Microsoft® Windows® 98
Initial Boot Process

Account Manager
Microsoft Corporation

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Agenda

◆ OEM feedback

◆ Microsoft objectives

◆ Microsoft online strategy and vision

◆ Initial Boot - user input screens

◆ Welcome to Windows 98

◆ Windows 98 desktop

◆ Summary

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OEM Feedback

◆ HW diagnostic applications during "out of box" reduce support impact and PC returns

   ▽ Audio levels, monitor, etc.

◆ First time PC users need a "helping hand"

◆ ISP sign up mechanisms confuse users

◆ Desire for stronger OEM branding

Microsoft Objectives
Initial Boot Process

◆ Reduce support calls and PC returns, especially for new PC users

◆ Optimize PC performance and self-maintenance

◆ Deliver a high-quality ISP signup experience to end users

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Microsoft Online Strategy And Vision

◆ One ISP signup icon on the desktop

▽ Less confusing for end users

◆ High quality referral list of Click and Surf ISPs
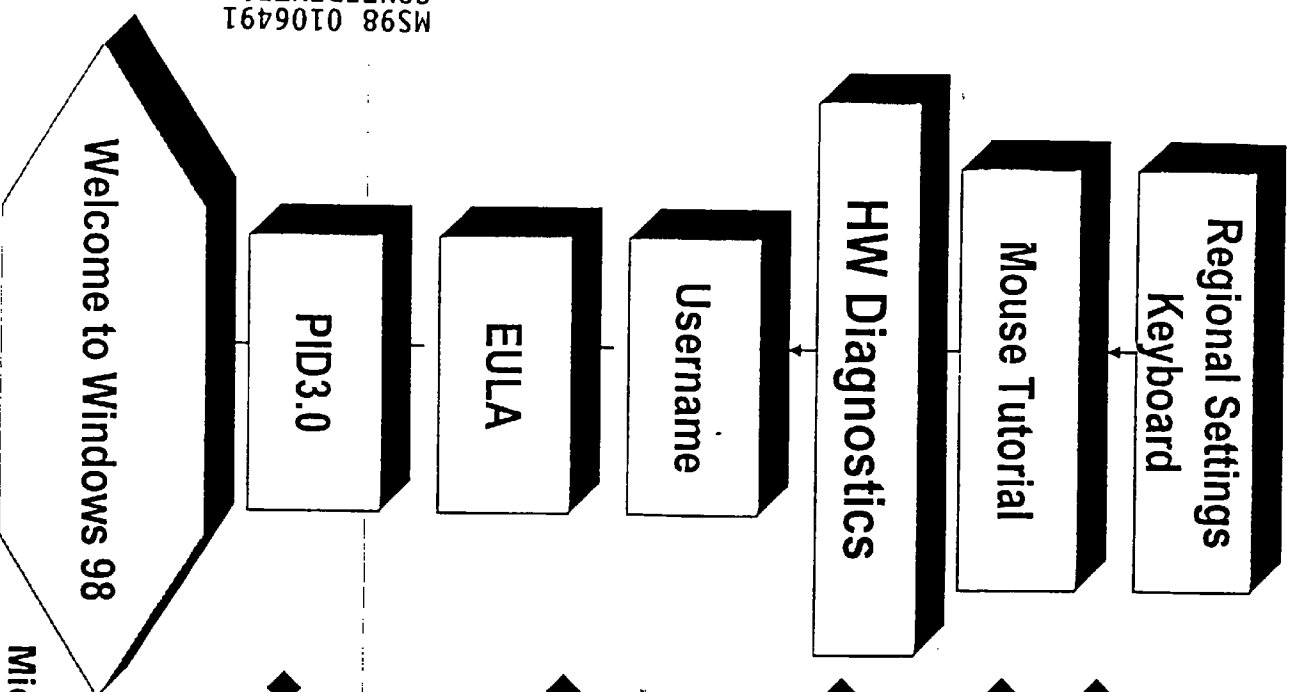
▽ Limited list keeps users from being overwhelmed

Windows 98
Standard Initial Boot Screens

◆ User Input (e.g. EULA, COA, etc.)

