From:	Will Poole
Sent:	Thursday, December 13, 2001 11:43 PM
To:	Mike Beckerman; Windows Media Platform Group FT; Amir Majidimehr's Direct Reports; Ming-Chieh Lee's Staff; Producer Team Leads; Content Security Business Unit - FT; Dagmar Shannon's Team
Cc:	Will Poole's Direct Reports; Digital Media Mktg Fulltime Employees; Kurt Buecheler's Team - Redmond only; Michael Toutonghi's Direct Reports
Subject:	RE: Introducing Windows Media "Corona"

In case anyone still☺ has not heard, our keynote on Tuesday featuring:

- a Corona preview with Hercules "Fast Streaming",
- amazing v9 audio and video codec demos,
- a compelling Producer testimonial, and
- a fantastic FYE brick-and-mortar/.net integrated music commerce experience demo

absolutely wowed this audience at Internet World / Streaming Media, which included about 750 industry leaders, F500 corporate BDMs, analysts, and the press. Neither AOL's nor Real's keynotes or announcements or booth presentations came close to showing the innovation and value that we showed this week. We called Corona a "third generation streaming platform" because of its combination of quality, consumer experience, and partner economic opportunity features. We clearly showed that the competition is still figuring out the second generation! Check out the positioning at
http://www.microsoft.com/windows/windowsmedia/thirdgen/default.asp

You all are delivering amazing technology, and the marketing and business teams that are promoting our efforts and building partnerships around them are simply blowing away the competition! Thanks to everyone who worked the long hours to make this week possible.

Here is an email with pointers to the initial press reports recognizing your efforts·

FW: Windows
ledia "Corona" Key..

Thanks for making this possible. Next step is shipping Corona Beta. We have much to do to get it shipped as soon as possible. But the hard work will be worth it. The fact that we have not announced a number of our innovations that will come out in the Beta release —ranging from uDRM to lossless codecs to player features— means we'll get to announce our technology again with another big splash in a just a few months ☺.

Eat our dust, Glaser and Jobs !!!!

(PS: we didn't stop here – we have an announcement out today about the Bonus Pack availability to attract our weekend consumer customers – expect more success here, as we shipped > 5M of the version we did last year, and this one is even better!)
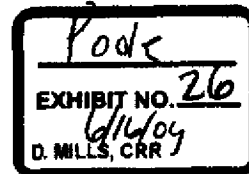

WDMD news for
Thursday: Window...

-----Original Message-----
From: Mike Beckerman
Sent: Tuesday, December 11, 2001 8:24 PM

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To: Windows Media Platform Group FT
Cc: Will Poole's Direct Reports
Subject: FW: Introducing Windows Media "Corona"
Importance: High

WOW!!! In cased you haven't heard (☺) – Corona is a HUGE hit. Will gave a great keynote presentation and Dave did his usual excellent work of showing off the technology. The Marketing team worked their butts off to be sure that the great technology coming from DMD gets it's full due and exposure, and that hard work paid off today. Next time you see someone from the Marketing team, be sure to say thanks – the entire team really deserves it; it's been a super strong launch.

Fast streaming blew them away. Dave positioned it as finally bringing true video and media surfing to the home, showing a great demo of content from Intertainer where he clicked from stream to stream, each one starting instantaneously. It's incredibly compelling and it drives home in a powerful way the message that media on the net is truly ready for prime time. Applause erupted from the audience.

WMA Professional with 5.1 audio blew them away. Marketing delivered an awesome demonstration clip – think of the THX or Dolby clips you see at the beginning of any movie – that wowed everyone. With a full (and very loud) 5.1 audio system set up in the auditorium, it looked and sounded every bit as good and professional as anything you've seen or heard in a theater.

Windows Media Video blew them away. Demo'd a clip from The Mummy, encoded for 720p at 24 fps with an overall bit-rate of 3.1 Mbps. It was stunning. Between WMA Professional and the new WM Video, the codec team has delivered awesome technology yet again, and the message was delivered loud and clear that with Corona, Windows Media is now home-theater-ready.

Server-side playlists blew them away. The audience got just a glimpse of the power of the Hercules administration model, seeing drag-and-drop manipulation of server content delivery in real-time. Another great round of applause. Hercules and all of the plumbing end-to-end through the SDK simply rock!

Today was a pivotal day for WMT. DMD introduced 3rd generation streaming to the world and Real had nothing to match. Their announcements from yesterday, along with their messages, were lost in the wave of excitement produced by the software that you are delivering. Momentum and innovation are clearly with Microsoft. I sat through the RealOne presentation and, as obviously biased as I am, I just can't begin to express how much more exciting and relevant our technology is to consumers and to partners than is Real's. Even though we didn't show any of the cool new things we're doing with the player or the encoder, the buzz on the floor was all about Corona. Real's booth and messages were tired. The Microsoft booth was packed pretty much non-stop. The WM presence in the MS booth is approximately 60% of the space, and our theater, our hands-on Producer training stations, and our booths and kiosks were clearly the focus of excitement in the MS booth.

Make no mistake about it. We in DMD are building the right platform at the right time. We will change the way consumers and the industry thinks about media on the PC and on PC-connected devices. Marketing is collecting the info regarding the coverage we've received from our work today and should be publishing that soon. But from all early indications we have hit a home run with our message and with how well that message has been understood and reported. And just wait until Beta when we show the rest of the Corona platform!

Your work is incredibly important to the industry and to Microsoft and I am incredibly proud to have the opportunity to work with such a talented group of people. Keep up the awesome work and let's drive on to Corona Beta and RTM.

-Mike

-----Original Message-----
From: Dave Fester
Sent: Monday, December 10, 2001 7:45 PM
To: Digital Media Division Full Time; Jim Allchin
Cc: Chris Jones (WINDOWS); Rogers Weed; Brian Valentine; Bill Veghte; David Thompson (NT); Chris Meyers (LCA)
Subject: Introducing Windows Media "Corona"
Importance: High

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Get ready for the Third Generation of Streaming on the Web – Windows Media "Corona"!

Tomorrow during Will Poole's keynote at Internet World/Streaming Media East in New York we are going to rock the world by previewing "Corona", the next version of the Windows Media Technologies platform. "Corona" will lead the third generation of streaming on the Web, plain and simple. If the first generation of streaming was scratchy-sounding audio, and the second was the emergence of video and much better sounding audio, the third generation is where it all comes together. The third generation of streaming will deliver "instant-on, always-on" streaming for broadband users, "home theater like" experiences, improve the economics of streaming for the entire industry, and enable a vast range of exciting new services to be profitably delivered.

