Microsoft® Internet Platform

John Ludwig
Vice President
Internet Platform And Tools Division
Microsoft Corporation

Start

The "Active Wave"
Best of the PC *plus* Best of the Web

The PC revolution:

Standalone apps

The Internet revolution:

Static pages

Interactive distributed applications: Common paradigm for client/server computing

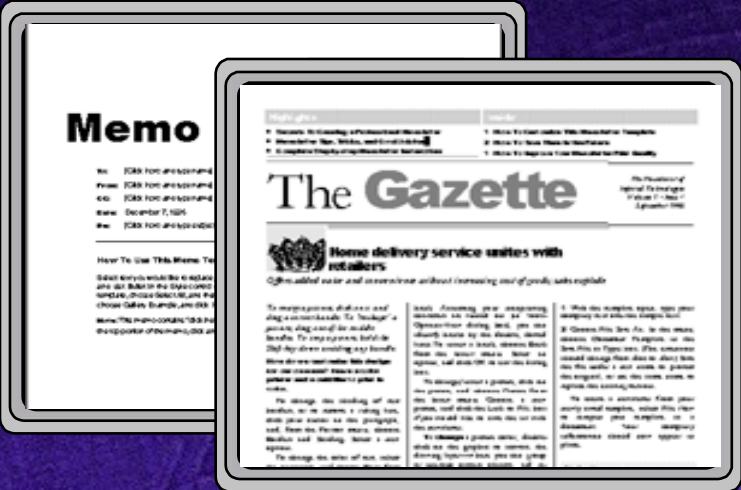**Interactive multimedia:** Richer communications between *people*

Industry Launch Point

- **150 million+ users of Windows®**

- **10 million+ users of Office productivity tools and documents**

- **5 million developers (3 million Visual Basic®, Visual Basic® for Applications)**

- **1,000+ suppliers of software components ("OCXes")**

Development Challenges

Active Wave

- How fast can we get there?
- What is the lowest-cost way?
- How can we get the most bang for the buck?

Launch point

Paths To Our Goal

Create an entirely new Internet-focused language and development environment

Broken

- New languages
- New tools
- New object models
- New libraries
- New applications
- Complete OS freedom

Launch point

Paths To Our Goal

Shoehorn the technologies and products we have onto the Internet

More of the same

Tired, not wired

- Existing tools
- Existing languages
- OLE everywhere
- Windows everywhere

Launch point

Paths To Our Goal
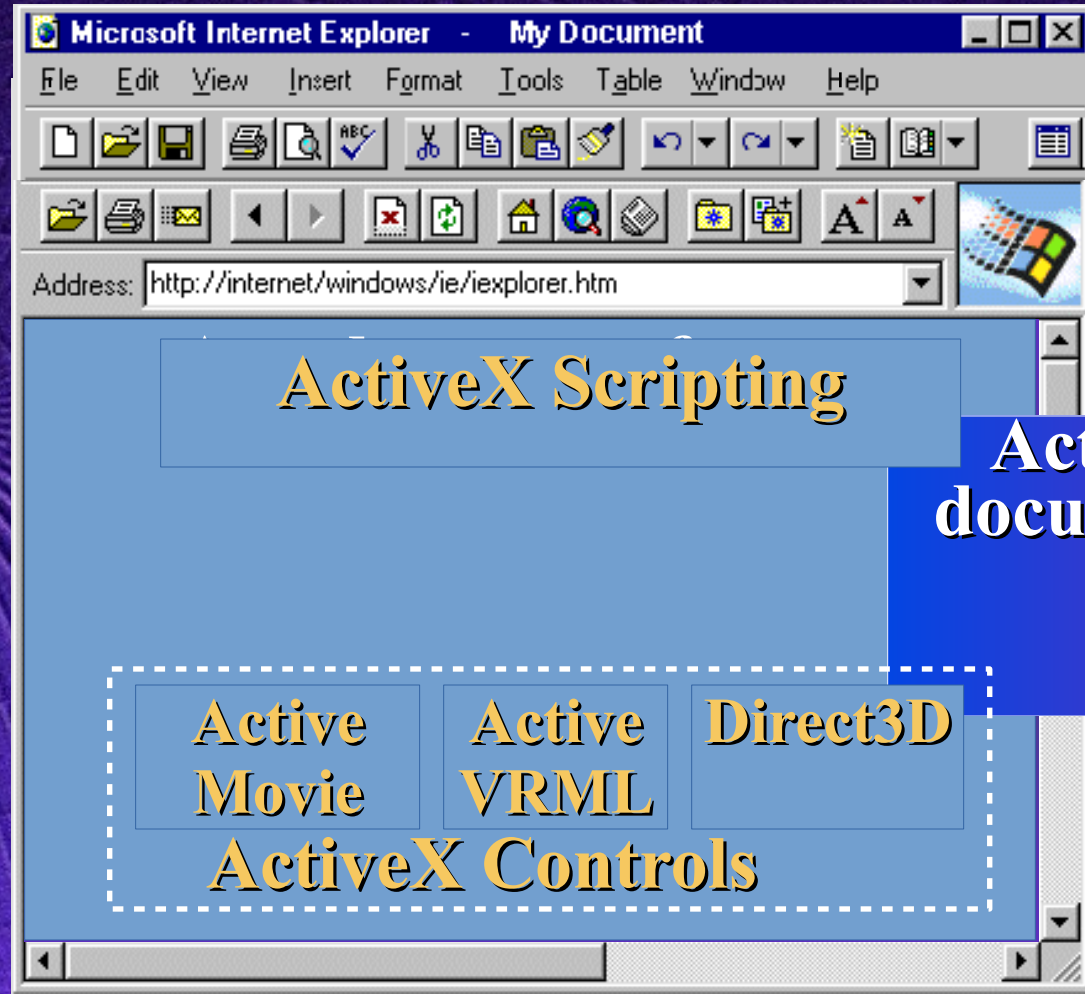
Best of the PC, Best of the Web

