


THE MICROSOFT
PROFESSIONAL DEVELOPERS
CONFERENCE



Building Internet Applications

**Bill Gates
Chairman
Microsoft Corporation**



PDCs:

- ❑ Windows GUI
- ❑ Windows NT (32bit)
- ❑ Windows 95
- ❑ Windows Internet



The Internet



The PC revolution is the result of cheap, powerful microprocessors with the IBM[®] PC as the seed corn

The communications revolution is the result of cheap, high-bandwidth communications with the Internet as the seed corn



The Internet Gold Rush

**High levels
of investment**

**Intense
competition**



**Winners
unclear**

**Great opportunity
for innovative
software**

Internet Challenges

 **Content business model**

 **Government**

 **Broad accessibility**

 **Standards**

 **Bandwidth**

Wide Area Bandwidth

Generation (k-baud/sec.)	Speed	Technology	Application
Narrowband (Today)	14.4 28.8	Modem, SVD	Text great, Pictures OK
Midband (1-2 years)	100-400	ISDN, PC cable modem	Pictures great, Video OK
Broadband (2+ years)	1500+	ATM	Video great

Evolving Internet Standards With The Industry

- Active pages**
- Electronic commerce**
- Security: encryption, authentication**
- 3D and multimedia**
- Quality of service**

Windows Client Integration

- Browser always in working set
- Extended HTML used everywhere: Forms, Dialogs, Help, Standard Editor
- One interface for Files, Messages, Pages, and Documents
- One standard for graphics, multimedia
- Quality of service integration

Windows Server Integration

- Same User interface, security, and object model as client
- Distributed COM support
- Single administration interface
- Unification of web, file sharing, message and database

Internet Opportunities



Entertainment



Commerce



Information gathering

Windows Entertainment

- Games SDK 1.0 October '95
- Computer Games Developer Conference (CGDC) March '96
- Direct Play 2.0 beta at CGDC

Demo

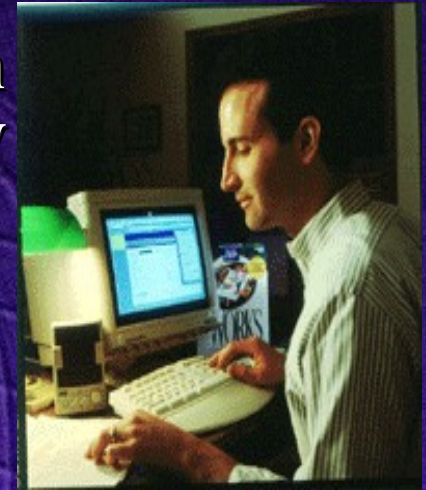
**MechWarrior (Kip Olsen and Andy
Cohen)**

“Intranet” Opportunities

Software distribution

101110010010001

Information
delivery



Human
Resources



Customer
support

Finance and
accounting



Demo:

FrontPage, Finance App, IFilter



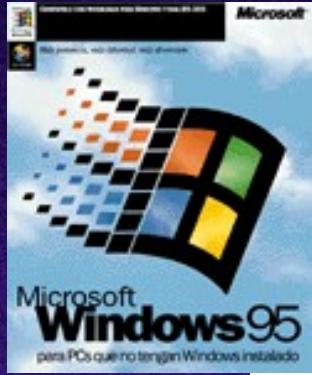
Demo

Ski Adventure

Developer Opportunities

- Volume!
- Better customer contact
- Better customer support
- Easy distribution
- Component software
- New applications
- Services

Microsoft's Strategy



Clients

Servers



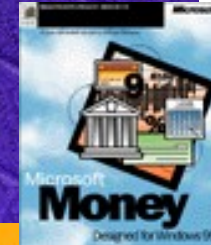
Tools



Online access



Interactive Media



MSN Success

- Over 850,000 members
- Expanding full Internet access
 - 250 pops by Q2
 - Dual ISDN channel support in April/May
- Strategic partnerships with Telcos and access providers
 - TCP/IP availability soon in Europe and Far East
- Programmed content site
 - High investment in content
 - Completely HTML based by Q3
 - Optimized for OCXs/IE



Interactive Media Division

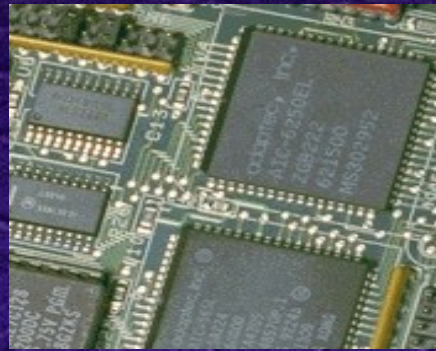
- Develop compelling new content for interactive media
 - Transaction-dependent products
 - Time-dependent information
 - Pioneer new forms of interactive entertainment
- Build partnerships with major brands
 - NBC, Paramount (StarTrek and Entertainment Tonight), Black Entertainment TV-BET, DreamWorks and others
- Extend current CD-based products to add new capabilities



Technology Innovation



Larger storage



Faster processors



Smart cards



**Voice/
handwriting
input**



**High-quality video
and graphics**



**Flat, high-
resolution
screens**

Windows Improvements

- **Robustness**
- **Automatic configuration**
- **Easy to upgrade systems and applications**
- **“Always on” communication**
- **Family strategy**

Windows Innovations

- Unified storage
- Advanced directory
- User profiling
- Speech recognition
- Natural language

Information Appliances

TV-based systems
(Set top box, games)



PC



Terminal



Wallet PC



Diskless PC Vs. “Terminal”

 Screen

 Keyboard

 Mouse

 Processor





 Memory

 Graphics

 Sound

 Communications

AOL And Microsoft

-  AOL access will be included with Windows 95
-  Standard integrated browser for AOL members
-  AOL will take advantage of ActiveX technologies
-  Seamlessly integrate Microsoft Internet Explorer for 5 million AOL customers

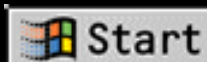
Key Points

- The Internet is an amazing opportunity for great software
- Microsoft is hard core about the Internet
- The communications revolution will change the way we do business, learn, and entertain ourselves




Microsoft[®]

WHERE DO YOU WANT TO GO TODAY?[™]




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An abstract 3D graphic featuring a central globe with a red and yellow color scheme. A green ribbon curves around the top, and a blue ribbon curves around the bottom. A red ribbon is also visible. The background is a dark blue grid pattern.

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