In Will's keynote we will lift the covers on a few key "Corona" capabilities. We will also unveil our new engine for streaming media with Windows Media Services in Windows .NET Server, the first of the "Corona" deliverables, which is available in technical beta. We're not showing everything – there will be a time for that at the overall "Corona" Beta. But we're showing a few of the breakthrough capabilities in live on-stage demos, including:

1. **Fast Stream** – enabling "instant-on, always-on" streaming for broadband users. Goodbye, buffering!

2. **Home theater-like audio and video quality.** We're previewing two new codecs – WMA Professional which is the first codec to enable Web-based delivery of 5.1 channel surround sound, with full spectrum (up to 96 kHz), full resolution (24 bit) audio. We even built an amazingly cool video introducing WMA Pro - very much like the THX/Dolby intros that you see in movie theaters. The new WMV codec enables the delivery of HDTV-like video quality in file sizes half that of today's DVDs. We are showing a segment out of the "Mummy" which delivers Hi-Def Video @ 720x1280 progressive scan in 5.1 surround sound that is sure to delight the audience. And there is a 20% improvement in compression efficiency across the board – for audio and video. Talk about innovation!

3. **Server-Side Playlists,** which give content providers more control and flexibility over their Internet broadcasts - for example, enabling real-time ad insertion.

These "Corona" innovations will raise consumers' enjoyment of the streaming experience to new levels, while answering the call for a cost-effective platform that can be used to build a profitable streaming business.

Also tomorrow we're announcing that leading DVD processor manufacturers – representing nearly 90 percent of chips for DVDs shipped last year – will support current and next-generation Windows Media Audio and Video technology in their chips for DVD players. Within the next year, DVD players containing these chips will enable consumers to play their entire music collection on a DVD, or even play DVDs with Windows Media videos directly on the DVD in their family room. Coupled with the new high-definition Windows Media Video, you could even get 2 full movies on a single DVD!

I've attached a copy of each of the 3 press releases we're issuing tomorrow and the speaking points. We've been doing lots of outreach today to drive interest in, and coverage of, these announcements - early feedback from Analysts and Industry leaders is _we are right on the money!_

Tomorrow will be a very exciting day for the Windows Digital Media Division. Any day we show new technology is exciting – but when I think about the big picture we're unveiling tomorrow, with an entirely new end-to-end platform, that is just awesome. Thanks for all your hard work thus far to make this possible!

<< File: Corona Preview Release.doc >> << File: WM in DVD Chips.doc >> << File: WMServices Release.doc >> << File: SME 2001 Speaking Points- FINAL.doc >>

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Team - I gotta say - this was one of our best efforts ever and you all not only delivered, you hit it out of the park!!!!
Congrats to each and every one of you who worked so hard - demos, press, website, booth, partners, panels, powerpoints, messaging, producer hands-on, enterprise efforts - the list goes on and on. WOW did we put on a show!

By contrast, Real's keynote today was nothing more than Real's theater demo in the booth and it was very poorly done.

THANK YOU, THANK YOU for all your hard work. We have yet again shown the world how cool our technology is and how we simply out-market and out-execute any of our competitors. I am proud to be on this team...

Thanks
Dave

We are off to an amazingly good start - we had a first class keynote that delivered the 3rd generation streaming messages, talked about the need for a new platform to usher in this 3rd gen of streaming and then introduced Corona. We completely wow'ed the audience, delighted the industry and simply stunned the competition. We introduced Fast Stream, showed the power of our new server, introduced them to the first ever web-streaming 5.1 multichannel surround sound that rocked the house more than any demo I have ever seen at MS (literally!) and closed with an amazingly cool Hi-Def video (720p) of the Mummy. People were cheering everywhere. Comments were made afterwards - "Stunning", "Unbelievable". Even Real employees were heard saying "Microsoft really pulled it off this time".

The press coverage has been impressive. We have gotten 27 unique stories running in 40 news outlets so far! Below are some of the best headlines/quotes which I am sure you will enjoy. Richard Doughtery, a key industry analyst said today (EE Times), "The Corona improvements could help Windows Media distance itself from Apple Computer's Quicktime and Real Network's Real Player as the de facto standard for delivering streaming media over the Internet. "There are groups from Apple and Real that will be screaming today," Doherty said.

What a great day for Microsoft's digital media efforts! Thank you everyone for making possible the dramatic preview today of "Corona" in Will Poole's keynote. This division is developing digital media technology that is, hands down, the best on the planet. And it showed in today's unveiling, in a very big way.   Congrats!

Here are some of my favorite headlines:

Microsoft Wows Crowd with New Windows Media - *InternetNews.com*

Microsoft hopes 'Corona' gives glow to digital media - *Reuters*

Woofer Art Thou, Microsoft?; Microsoft's streaming video product looks like a real pain for RealNetworks. - *Street.com*,

Microsoft Advances Windows Media with 'Corona' - *Beta News*

1

Microsoft's Corona says bye-bye to 'buffering' - *USA Today*

Microsoft Unveils Powerful New Engine for Streaming Media - *Tuckshop.com, The*

----Original Message----
From: Ann Johnson (Shandwick)
Sent: Tue 12/11/2001 6:50 PM
To: Digital Media Division PR Team
Cc: SH DMD TEAM
Subject: Coverage Recap: Streaming Media East - Day One - 12.11.01

Outreach surrounding Corona, Windows Media Services in .NET Server and DVD chip support for Windows Media resulted in significant coverage from our key outlets including Wall Street Journal, New York Times, Los Angeles Times, CNET, San Jose Mercury News, MSNBC, USA Today and PC Magazine to name a few. To-date outreach resulted in 27 original articles which ran in 40 unique outlets. Articles from Reuters and AP were picked up by multiple publications. Corona dominated the news coverage being featured in 23 articles. Additionally, three stand-alone articles ran on the DVD news and one stand-alone article on Windows Media Services in .NET Server. The coverage was neutral to positive in tone resulting in an average coverage rating of 3.36 for all Streaming Media East news that has run. We nearly doubled our coverage goal for this announcement (goal = 15 stories) and exceeded our coverage tone goal for this announcement (tone goal = 3.25).