◆ Welcome

  ▽ Register Now

  ▽ Connect to the Internet

  ▽ Discover Windows 98

  ▽ Maintain Your Computer

◆ Windows 98 Active Desktop™

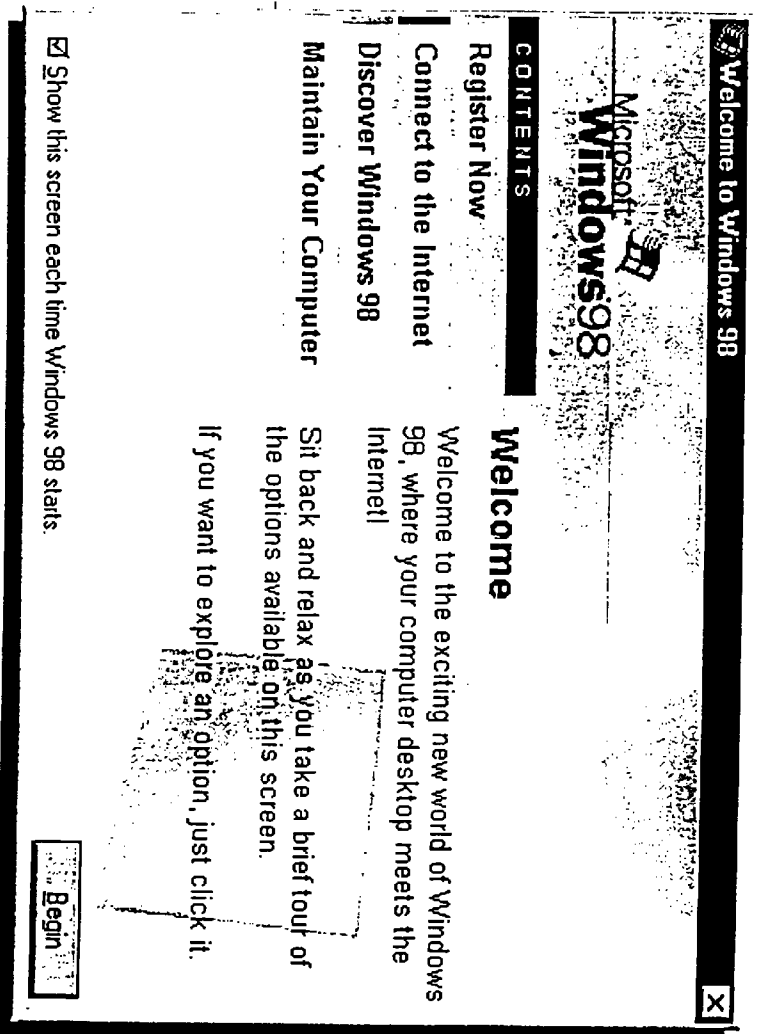# Initial Boot - User Input Screens

Regional Settings Keyboard
- ◆ Identify appropriate language and region

Mouse Tutorial
- ◆ Assist new users with the mouse

HW Diagnostics
- ◆ OEM can add diagnostic and configuration
  - ◆ To reduce PC returns and support calls

Username
- ◆ No changes in the Username and EULA

EULA

PID3.0
- ◆ PID 3.0 is necessary to enable Windows 98 online features
  - ◆ More secure algorithm to reduce piracy

Welcome to Windows 98

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Welcome to Windows 98

Guides the end user through valuable options so they can take full advantage of Windows 98

Welcome to Windows 98 [X]

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Windows98

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Register Now

Connect to the Internet

Discover Windows 98

Maintain Your Computer

Welcome

Welcome to the exciting new world of Windows 98, where your computer desktop meets the Internet!

Sit back and relax as you take a brief tour of the options available on this screen.

If you want to explore an option, just click it.

☑ Show this screen each time Windows 98 starts.

Begin
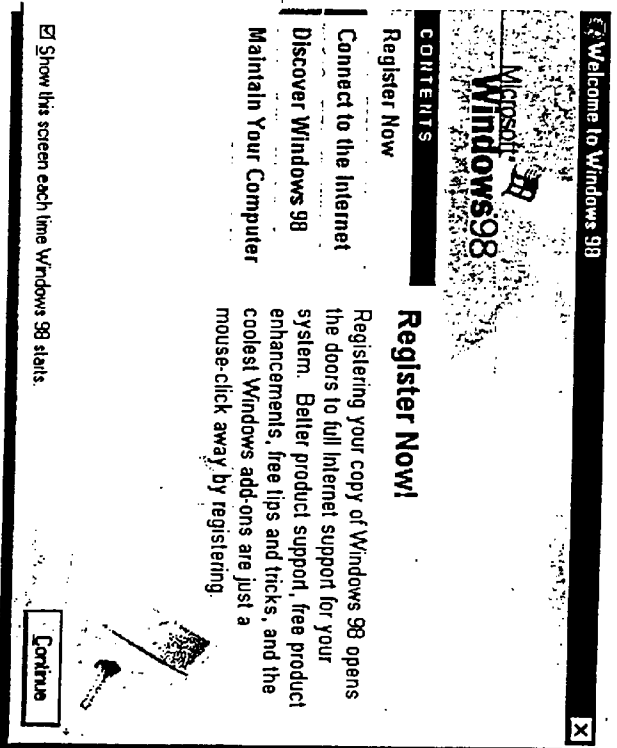
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Microsoft Product Registration

