GOVERNMENT
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PENGAD-Bayonne, N.J.

Microsoft® Windows® 98 Initial Boot Process

Account Manager
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Agenda

- OEM feedback
- Microsoft objectives
- Microsoft online strategy and vision
- Initial Boot - user input screens
- Welcome to Windows 98
- Windows 98 desktop
- Summary

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OEM Feedback

- HW diagnostic applications during "out of box" reduce support impact and PC returns
  - Audio levels, monitor, etc.
- First time PC users need a "helping hand"
- ISP sign up mechanisms confuse users
- Desire for stronger OEM branding

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Microsoft Objectives
Initial Boot Process

- Reduce support calls and PC returns, especially for new PC users
- Optimize PC performance and self-maintenance
- Deliver a high-quality ISP signup experience to end users

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Microsoft Online Strategy And Vision

- One ISP signup icon on the desktop
  - Less confusing for end users
- High quality referral list of Click and Surf ISPs
  - Limited list keeps users from being overwhelmed

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Windows 98
Standard Initial Boot Screens

- User Input (e.g. EULA, COA, etc.)
- Welcome
  - Register Now
  - Connect to the Internet
  - Discover Windows 98
  - Maintain Your Computer
- Windows 98 Active Desktop™

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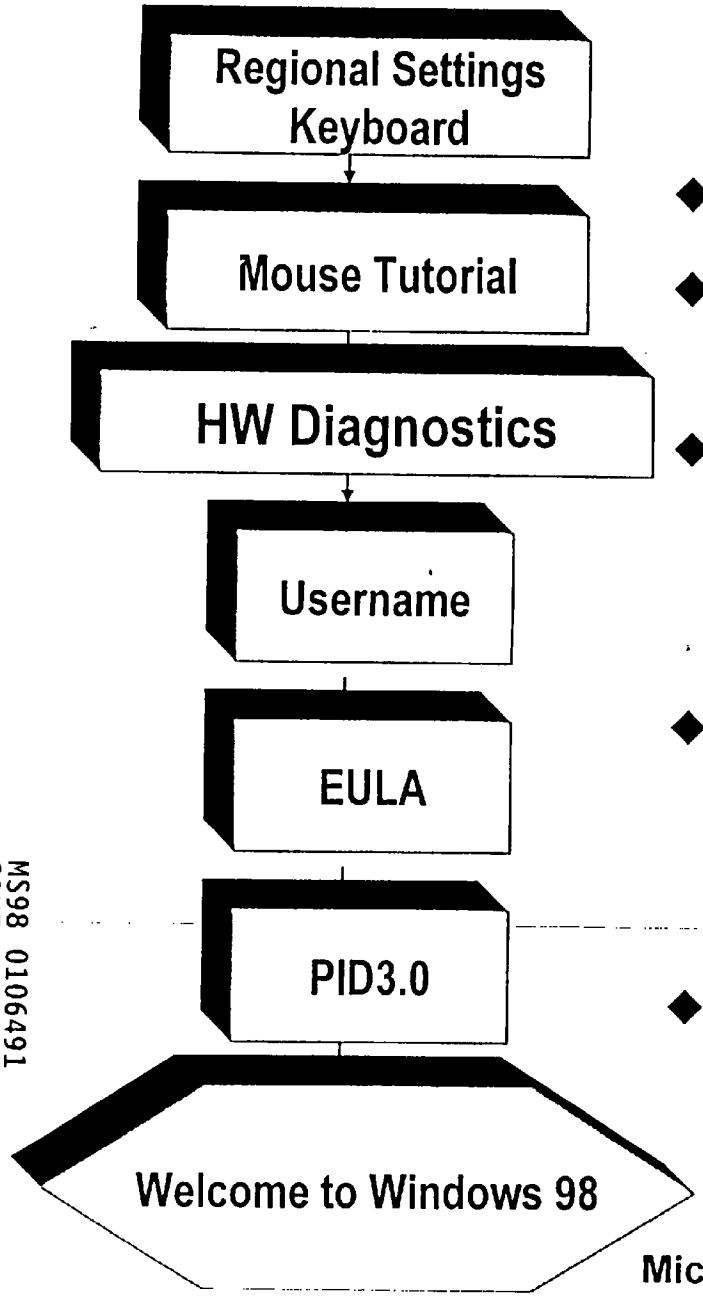
Initial Boot - User Input Screens



