PLAINTIFF'S EXHIBIT
285
Gordon v. Microsoft

May 16, 1990

TO: Mr. L. R. Reiswig, Jr.

Lee these are EMEA's charts. Your comments. They plan to use Friday with the countries.

W. H. McCahan -X6-3270 by 5/18!

Reiswig
Exb. 15

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WINDOWS/OS/2 POSITIONING

90136HDC0038-5/15

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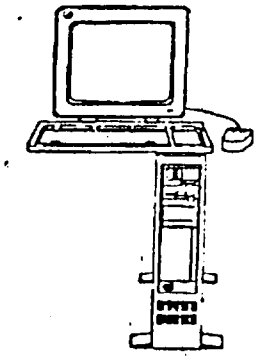
TWO KINDS OF PC APPLICATION

PERSONAL PRODUCTIVITY

- W/P, Spreadsheet, Personal Data
- LAN Connected for Resource Sharing
- Widely Distributed, Low Price Point
- Packaged S/W



RUN-THE-BUSINESS

- Finance, Manufacturing, Retail
- Needs LAN for Comms/Data Sharing/ Resources
- Business Payback Determines Price-Point
- Custom or Customised S/W + Packaged S/W

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APPLICATION ENVIRONMENTS FOR THE 90'S

COMMON AIMS

INCREASE USER EFFECTIVENESS ⟶ GRAPHICAL USER INTERFACE

EXPLOIT HARDWARE TECHNOLOGY ⟶ 286/386 PROTECT MODE

APPLICATION - SPECIFIC ENVIRONMENTS

PERSONAL PRODUCTIVITY

- Cost of Total System
- Compatibility with **PREVIOUS** Packaged S/W
- Development Environment **NOT** Major Customer Issue

RUN-THE-BUSINESS

- **FUNCTION** of Total System
- Ability to Support **FUTURE** Applications
- Speed & Quality of Application Development is **KEY** Customer Issue

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DIFFERENT PLATFORMS FOR DIFFERENT NEEDS

WINDOWS

MEETS USER NEEDS

- Cost-Optimised for Graphically-Based Applications

- Emphasis on **USER** Productivity Issues
  - Fully Uses 1Mb
  - Fast, Mouse-Driven Environment
  - Compatible with DOS-Based Applications

- New Issues of **PERSONAL** Productivity
  - MS WORD
  - MS EXCEL
  - IBM CURRENT
  - IBM 3270 CONNECT

OS/2 EE

MEETS BUSINESS NEEDS

- High Performance with High Resilience (Systems Architecture)

- Emphasis on **SYSTEMS** Issues
  - LAN Management
  - Communications
  - Structured Relational Database
  - Durable, High Level Interface
- New Levels of **DEVELOPMENT** Productivity
  - EASEL
  - IS/2
  - Applications Manager
  - CASE PM/SMALLTALK/.....

PLUS: State-Of-Art User Apps in Same Environment
- EXCEL
- 1-2-3 G
- PAGEMAKER
- CAD

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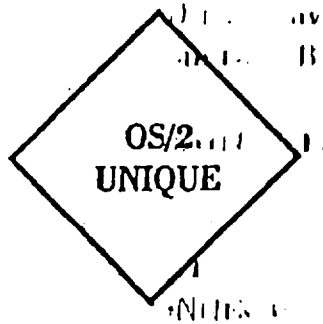
STRATEGIC DIRECTION