◆ End users register online with Microsoft

  ▽ Mail-in card still in the box

◆ Benefits of Microsoft product registration to end users

  ▽ Access to Windows Update
    and other Microsoft
    Premium content

  ▽ WebTV® Electronic
    Programming Guide

  ▽ Latest news on Microsoft
    product development

Welcome to Windows 98

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Register Now

Connect to the Internet

Discover Windows 98

Maintain Your Computer

Register Now!

Registering your copy of Windows 98 opens
the doors to full Internet support for your
system. Better product support, free product
enhancements, free tips and tricks, and the
coolest Windows add-ons are just a
mouse-click away by registering.

☑ Show this screen each time Windows 98 starts.

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Joint Product Registration

◆ Microsoft vision: single registration and common repository

  ∨ End user benefits from single registration process

  ∨ OEM benefits from first boot opportunity

◆ Approach: Joint registration process managed through Microsoft authorized third parties (Authorized Registration Center (ARC))

  ∨ ARC handles data collection and transmissions

  ∨ ARC terms cover client integration into Windows and server side synchronization

  ∨ Only the information requested by the default registration application is forwarded to Microsoft

  ∨ All other aspects of the business relationship managed between the OEM and the ARC

  ∨ Additional services are available to OEMs from ARC

Joint Product Registration
Contract Negotiations In Process
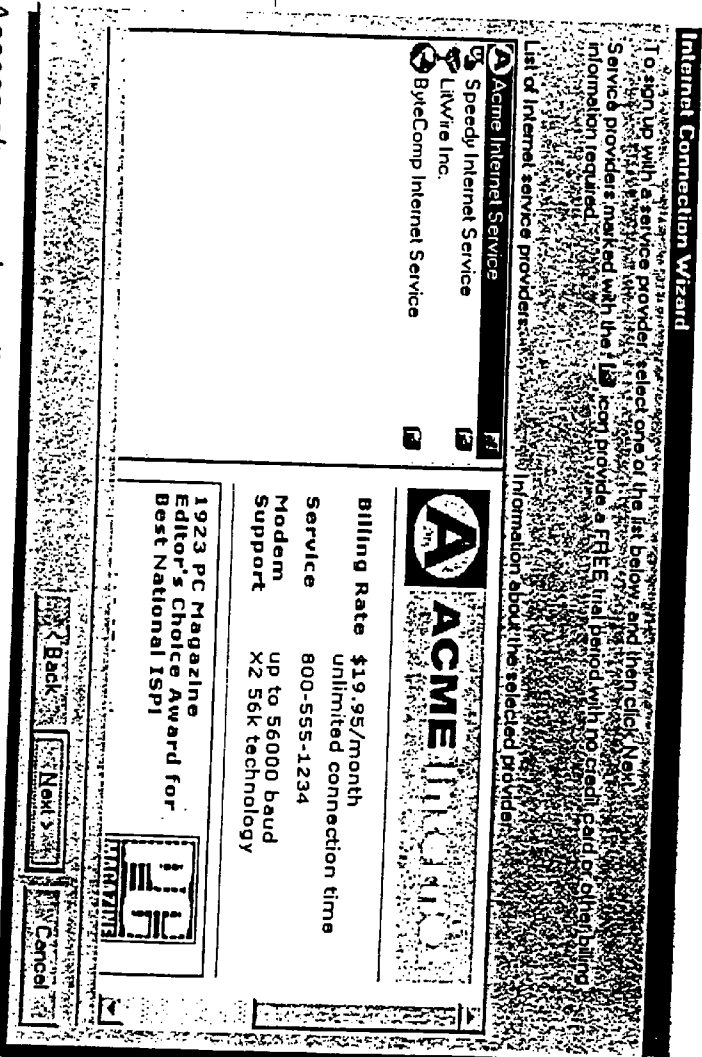
◆ Intelliquest: Linda Gordon, Product Manager

  ⋎ Lgordon@intelliquest.com 770-612-8008 x 318

◆ Softbank: Paul O'Brien, VP Marketing

  ⋎ Paul_O'Brien@zd.com 415-551-4951

◆ Encompass: Chris Shanks, VP Client Service

  ⋎ cshanks@encmpss.com 770-984-9098 x 138

◆ Microsoft OEM Operations will manage ongoing relationships

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Internet Connection Wizard

◆ ISP referral server dynamically maintains list

◆ Click and Surf (Free* Trial) ISPs are identified

Internet Connection Wizard

List of Internet service providers

- Acme Internet Service
- Speedy Internet Service
- LitWire Inc.
- ByteComp Internet Service

To sign up with a service provider, select one of the list below, and then click Next.
Service providers marked with the [icon] provide a FREE trial period with no credit card or other billing information required.