Coverage has been factual in nature describing the features of Corona and DVD chip manufacturers supporting Windows Media. Quotes from key analysts and from DMD spokespeople were pervasive throughout the coverage. The features that resonated most often were Fast Stream and Corona as enabling the home theater-like experience. Windows Media Services in .NET Server was also called out as the first deliverable of Corona in much of the coverage. Real Networks was only mentioned in 12 articles today, though we anticipate the presence within coverage to likely increase given Rob Glaser's keynote address will happen tomorrow morning.

A full recap outlining meetings conducted on site at Streaming Media East will be sent out later this week. An additional recap of coverage will be sent out at the end of the day tomorrow, as we anticipate several additional articles to run. Included below is the full text of all coverage that ran today.

<u>Key Quotes from Coverage:</u>

· "A set of streaming audio and video technologies, Corona basically reduces the delays caused by signal buffering experienced with current streaming applications. Advances found in the beta version of Windows Media Services for Windows .Net Server deliver a 20 percent increase in streaming efficiency compared to previous." -- Michael Aldridge, *InfoWorld*, December 11, 2001

· "High-speed users with cable modems or DSL services could get faster streams without buffering, the few seconds it takes current software to load and begin delivering a program." -- Dave Fester, *Associated Press*, December 11, 2001

· "Promising 20 percent improved quality over Windows Media 8 with the new codecs, audio files will have better-than-CD quality and video images will appear as sharp as high-definition television, according to Usher." -- Jonathan Usher, IDG News Service, December 11, 2001

· "Fester wowed the audience by showing how users can select music, sample it and make a purchase right at the kiosk with Microsoft .NET's heavily-debated PassPort payment system. In an extension of this, Fester then showed how a consumer can use his or her home PC to get additional "if you liked this, you may enjoy this" recommendations by visiting FYE's Web site, creating a MyFYE account to be apprised of related music. He also showed how someone can instant message a track to a friend using .NET Alerts and Windows Messenger." -- *Internet News*, December 11, 2001

· Fast Stream is intended to create "always-on access to media. It responds as quickly as when you change the channel on your TV." -- Jonathan Usher, *PC World*, December 11, 2001

· "Say goodbye to buffering," - David Fester, *Streamingmedia.com*, December 11, 2001

· "In effect, Windows Media is moving into the living room's hottest product." – Dave Fester, *Reuters*, December 11, 2001

Coverage:

Corona
Microsoft unveils new streaming media software - *Nando Times* (3.5)
Associated Press
12/11/2001
http://www.nando.net/technology/story/191994p-1862251c.html

Microsoft Previews 'Corona' Windows Media Technologies - *CRN* (3.5)
Paula Rooney
12/11/2001
http://www.crn.com/sections/BreakingNews/breakingnews.asp?ArticleID=32033

Microsoft Previews the Next Version of Windows Media Technologies - *Digital Producer* (3.5)
Staff
12/11/2001
(Full Text Below)

Microsoft Previews the Next Version of Windows Media Technologies - *Digital Video Editing* (3.5)
Staff
12/11/2001
(Full Text Below)

Microsoft Previews the Next Version of Windows Media Technologies - *Digital Webcast* (3.5)
Staff
12/11/2001
(Full Text Below)

The Music Gets Louder: AOL Gets MusicNet, Pressplay Allows CD Burning, and Microsoft Launches Corona - *Silicon Alley.com* (3.0)
Staff
12/11/2001
(Full Text Below)

Woofer Art Thou, Microsoft?; Microsoft's streaming video product looks like a real pain for RealNetworks. - *Street.com*, The (3.5)
George Mannes
12/11/2001
(Full Text Below)

Microsoft Unveils Corona - *streamingmedia.com* (3.0)
Bill Bernat
12/11/2001
http://www.streamingmedia.com/article.asp?id=8114

Microsoft To Sell Improved Version of Web Audio, Video Program - *Bloomberg News* (3.0)
Dina Bass
12/11/2001
http://quote.bloomberg.com/fgcgi.cgi?ptille=Technology%20News&s1
=blk&ip=ad_topright_tech&T=markets_bfgcgi_content99.ht&s2=ad_right1_technology&bt=ad_position1
_technology&middle=ad_frame2_technology&s=APBWWrxY1TWlicm9z

Microsoft illuminates Corona - *InfoWorld* (3.5)
Dan Neel

3

12/11/2001
http://www.infoworld.com/articles/hn/xml/01/12/11/011211hnmsstream.xml

Microsoft Advances Windows Media with 'Corona' - *Beta News* (3.0)
Nate Mook
12/11/2001
http://www.betanews.com/article.php3?sid=1008051171

Microsoft to Unveil Sound Technology - *Los Angeles Times* (3.0)
Jon Healey
12/11/2001
http://www.latimes.com/business/la-000098274dec11.story

Tech giants swell Net music chorus - *CNET News.com* (3.0)
Sandeep Junnarker
12/11/2001
http://news.cnet.com/news/0-1005-200-8141437.html?tag=mn_hd

Microsoft Hopes 'Corona' Makes Digital Media Glow - *Reuters* (3.5)
Scott Hillis
12/11/2001
http://dailynews.yahoo.com/h/nm/20011211/tc/tech_microsoft_media_dc_1.html

Microsoft hopes 'Corona' gives glow to digital media - *San Jose Mercury News* (3.5)
Reuters
12/11/2001
http://www.siliconvalley.com/docs/news/svfront/072650.htm

Microsoft Hopes 'Corona' Makes Digital Media Glow - *Boston Globe* (3.5)
Reuters
12/11/2001
http://digitalmass.boston.com/news/wire_story.html?
uri=/dailynews/345/technology/Microsoft_Hopes_Corona_Makes_D:.shtml

Microsoft announces next-generation streaming software - *Boston Globe* (3.5)
Associated Press
12/11/2001
http://digitalmass.boston.com/news/wire_story.html?
uri=/dailynews/345/economy/Microsoft_announces_next_gener:.shtml

Microsoft Unveils New Streaming Media - *Seattle Post-Intelligencer* (3.5)
Associated Press
12/11/2001
http://seattlep-i.nwsource.com/business/aptech_story.asp?category=1700&slug=Microsoft%20Streaming%20Media

RealNetworks gets a Microsoft challenge - *Seattle Post-Intelligencer* (3.0)
Staff
12/11/2001
http://seattlep-i.nwsource.com/business/50093_tbrf11.shtml

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Microsoft Unveils New Streaming Media - *Newsday* (3.0)
Associated Press
12/11/2001
http://wire.ap.org/?FRONTID=HOME&SITE=NYMEL&enter=Go