ActiveX

- Existing and new tools and languages
- Integrate new Internet technologies - HTML, HTTP, Java, etc.
- Best of today's object models - COM
- Great cross-platform support, full use of platform capabilities

Launch point

ActiveX™ Client

Internet Explorer 3.0

Microsoft Internet Explorer - Microsoft Internet Explorer

File   Edit   View   Go   Favorites   Help

Address: http://internet/windows/ie/iexplorer.htm

ActiveX Scripting

**HTML content
(text and images)**

Active Movie   **Active VRML**   **Direct3D**

ActiveX Controls

HTTP request   **HTTP response**

ActiveX™ Client

Internet Explorer 3.0

Microsoft Internet Explorer - My Document

File Edit View Insert Format Tools Table Window Help

Address: http://internet/windows/ie/iexplorer.htm

ActiveX Scripting

Active document

Active Movie | **Active VRML** | **Direct3D**
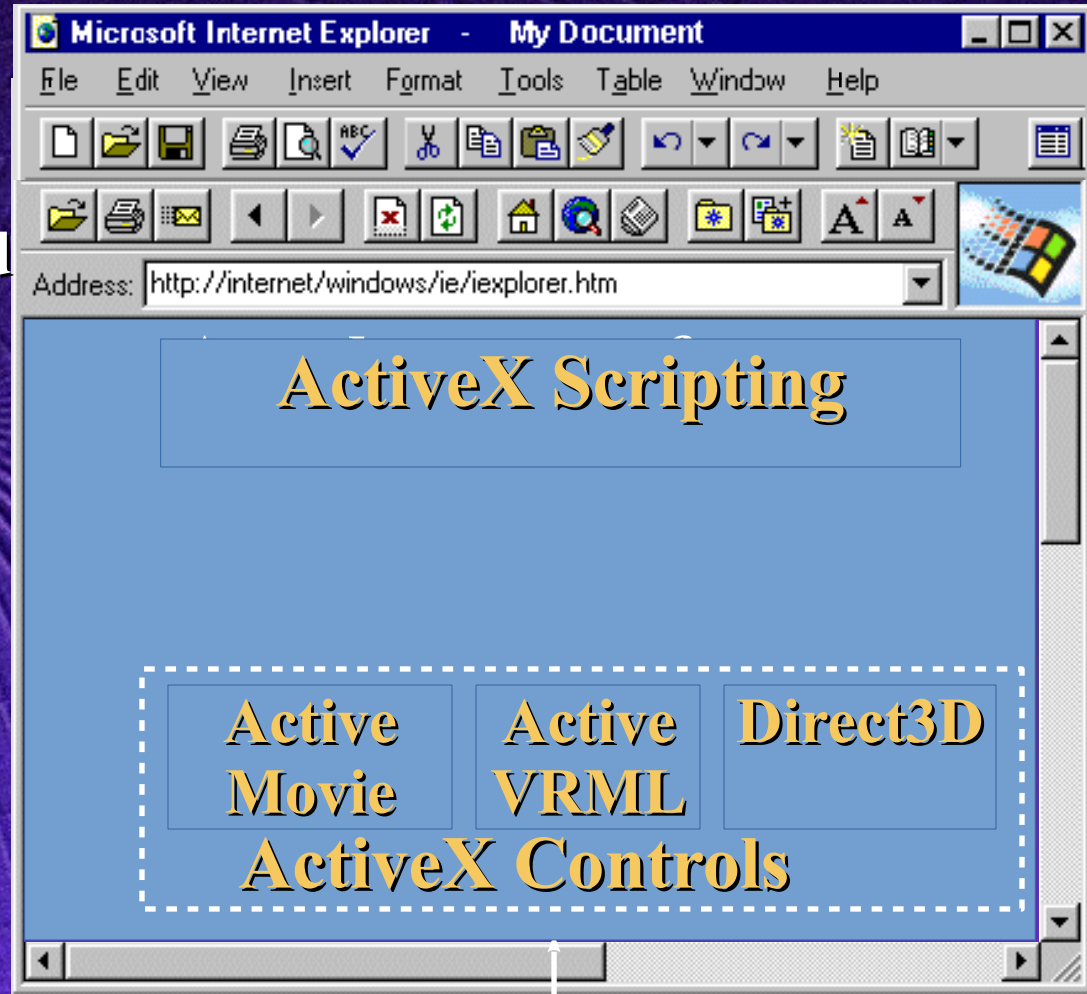
ActiveX Controls

