Unknown

From: Brad Chase
Sent: Friday, November 04, 1994 12:39 PM
To: Alec Saunders; Bill Koszewski; Bob Taniguchi; Charles Fitzgerald; Dave Pollon; George Meng; Jim Reitz; John Ludwig; Richard Freedman; Rogers Weed; Suzan Fine; Tony Bawcutt
Cc: Brad Chase; Cynthia Krass; Russell Stockdale
Subject: RE: Communicating Windows PC msgs

this is good. my main feedback has to do with our positioning and what we promise

i don't think we deliver what you say. i think integration is impt but we don't really integrate. you still use a phone for example. you have to get some third party program to actually have a UI into the Internet. plus integration is nice but what is really cool is if you simplify my life, i.e make communicating easier, simplier etc

I think we provide a rich communications platform that enables integration and that our vission and goal is making the Windows the integrating communications platform to make communicating easier for everyone.

my other comment is that i think you need to think about a format for this that will make it easier for people to remember the key positioning and support points. think about getting lots of product managers on my team to understand this and why we are a great IS platform and why we are a great MM platform etc.

have you spoken to the marvel guys per my other email to get a few slides on this in their announce?

From: Charles Fitzgerald
To: Bill Koszewski; Bob Taniguchi; Brad Chase; Dave Pollon; George Meng; Jim Reitz; John Ludwig; Richard Freedman; Rogers Weed; Suzan Fine; Tony Bawcutt
Subject: Communicating Windows PC msgs
Date: Tuesday, November 01, 1994 8:48AM

COMPCMSG.DOC

here is a swag at our communications story. comments, please, especially on individual elements. took at stab at some, but others like Marvel are outside my ability to manufacture.

GOVERNMENT EXHIBIT 150

MS98 0107104
CONFIDENTIAL

M 1028383
CONFIDENTIAL

Windows 95: The Communicating PC

Our objective is to increase the overall success of Windows 95 by establishing it as the leading OS platform for communications. This positioning is waiting to be claimed. Unlike other areas, like multimedia, there is no clear leader from this perspective today. We want to leverage the array of communications technologies in Windows 95 and maximize the perception that Windows 95 is the premiere platform for communications and the portal to the outside world. At the same time, we can capitalize on the interest in the "information highway".

Proposed Positioning:

Windows 95 connects you with the world by integrating all your communications: voice, data, fax, dial-up networking, Internet access and on-line services.

This message gets tuned somewhat by audience:

- End User - focus on out-of-the-box functionality and ease of use.
- IEU - focus on power and the flexibility of the platform
- Organization - focus on specific org apps, like telecommuting/remote access. Need LAN gateway stories for fax, internet access, telephony.
- ISV - focus on communications platform - not just random apps in the box. Long list of APIs available to ISVs.
- OEM - focus on enabling new communications hardware capabilities

Support Points:

Communications Architecture

Integrated, high-performance communications architecture provides supports multiple concurrent communications tasks.

- multiple applications can share a single phone line
- communications hardware is easy to install through Plug 'n 'Play and UNIMODEM
- communications hardware easy to configure
- extensible architecture support new types of communications hardware
- inbound calls can be passed to the appropriate application
- shared Personal Address Book keeps address information complete and in sync across multiple applications

Dial-up Networking

Access LAN services from anywhere in the world using the public telephone network for the telecommuter, travelling executive, mobile worker or work-at home user.

- access other Windows 95 machines
- access NetWare, Windows NT or UNIX networks
- use analog modems or ISDN (?) to connect

MS98 0107105
CONFIDENTIAL

Fax

Microsoft At Work Fax permits sending and receiving faxes from the desktop to any fax machine, other Windows 95 PC or other Microsoft At Work device.

- send and receive standard Group 3 faxes compatible with 25m (?) fax machines worldwide
- send editable and high-quality documents to other Microsoft At Work Fax users
- integrated with Microsoft Exchange universal in-box
- secure transmission with encryption, digital signature and authentication

Internet Ready

Access the Internet directly from the desktop.