- Identify appropriate language and region
- Assist new users with the mouse
- OEM can add diagnostic and configuration
  - To reduce PC returns and support calls
- No changes in the Username and EULA
- PID 3.0 is necessary to enable Windows 98 online features
  - More secure algorithm to reduce piracy

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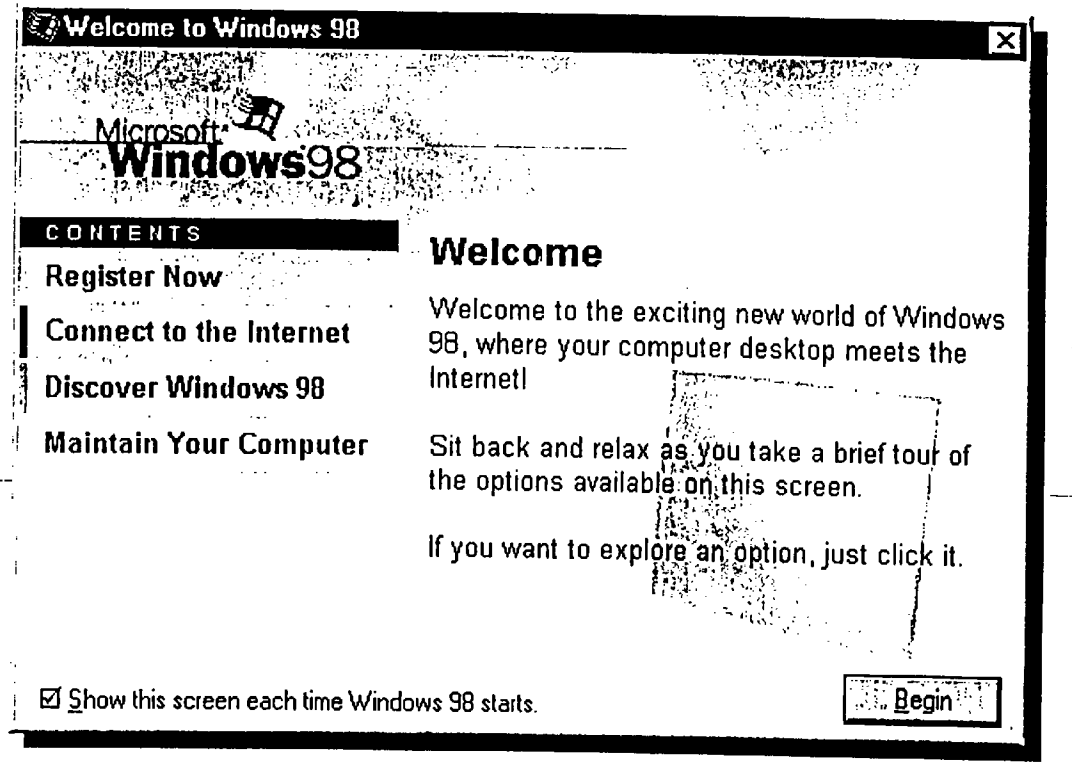
Welcome to Windows 98

Guides the end user through valuable options so they can take full advantage of Windows 98