Microsoft Wows Crowd with New Windows Media - *InternetNews.com* (3.0)
Clint Boulton
12/11/2001
http://www.internetnews.com/bus-news/article/0,,3_937471,00.html

Microsoft Announces Upgrades To Its Digital Media Services - *Wall Street Journal* (3.0)
Staff
12/11/2001
http://interactive.wsj.com/articles/SB10080256942188778240.htm

Microsoft unveils new Windows Media - *CW360.com* (3.5)
Staff
12/11/2001
http://www.cw360.com/bin/bladerunner?REQSESS=ggB33554&690REQEVENT=&CARTI=106642&CARTT=14
&CCAT=1&CCHAN=10&CFLAV=1&CPAGEN=ArticlePage&CPAGET=-99999&CSEARCH=&CSESS=-99999
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Microsoft Peeks Into New Windows Media - *IDG News Service* (3.5)
Matt Berger
12/11/2001
http://www.pcworld.com/news/article/0,aid,75043,00.asp

Microsoft's Corona says bye-bye to 'buffering' - *Ken Radio* (3.0)
Ken Rutkowski
12/11/2001
http://www.kenradio.com/today.asp

Microsoft hopes 'Corona' gives glow to digital media - *MSNBC* (3.5)
Reuters
12/11/2001
http://famulus.msnbc.com/famuluscom/reuters12-10-210616.asp?sym=MSFT

Microsoft Hopes 'Corona' Makes Digital Media Glow - *CNET News.com* (3.5)
Reuters
12/11/2001
http://news.cnet.com/news/0-1005-200-8139810.html?tag=mn_hd

Corona Is Launched - *Tuckshop.com, The* (3.5)
Caspar Kennerdale
12/11/2001
http://www.thetuckshop.com/mednews.php3?page=1&article=4865

MS 'Corona' – no more buffering - *ZDNet* (3.5)
Reuters
12/11/2001
http://www.zdnet.com/zdnn/stories/news/0,4586,2831718,00.html?chkpt=zdnnp1tp02

5

Microsoft Previews Next Generation Windows Media Tech - *WinInfo Daily Update* (3.5)
Paul Thurott
12/11/2001
http://www.wininformant.com/Articles/index.cfm?ArticleID=23463

Microsoft touts streaming software - *MSNBC* (3.5)
Associated Press
12/11/2001
http://www.msnbc.com/news/670937.asp

Microsoft Unveils New Streaming Media - *New York Times, The* (3.5)
The Associated Press
12/11/2001
http://www.nytimes.com/aponline/technology/AP-Microsoft-Streaming-Media.html

Microsoft announces next-generation streaming software - *San Francisco Chronicle, The* (3.5)
Associated Press
12/11/2001
http://www.sfgate.com/cgi-bin/article.cgi?file=/news/archive/2001/12/11/financial1310EST0132.DTL

Microsoft hopes 'Corona' highlights digital media - *CNN* (3.5)
Reuters
12/11/2001
http://www.cnn.com/2001/TECH/ptech/12/11/microsoft.media.reut/index.html

Microsoft's Corona says bye-bye to 'buffering' - *USA Today* (3.5)
Reuters
12/11/2001
http://www.usatoday.com/life/cyber/tech/review/2001/12/11/ms-corona.htm

MS Unveils New Media Software - *Wired* (3.0)
Staff
12/11/2001
(Full Text Below)

Microsoft's Corona Targets Digital Media - *PC Magazine* (3.5)
Sebastian Rupley
12/11/2001
http://www.pcmag.com/article/0,2997,s%253D1490%2526a%253D19847,00.asp

Microsoft Unveils Money Explorer Browser-Enabled Pdt - *Dow Jones News Service* (3.0)
Staff
12/11/2001
(Full Text Below)

Corona - *CED Daily Direct* (3.0)
Staff
12/11/2001
(Full Text Below)

<u>DVD Support:</u>
Microsoft previews Windows Media for DVD players - *EE Times* (3.5)
Rick Merritt

6

12/11/2001
http://www.eetimes.com/story/OEG20011211S0054

Microsoft Unvells New Streaming Media - *Associated Press* (3.5)
Staff
12/11/2001
http://dailynews.yahoo.com/h/ap/20011211/tc/microsoft_streaming_media_1.html

Microsoft to slip audio format into DVD chips - *CNET News.com* (3.5)
Ian Fried
12/11/2001
http://news.cnet.com/news/0-1005-200-8134468.html?tag=mn_hd

Windows Media Services in .NET Server

Microsoft Unvells Powerful New Engine for Streaming Media - *Tuckshop.com, The* (3.0)
Caspar Kennerdale
12/11/2001
http://www.thetuckshop.com/mednews.php3?page=1&article=4866

Coverage Full Text:
Microsoft Previews the Next Version of Windows Media Technologies - Digital Producer
Staff
12/11/2001

In a keynote address today at Streaming Media East 2001, Will Poole, vice president of the Windows Digital Media Division at Microsoft Corp., addressed the role of digital media in re-energizing the market for Web-based services and previewed the first third-generation streaming platform technologies that will be included in the next version of the Microsoft Windows Media Technologies, code-named "Corona."

Poole demonstrated how "Corona" dramatically improves Internet streaming by introducing Fast Stream, which gives an instant-on, always-on experience, bringing home-theater-like audio and video quality to broadband PC users. Far surpassing the capabilities of any other similar technology, "Corona" is poised to lead the third generation of streaming on the Web, which Poole defined to include broadcast-quality experiences for end users and enhanced profitability for the entire digital media ecosystem. "The features of this new platform provide both an improved economic proposition for advertisers and capabilities that will move streaming truly into the mass market, such as TV-like responsiveness and great audio and video quality," said Larry Gerbrandt, chief content officer for Kagan World Media.

Microsoft also today announced that the first of the "Corona" technologies, Windows Media Services in Windows .NET Server, is immediately available for beta testing and is already delivering the most powerful streaming solution available today. The remaining "Corona" technologies, including new versions of Windows Media Player, Windows Media Audio and Video codecs, and Windows Media Encoder, as well as a new Windows Media Software Development Kit (SDK), are scheduled to be available for beta testing early next year

"In addition to other 'Corona' capabilities, Microsoft is showing how Windows Media supports DVD- and HDTV-quality programs at vastly reduced data rates, setting the stage for new networked and personal digital media storage capabilities and markets," said Richard Doherty, director of research at The Envisioneering Group.

