

WIN 96 MDA Agreement

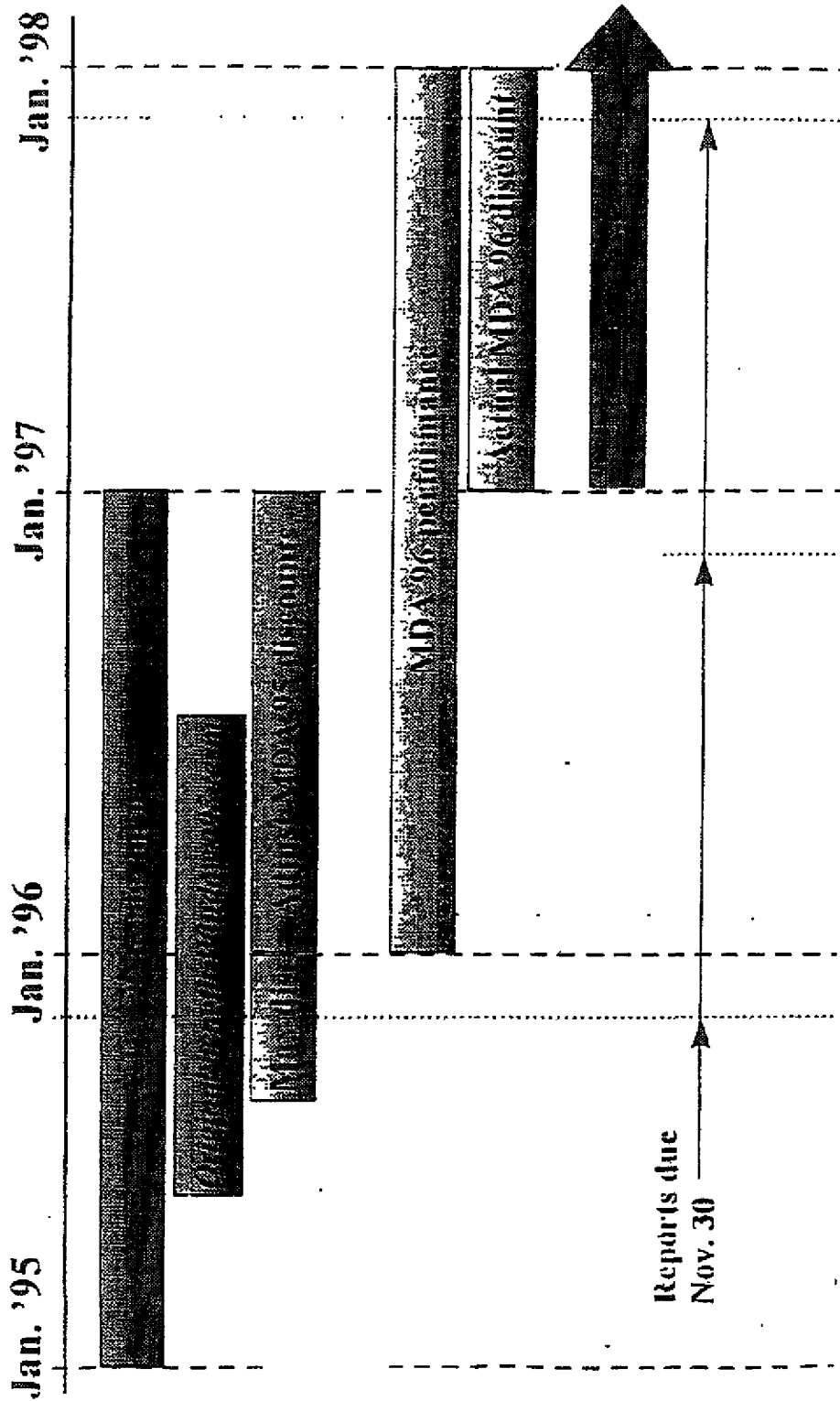
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Plaintiff's Exhibit
7369
Comes V. Microsoft

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MDA Time Line



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MDA "Spirit"

This agreement defines a cooperative framework between Microsoft and COMPANY to expand the market for COMPANY's Customer Systems and to mutually enhance the potential for increased market share through investments in Windows-related platform development, promotions, and support improvements.