ACME Inc.

Billing Rate $19.95/month
              unlimited connection time
Service   800-555-1234
Modem   up to 56000 baud
Support   X2 56k technology

1923 PC Magazine
Editor's Choice Award for
Best National ISP!

[< Back] [Next >] [Cancel]

* Access charges, long distance toll and/or local phone charges may apply.

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ISP Signup Process
Referral Server Program

◆ Microsoft vision: one signup process meeting OEM and end user needs

◆ Two models to choose, offering choice, cost savings and the opportunity to highlight ISP business relationships:

∇ Standard - display standard list of ISPs

∇ Custom - select and negotiate ISP offers (limited to five ISPs) displayed in referral server

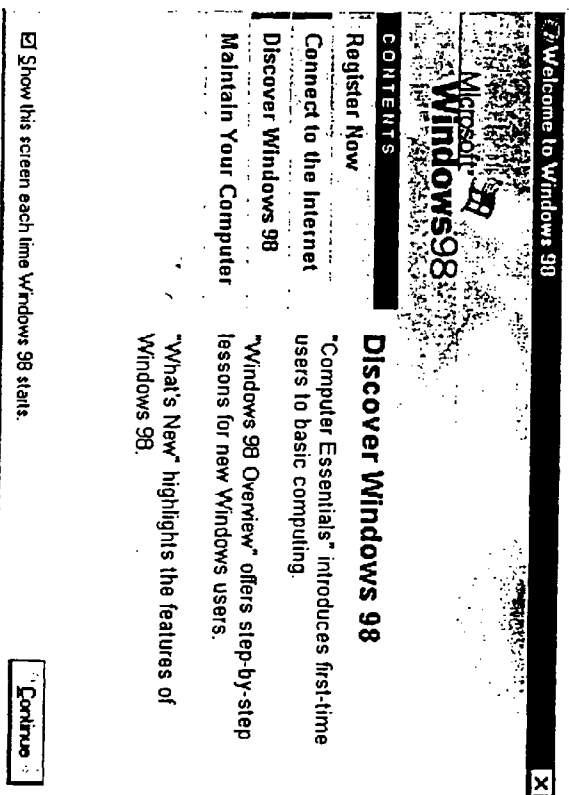◆ All ISPs must meet the referral server technical quality specifications (i.e. HTML signup service)

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Offer Details

	"Standard?"	"Custom?"
ISP selection	Microsoft standard list of ISPs	OEM selects ISPs, negotiates all ISP offers— limited to 5 ISPs. ISPs may or may not be part of the standard referral server offering
Standard ISP list displayed?	Yes	No, unless OEM has only 1 ISP and chooses to inlucde the Microsoft ISP list
OEM collects referral Fees directly from ISP?	No - Microsoft Standard List	Yes
Network Charges	None - Microsoft Standard List	OEM pays Microsoft 100% of all OEM's network charges incurred through referral server use. (A set charge for each usage by an OEM system, regardless of call length or call origin. Billed monthly)
Administration Fee	None	$10K per ISP

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Windows 98 Tutorial
Designed For All Types Of Users

◆ **Computer Essentials**
  - ∀ For new computer users

◆ **Windows 98 Overview**
  - ∀ For upgraders from Windows 3.x

◆ **What's New**
  - ∀ For upgraders from Windows 95

◆ **More Windows 98 resources**
 - ∀ Microsoft Press® books and training materials

Welcome to Windows 98

Microsoft Windows98

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Register Now
Connect to the Internet
Discover Windows 98
Maintain Your Computer

Discover Windows 98

"Computer Essentials" introduces first-time users to basic computing.

"Windows 98 Overview" offers step-by-step lessons for new Windows users.

"What's New" highlights the features of Windows 98.

☑ Show this screen each time Windows 98 starts.

