

From russw Fri Feb 24 11:20:14 1989
To: joachink kellyw
Subject: Zenith/Win 3
Cc: jeffl richardf richardf
Date: Fri Feb 24 11:18:08 1989

I believe the issue of their development help is moot at this point.
so there is nothing for them to trade.

it isn;t possible for them to get an exclusive (I wouldn't if it was)
becuase IBM will also be using win 3 in their august back-t-school
blitz. the product will barely be done by august—there is no
earlier date and ibm won't wait longer.

also compaq will hopefully do something,

From kellyw Thu Feb 23 15:55:35 1989
To: joachink
Subject: Zenith/Win 3
Cc: jeffl richardf russw
Date: Thu Feb 23 15:52:33 1989

Is there anything we can do to give Zenith an OEM exclusive on
Windows 3 in exchange for their development participation, say for
30-60 days? No longer can an OEM get an implied lead just by virtue of
their participation on the BAK — except in the case of Compaq & pinball.
All I'm asking is that we give Zenith the same kind of break that we're
giving Compaq on pinball. I'm not sure how this works, but I suppose it
involves the withholding of the "final" BAK to other OEMs for "testing"
for the previously committed window. This doesn't raise any red flags
because of course (at least in theory), the BAK partner gets preferential
access to code by virtue of his development role.

What we've done with with Zenith on OS/2 1.1 is a travesty. Though Zenith
did the lion's share of the development work, they didn't get any
preferential treatment above and beyond that extended to the other
folks in the early shipment program. The key pieces of final code were
distributed to Zenith at the same time they were distributed to all the
other OEMs. Consequently, Zenith's time to market — the big advantage
in getting involved with us in the first place, is reduced to a matter
of a couple of days. NCR will be shipping within a week of (and maybe
even before!!!) Zenith. This is not pretty and doesn't engender a lot
of warm feelings towards us.

Let's fix this by giving Zenith a minimum of 30 days guaranteed time to
market. This in no way impacts the release of the retail product —
it ships when it normally does. After all, what other OEM will
immediately do something significant with Windows other than Zenith?
Actually allowing one OEM to loudly thump their chest about a real hot
product for a month should create more demand for the other OEMs.
Zenith is building a whole strategy out of the promotion of GUI -
starting with Win 3 in higher education at exactly the same time as
the release of our retail product in September. Zenith has been our
single strongest supporter of Windows these past couple of years, during
difficult times when the product has had QUESTIONABLE UTILITY. Don't
you think we owe them at least 30 days for their loyalty. How can we
make this work?

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