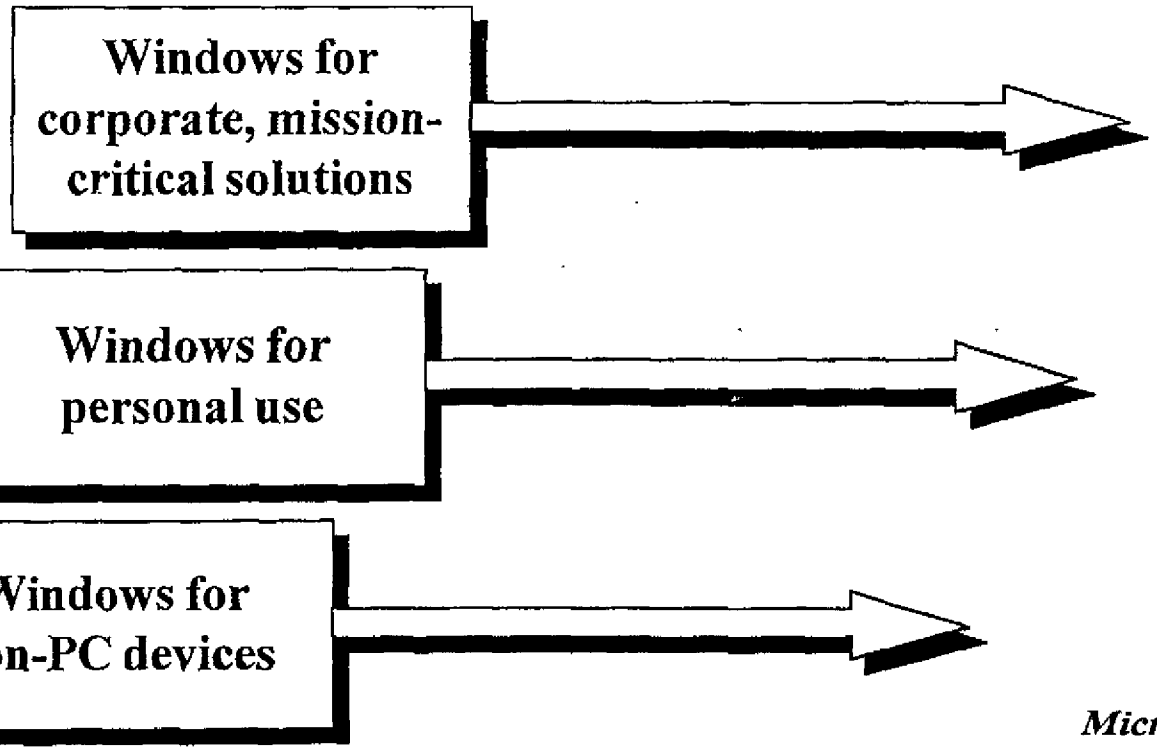
- Make things simpler and better for the user
  - Move to "document-centric" model (application integration)
  - Simplify the user interface
  - Address "Plug and Play" (hardware, software configuration) on the PC
- Introduce new possibilities thru new function
  - Lay the "plumbing" for workgroup and distributed computing
  - In particular, a new, distributed, object-oriented storage system