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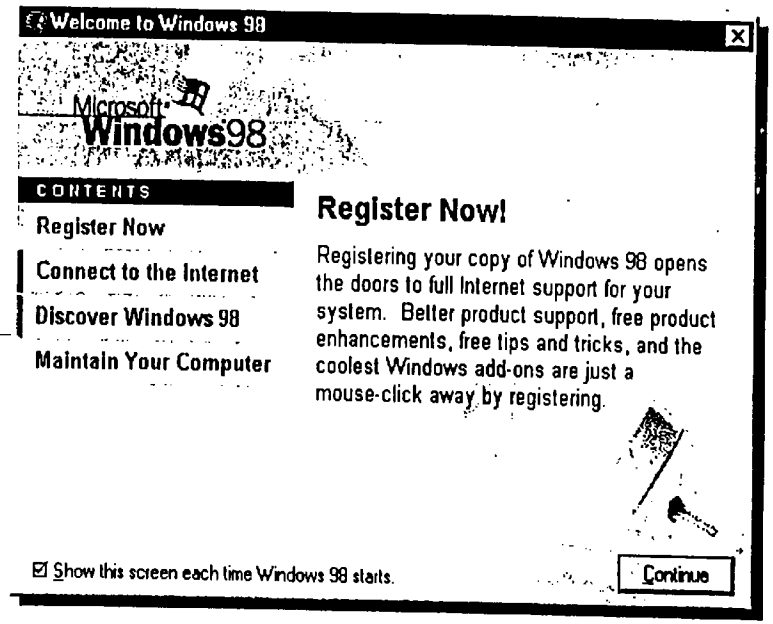
Microsoft Product Registration

- End users register online with Microsoft
  - Mail-in card still in the box
- Benefits of Microsoft product registration to end users
  - Access to Windows Update and other Microsoft Premium content
  - WebTV® Electronic Programming Guide
  - Latest news on Microsoft product development



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Joint Product Registration

- Microsoft vision: single registration and common repository
  - End user benefits from single registration process
  - OEM benefits from first boot opportunity
- Approach: Joint registration process managed through Microsoft authorized third parties (Authorized Registration Center (ARC))
  - ARC handles data collection and transmissions
  - ARC terms cover client integration into Windows and server side synchronization
  - Only the information requested by the default registration application is forwarded to Microsoft
  - All other aspects of the business relationship managed between the OEM and the ARC
  - Additional services are available to OEMs from ARC

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Joint Product Registration
Contract Negotiations In Process

- Intelliquest: Linda Gordon, Product Manager
  - Lgordon@intelliquest.com 770-612-8008 x 318
- Softbank: Paul O'Brien, VP Marketing
  - Paul_O'Brien@zd.com 415-551-4951
- Encompass: Chris Shanks, VP Client Service
  - cshanks@encmpss.com 770-984-9098 x 138
- Microsoft OEM Operations will manage ongoing relationships

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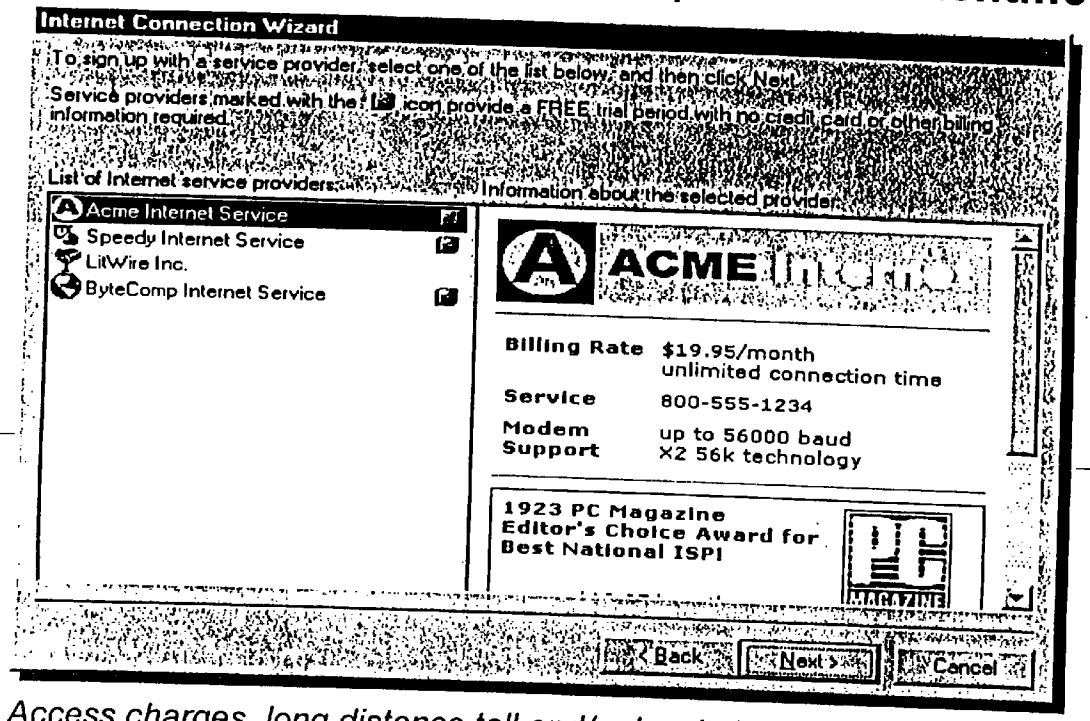
Microsoft Internet Connection Wizard

