Nathan Myhrvold

From: Nathan Myhrvold
To: paulo; craigmu
Subject: FW: Chicago and 3 key areas
Date: Saturday, September 18, 1993 12.11PM
Priority: High

This is interesting with respect to our Chicago MM plan. I presume that much of what we want to do will be in the "power piece".

Nathan

From: Bill Gates <billg@microsoft.com>
To: bradsi; davidcol; dennisad; paulma
Cc: jimall; mikemap; nathanm; steveb; stevesi
Subject: Chicago and 3 key areas
Date: Saturday, September 18, 1993 7:52AM
Priority: High

Chicago seems to be marching on like a series of army rifles or a series of british highways:
M1, M2, M3, M4...

This teutonic aspect of the project is valuable. I am impressed that the machine is rolling - its professional its critical its great. The group should feel verygood.However Chicago has to have a soul too. I want to make sure the following 3 areas are handled properly.

1. Ease of use. I want a hard core hardcore audit of whether we are eliminating everything we should eliminate. I want a hardcore comparison to the mac on these issues. For example is it easier to add a cdrom? Is it easier to connect to a network printer? Is it easier to use aliases? We have been humiliated on ease of use for so long. Get some mac lovers - not our internal attenuated mac lovers but some real true unblemished mac lovers to really try this stuff and tell us what they thing. Get a champion of this area who will ignore the current march of rifles and development saying something is too hard or cant be backward compatible to really audit this thing hardcore and tell us what we are not doing that might make a difference. Where are we better thanMacintosh? What happens when a floppy disk gets inserted? This apect of the project is so critical I would slip to get this right.

2. Patents. I raised this issue as a serious issue at one of our reviews. I want to make sure people understand. I want soemthing where anyone doing our APIs or using our formats will infringe on our ideas. I have received nothing on this. I think there are misunderstandings about what can and cant be done. This should be treated seperately but I want to know who the champion is, what the status is. How many patents would a chicago clone on top of Unix violate? If not a lot then I will help you be more creative. What lawyer has been picked to really be your partner in thinking this through in a brilliant way and make sure the documentation is done right? I want to involve some thinking nathan has been sharing with me on this as well so make sure you are communicating with him. In particular I want todo something about patenting .exe format and encrypting drivers.

3. Product partitioning. I am excited about the thinking I have done on this! We want to revenue maximize with this product. I have a very specific plan for this that will have limited but some impact on the product. It is a plan that is good for customers, oems, isvs and Microsoft. Essentially there are 3 places that things can go:
a. The kernel piece
b. The power piece
c. One of the addons.

The kernel piece is basicly only licensed to Oems. It can run Windows applications but it is missing key stuff that the vast majority of Windows users will want. It does not run as fast as a Windows with b. We can license this to oems for somewhat less than the current oem price for DOS + Windows. The simplicty of this product will emphasize the simplicity for a consumer user but only the most simple minded customer would get by with just this piece. We would prefer to err on the side of this piece being too small rather than too big. The code between these 2 pieces will have to mate in a very complex way for technical reasons. The manual for this piece is simple - just enough to let you run a single windows application. It

may have its own unique simple shell.

The power piece has to appeal to almost everyone and yet be unique enough that no one will claim to be able to do everything we do in this piece. It will speed things up, it will have the desktop,.... It will see to users at retail for something like $79-$99 and we will make sure that al most everyone knows this is a crucial piece for them. We allow OEMS to also buy this piece and bundle it if they want but it is not subject to much volume discount and we are fine if they dont since we understand the retail channel for windows -this would mean the oem fee for just this piece would be around $35-$50. The piece has lots and lots of stuff in it.

Whatever is left over or too big we put on the CD (which needs a spec at some point) as an extra buy option.

I think perhaps a face to face meeting on this last topic is required since its a VERYVERY important topic - hundreds and hundreds of millions are at stake. $/windows has been going down and this is our chance to help everyone at get $/windows to go up at the same time - the power of an innovative approach. Its also a complex topic with lots of implications for oem/retail. We should include steveb in this if he is free.I am ready to meet anytime.