3/27/97 - Microsoft/IBM mtg.

Microsoft → Kempin, Akenland, Mendi, Kolb, Martin, Harrow
IBM Kozel, Fitzpatrick, Osborne, Colton, Norris
Dubinsky, Romero, Bardenick

- Dynamic HTML supports multiple clients
- Customization of favorites can be cached through
- Pollids of applications runs continuously

→ OEM capability to alter GUI?
→ used Compaq LTE 5200
→ Link to ISP's
→ MSNINVESTOR.COM
→ What can you do with the channels
→ Can we allow the retailer to do customization

Available at end of September
Drop in the box
MS covers COGS until Memphis
+ 60 days
Custom content for selected
27 languages on Vanilla

Initiative to content summit
Named in Press Release
Channel content & IE4
within 30 days

GOVERNMENT EXHIBIT 2168
PENGAD-Bayonne, N.J.

3/27/97 Meeting with Burst Akerland
Ted Hannum, Romero, Dubinsky, Noerie, Osborne

(1) Burst, "we have a problem if you load netscape"

I.E. 4.0 • Prominent position at launch

"Exclusively" promote I.E 4.0

→ January → Preload

→ Promote ease of use
→ MS will put up dollars

→ Memo of understanding in two weeks → April 10th

People you work with

→ Get Marcom

Consumer
Spiegel → Retail

End user - Ernie → End user
Tricot Marron → Consumer - Small Business
Corey Pollc → enterprise

→ Burst will be in Europe in mid-April to promote 4.0, he would like to meet with David.

Emerging markets → India & Latin America

→

3/27/97 → MS meeting

(2) ~~Broadcast PC proposal~~
Neutral systems → to MS =

WP ✓ word 97
Spread works 4.0. spread data base editor
Ref X ENCARTA 97
Fin ✓ Greetings workshop
Brownson ✓ I.E. 3.0. then 4.0
Games ✓ MS Arcade
✓ Fury 3, wings 7 2
✓ Money

} Get the most out of your Home PC

* Home Essentials

→ U.S. Only At this Time, no Everywhere except Europe

Graphics?

→ Below $10 Across Aptiva's
$220 on the shelf with a $40 Rebate

• Connors "No deal if must be ENCARTA"

John Stacy → Edmark, Bernie Rice

→ ENCARTA has been localized
French, German, US ~~[illegible]~~ UNGLISH

(3) Broadcast PC

→ Slipped to Memphis →
Alternatives
(A) does consumer invest in BPC

3/21 →

(2) weekly drops of Memtis we don't get

(3) Announcement of KPC

On new Point Collections we produce new → ms will open the

(4) KPC

(5) Criteria

(1) Payment
(2)

(6) Produce to