- ISP referral server dynamically maintains list
- Click and Surf (Free* Trial) ISPs are identified



** Access charges, long distance toll and/or local phone charges may apply.*

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ISP Signup Process
Referral Server Program

- Microsoft vision: one signup process meeting OEM and end user needs
- Two models to choose, offering choice, cost savings and the opportunity to highlight ISP business relationships:
  - Standard - display standard list of ISPs
  - Custom - select and negotiate ISP offers (limited to five ISPs) displayed in referral server
- All ISPs must meet the referral server technical quality specifications (i.e. HTML signup service)

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Offer Details

	"Standard"	"Custom"
ISP selection	Microsoft standard list of ISPs	OEM selects ISPs, negotiates all ISP offers– limited to 5 ISPs. ISPs may or may not be part of the standard referral server offering
Standard ISP list displayed?	Yes	No, unless OEM has only 1 ISP and chooses to inlucde the Microsoft ISP list
OEM collects referral Fees directly from ISP?	No - Microsoft Standard List	Yes
Network Charges	None - Microsoft Standard List	OEM pays Microsoft 100% of all OEM's network charges incurred through referral server use. (A set charge for each usage by an OEM system, regardless of call length or call origin. Billed monthly)
Administration Fee	None	$10K per ISP

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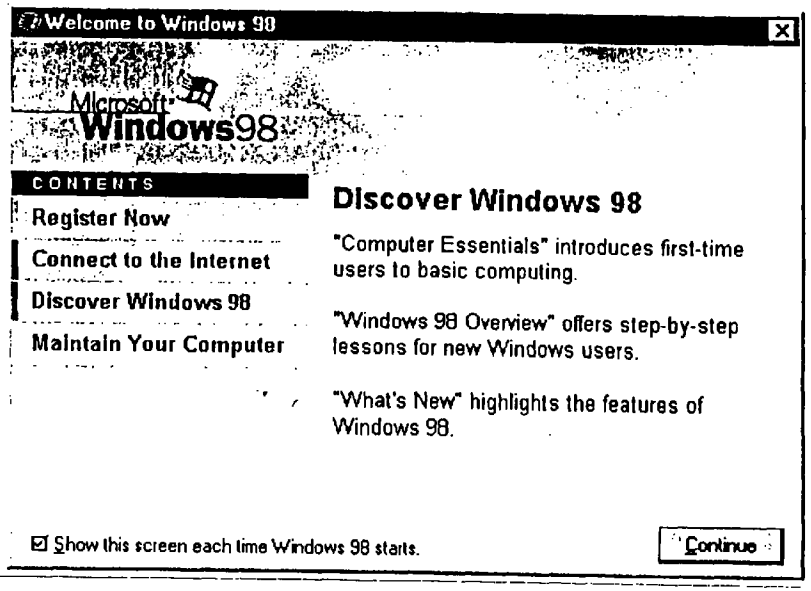
Windows 98 Tutorial

Designed For All Types Of Users

- Computer Essentials
  - For new computer users
- Windows 98 Overview
  - For upgraders from Windows 3.x
- What's New
  - For upgraders from Windows 95