HTTP request

HTTP response

ActiveX Client - Beyond HTTP
Internet Explorer 3.0

Windows Sockets and Distributed COM:

Two-way direct communication between client and server

Microsoft Internet Explorer - My Document

File Edit View Insert Format Tools Table Window Help

Address: http://internet/windows/ie/iexplorer.htm

ActiveX Scripting

| Active Movie | Active VRML | Direct3D |

ActiveX Controls

WinSock, DCOM

ActiveX Client Architecture

Applications, tools, and content

ActiveX: Active Documents, ActiveX Scripts, ActiveX Controls, Active Media

| COM | URLs, hyperlinking | DirectX | Win32, Mac ToolBox... |

OS - Windows 95, Windows NT, Mac, Windows 3.1,...
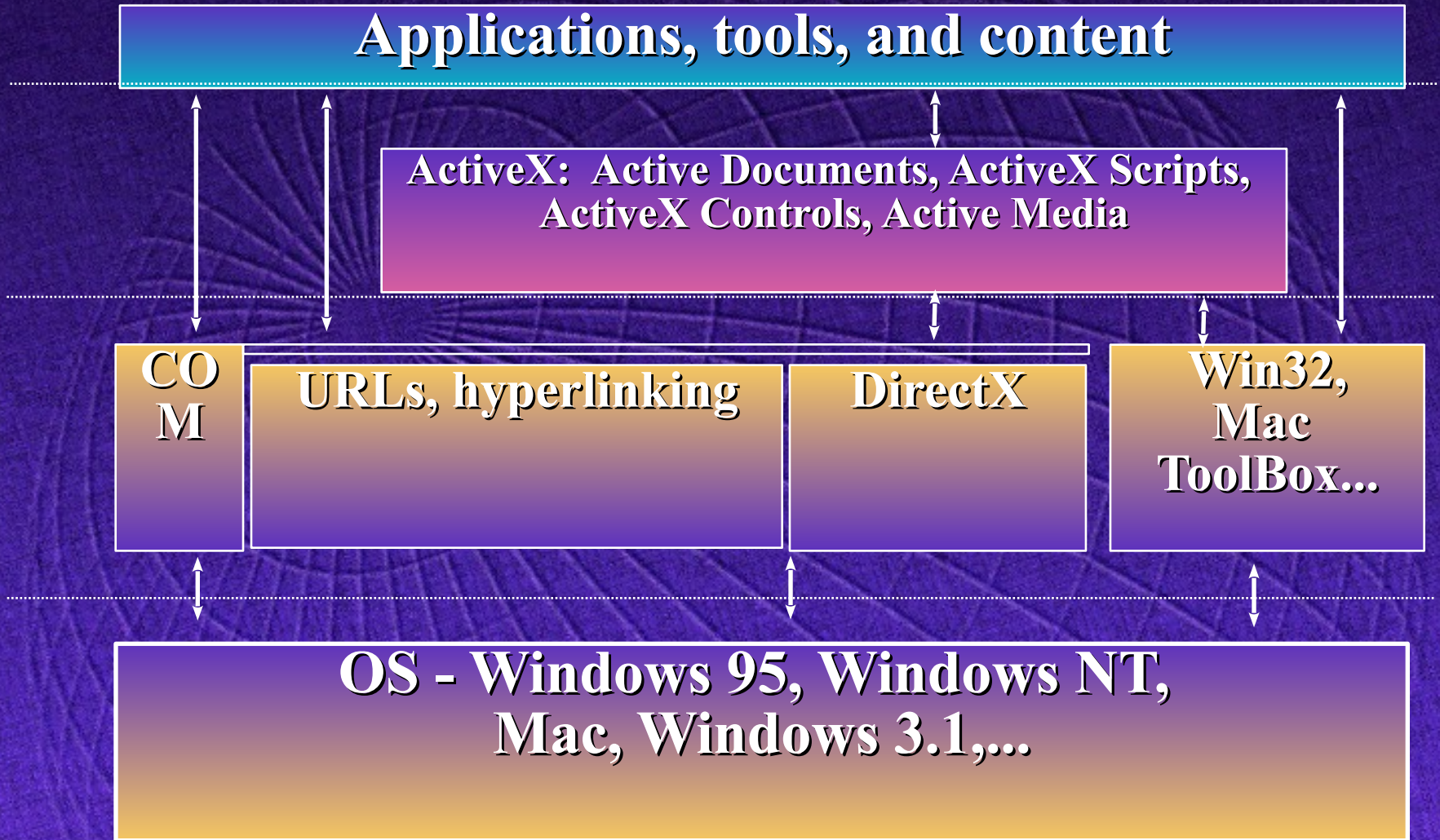
Cross-Platform Demos