Momentum Of Windows

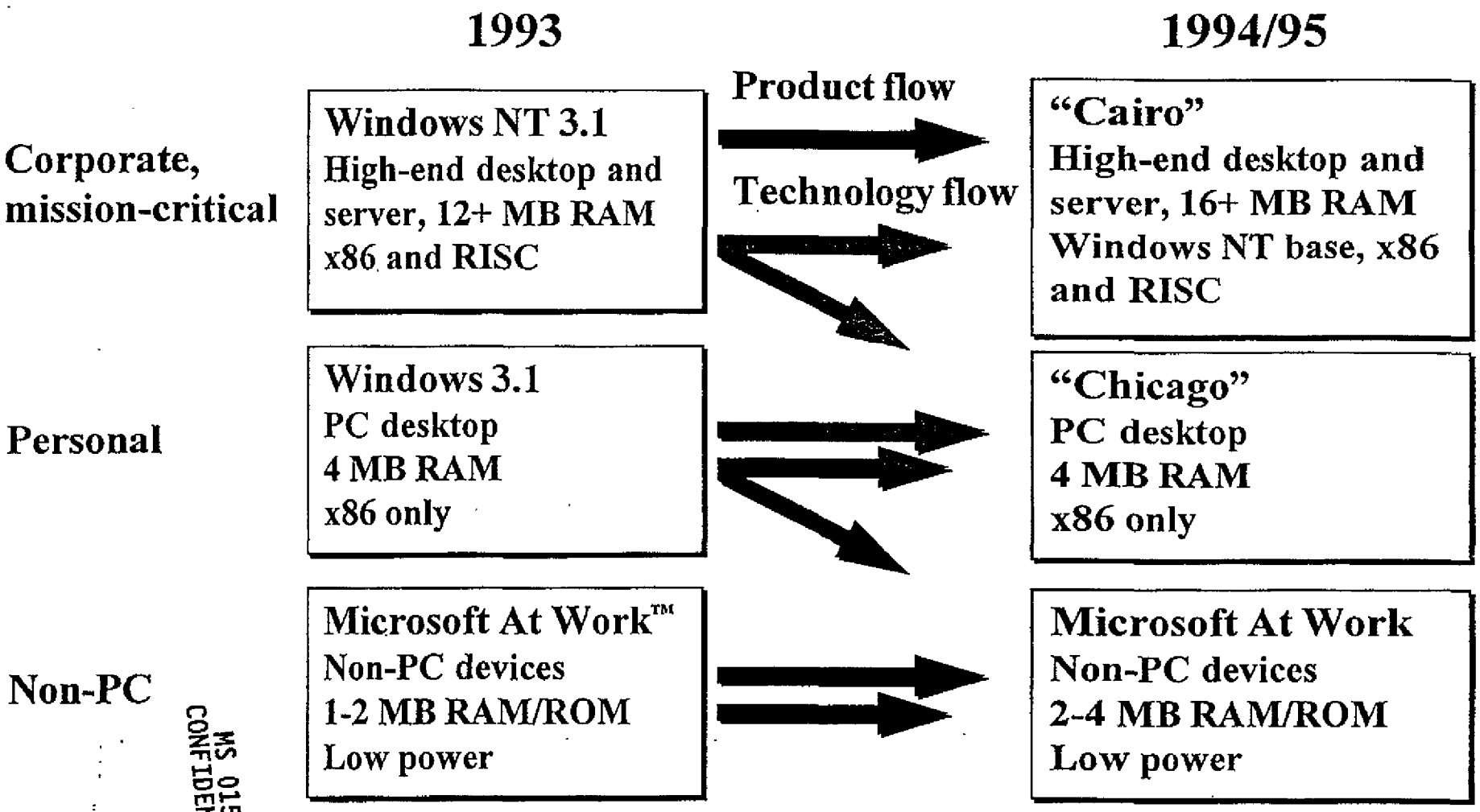
- Sales of Windows
  - > 1 million/month, OEM channel rising strongly
  - New machine penetration > 60% worldwide
- Windows-based applications
  - > 5000 applications available
- Windows NT™ outlook
  - SDK sales > 70,000 units
  - Strong corporate, hardware, software, and integrator interest - client and server

