From: Cameron Myhrvold
Sent: Saturday. February 28. 1998 2.28 PM
To: Joachim Kempin
Subject: RE: Action Request: First Boot Experience of Windows 98 -

It is a question of how we do or do not use Windows. Bradc believes this is potentially an important precedent I do not need Billg for any of the ISP/telco business issues – that is quite straightforward.

—Original Message—
From: Joachim Kempin
Sent: Thursday. February 26. 1998 8:09 AM
To: Cameron Myhrvold
Subject: RE: Action Request: First Boot Experience of Windows 98 -

why do you need Billg for this?

—Original Message—
From: Cameron Myhrvold
Sent: Wednesday. February 25. 1998 7:02 PM
To: Joachim Kempin; Brad Chase; Laura Jennings
Cc: Mary Snapp (LCA)
Subject: RE. Action Request: First Boot Experience of Windows 98 -

Privilege Material Redacted

—Original Message—
From: Joachim Kempin
Sent: Wednesday. February 25. 1998 5:08 PM
To: Cameron Myhrvold; Brad Chase. Laura Jennings
Cc: Mary Snapp (LCA)
Subject: RE: Action Request: First Boot Experience of Windows 98 -

Privilege Material Redacted

—Original Message—
From: Cameron Myhrvold
Sent: Wednesday. February 25. 1998 7:16 AM
To: Brad Chase; Joachim Kempin; Laura Jennings
Cc: Mary Snapp (LCA)
Subject: RE: Action Request: First Boot Experience of Windows 98 -

Privileged Material Redacted

—Original Message—
From: Brad Chase
Sent: Monday, February 23. 1998 2:01 PM
To: Kurt Kolb; Cameron Myhrvold; Joachim Kempin; Laura Jennings
Cc: Autumn Neault (Womack); Susan Weeber; Rodney Vieira; Bill Koszewski; Carl Gulledge; Steve Bush; Bengt Akerlind; Brad Chase
Subject: RE: Action Request: First Boot Experience of Windows 98 -

the plan of record as i understand it is that:

- we want oems to use our internet connection wizard (ICW) and reg server
- IMG will build co-branded start sites for users that come through the ICW
- we will work to build promotions with OEMs to make this a win win. laura is driving working with OEM on this. we need to do this b/c OEMs are working with ISPs on their own
- there are some exceptions on some of this for compaq, esp on the reg server
- there is an alternative plan on the table that we try to further improve the end user experience by letting OEMs pick their own ISPs. there are aol and other contract issues as well as business issues with this
- i think there other OEMs that want to replace our reg server, i don't know about this

given the external enviornment, there are some policy issues on how we do all of this that billg should weigh in on

—Original Message—
From: Kurt Kolb
Sent: Sunday, February 22. 1998 8:39 PM
To: Cameron Myhrvold; Joachim Kempin; Brad Chase; Laura Jennings

Cc: Autumn Neault (Womack) Susan Weeber Rodney Vieira. Bill Koszewski Carl Gulledge Steve Bush Kurt Kolb
Subject: FW: Action Request. First Boot Experience of Windows 98 -

MS will ship Win98 RC1 in apx 2 weeks at which point OEMS will discover a few surprises and will need answers to what they can and cannot expect to do with portal. regwiz. get connected. and other first-boot features. Feedback from the cc list is that our approach at this point is still undecided and we need quick closure from TO: list in order to proceed

Joachim has requested a meeting with the TO line within the next 2 days to resolve I know this is short notice but appreciate your assistance.

Thanks,
Kurt

—Original Message—
From: Joachim Kempin
Sent: Sunday, February 22, 1998 10:07 AM
To: Kurt Kolb
Cc: Carl Gulledge
Subject: RE: Action Request: First Boot Experience of Windows 98 -

GET THEM ALL IN ONE ROOM.

—Original Message—
From: Kurt Kolb
Sent: Saturday, February 21, 1998 9:58 AM
To: Joachim Kempin
Cc: Carl Gulledge
Subject: FW: Action Request: First Boot Experience of Windows 98 -

FYI - apparently bradc, lauraj, cameronm 's orgs have not resolved open issues enough to feel comfortable providing the information we need. which has stalled our schedule. The next Windows 98 release candidate (which contains all the debated features) ships in a couple weeks at which point oems will be coming to us demanding answers.

thx.
kurt

—Original Message—
From: Kurt Kolb
Sent: Wednesday, February 18, 1998 7:07 PM
To: Autumn Neault (Womack); Susan Weeber; Will Poole; Rodney Vieira
Cc: Carl Gulledge; Yusuf Mehdi; Bill Shaugnnessy; Bill Veghte
Subject: Action Request: First Boot Experience of Windows 98 -
Importance: High

Joachim believes it's critical to bnef/position the first boot features of win98 (such as regwiz, portal, get connected) to key oems before they see these features for themselves in RC1. We have an agressive schedule to roll this first boot "windows experience" into a single presentation/set of policies and need your help.

Schedule
2/19 - 2/24 Presentation draft, revised first boot "Windows Experience" policies created if needed.
Mon 3/2 Joachimk presentation/policy review
Wed 3/4 Review with Account Management.
3/5 - 3/15 Executive (Bengt Akerlind) OEM briefings with key OEMs (IBM, CPQ, Dell, GW2K, HP, final list tbd)

Needs
- Rodney, Susan, Will - can you forward presentation content reviewing the features? Billv have we missed any groups?
- Autumn - can you take first cut at combining forwarded content into a single presentation as well as a review of any policy issues not covered by our existing first boot license provisions?
- Billv, Will, Susan, Yusuf - we may need your group representation in 3/2 - potentially 3/4 reviews.
- Will Poole - are you still involved in the revised business negots w/ the ISPs and if yes can you forward the general terms you offered? We anticipate that oems will raise several issues/concerns ranging from adding/deleting/ reprioritizing the ISP list to ensuring that their bounties with favored ISPs are still trackable, etc... a general review of the terms would be super helpful.

If I've missed any one please feel redirect to the appropriate person. thx.

Kurt