DESKTOP PLATFORM
GOALS/STRATEGIES

- **Grow the Market** for Intel Architecture PCs
- Requires **new Media and Comm based Apps**
- Requires a **new Common Baseline** of media and comm functions in mainstream PCs
- New Common Baseline must be **easy to use and manage**
- New Common Baseline must **fit within cost constraints** of today's $2K MM PC

NSPRP = NEW COMMON BASELINE
NSP = KEY TECHNOLOGY FOR COST AND EOU

NSP Reference Platform

ISV's
Media & Comm Based Applications

Available 02'95

Open Design Guide

Industry Work Groups

SDKs

DDKs

Base Capabilities

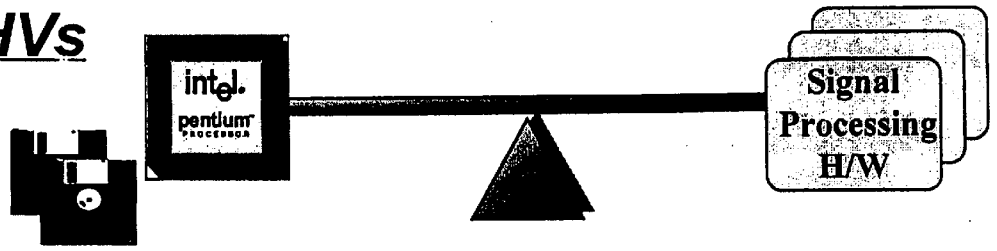
OEM's **NSP Reference Platform**

- ✓ Scalable Video
- ✓ 3D Graphics
- ✓ Sharable Audio
- ✓ Transparent Connectivity
- ✓ Plug and Play
- ✓ Manageability

Scalable Performance

Balanced Partitioning

IHVs



Intel - MS Platform Engagement Summary

- Beginning in late 1991, Intel shared with MS a long range application and platform vision as well as detailed requirements for system software.
- We were not able to engage on any meaningful joint development on any of the goals identified. We did get active resistance/competition from MS business units.
- Intel began to engage directly the relevant groups at MS to develop the eight key areas that now constitute the NSPRP. (PCI, DCI/Indeo, TAPI, P&P, DMI, 3DR, Native Audio, NSP)
- Intel developed the key standards and driver level S/W required to implement all eight areas in Windows 3.1. MS has publicly supported 6 of these 8 areas at one point or another.
- Only three of these areas are scheduled to be supported by MS in the first release of Win '95 in a compatible way. (PCI, P&P, TAPI)
- There are many cultural, strategic and legal issues that cloud our relationship, but the fundamental issue is that MS firmly believes that the largest developer of Pentium Processor based platforms has no business developing platform level software!
- Intel has proven its ability to lead the PC platform evolution and develop platform level software. **It is fundamental to our business that we continue to do so.**

Intel - MS Platform Engagement
What joint development would look like

- MS acknowledges/accepts Intel's leadership role in defining PC platform standards and developing platforms software.
- Cooperation on establishing a new common baseline Win '95 Desktop PC.
  - NSP/Native Audio:
    - MS public endorsement of NSP.
    - Define joint development plan for MS support of Native interfaces in future Win '9x and Win NT.
    - Define Intel support of Direct Audio interfaces on Native Audio.
  - DCI/Indeo:
    - Joint development/evolution of DCI/Direct Draw interface.
    - Support of Indeo V4 in future Win '9x and Win NT releases.
  - DMI:
    - Joint development and support of 16 and 32-bit DMI MI and CI interfaces in Win '95 and Win NT.
  - 3DR:
    - Acknowledgment of coexistence on RM and 3DR interfaces.
    - MS to port RM onto 3DR libraries.
    - MS to freeze 3D-DDI spec.
    - Intel to evangelize 3D-DDI interface for graphics drivers.
  - Instant On:
    - Acknowledgement by MS of Instant On as valid Win '95 applet.
    - Joint development and evolution of APM spec.
  - Continued cooperative development of TAPI, WinSock 2, USB and PCI.