"For streaming on the Web to reach its full potential, it needs to break through today's limitations and provide a true broadcast-quality experience for broadband users who expect instant results and outstanding video quality," Poole said. "Windows Media 'Corona' will deliver on this promise, and in so doing create profitable and cost-saving opportunities for companies looking to develop and deliver Web-based digital media services."

The following key "Corona" capabilities were previewed in today's keynote address:

Fast Stream, which delivers an instant-on, always-on streaming experience for broadband users, effectively eliminating the ever-present buffering delays. Fast Stream also automatically optimizes the delivery of streaming audio and video to take advantage of the full bandwidth available to the user, which vastly reduces or eliminates the impact of congestion on the Web for broadband users.

Home-theater-like experiences. Building on the industry-leading Windows Media Audio and Video codecs,

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"Corona" introduces two new professional level audio and video codecs. The new Windows Media Audio Professional is the first codec to enable Web-based delivery of 5.1 channel surround sound with full-spectrum, full-resolution audio (24 bit/96 kHz sampling). A new version of the Windows Media Video codec provides a 20 percent efficiency boost compared with the previous version and now introduces the ability to provide HDTV-like video quality at file sizes half that of today's DVDs, for local playback on the PC.

Improved economics. "Corona's" new dynamic content programming capabilities, with server-side playlist support, enables real-time ad insertion and, when combined with Fast Stream, delivers the premier user experience for ad-driven streaming media business models. "Corona's" advances in compression technology help lower bandwidth costs, and with twice the server scalability compared with the previous version, "Corona" answers the call for a cost-effective platform that can be used to build a profitable streaming business, or to use streaming to reduce costs of high-quality enterprise communication.

An extensible platform. "Corona" enables application developers to deliver exciting new products and services built on Windows Media Technologies via a state-of-the-art plug-in model for the player, server and encoder. A vastly improved software development kit will allow developers to easily incorporate digital media into their applications and solutions, using the programming languages with which they are already familiar. Overall, "Corona's" flexibility and extensibility will provide the foundation for a new generation of client-side and server-side digital media solutions.

More information about Windows Media Services in Windows .NET Server is available on the Web at http://www.microsoft.com/windowsmedia/.

Microsoft Previews the Next Version of Windows Media Technologies - Digital Video Editing
Staff
12/11/2001

In a keynote address today at Streaming Media East 2001, Will Poole, vice president of the Windows Digital Media Division at Microsoft Corp., addressed the role of digital media in re-energizing the market for Web-based services and previewed the first third-generation streaming platform technologies that will be included in the next version of the Microsoft Windows Media Technologies, code-named "Corona."

Poole demonstrated how "Corona" dramatically improves Internet streaming by introducing Fast Stream, which gives an instant-on, always-on experience, bringing home-theater-like audio and video quality to broadband PC users. Far surpassing the capabilities of any other similar technology, "Corona" is poised to lead the third generation of streaming on the Web, which Poole defined to include broadcast-quality experiences for end users and enhanced profitability for the entire digital media ecosystem. "The features of this new platform provide both an improved economic proposition for advertisers and capabilities that will move streaming truly into the mass market, such as TV-like responsiveness and great audio and video quality," said Larry Gerbrandt, chief content officer for Kagan World Media.

Microsoft also today announced that the first of the "Corona" technologies, Windows Media Services in Windows .NET Server, is immediately available for beta testing and is already delivering the most powerful streaming solution available today. The remaining "Corona" technologies, including new versions of Windows Media Player, Windows Media Audio and Video codecs, and Windows Media Encoder, as well as a new Windows Media Software Development Kit (SDK), are scheduled to be available for beta testing early next year.

"In addition to other 'Corona' capabilities, Microsoft is showing how Windows Media supports DVD- and HDTV-quality programs at vastly reduced data rates, setting the stage for new networked and personal digital media storage capabilities and markets," said Richard Doherty, director of research at The Envisioneering Group.

"For streaming on the Web to reach its full potential, it needs to break through today's limitations and provide a true broadcast-quality experience for broadband users who expect instant results and outstanding video quality," Poole said. "Windows Media 'Corona' will deliver on this promise, and in so doing create profitable and cost-saving opportunities for companies looking to develop and deliver Web-based digital media services."

The following key "Corona" capabilities were previewed in today's keynote address:

Fast Stream, which delivers an instant-on, always-on streaming experience for broadband users, effectively eliminating the ever-present buffering delays. Fast Stream also automatically optimizes the delivery of streaming audio and video to take advantage of the full bandwidth available to the user, which vastly reduces or eliminates the impact of congestion on the Web for broadband users.

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Home-theater-like experiences. Building on the industry-leading Windows Media Audio and Video codecs, "Corona" introduces two new professional level audio and video codecs. The new Windows Media Audio Professional is the first codec to enable Web-based delivery of 5.1 channel surround sound with full-spectrum, full-resolution audio (24 bit/96 kHz sampling). A new version of the Windows Media Video codec provides a 20 percent efficiency boost compared with the previous version and now introduces the ability to provide HDTV-like video quality at file sizes half that of today's DVDs, for local playback on the PC.

Improved economics. "Corona's" new dynamic content programming capabilities, with server-side playlist support, enables real-time ad insertion and, when combined with Fast Stream, delivers the premier user experience for ad-driven streaming media business models. "Corona's" advances in compression technology help lower bandwidth costs, and with twice the server scalability compared with the previous version, "Corona" answers the call for a cost-effective platform that can be used to build a profitable streaming business, or to use streaming to reduce costs of high-quality enterprise communication.

An extensible platform. "Corona" enables application developers to deliver exciting new products and services built on Windows Media Technologies via a state-of-the-art plug-in model for the player, server and encoder. A vastly improved software development kit will allow developers to easily incorporate digital media into their applications and solutions, using the programming languages with which they are already familiar. Overall, "Corona's" flexibility and extensibility will provide the foundation for a new generation of client-side and server-side digital media solutions.

More information about Windows Media Services in Windows .NET Server is available on the Web at http://www.microsoft.com/windowsmedia/.

Microsoft Previews the Next Version of Windows Media Technologies - Digital Webcast
Staff
12/11/2001

In a keynote address today at Streaming Media East 2001, Will Poole, vice president of the Windows Digital Media Division at Microsoft Corp., addressed the role of digital media in re-energizing the market for Web-based services and previewed the first third-generation streaming platform technologies that will be included in the next version of the Microsoft Windows Media Technologies, code-named "Corona."