Windows Family Framework Summary

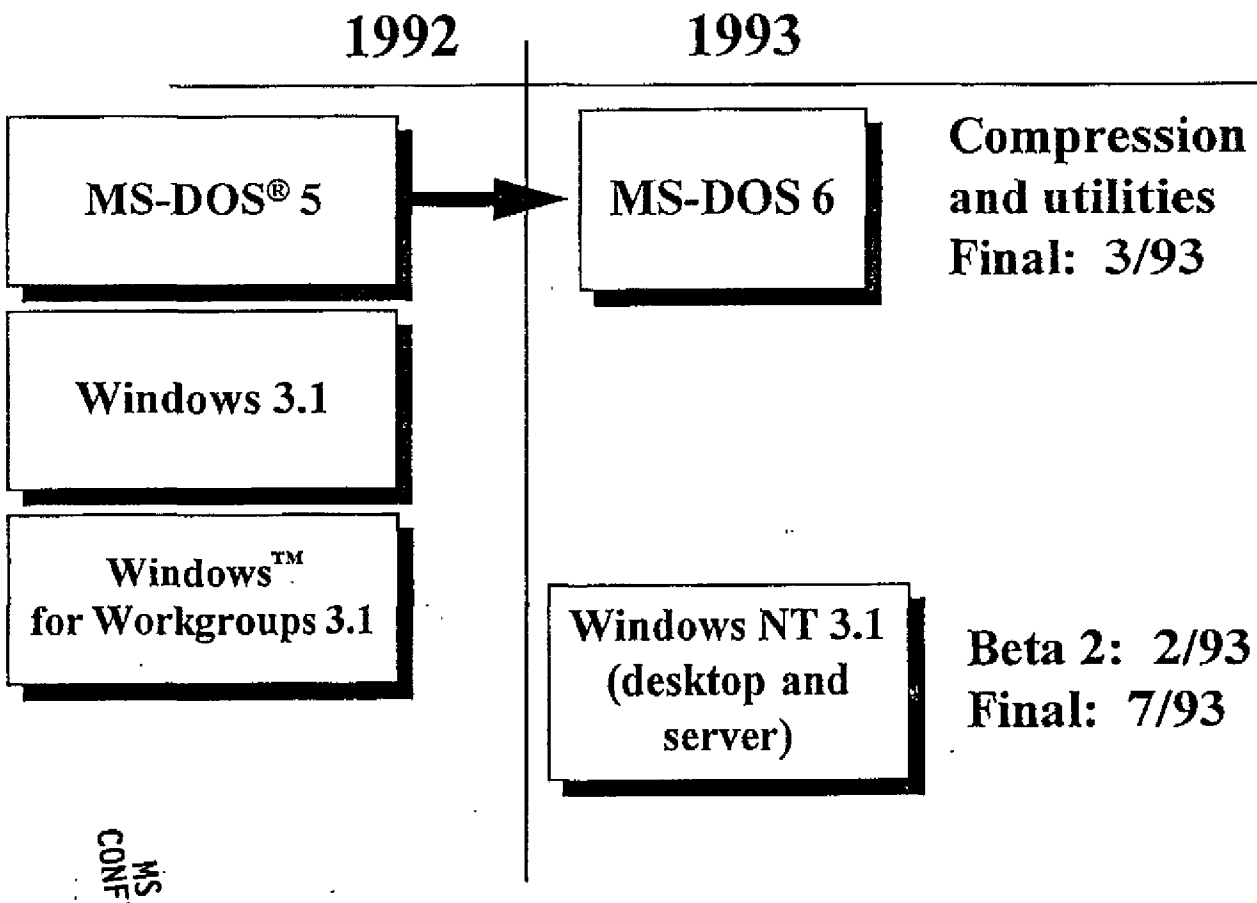
- Maintain now and in the future, a family of complementary Windows-based implementations to meet needs of the key customer segments
- Keep API, UI commonality (where appropriate)



Evolution Summary Of Windows



Windows Family - Release Detail



Windows NT - new H/W opportunities

- Show case high-end hardware for client & server:
  - Uniprocessor & Multiprocessor
  - Intel & RISC
  - Advanced I/O & Networking