- More Windows 98 resources
  - Microsoft Press® books and training materials

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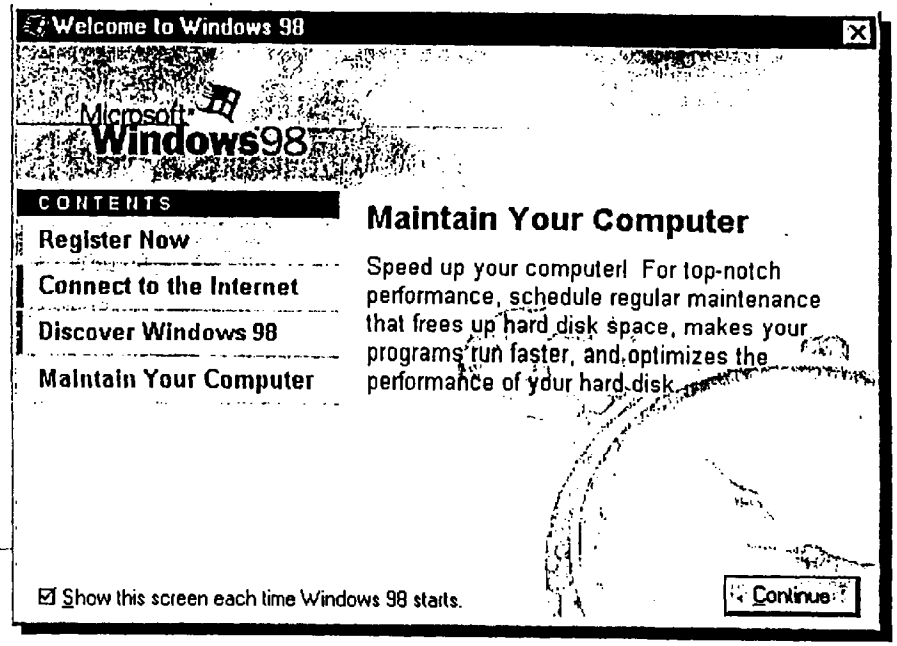
Maintenance Wizard

- Improves performance of most frequently used programs
- Frees disk space
- Increases system performance



New users want these benefits: Microsoft made it easy to find by including it in Welcome

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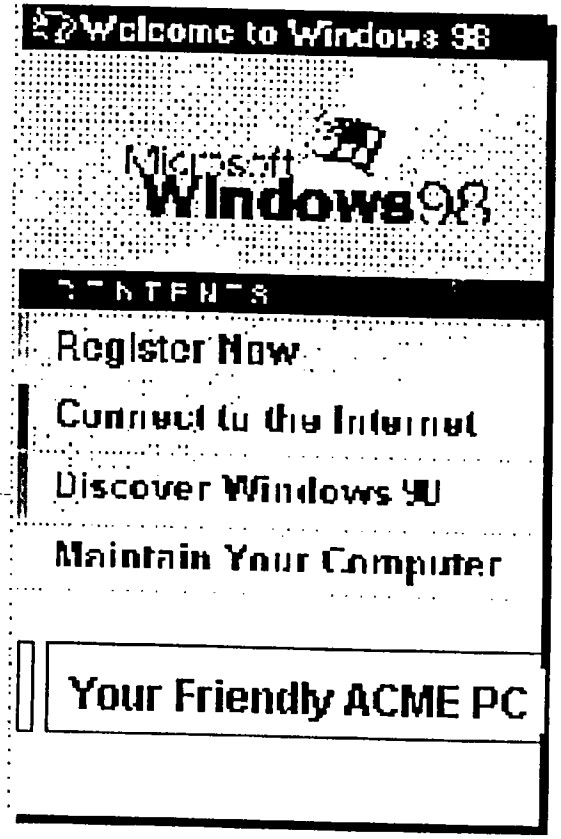
Customized OEM Button
on Welcome to Windows 98 Screen

- Designed to reduce support calls
- OEMs can add a button to the Welcome screen to educate end users about their new PC
  - OEM Support policies
  - PC hardware features



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Windows 98 Active Desktop

- Channel Bar ON by Default, may be turned off
  - Continue to leverage OEM branding investment
- OEM Branded Channel - Top Position
  - Sub-channel opportunity
- Active Desktop ON by Default, may be turned off
  - OEM branded wallpaper, etc.