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More information about Windows Media Services in Windows .NET Server is available on the Web at http://www.microsoft.com/windowsmedia/.

The Music Gets Louder: AOL Gets MusicNet, Pressplay Allows CD Burning, and Microsoft Launches Corona - Silicon Alley.com
Staff
12/11/2001

If the activity in the digital music space were a reflection of general economic vitality, we would all be on our feet by now. Following the launch of the RealOne for-pay Napster clone last week, three more announcements about new services and products were unveiled this week, coinciding with the kickoff of trade show Internet World 2001.

America Online (NYSE: AOL) today announced the launch of its music subscription service, releasing the beta version of the "AOL Presents MusicNet 1.0" service. Costing $9.95 per month, the service will provide access to 100 streams and 100 downloads per month from a selection of over 78,000 songs in the MusicNet catalog. MusicNet is the highly publicized online music collaboration among Real Networks and three of the Big Five labels: Bertlesmann's BMG, AOL Time Warner's Warner Music, and EMI, along with indie giant Zomba Music.

Meanwhile, in a strategic move, Pressplay, MusicNet's chief rival, announced today it will allow its users to burn the downloaded songs onto a CD, using software from Roxio (Nasdaq: ROXI). Pressplay is backed by Universal Music and Sony Music, along with Microsoft, and is expected to launch in a matter of weeks.

"We have always realized that portability would be a major factor in Pressplay, and this is a step toward that," said a Pressplay spokesperson. Currently, however, the feature would be restricted to only CD burning, and would not include the ability to transfer the downloaded songs onto an MP3 player, such as Apple's iPod and SonicBlue's Rio. Roxio's CD-burning software is also bundled along with the RealOne media player, but it doesn't allow the burning of songs downloaded through the MusicNet. A spokesperson for Roxio said that when MusicNet decides to allow this portability feature, it hopes to be the CD-burning engine behind it as well.

Concurrently, Microsoft (Nasdaq: MSFT) today unveiled a bundle of new Windows Media technologies called Corona, which the company hopes will improve video and audio streaming on the Internet as well as play a big role in the new digital-entertainment subscription services.

The company said that the new technologies would ensure instant streaming, doing away with "buffering," which is the waiting process during which a streaming video or audio clip is loaded to play on the current Windows Media player. The new version of the media player also promises to bring a home-theatre-like audio and video quality to broadband PC users, according to the company.

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In noontime trading, AOL Time Warner was trading up at $32.27 while Microsoft was trading up $67.31

Woofer Art Thou, Microsoft?; Microsoft's streaming video product looks like a real pain for
RealNetworks. - Street.com, The
George Mannes
12/11/2001

Microsoftcranked up the volume Tuesday with a demo that could turn out to be a real pain for one of its
competitors.

As part of Microsoft's ongoing efforts to wrest the streaming video software market from RealNetworks, the
Colossus of Codes premiered a new version of its Windows Media system that it says will be able to stream
DVD-quality audio and video to homes with high-speed Internet connections sometime next year. Assuming that
movie studios are cooperative and some programmer comes up with an acceptable business plan, Microsoft's
next-generation streaming media technology appears to be an attractive medium for transmitting a home-
theater-caliber video to people's houses over the Internet. Who Let the Dogs Out?

Microsoft's new technology, for which the company demonstrated multiple business applications as well, is also a
threat to RealNetworks, which sells competing software and services for streaming audio and video over the
Internet. Like Microsoft, RealNetworks sees great opportunity in distributing home entertainment over the
Internet; as an example of that, RealNetworks introduced its version of the online music subscription service
MusicNet last week.

On Tuesday afternoon, Microsoft's shares were up 90 cents to $67.96, while RealNetworks was up 2 cents to
$6.87.

Showing a clip from The Mummy Returnsin its presentation at the Internet World Fall 2001trade show in New
York, Microsoft demonstrated two striking elements of its forthcoming streaming software, which is code-named
Corona. (Streaming, in online parlance, involves watching a video or listening to audio while it is being
transmitted to one's computer over the Internet, rather than playing the content back from a file saved on one's
PC.)

One, the video clip was projected onto a video screen in high-definition video. And two, the audio for the clip was
played back in what is known as a 5.1 format. That translates into five separate audio tracks piped to an
audience from different parts of a theater or living room: from the left and right of the screen, directly from the
picture, and from the back left and back right of the room. Underlying these speakers is a subwoofer feed that
provides room-shaking rumbles.

Another feature of the software that Microsoft highlighted was instant-on streaming, in contrast to the usual delay
of a few seconds that streaming media audiences have to wait after clicking on a feed for streamed audio or
video Snow Falling on Tweeters

As is often the case with Microsoft's announcements of new software, however, the timetable for commercial
introduction is hard to pin down. Introducing only the server-side technology on Tuesday, Microsoft says the rest
of the necessary software, including a new Windows Media Player, is "scheduled to be available for beta testing
early next year."

Today's announcement is only slightly bad news for RealNetworks, says David Bench, an analyst with
Arnhold&S. Bleichroeder, since RealNetworks is focusing less on software revenues than on building subscription
revenue for content. "It's less of a negative than it would have been a year ago or even six months ago," says
Bench, who has an attractive rating on RealNetworks. (His firm hasn't done underwriting for the company.)

But the announcement also illustrates a shift in Microsoft's and RealNetworks' positioning for technology
developments "What's always happened in the past was, Microsoft was playing catch-up with RealNetworks,"
Bench says. "Now Real Networks is behind the curve, and they have to catch up to Microsoft."

MS Unveils New Media Software - Wired
Staff.
12/11/2001

Microsoft on Tuesday took the wraps off "Corona," a new package of digital media products it hopes will help let
the Internet deliver theater-quality entertainment to consumers and big profits to content providers.

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"Corona" is the code-name for a set of software including a server that enables websites to "stream," or broadcast, audio and video over the internet, as well as a new player to receive content on a PC, said Dave Fester, general manager of Microsoft's Windows digital media division.

Microsoft is battling rival RealNetworks for supremacy in the digital media market. Real recently launched a new consumer product, RealOne, that melds its media player with a subscription service to deliver content.

Among the biggest improvements Microsoft claims for Corona is the elimination of "buffering," the process by which a streaming video or audio clip is readied for playback. Websites deploying Microsoft's new server will be able to stream clips in its Windows Media format immediately, giving instant gratification to consumers who otherwise might get fed up and leave for another website, Fester said.