- Internet Explorer
- ActiveX Multimedia
- ActiveX Scripting
- ActiveX Controls

Cross Platform - Coming In 1996

- New W3C HTML standards
- COM and Distributed COM
- Full ActiveX control architecture
- Full complement of ActiveX services - media, network, database…
- ActiveX Virtual Machine

No Limitations

Cross Browser

Cross Application

Cross language

Cross platform

Cross Platform Demos

- Language independence
- Broad application and tool support

ActiveX Opportunity

Seed the industry

- Free Internet Explorer
- Free Internet Information Server
- Free distribution of ActiveX run times
- Free source for major initiatives - Visual Basic Script, ActiveVRML
- Open standards

Rapid Evolution
Our first 100 days

Rapid evolution

- Mac Internet Explorer 2.0 Beta
- Windows 3.1 Internet Explorer 2.0 Beta
- Windows NT™ Internet Explorer 2.0 Beta
- Internet Explorer 2.0 22 languages
- Internet Information Server Release
- Vermeer acquisition
- MCI partnership
- msn.com personal pages
- VPN
- Formation of Internet platform and tools division
- WebFonts
- RSACi ratings
- Direct3D
- W3C StyleSheets
- ActiveMovie

Our Next 100 Days - We Are Accelerating!

- ActiveX
- ActiveX controls
- Internet Explorer 3.0
- ActiveX conferencing
- ActiveMovie streaming
- "Jakarta"

- Mac Internet Explorer 2.0
- "Nashville" Beta
- Windows 3.1 Internet Explorer 2.0
- Intel Partnership
- Digital Signatures

- Personal Web Server
- Internet Control Pack Beta
- FTP Partnership
- GetISDN

- Colusa Partnership
- NCompass Partnership
- Citrix Partnership
- Progressive Networks Partnership
- Macromedia Partnership

Activating Your Business

Provide opportunity

- Partnering
- Your branding
- Distribution of your clients
- Promoting your sites

For More Information
http://www.microsoft.com/intdev

- Developer resources including the ActiveX Development Kit
- Developer services, programs, third-party partners
- Updated continuously

Downloads

Feedback

Newsgroups

Publications

Mailing lists

Training

Authoring

Events

Broadcasts

Presentations

Specs

Articles

Links

Going Forward

- Activate your application - this PDC
- Activate your site – this PDC, Microsoft at the movies in May
- Activate your business - www.microsoft.com/intdev for info, ipartner@microsoft.com for relationships

Microsoft®

Start