

From: John ShewChuk  
Sent: Thursday, October 05, 1995 2:46 PM  
To: bens; bobmu; bradsi; chrisjo; craigfi; donbrad; jallard; jimall; johntu; mikecon; paulma; ncht; thomasre  
Cc: patler  
Subject: RE: Webmaster/Server ISV event - day one

When I got Gosling and Naughton started on the Java OLE control for Blackbird, it was a sensitive issue at Sun — Gosling was getting it done as a "black" project. So please don't raise public awareness of the project without checking with Naughton.

Regarding Java vs OLE controls

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Both Gosling and Naughton will admit that Java is a programming language and that without APIs to call, Java is kind of stupid. There is a growing consensus among developers that have tried HoJava that it has major limitations.

The lack of APIs is the reason StarWave is doing the Java OLE control— so they can get access to OLE automation; especially automation of Blackbird objects. Gosling admits that once someone does this it is no longer cross platform and it is hard to be safe.

Finally, OLE and Java go together nicely. You don't need to position them as competitive. Java goes up against VB. We need to get the VB team to respond to Java. Maybe VB should be cross-platform and safe. See the Blackbird rude Q&A.

Regarding overall messages

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I think this whole cross-platform issue is going to die down once we start getting cool OLE controls (or Netscape add-ins) that take advantage of DirectX and other Windows 95 APIs. Cross platform is an important customer message but in the long run it a bad technical goal because it means lowest common denominator. So talk the talk, but show customers and publishers what they are missing. Leverage our strength in great Windows 95 capabilities.

Netscape add-ins ONLY RUN IN A NETSCAPE BROWSER. You can't use them in IE, Word, PowerPoint, VB, Delphi, VC++, Blackbird or anything else. You can't even use them inside each other. OLE is OPEN, Netscape add-ins lock you into a Netscape only strategy. This is lame. Java is probably not much better.

Finally, both Java and Netscape add-ins fail to address design-time operation. This is a huge leverage point for Microsoft. Senior people that are fully in the Netscape camp think twice when they see the Macromedia Director editor come up inside the Blackbird design environment. They think about what it will take to get this done in Netscape and it is a pain.

Why does this matter??? Because it represents a radically different model of content creation than Java or Netscape add-ins suggest. CPs don't want to write code!!! They want to focus on creating cool content... They want simple, simple. Programming is hard. OLE controls are PACKAGED bundles of capability. OLE makes it easy for hot software developers to package up a lot of code that the creatives can use. LibD from CRG can attest to the fact that Bud and Norm from Macromedia practically fell over themselves to create Blackbird OLE controls because when they heard that they could provide their cool runtime to lots of non-programmers. (It turns out that many Macromedia users hate the fact that they have to learn Lingo to do anything cool.)

So let's make sure we explain that OLE controls are more than JUST an add-in strategy— OLE Controls are the start of a COMPLETE strategy. Add an open message, VB, Blackbird, IE with OLE control support, open scripting, and so on, and then you have story. Let's fight on our own turf — in other words, focus on the content providers and ISVs (they are the enablers for the content providers) and give them what they want. And let the great applications win over the viewers.

From: Brad Silverberg

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Exhibit No. 3  
Wit. Alfred  
Dorothy Stiles, CRR  
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