EXHIBIT 10

Windows 95 Feature Review

Microsoft® Windows® 95

Preview Program

Microsoft Corporation

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CHAPTER 1

Windows 95 Product Review

Windows 95 is an extremely feature-rich product. Virtually every aspect of Windows 95 reflects improvements over Windows 3.1 and Windows for Workgroups. This guide is organized by technology area present in Windows 95, and provides an overview of the features, functionality, and components that make up Windows 95.

While reading about Windows 95, it is important to put the functionality offered into perspective of the needs of the marketplace with how Windows 95 its target design goals.

Note The discussion of Windows 3.1 as it compares or contrasts to Windows 95 is also appropriate for Windows for Workgroups (even though Windows for Workgroups may not be explicitly identified).

Windows 95 Product Areas Covered by Guide

This guide presents an overview of Windows 95 by discussing the areas of technology that make up Windows 95. To facilitate a discussion of the product, the following areas of Windows 95 that are examined in this guide include:

- The Windows 95 User Interface
- Base System Architecture
- Robustness Improvements
- Improved Support for Running MS-DOS–based Applications
- Plug and Play
- Improved Device Support
- Networking
- Systems Management
- Printing
- Communications
- Mobile Computing Services
- Microsoft Exchange: Email, Fax, and more
- The Microsoft Network - Online Service
- Multimedia Services
- Installation and Setup of Windows 95
- International Language Support
- Accessibility
- Applications and Utilities
- What Makes a Great Application for Windows 95?
- The Windows 95 Logo Program
- Windows 95 Questions and Answers

Summary of Improvements over Windows 3.1

A summary of improvements available in Windows 95 over Windows 3.1 is provided in many of the sections of this guide covering key features and functionality available in Windows 95. This section provides a quick overview of area where Windows 95 address Windows 3.1 issues, or improves upon the based functionality.

Try It!

Mouse

Where appropriate, each section of this guide includes a Try It! Section that gives you the opportunity to try and examine the areas of improvement in Windows 95. You are encouraged to see for yourself that Windows 95 is a flexible, powerful and robust operating system.

Try It!

CHAPTER 2

The Windows 95 User Interface

When you first boot Windows 95 it is immediately apparent that the old world of Windows running on top of MS-DOS is no more. Gone are the character-mode boot messages that held meaning only for a very small minority of computer users. Instead, you are graphically carried to the desktop of the new user interface (UI) in Windows 95.

More than any other part of the operating system, the UI defines a user's overall experience. The easier, more powerful, and more compelling the UI, the better the user feels about computing which, in turn, makes the user more productive. Great UI helps grow the industry by making computing easier and more natural for *all* people, from the new user to the power user. This is the mission of the UI in Windows 95.

This chapter introduces you to the UI in Windows 95 and its conception. It is divided into the following topics:

- **Objectives**. Lays out the top-line goals of the UI in Windows 95.
- **Methodology**. Overviews the design-test-redesign loop that has been critical to the UI development process.
- **Easy**. Outlines features that make Windows 95 easy to learn and use, especially for those new to Windows.
- **Powerful**. Outlines features that make Windows 95 more powerful, efficient, and customizable for the experienced Windows user.
- **Compatible**. Outlines features that make Windows 95 easy to learn and use for those familiar with Windows 3.1.

Designing the User Interface in Windows 95

Objectives

The overarching goal of the UI in Windows 95 is to make PCs even easier to use for *all* people.

Fulfilling this goal is a challenge because people work in very different ways. For the beginner, performing a task must be easy to learn even at the expense of efficiency. However, the experienced user is interested in doing more with the PC and in efficiency and flexibility. In addition, the user who upgrades from Windows 3.1 must not be made to throw out everything he or she has learned.