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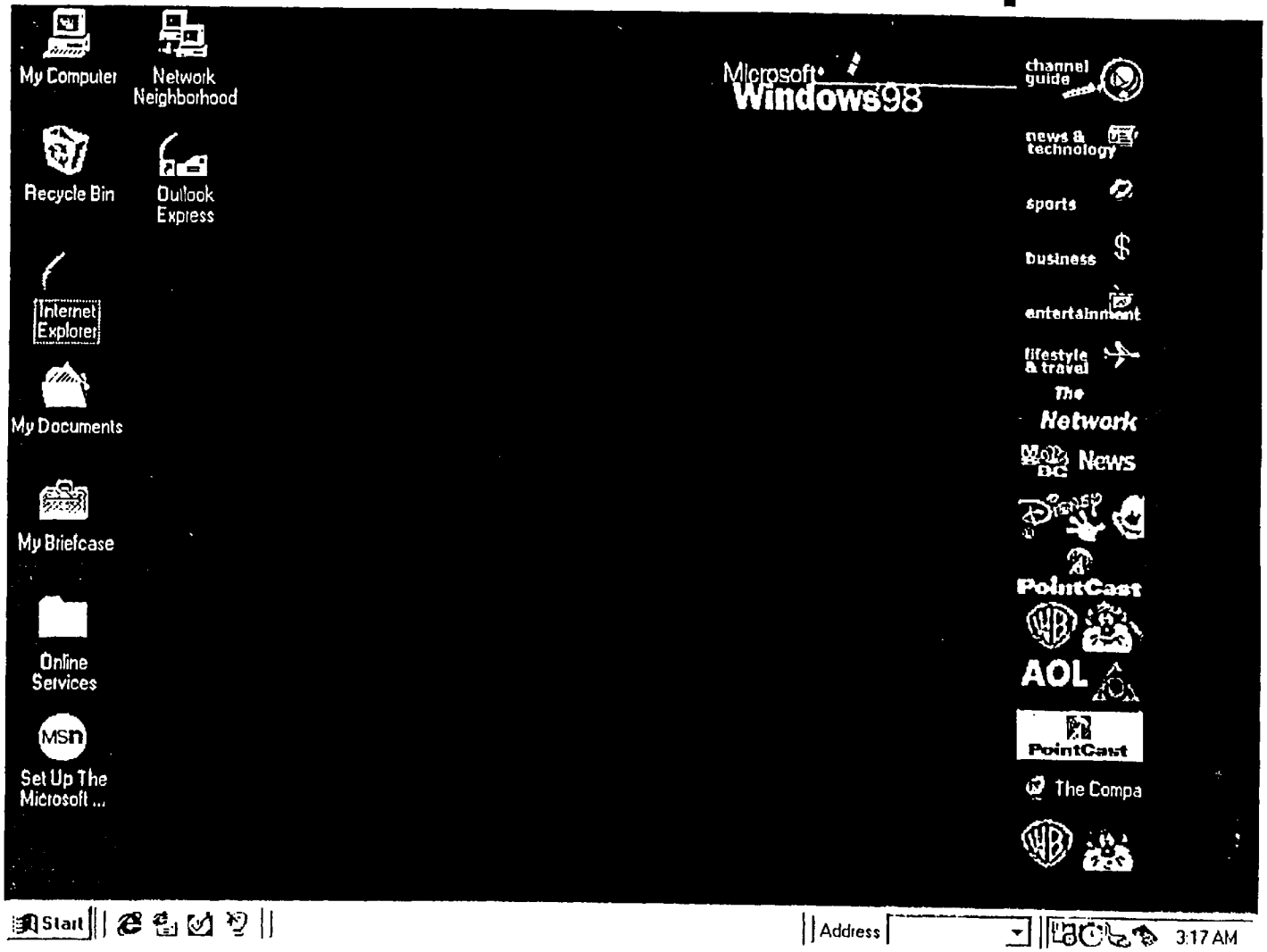
Windows 98 Active Desktop

New usability benefit

"My Documents" folder



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Summary

- Reduce support calls and PC returns
  - Hardware diagnostics and configuration support screens
  - OEM button on Welcome screen
- Deliver high-quality ISP signup experience
  - Better quality ISPs reduces support
  - Click and Surf ISPs listed on the referral server
  - Multiple models offer choice, cost savings and the opportunity to highlight ISP business relationships
  - Adapt to changing market conditions - maintaining ISP offers through referral server infrastructure minimizes preinstallation rework
- Stronger OEM Branding
  - OEM button

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