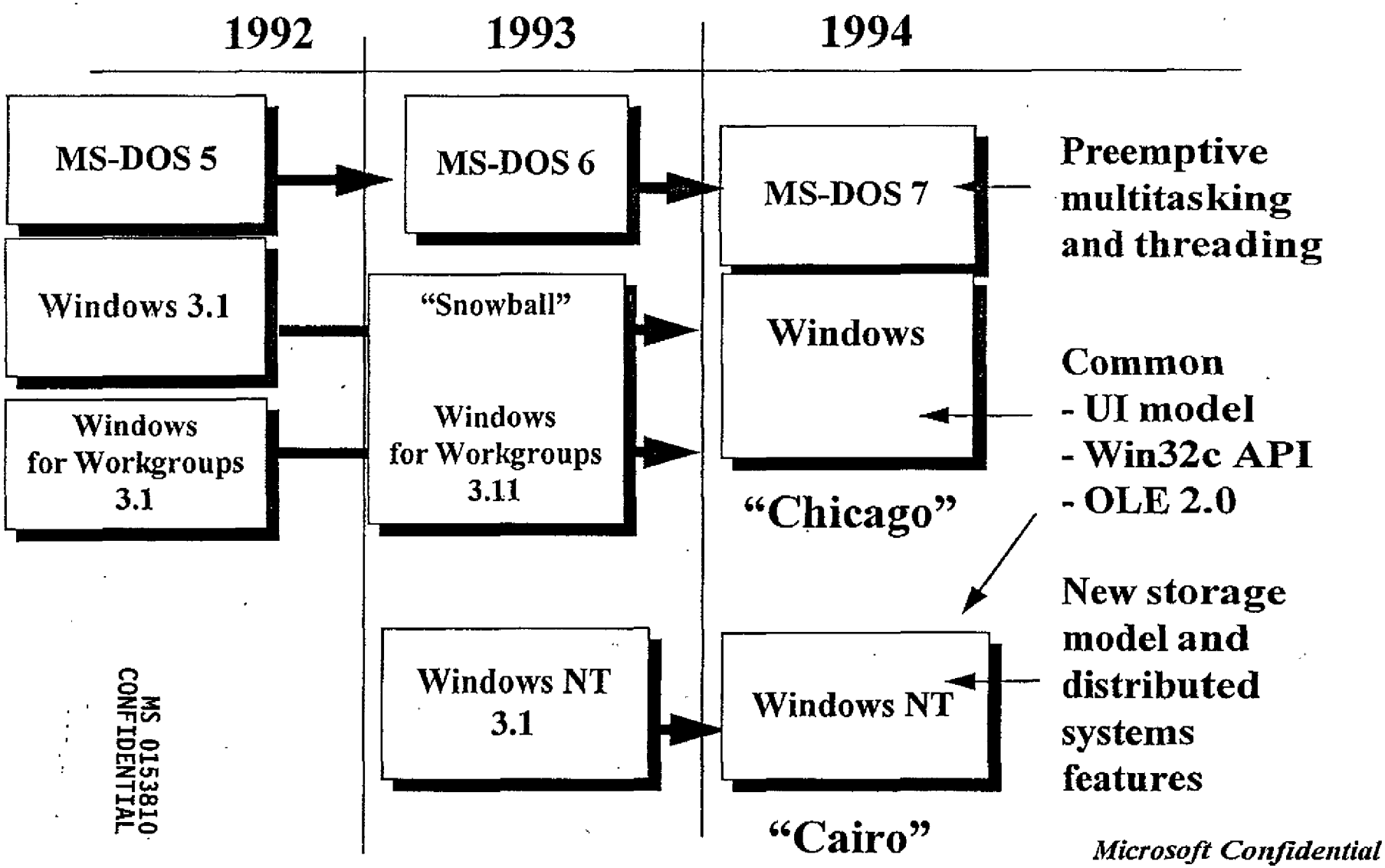
MS-DOS 6 Progress Report

- 8M units shipped to date, including >3M sold as retail upgrades
- Most successful launch in Microsoft - and industry - history
- 93% customer satisfaction rate
- PSS call wait time - 1 minute
- Good reviews in PC Week, PC World, Corporate Computing, BYTE, PC Magazine

MS-DOS 6 Resources

- XXCAL study
- DoubleSpace White Paper
- Product Support Services
  - Top 20 Knowledge Base articles
- MS-DOS Resource Kit
  - Detailed information on DoubleSpace, MemMaker, full command Reference
- SMARTDRV.EXE 4.2 new "/X" option to disable write caching
  - Available now for customers on WDL, CompuServe® and PSS

Windows Family - Future Releases



What Is "Chicago"?

- Successor to Windows and Windows for Workgroups
  - Targets installed base hardware - minimum 386SX/4 MB
  - Easy upgrade
- Focused on ease of use
  - New UI
  - "Plug and Play"
- Complete operating system: 32-bit internally and externally - will support large subset of Win32 API

