

Windows 95 Logo Fact Sheet

The new Windows™ 95 logo was developed to help users easily identify hardware and software products designed specifically for Windows 95. Users can mix and match hardware and software products designated with the Windows 95 logo and be assured that the products are fully compatible with the Microsoft® Windows 95 operating system.

Many hardware and software vendors are currently developing products for Windows 95. Products will bear the “Designed for Microsoft Windows 95” logo as a signal to customers that the product is not only compatible with but specifically designed to exploit the technology built into Windows 95. The Windows 95 logo makes it easy for customers to choose products that were designed to deliver the benefits and functionality of Windows 95. Customers no longer have to figure out which technical details make a particular product more compelling than another or worry about compatibility. They only need to look for the Windows 95 logo and they can be assured of choosing a product built to work synergistically with Windows 95, to make computing easier and more powerful.

Retailers can use the new Windows 95 logo to promote logo-licensed products and the Windows 95 operating system.

Availability of Windows 95-Based Products

Licensing of the Windows 95 logo will begin in early 1995. Products supporting the new logo are expected to appear on the market within two to three months of the release of Windows 95, although some may appear even sooner. The logo program is completely optional for vendors. Products without the Windows 95 logo will continue to be sold as they always have. Products that meet current Windows logo licensing requirements but do not meet the new requirements for the Windows 95 logo may continue to use phrases such as “for Windows” or “Windows Compatible” to identify that the product runs on the Windows platform.

Why the Windows Logo Program Is Changing

Currently, the Windows logo exists in several variations: For example, vendors can license the Windows Compatible logo, the Windows Ready-to-Run logo, or the Windows Compatible 32-bit Application logo. Because Microsoft market research indicated that customers were confused by these different logo versions, Microsoft designed the new, single logo to replace these various logos.

Licensing Criteria for Windows 95

- **Hardware Products.** For hardware products, including PC systems and subsystems, the baseline criteria include supporting Plug and Play in Windows 95. Historically, installing new hardware devices has required substantial technical expertise to configure and load hardware and software. Plug and Play in Windows 95 provides a mechanism for all this configuration to happen automatically. Computers, add-on boards and peripheral devices supporting Plug and Play bring true ease of use to customers of Windows 95. The logo is an easy-to-remember way to identify the Plug and Play benefits of the Windows 95 operating system.
- **Software Products.** Software products must be 32-bit Windows-based applications, providing better multitasking and application robustness. Applications with the Windows 95 logo will also feature the enhanced user interface of Windows 95, provide support for long filenames, automated installation, and uninstall capability. Many applications, especially typical productivity applications, will also support OLE component technology, providing better cross-application interoperability and efficiency through features such as OLE Drag and Drop.

Note: Detailed requirements for hardware and software vendors are available through the Microsoft Developer Solutions Phone-Fax Service at (206) 635-2222.

For More Information

Developers can obtain licensing information through the Microsoft Developer Solutions Phone-Fax Service at (206) 635-2222.

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