Microsoft Unveils Money Explorer Browser-Enabled Pdt - Dow Jones News Service
Staff
12/11/2001

Microsoft Corp. (MSFT) introduced Money Explorer, a browser-enabled product which will help financial institutions provide personal financial management tools including personalized home pages and account management for banking clients. In a press release Tuesday, Microsoft said Money Exploer also enables financial institutions to customize and brand the Web browser, and allows them to integrate their own content into the browser platform. Corillian Corp. (CORI), a provider of electronic finance software to banks, will be a reseller and integrator for Money Explorer, and will provide customization and integration services with its Voyager 3.0 Internet banking platform. In addition, Microsoft will provide its MSN Money Professional, a Web-based financial services product announced last month, to Corillian for integration and distribution to the U.S. banking industry. Money Professional will enable financial advisers using Corillian's Voyager platform to provide clients with personal finance Web sites, portfolio updates, relevant reports and real-time news and quotes, and do so in a secure manner. MSN Money Professional is scheduled to launch early next year. Separately, Microsoft unveiled its latest streaming server technology, Windows Media Services in Windows .NET Server, code-named Corona. Corona has been engineered to deliver faster, smoother TV-like viewing for consumers of streaming media.

Corona - CED Daily Direct
Staff
12/11/2001

Microsoft Corp. VP of Windows digital media unit Will Poole previewed the 3G streaming platform technologies slated to be included in Microsoft's next version of Windows Media Technologies. Code-named Corona, the technology introduces Fast Stream, giving an instant-on and always-on function. The first of the Corona technologies, Windows Media Services in Windows .NET Server, is immediately available for beta testing, the company says. ...

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From: Jonathan Usher

Sent: Wednesday, December 12, 2001 5:54 PM

To: Digital Media Division PR Announcements; Digital Media Division PR Team; Windows Client PR

Cc: Will Poole's Direct Reports; Digital Media Mktg Fulltime Employees; ICP Business Development

Subject: WDMD news for Thursday: Windows Media Bonus Pack for Windows XP available for free via download

Tomorrow the Windows Digital Media Division will announce the immediate availability of the Windows Media Bonus Pack for Windows XP, a special "thank you" to our Windows XP customers who are enjoying the great music and video experiences that Windows XP provides. The Windows Media Bonus Pack for Windows XP will be available starting tomorrow, for free via download at www.microsoft.com/windowsmedia.

The Bonus Pack offers fans of the digital media features in Windows XP a collection of cool utilities, powertoys, striking visualizations, new skins, and sound effects to further enhance their digital music and video experiences in Windows XP. It's a "must-download" for the digital media aficionado!

DMD PR is issuing a press release tomorrow announcing the immediate availability of the Bonus Pack – a copy of this release and talking points are attached to this mail. Note that copies of the Bonus Pack were distributed at Streaming Media East and you may have seen a few articles that have already run ☺

PR Objectives

- Drive media interest and coverage of the Windows Media Bonus Pack for Windows XP, keeping Windows XP's digital media capabilities top of mind for reporters, and helping to sustain/add to momentum for Windows XP leading into the holiday season.
- Generate five to seven stories on the Bonus Pack from key media outlets with an average rating of at least 3.2 (on a 4 point scale).

PR Strategies/Tactics
1.   Broadly disseminate announcement to business, tech/trade and entertainment media/analysts
     - Distribute WM Update mail broadly to business/tech outlets (evening of Wednesday Dec 12)
     - Distribute analyst mail key DMD analysts (evening of Wednesday Dec 12)
     - Day of announcement call downs to DMD business/tech outlets
     - Press release posted to PressPass
2.   Use news as vehicle to underscore the unique digital music and video experiences enabled by Windows XP
     - Use calls downs and Windows Media Update mail to educate media about the availability of the Bonus Pack while highlighting the consumer digital media experience in Windows XP

Key Messages
     - Today we released the Windows Media Bonus Pack for Windows XP, which is a special thank you for our Windows XP customers who are enjoying the great music and video experiences that Windows XP provides.
     - The Windows Media Bonus Pack provides digital media fans with a collection of utilities, powertoys, new visualizations, skins and sound effects to help them further enhance and customize the digital media experience in Windows XP.
     - The Bonus Pack is available today as a free download for Windows XP users at http://www.microsoft.com/windowsmedia/

Spokesperson:
     - Jonathan Usher (Press/Analysts)

6/13/2003

News Outreach Targets:

- Associated Press – Allison Linn, Ron Harris
- Bloomberg – Dina Bass
- Billboard - Brian Garrity
- Boston Globe - Hiawatha Bray
- Business 2.0 – Jim Welte, Ryan Tate
- Business Week – Alex Salkever, Jay Greene, Spencer Ante
- Chicago Tribune - Jim Coates
- Cleveland Plain Dealer - Chris Seper
- CNET - Evan Hanson, Paul Festa, John Borland
- Cox Newspapers – Bob Keefe
- Detroit Free Press - Mike Wendland
- Dow Jones - Marcelo Prince
- eWeek - John Taschek
- Forbes – Arik Hassedahl, Jeffrey Young
- Fortune - Peter Lewis, Eric Nee
- Gannett – Dinah Eng, John Yaukey
- Hollywood Reporter – Chris Marlowe
- IDG News Service –Scarlet Pruitt, Matt Berger
- Information Week – John Soat
- Knight Ridder - Heather Flemming Phillips
- Los Angeles Times – Alex Pham, Jon Healey
- Newbytes - Kevin Featherly
- Newsday – Bob Suter, Mark Harrington
- New York Post – Joseph Gallivan, Mary Huhn
- New York Times – Matt Richtel, Amy Harmon, David Kirkpatrick
- Philadelphia Inquirer - John Fried
- Reuters – Scott Hillis, Sue Zeidler, Ben Berkowitz
- San Francisco Chronicle – Kelly Zito, Benny Evangelista
- San Jose Mercury News – Dawn Chmielewski, Kristi Heim
- Seattle PI – Dan Richman
- Seattle Times – Brier Dudley, Monica Soto
- Smart Business – Christopher Null
- Sound & Vision - Michael Antonoff
- Streamingmedia.com – Jose Alvear
- Streaming Magazine – Mark Bingaman
- USA Today – Ed Balg, Jeff Graham
- Wall Street Journal – Nick Wingfield, Becky Buckman, Don Clark
- Washington Post - Rob Pegoraro
- Windows 2000 Magazine - Paul Thurott
- Wired - Brad King
- ZDNet – Richard Shim, Ben Charney
- ZD Anchor Desk - David Coursey

Analyst Targets:

- Envisioneering - Richard Doherty
- Forrester – Eric Scheirer
- Gartner – PJ McNealy, Van Baker, Mike McGuire
- Giga – Rob Enderle
- IDC – Susan Kevorkian, Joshua Duhl
- Jupiter – Aram Sinnreich, Billy Pidgeon
- Kagan World Media – Larry Gerbrandt
- META Group – Steve Kleynhans, Elizabeth Sun
- Yankee Group – Steve Vonder Haar

6/13/2003

6/13/2003

Speaking Points: Windows Media Bonus Pack for Windows XP

Today we released the Windows Media Bonus Pack for Windows XP, which is a special thank you for our Windows XP customers who are enjoying the great music and video experiences that Windows XP provides.

