

Marguerite, on rereading the draft you sent me on Friday, I feel I absolutely have to try one more time to suggest a few corrections. Enclosed with this message, you'll find a document that suggests minor corrections to about 10 sentences in the text you sent.

## **Factual Problems**

### **1. (under Heavy Duty Storage on p.3)**

**The result is that the applications you use launch an average of 36 percent faster than they did under Windows 95.**

(not 36 times as fast!.Someone in a hurry read this blurb on the Microsoft website and spaced. Call Kim Akers at Microsoft, 425-882-8080, if you want to confirm. Or I'll give you the URL, so you can see for yourself.)

### **2. (under Multimedia the Entertainer) bottom of 1<sup>st</sup> column on p.4**

**With a capacity to hold about 10 times as much information as ordinary CDs, DVDs make their predecessors look like 45s.**

(**10 times** -- not 23 times as much information, honest!.I don't know where this blooper came from. Call Kim Akers at Microsoft, 425-882-8080, if you want to confirm.)

### **3.Last sentence of the article on p.4**

**And with its ability to quickly and effortlessly meld one environment to another, Windows 98 foreshadows the Internet/television/multimedia convergence that may shape home computing far into the 21<sup>st</sup> Century.**

[I thought this soundbyte up. It's actually true. Windows 98 makes a \* **first step** \* toward integrating these technologies. Please don't hoke it up by claiming that Windows 98 is **major step** along the road to the Internet/television/multimedia convergence. The latter is a grossly exaggerated claim. What Windows 98 has is an integrated third-party application licensed from the WaveTop corporation that can actually also be downloaded by Macintosh and Windows 95 users from the WaveTop website. ((If the word "foreshadows" is too bland for you, try Windows 98 serves **as a first step** on the road.....blah.

## **Stylistic/Grammatical problems**

**Suggested sentence corrections are in 12-point bold, like this one.**

### **4.**

Here's a better opening sentence:

**If you're a home PC user who sees the potential of your computer as a productivity tool and entertainment center, the future is at your fingertips.**

[[The construction "and an all-out entertainment center" is clumsy.If the galley slaves in Microsoft's ad agency are irrevocably fixated on spawning superlative adjectives, the construction should read: "the potential in your computer **to serve** as a productivity tool and as an all-out entertainment center."

Also "all-in-one" would be better than "all-out," but the extra adjective makes the phrase too long, really.]

5.

Here's a modified version of the second sentence:

**With the launch of Microsoft Windows 98 -- the much anticipated successor to Windows 95 -- your PC gets smarter and faster, and it becomes much more Internet-friendly.**

Again, the current construction in the text is bad. If you want to keep the poorly-worded version, it should read "With the launch of **the** Microsoft Windows 98 Operating System -- the much anticipated successor to Windows 95 -- your PC gets blah..."

"Your PC gets easier and more Internet-integrated?" Give it a drink and it might get more "grammar-book integrated."

"Internet integrated" is not a familiar adjective that comfortably takes "get" as a verb. See the difference in the construction I suggested above. (When you substitute "becomes more Internet-friendly" for "becomes more Internet-integrated" you should hear the difference. "Internet-friendly" is a more commonly-used, familiar term, rather than an on-the-spot neologism.)

6. (2<sup>nd</sup> paragraph, 1<sup>st</sup> column on same page)

The capabilities of Windows 98 are as wide-ranging as your individual needs.

(My individual needs range wide! They gallop back and forth over the prairie and come running back to the feed trough.) "capabilities [of Windows 98] range wide" is a somewhat forced construction. "individual needs range wide" is in Bulwer-Lytton contest territory. Can it be changed to this?

**Windows 98 has a wide range of capabilities that can accommodate your individual needs [whether you're a casual computer user, or a dedicated PC-addict.]**

[The parenthetical appositive is a cookie for the adjective-starved entity which is apparently surfing the Microsoft website and attempting to "spice up" the prose with smart buzzwords..The sentence can be modified to read "whether you're a [gross neologism 1] or a [gross neologism 2]," but it really shouldn't be.]

7. (under Productivity and Maintenance, Get to Work Fast)

**When you want to print, scan, watch video, play a game or listen to music, you don't want to wait around and fiddle with a bunch of hardware.**

Again, the current construction in the text is bad. "When you want to print, **who** wants to wait?" implies the impersonal, when **someone** wants to print, **they** don't want to wait -- not the second person **you**. Also, "who wants to wait around while configuring" implies that you are waiting around **and** you are configuring at the same time. Try my construction, above.

8.(under Heavy Storage)

Imagine a parking lot.....

[this is directly lifted word-for-word from the Microsoft website, but it's better than the previous thing about the child who never sweats or messes up the bathroom.]

But if you're going to use a metaphor, the next sentence should attempt a parallel construction to continue the metaphor, viz:

**That, in essence, is the cramped shelter you drove into when you stored your files with Windows 95's file allocation table (FAT16).**

9.(Under Internet - Become an Active Explorer)

**Speed and flexibility are also key elements of Windows 98's Internet features**

[not "capabilities" again .....please?]

10. (next paragraph under Internet -- Become an Active Explorer)

**By simply clicking an icon or typing in a URL address, you can switch from looking at the Windows Control Panel or My Documents contents to the Yahoo or Microsoft Web site.**

[NOT like um, "say, like you can, **say**, switch, or some junk, from looking at the Windows Control Panel or My Documents contents to the Yahoo or Microsoft Web site, say.]