From: paulma
Sent: Friday, July 28, 1995 2:18 PM
To: bradsi; johnlu
Cc: carls; marshall
Subject: RE: POSITION ON NSP ISSUES

We have to be careful about getting too emotionally invested in this. They have given on our original major objections which were that they were trying to establish middleware API's, and that they were using NSP to jam all sorts of random, unrelated stuff. Now they are just purveyors of big, slow software - and the position below allows us to judge it in that light.

I have given them the benefit of the doubt for the time being - mainly to give some support to those inside Intel who support us. We will watch Intel's feet and mouths, and if the walk/talk is different, we will go on the attack again.

From: John Ludwig (Xenix)
Sent: Wednesday, July 26, 1995 11:02 PM
To: Paul Maritz (Exchange); bradsi
Cc: carls
Subject: RE: POSITION ON NSP ISSUES

given this i see no reason to agree to the positioning statement below
from intel. it still gives them a tremendous win. if they first go
to the market and retire the NSP reference platform name and go very
publicly to their oems with their new name, we could consider this
positioning. but their first chance to do that is their oem
conference this fall

REPLY FROM: johnlu Microsoft Mail v3.0 IPM.Microsoft Mail.Note From: bradsi
To: paulma
Cc: carls
johnlu
Subject: RE: POSITION ON NSP ISSUES Date: 1995-07-26 17:11
Priority: 3
Message ID: 49504D20555345522D52454C204944
Conversation ID: 49504D20555345522D52454C204944
Parent message ID: 49504D20555345522D52454C204944

i had a good 1-1 conversation with aymar. he really wants to work with us
and apologized over and over for the nsp mess and kinnie. he's been
hardcore with kinnie to be more accommodating to msft. he told kinnie that
there was no way they could ship NSP sw as it was (reinforcing our msgs
regarding quality).

|From: paulma

|To: bradsi; carls; johnlu; marshalb
|Subject: FW: POSITION ON NSP ISSUES
|Date: Wednesday,July 26,1995 8:31AM
|
|
|_____
|From: Paul Maritz (Exchange)
|Sent: Wednesday, July 26, 1995 8:29 AM
|To: 'Ronald_J_Whittier@ccm11.sc.intel.com'
|Subject: RE: POSITION ON NSP ISSUES
|
|See modification between "*...*" below.
|
|_____
|From:
|
Ronald_J_Whittier@ccm11.sc.intel.com[SMTP:Ronald_J_Wh
ittier@ccm11.sc.in
tel.c
|com]
|Sent: Friday, July 21, 1995 1:26 PM
|To: paulma@microsoft.com
|Subject: POSITION ON NSP ISSUES
|
|
| paul,
|
| below is the intel positioning and q&a
| on the nsp program, intended for use with intel
| customers.
|
| i'd appreciate your comments.
|
| also, could i request that you do something
| analogous for usage within microsoft. it
| would certainly help to get our positioning
| aligned.
|
| thanks,
|
| ron
|
|**********
****
|//
////////////
|
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|
|SUBJECT: POSITION ON NSP ISSUES
|_____
_____
|
|Issues:
|
|? What's going on with MS vav IAL Program?
|? Does MS support NSP?
|? What's up on NA/IA-SPOX vav MS?
|
|Positioning:
|
|? The concept of Native Signaling Processing (NSP) is
generally accepted
| in the industry. Microsoft agrees with the concept,
usually referring
| to it as host-based processing.
|? Implementation of NSP on PP/Windows platforms involves
the development
| and deployment of hardware and software components, OS
extensions, and
| NSP applications. Both Intel and MS have broad programs

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in these
| areas, and as we work through the issues and programs, we don't
| necessarily agree on all the specifics of the implementations.
|? Among the capabilities needed for next generation media and comm apps
| are real time services and the capability to manage multiple streams
| of audio and video data. Intel will be bringing these capabilities to
| the PP/Win'95 PC through its Native Audio component in the first half
| of 1996. This program will continue the beta testing phase during
| H2'95. To assure compatibility with the existing Win'95
| environment, Intel will undergo extensive system-level testing for
| specific applications.
|? Over time, we expect the extended real time and media streaming
| capabilities of our NA driver to move into future releases of the
| Windows OSs. We are consulting with Microsoft to aid them in their
| development of these capabilities.
|
|Q&A
|
|1. Does MS support NSP?
|
| ? Yes...the concept of running media and communication algorithms on
| the Pentium(tm) Processor is generally supported by MS. Their
| programs in media are a good example of this. (Mediamatics MPEG
| and RenderMorphics 3D stuff are specific algorithms that run in an
| NSP-mode on the PP).
|
|2. Does MS support Native Audio/IA-Spox
|
| ? As a general development environment for applications, "no."
| *As specific VXDs for specific applications, Microsoft reserves
|judgement and will assess the VXDs in
| same manner as it assesses other special purpose, third party
developed
|drivers.*
| ? Intel is doing the system-level characterization/testing of the NA
| VXD with associated applications.
| ? The actual support for the NA VXD will be provided by the OEM who
| ships the system with the NA-based application . (which is normal).
|
|3. What's happening with the NSP Reference Platform Intel discussed at
| WinHec and DSP Expo?
|
| ? The NSP Reference Platform had hardware and system software
| elements. Many of the hardware elements, such as a 100 MHz
| Pentium(tm) Processor, 3rd generation PCI chipsets, EDO DRAM, and
| Burst SRAM have already entered the market on new platforms and

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| have been rated "best of class" by PC Magazine and PC Week.
| ? Some of the system software capabilities described in the beta
| releases of the NSP Reference Platform, such as TAPI and Plug and
| Play, have been included in the forthcoming Windows `95 release.
| ? The term "NSP Reference Platform" was misleading and caused
| confusion within the industry because some of the pieces did not
| directly involve native signal processing. We have dropped the
| term. We still have a program designed to deliver advanced
| capabilities for PP/Windows `95 platforms: the "New Baseline
| Target Platform" program. Intel will publish a New Baseline
| Target Platform design guide that includes only those system
| software technologies that Intel and Microsoft have agreed to
| support and/or have a clear convergence path on, such as Direct
| Draw, BM IDE, USB, and WinSock 2.
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