- Security (DOD 32 > C2)
- RISC Platforms
- POSIX
- SAA
- OFFICEVISION

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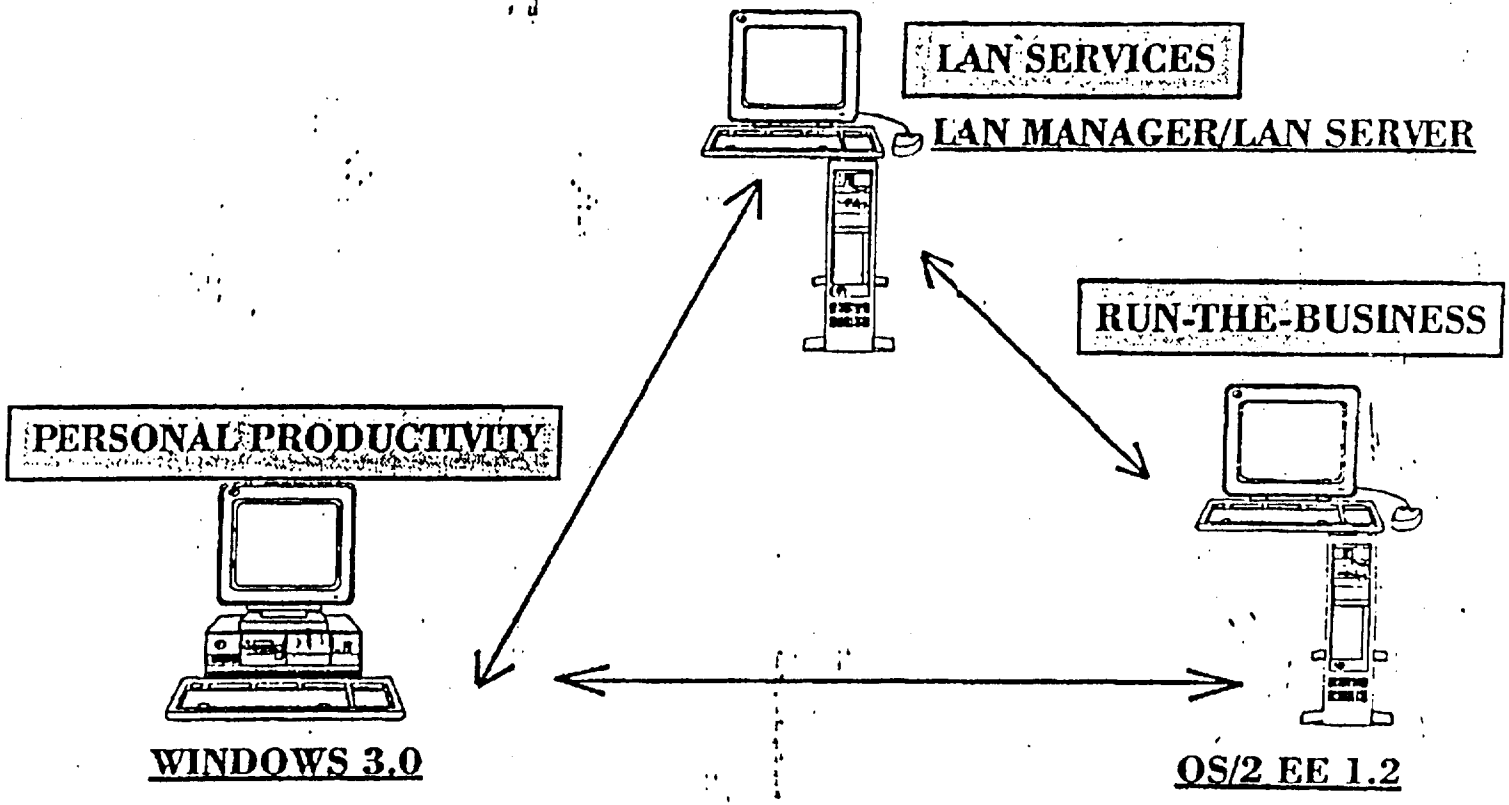
NETWORK ENVIRONMENT