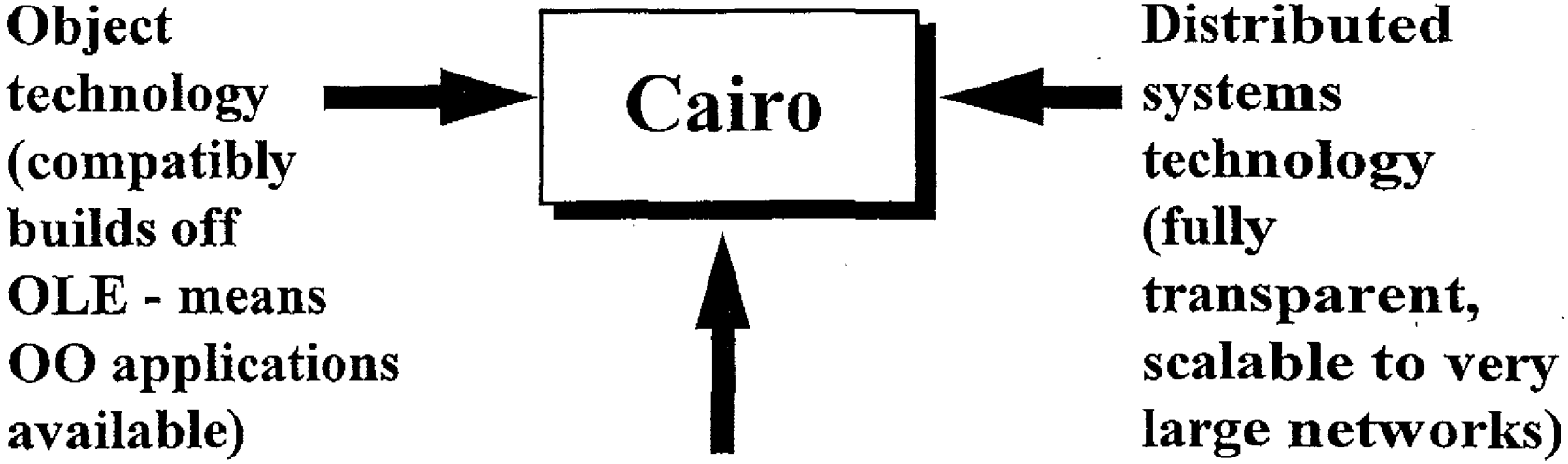
Chicago's Mobile Design Goals

- Remote communication
  - Improved & "Slow Link Aware" UI for remote operation
  - routable protocol support
  - generic, layered device support (modems, ISDN, wireless, etc.)
- Docking
- Power management
- PCMCIA

What Is "Cairo"?

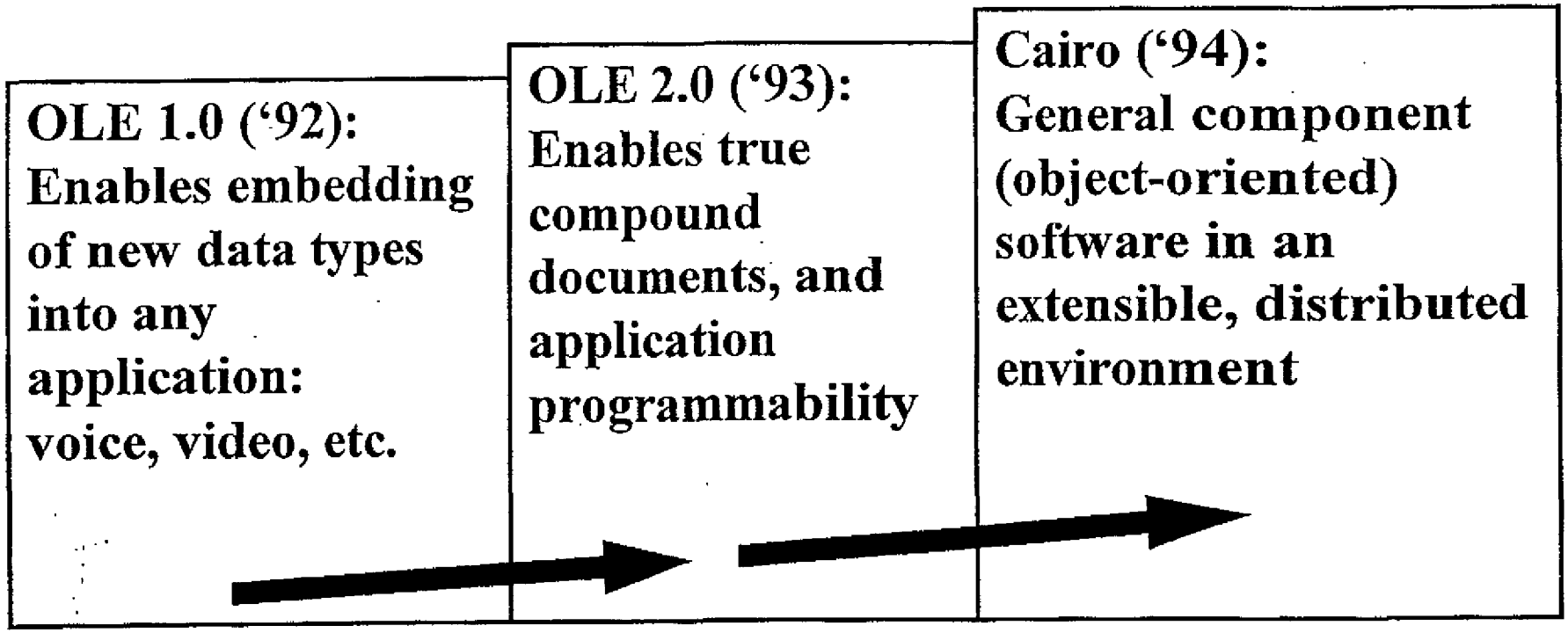
- Successor to Windows NT (will run all Win16 and Win32 applications)
- Enables ease of use and new types of applications, for example:
  - Information access by query
  - Seamless view of network resources

