

---

**From:** Linda Averett  
**Sent:** Tuesday, April 04, 2000 8:38 AM  
**To:** Mike Beckerman; Chadd Knowlton  
**Cc:** Bret O'Rourke  
**Subject:** RE: Media User Interface (MUI)

Will do.

----- Original Message -----

**From:** Mike Beckerman  
**Sent:** Tuesday, April 04, 2000 8:36 AM  
**To:** Linda Averett; Chadd Knowlton  
**Cc:** Bret O'Rourke  
**Subject:** RE: Media User Interface (MUI)

You should also go talk w/Joe again to get his latest ideas for integration opportunities. It doesn't mean we can / want-to do all of them, but you should listen and take the input constructively. Decisions can be made afterward.

----- Original Message -----

**From:** Linda Averett  
**Sent:** Tuesday, April 04, 2000 8:23 AM  
**To:** Mike Beckerman; Chadd Knowlton  
**Cc:** Bret O'Rourke  
**Subject:** RE: Media User Interface (MUI)

I can have the initial doc by eod tomorrow (Wednesday). I have already met with Brian and Brett on input each of them had from Whistler. Mark Hanson is in the process of estimating the test costs. Chadd -- who should be my dev contact.

----- Original Message -----

**From:** Mike Beckerman  
**Sent:** Tuesday, April 04, 2000 8:16 AM  
**To:** Linda Averett; Chadd Knowlton  
**Cc:** Bret O'Rourke  
**Subject:** FW: Media User Interface (MUI)

Linda, how's Whistler Client planning going? We need to this ramped up so we know exactly what we're doing well before we start doing it. We should also be talking with Joe about places that make sense, if any, to have the Whistler guys pitch in and help (Test will obviously be the issue here.) It's not acceptable to explore that option. Chadd, since Brian's checked out on this, who on your team should be helping Linda build a realistic Whistler plan? You?

----- Original Message -----

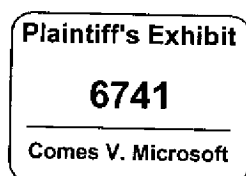
**From:** Mike Beckerman  
**Sent:** Tuesday, April 04, 2000 8:13 AM  
**To:** Joe Belfiore; Will Poole; Chris Jones; Ian Mercer  
**Cc:** Eric Rudder; Steve Capps; Harish Naidu; Dave Fester; Bill Gates; Jim Allchin  
**Subject:** RE: Media User Interface (MUI)

Agree on the chronology; timing is going to be very tight.

----- Original Message -----

**From:** Joe Belfiore  
**Sent:** Tuesday, April 04, 2000 7:20 AM  
**To:** Will Poole; Chris Jones; Mike Beckerman; Ian Mercer  
**Cc:** Eric Rudder; Steve Capps; Harish Naidu; Dave Fester; Bill Gates; Jim Allchin  
**Subject:** RE: Media User Interface (MUI)

Steve will appreciate my honesty here. .our degree of traction on this stuff so far is very low, unfortunately.



1) Whistler integration. . we need to invest in doing whistler integration somehow, or the ui experience will be lame. Our shell dev team has offered, and I offer again, to do design work and even help out with writing code to make WMP and moviemaker integrate well. (use new commctl 6.0 visuals, skin the frame, integrate with fs storage, etc.). The truth is that until these teams are mostly done with millennium, we don't even have a source tree we can help out in.

the moment you guys turn the corner on millennium work, let my team know immediately and we will immediately get your feet on the ground running with whistler integration.

2) After that, actually doing what Capps is talking about will require a significant design investment SOMEWHERE, though it wouldn't necessarily have to be Will's team. (could be mars, could be DMD, could be something else entirely). To do this, I suspect there will be componentization reqmts on WMP stuff.

In any event, the chronology should go like this (in my opinion):

- a. get Whistler integration done as quickly as possible the moment you guys are done with millennium
- b. as soon as we can roll off that (this fall?), we should get a few people together to look at which group could do something more media-centric according to the ideas capps has prototyped.

thx

----- Original Message -----

**From:** Will Poole  
**Sent:** Thursday, March 30, 2000 9:55 PM  
**To:** Chris Jones; Joe Belfiore; Mike Beckerman; Ian Mercer  
**Cc:** Eric Rudder; Steve Capps; Harish Naidu; Dave Fester; Bill Gates; Jim Allchin  
**Subject:** RE: Media User Interface (MUI)

We're definitely interested in how to increase shell / UI integration with music and video media, for Whistler (whishful thinking) and Blackcomb. Mike and Ian are the right guys from DMD to engage

----- Original Message -----

**From:** Chris Jones  
**Sent:** Thursday, March 30, 2000 8:49 PM  
**To:** Joe Belfiore; Bill Gates; Will Poole  
**Cc:** Eric Rudder; Steve Capps  
**Subject:** RE: Media User Interface (MUI)

adding joeb. joe, someone from your team should be the champion here

----- Original Message -----

**From:** Bill Gates  
**Sent:** Thursday, March 30, 2000 6:33 PM  
**To:** Will Poole; Chris Jones  
**Cc:** Eric Rudder; Steve Capps  
**Subject:** FW: Media User Interface (MUI)

Our consumer guys wanted to do some stuff that integrated the media player that seemed pretty cool.