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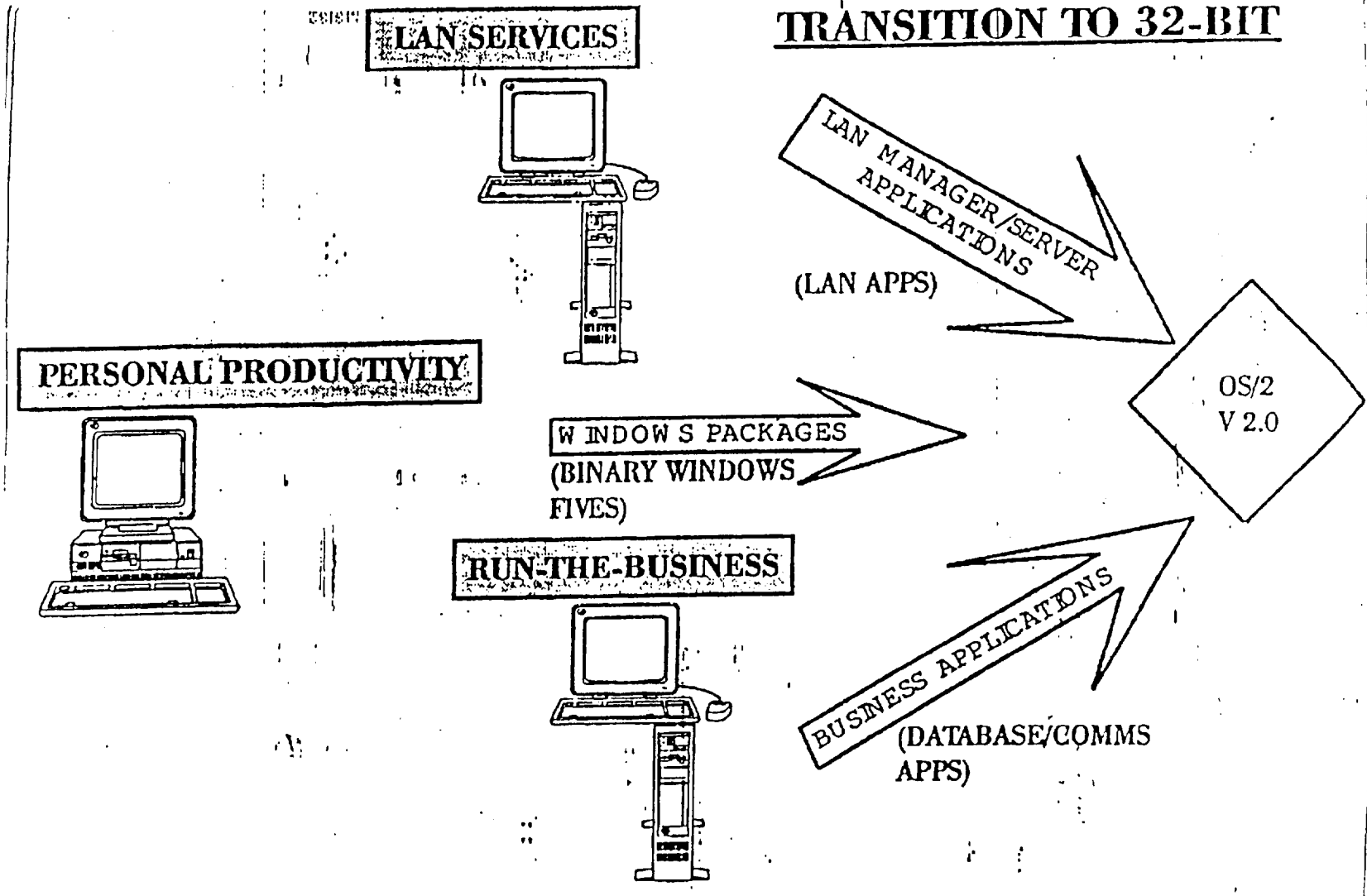
TRANSITION TO 32-BIT



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SUMMARY

WINDOWS 3.0

- Exploits Technology to Provide Best Base for **DOS PRODUCTIVITY APPLICATIONS**
- Available Now
- State-Of-Art Productivity Applications

OS/2 EE 1.2

- Exploits Technology to Provide Best Base for **BUSINESS APPLICATIONS**
- Available Now
- State-Of-Art Applications Development + State-Of-Art Productivity Applications

One Step Migration Path to OS/2 v 2.0