From: bens
Sent: Friday, April 14, 1995 12:38 AM
To: Personal Systems Grp Tech Leads Comm
Subject: my psgtech slides

For those who missed my talk on the future of the Web, or just wanted the slides. This is a slightly extreme view of the ability of the Web to make Windows irrelevant, but it worthwhile to ponder this possible future.
--bens

PLATFORM.PPT

GOVERNMENT EXHIBIT 399

Platform Shift: The Web

- The Web could make Windows irrelevant in the next few years
- The Web is a **platform** which can host **applications**
- The Web is a collection of existing technologies sewn together in a simple, lightweight manner: TCP/IP, MIME, HTML/SGML, GIF, URLs
- MS should step back and reevaluate all of our component architectures and technologies

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The Ferment on The Web

- Internet Phone
- Virtual Reality Markup Language (VRML)
- RealAudio (Progressive Networks: robg, philba)
- HTML 3.0 tables
- FirstVirtual, CyberCash, SSL, S-HTTP

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The Universal Client

- HTML
- Newsgroups
- FTP
- Mail
- The Windows Shell?

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Shell should be the Web

- "Power user's MS Bob"?
- Start button displays "home page"
- Dynamically generate HTML on the fly to represent file system, hardware settings, etc.
- Viewer can also edit -- file manipulation is copy/paste, and drag and drop
- Much cooler visuals (pictures, graphic layout)
- Simpler -- no new USER.DLL controls

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Microsoft Web Efforts

- O'Hare - Win95 web browser, internet shortcuts, install wizard, Lycos -- in Plus!
- Rome - MSN v1.05, dial-up PPP 28.8K/ISDN (abay) -- in Plus!
- STT- Secure Transaction Technology (bfox) -- client in Plus!(?)
- Word Internet Assistant
- NT Catapult proxy server (jallard)

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Microsoft Anti-Web Efforts

- MSN (Marvel RPC, mail, news, mosview)
- BlackBird (Forms cubed, RPC, private client/server)
- OLE (docfile, monikers)
- View Print Only viewers (Word, Powerpoint, etc.)
- ITV?

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Competitors Like The Web

- It is an open, extensible platform
- It runs on any hardware and operating system
- Web applications are easier to write and deploy
- Local/Remote distinction disappears

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Customers Like The Web

- A single connection provides them access to the world
- The user interface is simple -- just pages and links
- The content is rich -- text, graphics, audio, video

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Publishers Like The Web

- Widest possible audience
- Flexible authoring and delivery choices
- It's the cool, in place to be

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The Web "Object Model"

- Object "classes" are MIME types
- URLs are a working global naming system
- Links are just URLs
- Embedding is a display issue, not a storage issue
- Web is very simple; OLE is not
- Web is fast and small; OLE is not

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The Web, VB, VC, and ASM

- Web applications are easier to write
- Universal, Extensible Client
- Only need to write a server application
- Client UI is data driven, not even any scripting required
- Web authoring will be faster & easier & richer

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On-line Challenges

- Low-bandwidth links
- Quality of presentation of content
- Finding information
- Difficulty of authoring content
- Security/Safety (Virus/Trojan Horse risk)

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VRML

- Compact 3D model representation
- Solids, light and sound sources, texture maps
- Client viewer does rendering, navigation
- Multi-player experience
- Links to other places (HTML, VRML, etc.)

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