"Cairo"



Object Linking And Embedding - OLE

- A key aspect of the Windows-based strategy
- Each step has value to end users!



OLE 2.0 Goals

- Make it easy for users to seamlessly create compound documents using multiple applications
  - Seamless In-place Activation
  - Drag and Drop objects across applications
- Enable cross-application programmability
- Encourage component software
- New features/functions will build off OLE 2.0 base
  - Cairo extends object model and infrastructure

Multimedia Support For Windows

- Use OLE to enable new media types in existing applications
- Support for replaceable CODECs for both video and audio
- Win32™ now includes MCI support
- Multimedia evangelism
  - Current CD titles for Windows count at 150, 100 more within 6 months
  - 150 multimedia development tools shipping
  - 300 applications Video for Windows-enabled

The PC As An Appliance - "Plug And Play"

- **Requires a comprehensive framework to allow software and hardware to:**
  - **Dynamically register appearance/ disappearance of resources**
  - **Correctly identify resources**
  - **Negotiate and (re)balance requirements for resources**

Scenarios

- Insertion of an ISA card into a desktop PC
- Docking/undocking of laptop PC
- Insertion/removal of a PCMCIA card
- Detection/usage of IR/RF-based resources
  - Walking into a room where there is an IR-based printer
  - Coming within range of an RF network