- includes a fast, robust, 32-bit TCP/IP stack - the networking protocol of the Internet
- includes PPP (point-to-point protocol) for accessing

M 1028384
CONFIDENTIAL

	commercial Internet providers • supports popular Internet applications, such as Mosaic, WinWAIS or WinGopher
Messaging Microsoft Exchange integrates multiple messaging systems, including electronic mail, voicemail and fax in a single universal in-box on the desktop.	• single interface for all messaging and info services • full-featured messaging client including rich text and OLE2 support • includes drivers for Microsoft Mail, Microsoft At Work Fax, Internet, CompuServe and The Microsoft Network messaging systems • MAPI open architecture allows users to add other messaging systems
On-line Services Great platform for on-line services; includes one too (?)	• includes The Microsoft Network • includes CompuServe and The Microsoft Network mail access from the Microsoft Exchange universal in-box • ???
Telephony Set up and manage telephone calls from the desktop, regardless of the type of phone system.	• allows voice, data or fax applications to share the same telephone line • works with a variety of telephone systems, including analog, digital PBX, ISDN and cellular • Phone Dialer provides basic call control and speed dials

Do we include the following?

Conferencing (needs name) Exchange voice and data on the same telephone call for richer communications experience	• Microsoft File Transfer allows exchange of files with the person to whom you are talking on the phone • supports multiple voice-data mechanisms, including VoiceView modems, Simultaneous Voice-Data modems or ISDN • includes VoiceView modem driver
Speech Processing Voice recognition and text-to-speech	• supports multiple speech engines for different applications or langauges • works with ordinary audio hardware

<u>Demos:</u>

Communications Architecture	Multi-task HyperTerminal Modem setup wizard
Dial-up Networking	Dial into NetWare LAN?
FAX	Send Microsoft At Work fax
Internet Ready	Dial into Internet service provider; use Mosaic
Messaging	Check email Check Octel voicemail
On-line Services	Access The Microsoft Network
Telephony	Call setup using Northern Telecom PBX Call screening with Aurora FastCall
Conferencing	Exchange files with Microsoft File Exchange and VoiceView
Speech Processing	Whisper engine; demo agent app

MS98 0107106
CONFIDENTIAL

<u>Competition:</u>

M 1028385
CONFIDENTIAL

OS/2 Warp

Haven't seen it yet, so based on speculation and press. Appear to have tossed some random communications applications in the box - no "communications architecture". Getting good press for their Internet browser - not clear what exactly this is (News, Mail?). Press also suggests the IBM Advantis network is not too reliable a connection. Also have CompuServe client, fax app and IBM's Person2Person conferencing client. P2P is undermined by the lack of LAN client. Doesn't appear to be any integration between the applications, much less any mechanism for ISVs to build communications applications for OS/2 that work with other comm apps.

Communications Architecture	same as Windows 3.1???
Dial-up networking	No?
FAX	Yes. Applet
Internet Ready	Yes; applications level. PPP stack in the app?
Messaging	No
On-line Services	CompuServe front-end
Telephony	No
Conferencing	Person2Person
Speech Processing	?

Macintosh

Apple has many of the pieces, but haven't done very well articulating it. Conferencing is a big focus for them.

Communications Architecture	Comm Toolbox
Dial-up networking	AppleTalk Remote Access
FAX	?
Internet Ready	No?
Messaging	PowerTalk messaging architecture. Rich architecture; feature poor. AppleMail client is very minimalist. Purely peer-to-peer out of the box.
On-line Services	eWorld
Telephony	Add-on. Current Telephone Manager is broken; they are fixing.
Conferencing	not yet; MovieTalk will appear in '95
Speech Processing	Voice recognition and text-to-speech APIs and engines on some machines

Novell

Communications Architecture	N/A for clients
Dial-up networking	Yes
FAX	ISV NLMs
Internet Ready	Add-on product; promoting with Internet service providers
Messaging	GroupWise/MHS
On-line Services	?
Telephony	TSAPI client is limited and very expensive add-on
Conferencing	??? Involved in Intel PCS
Speech Processing	Voice recognition API work out of WordPerfect; no TTS yet. Focused on dictation, not over the telephone recognition

MS98 0107107
CONFIDENTIAL

M 1028386
CONFIDENTIAL