

2/19/99 → Discussion with Ted Hagan

- ① → Fall Release of members - (October, November, I.E. 4.0 will be ready in ~~slaves~~)
- ② Prior to October
- ③ No phone program announced

I.E. 4.0. might be available on Diskette + cable of pulls down from the NET

④ NT 5.0. not until Q4 98 now NT maintenance Release 1H97

from a marketing standpoint want to market as 2 brands, but code base is the same

→ who → who are we dealing with
Chavis

brand - PC - BPC
→ MARK CONTENT from ATIVA

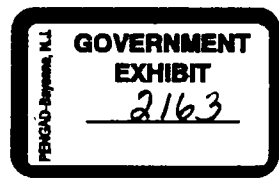
- Pricing = \$15.00
- Licensing of T's & C's is Gateway Factor

Neutral → List of Marketing Activities, based on a Neuman Machine. workbooks, Citicorp & encyclopedia Neutral

Sign license + side agreement
Fin Marketing

AX FACTOR in Kirkland

Richard Steiner



2/19/94 - Hannon Continued

WEDNESDAY

→ work ~~with~~ directly with the
people responsible at Microsoft.

Sense Parotta → Bill Tanzi

• Jointly promote was sites
→ Retail Joint Promotion,
CAN

DSP → Distribution source pattern

* Value SEE - Net PC - Bill Shapshinsky

→ How could IBM play in the
Announcements

→ NO PLAY IN STEERING

→ After SPAC Release, MS to
Buy IBM in full

→ Key messages, etc.

Announcements, Q & A → FACT sheet

→ CEBit & Prod will be there.

→ George Norris

2/19/97 - CONTINUE

Borst Akeland → Smarts, etc. ^{→ NTCS} would look, etc.
→ GATES → why are we working with
IBM when they are doing these
deals. dont work with them!

Borst
* How Religious is our support of Smarts?

Borst drilled Ozzie on IBM
Corporate organization, Product
Focus, etc. where does money
come in

* Borst says they have surpassed Novell
in WW Shipments

→ Ozzie says we ship 8% of
Servers with NT

Mike Pelham - ease their fears
of bait & switch

OPM → Schedule a meeting with
OPM management to discuss
Strategies vs. Tactical Actions -
Review Performance Plans

Windows CE - Review w/ Baker 2/19/97
Presentation Given