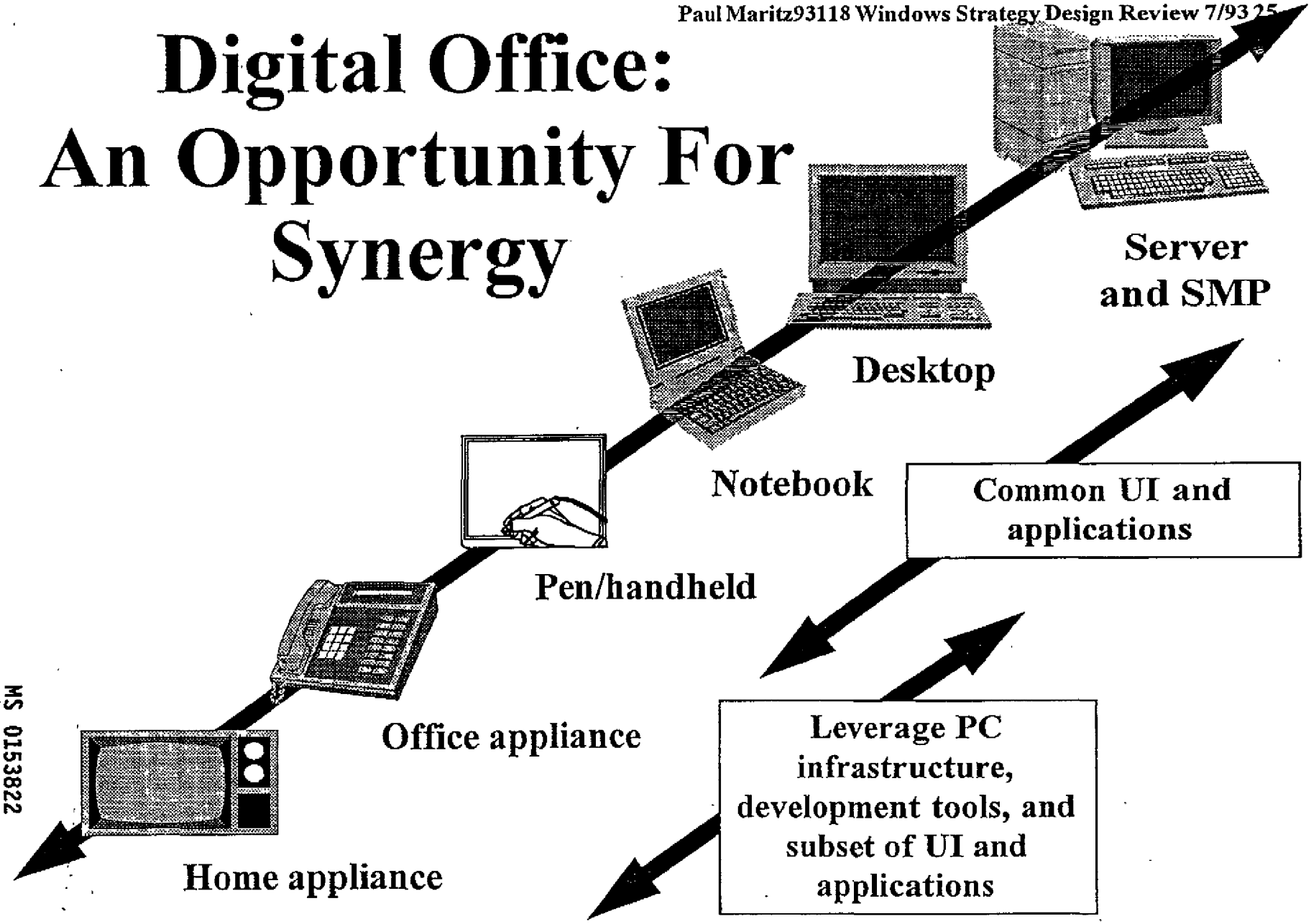
Requirements

- General enough to span:
  - Multiple bus architectures
  - Multiple instruction sets
  - Multiple operating systems
  - Etc.
- Open
- Be used by the industry!

Plug And Play Proposal

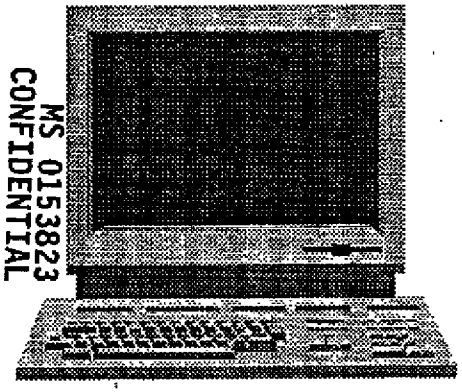
- Follow model used by other emerging standards
  - Initial proposal formulated by small working group
  - Presented to industry once feasibility is demonstrated
  - Commitment to use by industry leaders

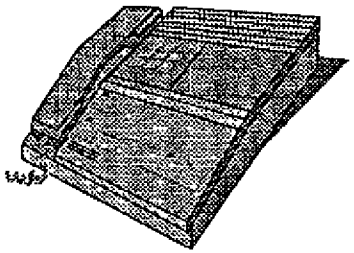
Digital Office: An Opportunity For Synergy

