From: Ben Waldman
Sent: Thursday, November 13, 1997 3:24 AM
To: Jodi Granston
Subject: FW: Can you do the Mac Office 98/IE 4 launch event at MacWorld?

Latest status. I am following up on the Java stuff with both Steve jobs and Bill to try to get this worked out.

Ben

—Original Message—
From: Christine Turner
Sent: Wednesday, November 12, 1997 6:38 PM
To: Bill Gates
Cc: Christine Turner; Don Bradford; Ben Waldman
Subject: RE: Can you do the Mac Office 98/IE 4 launch event at MacWorld?

Bill, as discussed, we could make it work for you to be in San Francisco January 6. January 7 would be possible, but would require canceling an all-day Product Strategy Review meeting.

This is reminder to discuss further with Ben/Don before you commit.

—Original Message—
From: Don Bradford
Sent: Friday, November 07, 1997 12:54 PM
To: Bill Gates; Ben Waldman
Cc: Christine Turner
Subject: RE: Can you do the Mac Office 98/IE 4 launch event at MacWorld?

We're still working the Java relationship. Steve Naroff has taken over Java and Apple and is interesting in collaboration with both our current java effort and future COM+ work. Apple and Steve Jobs in particular are working to improve IE's position in public events. There is also renewed interest in using our HTML ActiveX control within the Finder. Do you have other data?

Don

—Original Message—
From: Bill Gates
Sent: Friday, November 07, 1997 10:53 AM
To: Ben Waldman
Cc: Christine Turner; Don Bradford
Subject: RE: Can you do the Mac Office 98/IE 4 launch event at MacWorld?

I need to check on two things:

1. My schedule
2. Our IE/Java relationship with Apple

JAVA is the biggest threat to us and I certainly shouldn't be doing Apple events unless we are getting some help from us on this.

—Original Message—
From: **Ben Waldman**
Sent: Friday, November 07, 1997 5:58 AM
To: Bill Gates
Cc: Christine Turner; Don Bradford
Subject: Can you do the Mac Office 98/IE 4 launch event at MacWorld?

Well, I guess you're ahead of me on this one, but just to make sure everything is clear, I want to provide you with more info and see if you are willing/able to do the launch of Mac Office 98 and Mac IE 4 at January MacWorld (the date is probably Tues. Jan. 6, or Wed. Jan. 7). Sorry this is late, but I wanted to see if Steve Jobs would participate before I asked you, so that I could provide you with a better idea of what possible scenarios would be.

As you know, January MacWorld will be the most significant event in years for our Macintosh business (and maybe the most significant ever again), as we launch Mac Office 98 and Mac IE4. Your participation in the launch would guarantee that we would reach a far broader set of users, customers, and press than we would otherwise, and also make a strong statement about Microsoft's support for Apple and the Mac.

MacWorld has said that they would reserve a keynote address for you if you were willing/able to do it. I feel a bit queasy about turning a keynote into a launch event, so there would have to be a larger theme, of which the product launches were

a part. The theme, I think, would be something like MS made a bunch of commitments in August, and now we are delivering on these commitments, in a big way. (Note that we have not made any progress in our Java discussions -- Apple just put a new team in place, and there have been some organizational changes on our side as well).

After I asked Steve to participate, and he agreed, his head of corporate communications met with Jodi Granston (Mac Office marketing lead) to discuss how they could fit into our launch plans -- they are very excited about the product. Apple is envisioning a scenario where you and Steve would share a keynote, which would focus on the progress Apple and MS have made together since last summer. Then, they see you and Steve doing joint interviews with top tier business press, with others (me, Don, etc.) following up with other press. That night, there would be a joint Apple/MS party. We'd also work with MacWorld magazine to get the cover of the show issue.

I think we need to find out more from Apple on what they envision the event being (i.e. how is a joint keynote different from an MS keynote where Steve participates), in order to make sure that it's not the "steve show" where he trots out lots of partners (including Oracle), and we get 10 minutes.

So, we will wind up with either a joint keynote with Apple, or our own event (do you have a preference?), but either way, would hope you can do this (if you can't, we won't get a MacWorld keynote, and would do a smaller event, with a much smaller audience and less attention). I am thinking that you would give a broad overview (industry trends, our history with Apple, etc.), discuss our commitment to the Mac, and perhaps talk about the goals of the products, and then we'd do the demo (ever since we started this project, I've had a picture in my mind of how the launch event would begin -- before we did anything else, we'd just boot Word 6, show how it's slow, then boot Word 98, show it's faster, and then say "OK, now that that's out of the way, we can begin.")

I would think that if you can do this, there would also be momentum to come up with some more agreements that could be announced at the event (Java perhaps, a statement of our support for their NetMacs, etc.)

Do you have an idea of when you'd be able to say yes or no? -- with either answer, we have a lot of planning to do before the event.

Also, I'm not sure that I have communicated to you that there is a lot of excitement about Office 98 -- all our analyst/influential tours went very, very well (all thought we were doing the exact right things, and that we were doing far better than they expected), and customers have given us great feedback. If we can get Word performance where it needs to be, I think we will have a very successful product (Word perf is not good enough yet, we are still working very hard on this).

Thank you very much for your consideration --

BenW

----Original Message----
From: Bill Gates
Sent: Wednesday, November 05, 1997 2:58 PM
To: Christine Turner
Cc: Ben Waldman
Subject: FW: Apple update

Lets find out the date for this Macworld and see if its easy to do.

-----Original Message-----
From: **Don Bradford**
Sent: Wednesday, November 05, 1997 2:42 PM
To: Ben Waldman; Dan Neault; John Ludwig; Jim Allchin (Exchange); Greg Maffei; Bill Gates
Subject: Apple update

several quick items:

- steve jobs would like to have billg join him for the keynote at MacWorld/SF to launch office and macie. [ben suggested this during our meeting with steve's staff]
- several people from jimall's team (dan neault, jawad khaki and frank artale) and i are meeting with steve, avi, jackie linder (owns NetMac) and joe sokel (own's rhapsody server) on 11/11 to discuss apple's nc strategy and nt. apple is considering office and ie/oe as the cornerstone products -- we should schedule a follow up to discuss office (annuity model?) if this meeting goes well. by all reports apple is losing interest in Rhapsody as near term server solution; focusing on NT and looking for revenue in selling an Agent Pack for NT. apple's enterprise focus is now split between publishing (Macs/G3) and replacing terminals(NetMac). i'll get more info on this friday.
- steve used IE to introduce apple's online store to apple's board this morning and will be announcing it during the G3 launch using IE.

Don