Microsoft Memo

April 30, 1991
To: DOEM IOEM
Cc: 
From: Tom Gemmell

Subj: OEM Price Internal Guideline Revision

Following is a summary of changes to the Internal OEM Price Guideline dated April 30, 1991.

1) 8086, 80286 & 80386/80486 systems product pricing has been revised in the following ways:
   o To accurately name to current licensing practices. Per_processor is the nomenclature used to
     describe "per_processor/per_system" licenses.
   o To make available additional CD-ROM & Multimedia products.
   o To make available MS-DOS/V 5.0 Kanji drivers.
   o Reduction of OS/2 1.21, 1.3 and 2.0 prices for 80286 and 80386/80486 categories.
   o Discount for pre-installed hard drive Windows licenses.

2) Packaged MS-DOS pricing:
   o Simplification of pricing to include two commitment levels only.
   o Pricing for US MS-DOS 5.0 Upgrade product.
   o Reduction of foreign language version pricing.

3) Reduced per-copy packaged Windows pricing, increased commitment levels.

4) Increased MS-DOS & Windows combo package pricing and commitment levels.

5) LAN Manager for Unix 1.1 pricing revised.

6) Printer products:
   o Greatly simplified and reduced pricing.
   o Addition of printer driver development and certification testing program & pricing.

7) Mouse, Ballpoint & Hardware products show extensive price revisions & simplifications.

8) PC Works:
   o Reduced royalties for hard drive pre-installation licenses.
   o Broadened unit commitment range.
   o New packaged product pricing.

9) Windows Working Models, licensing guidelines provided.

10) Windows Applications section is new and provides per copy and per system pricing for finished
    goods and royalty licensing.