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Windows Product “Family” Initiatives

- ◆ **Continue Windows 95 and Plug and Play momentum**
- ◆ **Improve OEM access to Windows NT™ Workstation**
- ◆ **Support Windows family paradigm**
- ◆ **Pursue antipiracy as an opportunity**
- ◆ **Leverage Internet opportunity**
- ◆ **Simplify - pricing and licensing**

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MDA Vision

- ◆ Broaden market
- ◆ Increase respective market share
- ◆ Improve respective competitiveness
- ◆ Build end-user loyalty (satisfaction)

By:

- ◆ Leverage new technology
- ◆ Increase end-user satisfaction levels
- ◆ Improve product quality
- ◆ Improve quality of end-user support
- ◆ Simplify end-user buying process

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MDA 96 Milestone Review

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Update PC Designs

- Expand the market - competitive advantage
- ◆ New system models released after August 1, 1996 will be updated to meet the revised Windows hardware standards
- ◆ All new Customer Systems that ship with:
 - Windows 95 - should meet the revised PC 95 requirements - WHQL to certify
 - Windows NT Workstation - will pass HCT and get published on HCL

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Develop Next Generation Hardware: “Above And Beyond”

Expand the market - competitive advantage

- ◆ **New Windows 95 Customer System models licensed and released after August 1, 1996 shall implement any one of the following Revised Recommendations from the HDG supplement:**

- **APM 1.2**
- **28.8Kbs Unimodem/V compatible, VoiceView-capable modem**
- **Full 16-bit audio (16-bit decode, 16-bit DMA)**

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Refresh PCs With Windows Updates

**Maximize end-user ready-to-run benefit -
end-user satisfaction**

- ◆ **Preinstall new versions, updates,
and supplements within 60 days of
shipment of OPK**

Market growth - end-user satisfaction

- ◆ **Ship localized versions to China, Israel,
Greece, Turkey, Eastern Europe, and the
Middle East**

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Early Involvement And Testing

Quality and competitive advantage

- ◆ **Become actively involved with Microsoft by:**
 - **Attending WinHEC**
 - **Attending Windows NT Workstation OPK training**
 - **Attending Windows 95 OPK refresher course**
 - **Providing timely SCT BETA feedback (30 days)**
 - **Providing timely OPK BETA test feedback (30 days)**

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Preserve Windows UI Standards

Maximize usability - accelerate learning

- ◆ **Should company develop an alternative shell or shell enhancements, "welcome" screens, etc., those changes shall be in compliance with the Windows shell enhancement specification within 90 days of shipment of applicable OPK**
- ◆ **Relies on "HTML-enabled" shell updates for Windows 95 and Windows NT Workstation**

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Continue Plug And Play Momentum

Maximize usability, reduce support

**All add-in cards to be Plug-and-Play
compliant by July 1, 1996**

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Expand Support To The Internet

Customer satisfaction, support efficiencies

- ◆ Develop support-related home page that seamlessly integrates with Microsoft's Web resources by July 1 that incorporates the following:
 - URL to Microsoft's Website for support related material
 - URL to Microsoft® Internet Explorer update
 - Display the Internet Explorer logo on COMPANY's main home page
 - COMPANY's support information
 - Support access mechanisms (phone numbers), policies
 - Top 10 Q&A
 - Other support resources for customers

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Improve Quality Of Windows Support

**End-user satisfaction -
encourage repeat business**

- ◆ **Develop and maintain MCPs on staff**
 - **Min (1) and (1) additional per 100,000 units of Windows shipped by August 1, 1996**
- ◆ **Attend TTT for Windows NT Workstation**
 - **Institute a written internal training plan agreed upon jointly by Microsoft and COMPANY by July 1, 1996**

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Logo Use

**Simplification of end-user buying process -
leverage logo "MS" momentum**

- ◆ **Use applicable logo in ads, promo, and sales materials**
- ◆ **Use "Designed for Windows 95" logo by:**
 - **Attaching to PC as a sticker or;**
 - **Engraving or printing on PC chassis**

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Antipiracy Focus

Competitive advantage and
strengthen market

- ◆ **Promote legitimate OS offering through an end-user awareness effort by July 1**
 - **Include antipiracy brochure inside PC cartons**
 - **Utilize Microsoft's genuine product logo in ads, etc.**
 - **System advertising to include an OS**
 - **URL on OEM home page to the BSA home page**

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