The Bonus Pack is available today as a free download for Windows XP users at www.microsoft.com/windowsmedia.

The Windows Media Bonus Pack offers fans of the digital media features in Windows XP a collection of cool utilities, powertoys, striking visualizations, new skins, and sound effects to further enhance their digital music and video experiences in Windows XP.

Key features of the Windows Media Bonus Pack for Windows XP include:

- The Plus! MP3 Audio Converter LE, which lets you double the amount of music you can store on your PC or portable music player by converting MP3 files quickly and easily to WMA files.

- Windows Media Player Powertoys, such as a Tray Control which gives you one-click access to player features from the Windows XP taskbar; a tool to automatically organize and update your Media Library and My Music folders; and a Playlist utility which allows you to export playlists to Excel - for example to create lists of the content in your Media Library.

- More than a dozen new visualizations for Windows Media Player which move to the music's beat. These include MSN Photos picture viewer, a colorful holiday fireplace, visuals from the forthcoming Microsoft Games title Dungeon Siege, and more. There are also several new Windows Media Player skins including the patriotic Stars and Stripes and the TDK Mixmaster skin designed by TheSkinsFactory.com.

- We've also even included a Windows Movie Maker Creativity Kit, which helps you enhance home videos and unleash your creativity with an expansive collection of professional sound effects, music loops, clips, and title images, provided by major motion picture sound studio SoundDogs.com

- The Bonus Pack includes special offers from services such as Intertainer, IFILM, and CinemaNow.

Remember – this is a free download for Windows XP users, available today from www.microsoft.com/windowsmedia. We think people will have a lot of fun with it!

Windows Media Bonus Pack Delivers Special Holiday Gift
To Users of Windows XP
Special Digital Media Treats for Windows XP-Based PCs Are Now Available for Download

REDMOND, Wash. — Dec. 13, 2001 — As a special thank-you to customers of the

Windows XP® operating system, Microsoft Corp. today announced the new Windows Media™

Bonus Pack for Windows XP, available immediately for free* via download through

WindowsMedia.com or at http://www.microsoft.com/windowsmedia/. This special edition bonus

pack offers fans of the digital media features in Microsoft® Windows XP a collection of cool

utilities, Powertoys, striking visualizations, new "skins," sound effects and tools to further

enhance the digital media experience.

"Windows XP is absolutely the best way to experience digital music and video on the PC

today," said Jonathan Usher, group product manager of the Windows Digital Media Division at

Microsoft. "The Windows Media Bonus Pack for Windows XP is our holiday thank-you to all

customers of Windows XP who are enjoying the digital media features of this breakthrough

operating system."

Key features of the Windows Media Bonus Pack for Windows XP include the following:

- **Plus! MP3 Audio Converter LE.** This sample of a feature of Plus! for Windows XP enables users to double the amount of music they can store on their PC by converting their MP3 files quickly and easily to Windows Media Audio (WMA).

- **Windows Media Player for Windows XP Powertoys.** The bonus pack includes new and updated Windows Media Player for Windows XP Powertoys, designed to give users more control over their music. Powertoys include the Windows Media Player Tray Control, which offers one-click access to Windows Media Player features from

- more -

the Windows XP task bar; the Media Library Metadata Update Wizard, which organizes and updates the Media Library and My Music folders; a utility that imports playlists to Excel; and more.

- **Windows Media Player for Windows XP visualizations.** The bonus pack offers more than a dozen new visualization choices for Windows Media Player for Windows XP. These visualizations move to the music and include an MSN® Photos picture viewer, a colorful holiday fireplace, visuals from the forthcoming Microsoft game titled "Dungeon Siege", and new "Trilogy" visualizations.

- **Windows Media Player skins.** Users of Windows XP can express themselves and customize their Windows Media Player with new skins, including the patriotic Stars and Stripes, the anime-influenced Sentinel and the TDK Digital Mixmaster skins designed by TheSkinsFactory.com.

- **Windows Movie Maker Creativity Kit.** This expansive collection of professional sound effects, music loops, clips and title images helps users enhance their home videos and unleash their creativity. Sounds and music are provided by the major motion picture sound studio Sounddogs.com Inc.

- **Special offers.** The bonus pack also contains special offers from services including Intertainer Inc., IFILM Corp. and CinemaNow.

Availability

The Windows Media Bonus Pack for Windows XP is available free* via download starting today through WindowsMedia.com or at http://www.microsoft.com/windowsmedia/

Plus! for Windows XP

Fans of the Windows Media Bonus Pack for Windows XP are sure to love Plus! for Windows XP, the Ultimate Companion to Windows XP. Plus! includes powerful digital media tools such as Plus! Voice Command, which lets users control Windows Media Player simply by speaking; Plus! Speaker Enhancement, which dramatically improves the sound of many common desktop speakers; and a variety of stunning 3-D visualizations, screen savers and games. Plus! for Windows XP is available in stores.

- more -

About Windows Media

Windows Media is the leading digital media platform, providing unmatched audio and video quality to consumers, content providers, solution providers and software developers as well as business, education and government users. Windows Media offers the industry's only integrated rights-management solution and the most scalable and reliable streaming technology tested by independent labs. Windows Media Technologies includes Windows Media Player for consumers, Windows Media Services for servers, Windows Media Tools for content creation, and the Windows Media Software Development Kit for software developers. Windows Media Player, available in 26 languages, is the fastest-growing media player. More information about Windows Media can be found at http://www.microsoft.com/windowsmedia/

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software — any time, any place and on any device.

<p style="text-align:center">########</p>

* Connect-time fees may apply.

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