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**From:** Jim Allchin  
**Sent:** Tuesday, February 10, 2004 8:26 AM  
**To:** Will Poole  
**Subject:** RE: Creekside v2 Overview - please read prior to 1pm meeting

Just fyi.

I played with a build that Michele gave me yesterday. I am very worried.

1. It was far from complete. I just don't see how they can get into SP2. I am actually supportive of doing this, but we can't take very much risk. Right now, there is too much risk. I am sure that you've seen the write from Rebecca and Richard.
2. It is too functional. I used it on a 600MHz PIII 256MB. It was extremely fast. I could use that machine with no problem at all. I did this on a laptop. I think that something much more limiting needs to be done. The hardware limitations I am not sure will be an issue at all.

jim

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**From:** Will Poole  
**Sent:** Tuesday, February 10, 2004 8:09 AM  
**To:** Julie Bennett; Jim Allchin; Tom Button; Brian Valentine; Joe Peterson; Michele Freed; Lori Brownell; Simon Earnshaw; Mohammed El-Gammal; Todd Wanke; Rebecca Norlander; Craig Fiebig; Tom Phillips; Kurt Kolb; Mark Chestnut; Pat Fox; Mike Wickstrand; Matthew Price; Yannis Dosisos  
**Subject:** RE: Creekside v2 Overview - please read prior to 1pm meeting

Julie, thank you for providing this background for everyone. Given the short time we have today and the extensive review we've had on the business objectives and the high level feature set, I recommend we focus today's time exclusively on your third point, **alignment with SP2**, and there focus on the technical risks/options of how we accomplish the Creekside business goals given what we know now of the SP2 schedule, the current Creekside code, and anything new we've learned in the past few days of technical drill-down.

I'd like to be sure we look at the full range of options to reduce technical risk, reduce long-term servicing costs, and accomplish business goals.

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**From:** Julie Bennett  
**Sent:** Tuesday, February 10, 2004 4:50 AM  
**To:** Jim Allchin; Will Poole; Tom Button; Brian Valentine; Joe Peterson; Michele Freed; Lori Brownell; Simon Earnshaw; Mohammed El-Gammal; Todd Wanke; Rebecca Norlander; Craig Fiebig; Tom Phillips; Kurt Kolb; Mark Chestnut; Pat Fox; Mike Wickstrand; Matthew Price; Yannis Dosisos  
**Subject:** Creekside v2 Overview - please read prior to 1pm meeting

**Background**

The objective of the Creekside project is to develop a market customized, consumer OS that will allow us to meet the desktop customer needs where current pricing, as compared to income, is pushing customers to piracy or Linux. At the same time, we want to have the least possible impact on the existing Windows XP revenue by differentiating significantly from Windows XP Home/Pro. Given this objective, we have worked on designing a product that is differentiated from Windows XP Home (less featured and visually distinct), but still has the same levels of compatibility, reliability and security as the family of Windows XP products. We want this to be a product that Microsoft is proud to release into the market, but that has minimal, preferably zero, impact on existing Windows XP Home/Pro sales. Our main target customers are consumers in emerging markets, where piracy is extremely high. This project came out of the need to respond to a Thai government "PC for the People" initiative where the government was brokering deals between Thai citizens and PC providers for very low cost PCs. The request from the Thai government was that for Microsoft to be a part of the s/w package offered in the deal, Windows must be made available within the program for \$10. We agreed, but with a "tailored and limited version of Windows," not Windows XP Home, although we have allowed the Thai project to

ship Windows XP Home in the interim while Creekside is being developed. We are now being pressured in many emerging markets to provide a similar "deal" to other programs. Thus, we are designing Creekside to be something that could be shipped broadly if market needs require it.

### **Feature Set Overview**

The main, high level features of Creekside are:

- Unique Branding/Naming – Windows XP Lite
- Designed for, and limited to, low end hardware (<=2 GHz processor and <=256 MB RAM)
- This matches the h/w specs of the cost structure that we are targeting for the next 12-18 months
- Using a user mode process to secure locking, not the most secure but acceptable as it creates a larger hurdle than piracy and will also use EULA language and WU detection/enforcement to refuse to provide updates to any hacked Creekside systems
- Creekside will provide a dialog explanation and then shutdown if h/w limits are exceeded
- Client only
- **will** be able to: browse the web, do e-mail, and text messaging over IM
- **will not** be able to: set up a home network, share physical connections for printers or faxes, share an Internet connection with other computers on a network, share resources across multiple computers, remote assistance, remote administration, Virtual PC & PC Anywhere, UPnP
- Visual differentiation (new color scheme, desktop watermarking)
- Single user
- Customized for each target market (unique wallpapers/screensavers, locked LIP on top, customized/localized help content)

There are other "premium features" that will be made unavailable via Group Policy settings, but they are considered "tier 2" changes. Those listed above are the ones that give us the most differentiation from Windows XP Home both visually and functionally.

### **Impact to SP2**

The PPT link below has a listing of all SP2 binaries that will be affected by Creekside and what feature the change is associated with. The POR is to have all SP2 changes go in via 2 RIs. The first RI is scheduled for February 15<sup>th</sup>. The second RI is scheduled for March 16<sup>th</sup>. There is risk to SP2 by taking the Creekside changes, however, the other alternatives are:

- Wait for SP3, which means that we do not have a product for these market needs when we need it
- Release Creekside as an OOB release, which would require a separate servicing effort and is not really a viable option due to the impact on SE

We are working to frontload as much of the code changes and high impact work as possible into the first RI to help minimize the risk.

### **Agenda for Tuesday meeting**

1. Business objectives
2. Core features
3. Alignment with SP2

Here are the slides that we will be speaking to during Tuesday's meeting:

<http://team/sites/giftweb/creekside/Overviews/Creekside%20Product%20Overview%2002.10.2004.ppt>

For more details on the project, please see the following:

<http://team/sites/giftweb/creekside/Overviews/Creekside%20Product%20Details%2002.10.2004.ppt>

Thanks,  
Julie