I think it is worth looking at the prototype ideas Capps has and thinking about how we achieve them as a company.

I will send other mail on the technical coordination issues around using IM, voice, media, netmeeting to allow the PC to be the best real time communication device ever.

However I thought it might be worth you (will and chris) seeing the kind of thing that might be possible.

----- Original Message -----

**From:** Steve Capps  
**Sent:** Friday, August 27, 1999 11:48 PM  
**To:** Bill Gates  
**Cc:** Anthony Bay (Exchange); David Cole  
**Subject:** Media User Interface (MUI)

The prototype I made for Mars 6 months ago is definitely the first instance of a MUI. Take the simplified

browser/email/chat experience and put both WMP and a NetMeeting chunk "into the chrome" so 1) every user has it installed w/o a doubt and 2) it was a good shot across the bow of Real, AOL, et al. (In fact I think we could patent some things here, too) I had sat down with the media player guys and the NetMeeting guys and tried to get them excited about this. The level of excitement varied, but I never could get folks to sign on the dotted line for OSR2. To be fair to these groups, I couldn't even get the official Mars team excited about (and then committed to) an embedded player until months of pestering. The sad thing is I finally got Jane Dailey (of NetMeeting) committed to do a few tweaks to support us, but then the product got yanked into some business org and she had to cancel the efforts.

I'd be glad to demo you guys this prototype; just let me know when/where. The cool thing is we have 95% of the stuff doable with activeX so I can demonstrate a pretty compelling and fairly complete (though buggy) experience. This is certainly a case of taking *existing* technology and rearranging it into a compelling *product*.

Besides putting the stuff into the chrome, other semi-radical ideas were:

1) we ignore file associations with down level mns. Bluntly, if you install down level and somebody is already registered for, say, MP3, you don't touch it. But, on the other hand, you are then free to ignore the associations. If somebody goes to MP3.com within Mars, it will go to our embedded player regardless of what's in the registry. This is good for the user because there aren't a million little players littering the desktop. We've met with Cory Van Arsdale of Legal and he's blessed this approach.

2) We only needed a fraction of net meeting: the telephony (audio and video) and a back channel for data. The customer scenarios are simple: voice chat and shared browsing -- we could toss NM's text chat, shared white board, etc. (Or simply just ignore it). The shared window stuff might be nice for future versions (especially when you factor in remote admin)

3) We work with Windows Media and/or Tunes.com to provide a rich UI experience (that just improves over time). My analogy is to search providers. We used to just provide a Search button in the chrome, but then integrated it into the UI with explorer bars and then did the whole service with MSN/autosearch, etc. This would be the same. We provide the player (screen, transport controls, volume) in the chrome and then ramp up the service side to provide more and more features. Over time, we put CD ripping, etc. into the client -- justifying and embellishing the "chrome". To get out quickly, we might have to partner with folks like we did with search, but eventually this is an MS-only service.

So the plan-of-record of Mars is to have just a player embedded in the chrome. We're still defining how the player interacts with WindowsMedia.com. The current version of NetMeeting just doesn't offer enough so they cut themselves out. (I hadn't even gotten the rest of the Mars team committed to NM, either)

This issue touches on a number of themes we discussed today. This was a soup-to-nuts product proposal from CWD that required investments from MSN, WMP and NM. It's a solid answer to AOL and raises the ante. But, because it cuts across 4 major groups inside MS, it was close to impossible to get folks lined up. It represented only *more work* for these projects, as little as the changes I advocated.

We discussed aligning ship dates today. This is bigger than that: it's defining a compelling, complete customer-focused solution and getting folks excited about that. Again to be fair to all groups, even CWD didn't embrace this idea fully. I perceive it's because there's a lot of history that working inter-groups like this never pans out. We all know about the tension created between CWD and MSN over Mars; add two more groups and it might explode.

So, I'd certainly make this idea one of the product definition bets we should make to push UI (assuming the "new UI bet" has correctly evolved into a handful of new product classes). I'd also love to get a commitment from WMP and NM to fully embrace the product and make the one-off stuff we need *even for V1*.

This was just a quick note to capture what I think we could do if we committed to it. I've glossed over a lot and I'm ignorant of just as much, so please bug me for clarification.