

HP
1.5.93

NOVELL
High speed

their attitude to POSTSCRIPT "high level languages"

need to commit OS

Brief for Bill/Hackborn meeting - 3/16.

\$80
11/23 SRP

work with MS
COLOR
Half-toning
MS leaders

**Boise Printer Division:
Driver Support:**

Driver support from David Maritz and Lisa Cram has gone well. HP is very happy with the interface and our responsiveness on supporting their efforts on PCL 5 driver development for Windows and OS/2. They are concerned that we will focus on the Generic driver and lose site of specific PCL 4 driver efforts which would put them at risk if development of the Generic driver runs into problems.

TrueType/TrueImage Evaluation:

The evaluation has been progressing since 1/15. HP estimates the evaluation process will be completed by 4/15 - 4/31. To date, we have given them everything they have requested for the evaluation except for a "Proof of concept" plan that shows HP the process of taking raw Outlines and moving them through hinting and final product. Stevesh is currently working with Janet Buschert on this issue and it will be resolved.

HP's message to me was that they will stay very focused on the Series III and an Intellifont FST for the coming year. After the TrueType/TrueImage evaluation, they will then make internal recommendations as to which FST they will move into the future with. The only two FST's they are evaluating are MS and Adobe. They IN NO WAY, will do anything with TrueType in the next 6 to 12 months if they believe it will defocus their PCL customers. They believe this will ONLY confuse their customers.

The trade off seems to be:

HP wants:

Great printing solutions for HP printers from Windows and OS/2. They want Intellifont support in both Windows 3.1 and OS/2 2.0 Great support for PCL 5 Driver development from MS.

MS wants:

What MS wants is TrueType/TrueImage endorsement from HP publicly.

HP to license PCL 5 for our MS cartridges. We have offered to put both TrueType and Intellifont in the cartridge with no success. HP to license TrueType in and HP cartridge. HP to move TrueImage into a future HP printer.

The problem is one of timing somewhat. HP will not do/say/indicate that TrueType/TrueImage is a great technology because 1) they haven't finished their evaluation and 2) they won't defocus intellifont in PCL 5/series III. I really see no business from them for 6 to 12 months out unless someone from above tells them there should be business.

Network Printing:

Per my last trip report you received in email, HP is working on a High speed printer (16PPM) and they want to integrate a card that will hook up to a lan man server. They want to solve customer problems like knowing about Paper Out, Paper jam, Off Line, etc., messages without having to walk down the hall to find out. They also want to solve problems of having to place the printer in close proximity to a client (secretaries office) or Server (that resides a long way away from the workgroup). They are very anxious to talk to us. They will announce this "box" with Novell in two months and we should assume they will integrate Novell and want to work with us also. I will need your help internally to motivate our people to work with them.

EaseJet III

Laser master

Vancouver wants \$12 Deskjet ATM

WINDOWS!!

converter

who does it?

HP license us Name + fonts <Royal>

Independent Fonts

8695

Cartridge doesn't sound like way

Limiting people.

cy90-\$2B

exclusive 12 month time to market

partner Rex Emms Janet Buschert - PCL - Intellifont
Print CGIS

X 504421 CONFIDENTIAL

free screen fonts 65-111

Hackborn
Carnahan
Belluzzo
James Buschert
May 15

Plaintiff's Exhibit

9021

Comes V. Microsoft

Corvallis Hand Helds:

I closed this deal yesterday. Minimum commitment of \$200,000. Terms are two years extendable to an additional three years. The Royalty is \$2.00/system. There are two real issues in this deal. 1) HP will expand this product over the next two years into a "pocket" type product and this deal will help to lock MS-DOS into that system also. 2) Datalite cannot go to other OEMs and tell them they have licensed Datalite ROM DOS to HP. This deal would have put great momentum behind Datalite.

PCG:

No issues on MS-DOS. They await DOS 5.0.

They are VERY upset with the fact that OS/2 1.2 has slipped again. They say IBM is shipping a 1.2 CSD with the Laserjet driver and HP is shipping 1.1 with NO laserjet support. They are also very displeased with the fact that we are NOT planning a Laserjet driver for 1.1. I have suggested that Boise do this driver and they don't want anything to do with it.

They refuse to license Windows 3.0!!!! Puette doesn't believe he can make money with it and doesn't believe it will sell more systems for him...

SSD:

NewWave:

Bill, NewWave is getting MORE AND MORE momentum. AT&T will show NewWave running on Conquistador at our Windows event. HP is being invited, as an ISV, to show NewWave running on top of Win 3.0. Feedback I am getting from NCR is:

- NCR upset with us as they see us holding back the market.
- NCR can't wait 18 months for an object based solution.
- HP/NCR/DG/AT&T are forming a coalition to:
 - Promote NewWave as a standard
 - Lobby for NewWave apps.
- Rumor is that WordPerfect will do a NewWave version.

I am getting heat from HP engineers to give them 1:1 support from win R&D to solve NewWave problems so that NewWave will run on top of win 3. I have told them they will not be in our event running on HP Vectras (NO License) and they will not be in the event if they can't run on win 3 without breaking. To date, they cannot run on Win 3 without a GP fault. (Info from HP engineers)

Bill, on NewWave, taking the neutral position is not working. HP is gaining more and more momentum with ISVs and OEMs. We need to either put a stop to it or really move forward with them. I am concerned that with enough momentum behind NewWave from OEMs, we might find ourselves competing with another GUI. If the NewWave interface moves closer to a standard, we may see the tail wagging the dog effect.

Objects technology:

Martind/Brunoa/ and I went down to demo a "shell" that we have written to run on top of NT OS/2. Martin had the idea to take the "NewWave" shell for NT OS/2, integrate to Windows and let HP put the shell on top of UNIX. Martin was to present a plan to Paulma on how we would do this. Paul has

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been clear that the NewWave shell and underlying technology is worth \$0 to MS. I know HP will not give us this technology for free and I don't know that I would suggest that we do it with them anyway.

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