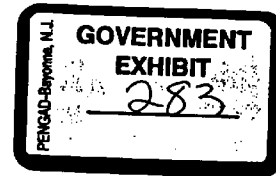# intel®

Internal Correspondence

- Intel Conf

To: List

Date: 8 November 1995

From: Russell Barck, 408-765-5493
        Frank Ehrig, 206-649-3751

Subject: Summary: 11/7 Kinnie/Gates Feedback Session   cc:

Attendees: <u>Intel</u>   <u>MS</u>
              Craig Kinnie   Bill Gates
              Gerald Holzhammer   Paul Maritz
              Frank Ehrig   Carl Stork
              Russell Barck   Marshall Brumer
                                        David Cole

Summary
Overall a very good session. Craig did an excellent job of constructively identifying and addressing underlying differences in the manner in which each company translates its vision into requirements and diffuses its technology to the industry. Lack of detailed MS product schedules was highlighted (and acknowledged by Bill) as a major issue that needs to be addressed to enable successful engagement. Also highlighted was difference in fundamental philosophy: Intel Focus=Demand Creation, MS Focus = Demand Fulfillment. Concerns over acceptable quality levels surfaced as a result of divergent focus - Maritz reinforced desire to make "quality" primary goal of any joint activities. MS places the quality imperative first and foremost in their efforts to improve the end-user experience.

General discussion was open, honest, and free-flowing. Atmosphere was one of "genuine desire" to fix problems that lead to rift in the relationship. Craig's feedback was received well by MS with a few exceptions - most notably MS' lack of active new app development focused on driving new platform capabilities and MS' generally reactive approach to incorporating OEM and IHV input in their products. Several key areas for follow-up and further engagement were identified: Realtime Services, Native Audio, 3D API/DDI (which Maritz finally agreed to release to Intel and 3DR-team), VBI/Intercast, S/W Midi, DMI/RDMI, USB, Surfboard/Schroeder, POTS-VC, and Dino.

Bill concluded the session by saying that he felt it was "super valuable" and that he would like to sit down with same group in 4 months and review the progress. He also commented that it would be extremely beneficial if Intel would disclose our software activities to MS as soon as possible.

Insightful quotes from Bill:
- "Graphics is the single greatest area that MS is investing in" [referring to Talisman project]
- "Intel wants to push [the market] – this is a very good thing"
- "IAL having 700 software engineers running around in the industry is an OK thing, <u>as long as MS know what they're doing first!</u>"
- "These are areas we should <u>definitely</u> spend more time with each other in" [referring to Craig's overview on Surfboard/Schroeder, Teladdin, POTS-VC, and VBI/Intercast
- "Today's API is tomorrow's DDI" [MS doesn't want to relinquish control over APIs]
- "Sounds like Intel's motherboard strategy!" [tongue-in-check - referring to creation of Universal Driver Model]

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Focus Areas to Advance the Platform
- RTS & RTMS in Win9X and NT - Define clear roadmap to the industry on how we converge
- 3D API and DDI - Provide clear, scaleable interface direction to the industry
- DMI & RDMI - Implement common roadmap launched at DMTF
- USB - Need commitment for aggressive driver development and device support
- Video Capture and DDI - Need clear direction in Quartz 2.0 for Video Capture

Bill commented that timeline is the real issue on RTS - it could potentially be 2H96. He stressed (again) need to share detailed schedules so we (Intel) can do analysis of whether or not it's worth waiting for. MS asked to add VBI, Native Audio, Dino, and Soft MIDI to list of short-term engagement items.

AR Summary/Next Steps
AR: Stork/Kinnie - Explore renaming NSP to something with less negative industry equity
AR: Barck - Coordinate disclosure of POTS VC, Surfboard/Schroeder, HHD, and Teladdin to MS similar to SIPC presentation to Intel)
AR: Cole/Kinnie - Identify appropriate contacts within respective companies to initiate early disclosure/engagement
AR: Brumer/Barck - Coordinate MS SW Midi disclosure/evaluation
AR: Brumer/Ehrig - Coordinate UDM "Sales Call" to Intel - use USB as model
AR: Brumer/Landsman - Coordinate Talisman disclosure to Intel/Resolve open MS IP issues
AR: Brumer/Ehrig - Coordinate discovery meeting with MS Research to discuss MIPS-intensive apps
AR: Brumer/Barck - Provide detailed 6 month roadmap and schedules on MS deliverables
AR: Brumer/Barck - Coordinate follow-on SIPC presentation to Intel w/next-level of detail
AR: Maritz/Ehrig - Release 3D DDI to Intel (no caveats on 3DR exposure)
AR: Ehrig - Coordinate MS visit to Hillsboro for USB Driver Debug/Development
AR: Brumer/Barck - Provide Intel with plug-in point for Quartz work
AR: Maritz/Kinnie - Explore less-restrictive driver model implementation
AR: Barck - Initiate and manage engagement on Top 7 issues