Windows 95 has fulfilled these disparate needs by making the most common and essential features of Windows 95 (such as launching an application, task switching, and finding a file) easily discoverable by the beginner via the taskbar, with its Start button and push-button task switching. At the same time, the product is deep in power-user capabilities that promote efficiency, customizability, and control such as the Windows Explorer, rich right-mouse-button-clicking capabilities, property sheets, and shortcuts.

The UI in Windows 95 is designed to be scaleable—that is, to fit the proficiency and preferences of the individual user.

Methodology

The UI in Windows 95 was not a grand plan designed to a master specification. It started out with clear objectives, guiding design principles, and a skilled team. The design process has been full of discarded designs, new ideas, and a great deal of learning.

The process started with answering the basic question: *How can Windows 3.1 be improved*? From there the UI team began to work through a loop of design, to usability test, to redesign that continues today.

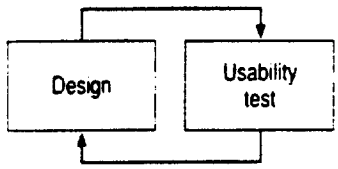

Figure 1. Feedback design loop of Windows 95

Improving Windows 3.1

There was no shortage of information sources in determining how the Windows 3.1 UI might be improved. The following table summarizes key findings.

How can the Windows 3.1 UI be improved
Make it easier to learn for novices. Problem areas: • Window management (overlapping and minimized windows) is confusing. • Hierarchical views (like File Manager) are confusing. • Double-clicking to launch applications is not discoverable. • Task switching is undiscoverable, which means too few users are taking advantage of running multiple applications.
Make it more efficient and customizable for experienced users. Problem areas: • Too much "middle management." Confusing and overlapping functionality: Program Manager, File Manager, Print Manager, Windows Setup, Control Panel. • 8.3 file naming • Not customizable. • Poor network and connectivity integration.

Figure 2. Issues for improving the UI over Windows 3.1

We used the following mechanisms to compile feedback data:

- **Usability Tests**. The Microsoft Usability Lab, detailed below, is primarily used for testing usability of new designs. However, in order to better understand how people are using Windows 3.1 today and to establish a baseline, several phases of testing were dedicated to Windows 3.1.
- **Focus Groups**. Several focus groups were conducted with different levels of user to determine the problems people are having with Windows 3.1 today.
- **Educator Feedback Program**. Last year, a team of UI designers and testers visited 12 independent software education companies. More than any other people, software educators understand the everyday usage challenges faced by beginner and intermediate users. Questions like *"What are the 5 hardest tasks for students to learn in Windows?"* and *"What 5 changes would you make to Windows to make it easier to learn?"* were asked. These educators have also served as a great resource for testing prototypes of the UI in Windows 95.
- **Suggestion Database**. Thousands of UI suggestions from Windows 3.1 end users and corporate customers have been compiled and analyzed. Going forward, beta tester UI feedback will be incorporated into the final release UI.

CHAPTER 3

Base System Architecture

Ease on the surface requires power and speed at the core, and the modern, 32-bit architecture of Windows 95 meets these requirements. Freed from the limitations of MS-DOS, Windows 95 preemptively multi-tasks for better PC responsiveness—so users will no longer have to wait while the system copies files, for example—and also delivers increased robustness and protection for applications. Windows 95 also provides the foundation for a new generation of easier, more powerful multi-threaded 32-bit applications. And most importantly, Windows 95 delivers this power and robustness on today's average PC platform while scaling well to take advantage of additional memory and CPU cycles.

The mission of Windows 95 is to deliver a complete, integrated, operating system, that offers modern 32-bit operating system technology, and includes built-in connectivity support. In addition to the high-level mission of Windows 95, market requirements must be met to deliver a high performance, robust, and completely backwards-compatible operating system.

This section discusses the base architecture used by Windows 95. The base architecture covers low-level system services for managing memory, accessing disk devices, and providing robust support for running applications. Windows 95 delivers a modern 32-bit operating system that is compatible with existing software and hardware, and delivers a platform for a new generation of applications.