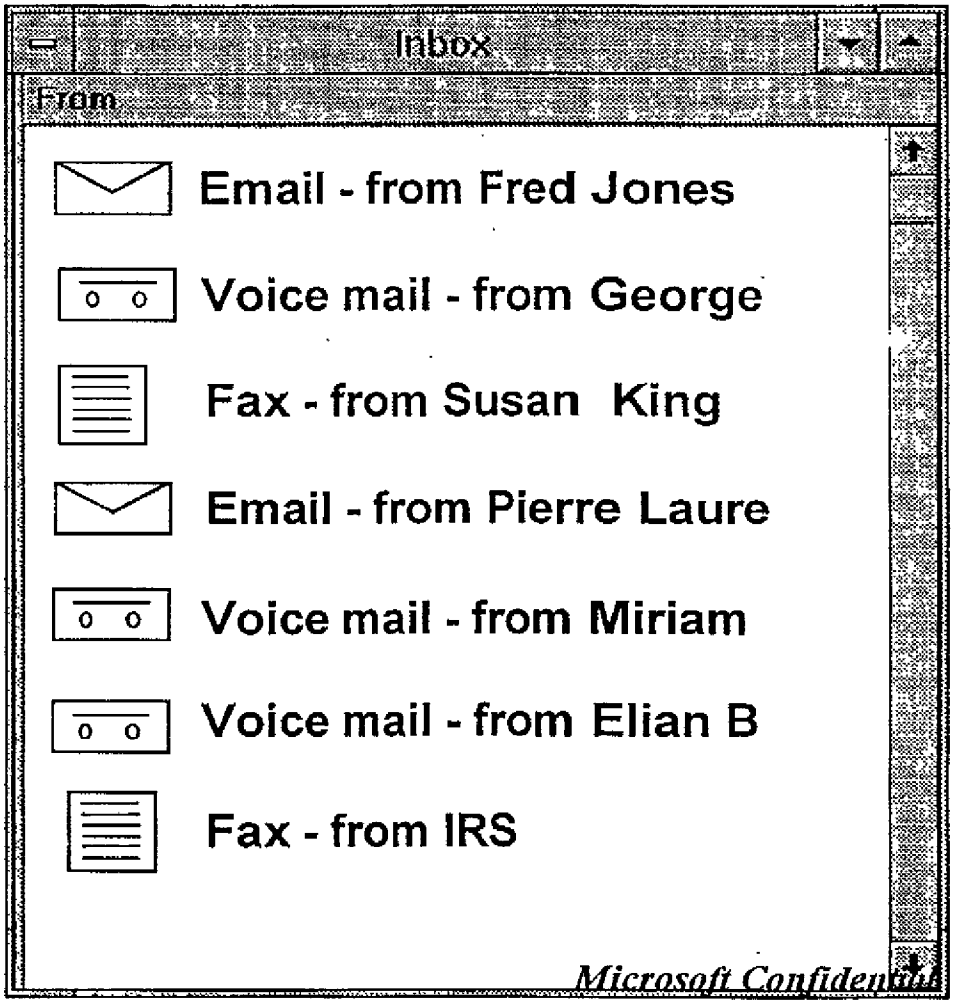


Digital Office Strategy

- Tie all messaging devices to PC desktop
  - Electronic mail messages
  - Fax messages
  - Voice messages
- All in one place







Digital Office Synergy In The Workplace - Office Devices

- Make office devices easier to use
  - Use UI capabilities of the PC by better connecting them to the desktop
- Make office devices more integrated
  - Place elements of PC OS software into the office devices

Digital Office Opportunities To Innovate

- New classes of devices
  - Handheld (WinPad)
  - Intelligent office equipment
  - Home
- Exploit affinity and infrastructure of the existing PC market - earliest and best opportunity

What Is WinPad?

- Handheld Windows-based companion for mobile business applications
- At Work system software tailored for handheld use:
  - Windows API subset
  - Includes packaged PIM (Address Book, Calendar, Notetaker, etc.)
- Communications-capable:
  - Messaging
  - Desktop synchronization
  - Wired and wireless

Goals For The Next Two Days

- Present Microsoft's plans for continued Windows family evolution
- Provide a forum for industry feedback on our plans
- Introduce Chicago
- Introduce Plug and Play framework with call to action
- Allow you to formulate your product plans to build on and target the Windows platform

PC Action Plan For '94

- **Focus on Ease of Use:**
  - Support for Plug n'Play will be critical
- **Opportunity for systems that can support new functionality (integrated, object-oriented apps, new media types):**
  - More memory
  - Faster CPU's
- **Opportunity to address new markets:**
  - Windows NT: servers, high-end workstations
  - At Work: Office devices