Continue

Maintenance Wizard

- Improves performance of most frequently used programs

- Frees disk space

- Increases system performance
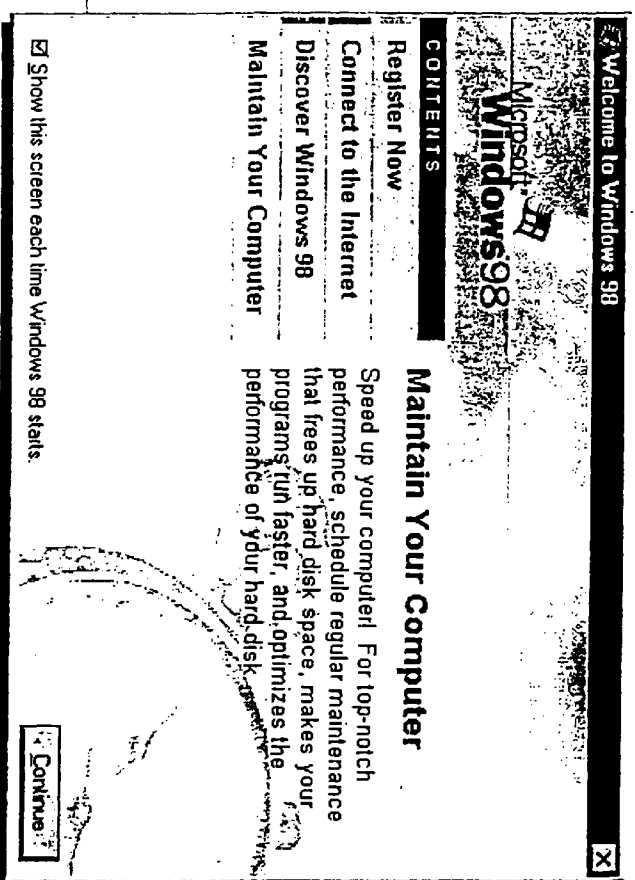
New users want these benefits: Microsoft made it easy to find by including it in Welcome

Welcome to Windows 98

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Register Now

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Maintain Your Computer

Maintain Your Computer

Speed up your computer! For top-notch performance, schedule regular maintenance that frees up hard disk space, makes your programs run faster, and optimizes the performance of your hard disk.

☑ Show this screen each time Windows 98 starts.

Continue

Customized OEM Button on Welcome to Windows 98 Screen

◆ Designed to reduce support calls

◆ OEMs can add a button to the Welcome screen to educate end users about their new PC

▽ OEM Support policies

▽ PC hardware features
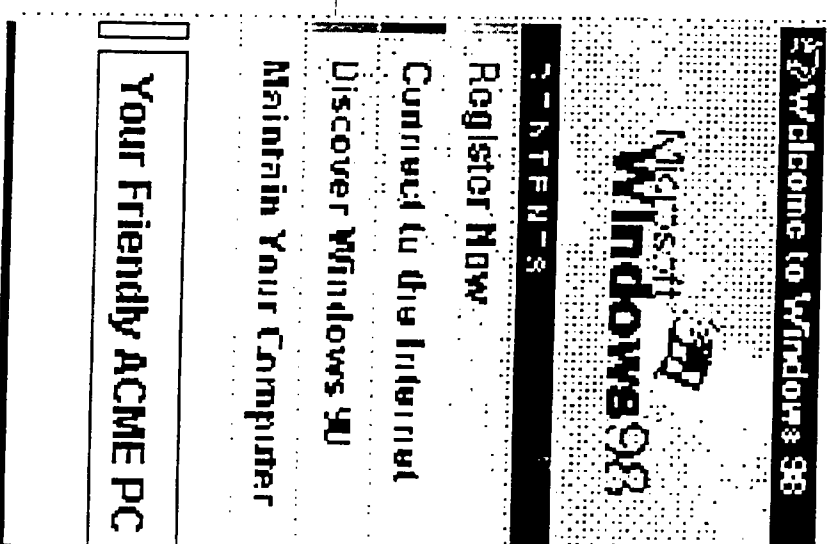
Windows 98 Active Desktop

- ◆ Channel Bar ON by Default, may be turned off
  - ᐯ Continue to leverage OEM branding investment
- ◆ OEM Branded Channel - Top Position
  - ᐯ Sub-channel opportunity
- ◆ Active Desktop ON by Default, may be turned off
  - ᐯ OEM branded wallpaper, etc.

Windows 98 Active Desktop

New

usability

benefit

"My Documents"

folder

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Summary

◆ Reduce support calls and PC returns

▽ Hardware diagnostics and configuration support screens

▽ OEM button on Welcome screen

◆ Deliver high-quality ISP signup experience

▽ Better quality ISPs reduces support

▽ Click and Surf ISPs listed on the referral server

▽ Multiple models offer choice, cost savings and the opportunity to highlight ISP business relationships

▽ Adapt to changing market conditions - maintaining ISP offers through referral server infrastructure minimizes preinstallation rework

◆ Stronger OEM Branding

▽ OEM button

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