From: Paul Maritz
Sent: Tuesday, January 07, 1997 9 46 PM
To: David Cole, Joachim Kempin
Cc: Jim Allchin (Exchange); Brad Silverberg; Moshe Dunie
Subject: RE: ie4 and memphis

I think we have to do (a) from options below Even if this means an Aug/September release for Memphis

The major reason for this is.

- to combat Nscp, we have to have position the browser as "going away" and do deeper integration on Windows The stronger way to communicate this is to have a "new release" of Windows and make a big deal out of it We will thus position Memphis as "Windows 98"
- IE integration will be most compelling feature of Memphis

We will have to do a retail upgrade release around the same time in order to create pressure on the OEMs to pick it up

I agree that we need to do the auto-update feature for IE and get into OEM channel asap (ahead of Memphis). I would lik to understand how this would work

I have told jimall, moshed et al that we are waiting for you to complete your analysis of IE options, and will report back to us (bradsi, jimall, paulma) so that we can close both IE4 and Memphis plans in next 2/3 weeks. Are you still on track for this?

-----Original Message-----
From: **David Cole**
Sent: Tuesday, January 07, 1997 1.38 PM
To: Paul Maritz; Joachim Kempin
Subject: ie4 and memphis

Am I correct to assume that memphis is going to hold for IE 4, even if it puts memphis our of the xmas oem window?

I've got people working through the issues of doing an update to IE which can auto-update to IE 4 so at least we have an upgrade hook. I don't know how important memphis is to the OEMs outside of IE 4, but there are things like OnNow, DVD and other hardware support which I think some OEMs will need for the fall 97 season.

I think the basic options are:

a) get an auto-update IE 3 into the channel asap, hold memphis for IE 4. (IE4 rtw + 6 to 8 weeks => Aug timeframe)

b) get an auto-update IE 3 into the channel asap and into memphis for a June memphis release. The shell here would be old Win95 shell. release IE 4 when it's ready, do a supplement for the OEMs.

c) get an auto-update IE 3 into the channel asap, ship memphis to OEMs with autoupdate feature in IE 3, hold ju retail memphis til IE 4 is ready, refresh oems too.

The IE and memphis teams will flush out pros and cons of these options and we'll have a recommedation. If you can shortcut any of the analysis, then please tell me. a) certainly looks the cleanest. we are driving for a May 3 release to the web for IE 4, but that's aggressive and puts memphis with IE 4 our in early august.