These facts about Microsoft Press confirm Microsoft's commitment to do everything necessary to create the most dynamic and innovative book publishing company in the computer arena. "We aren't just another 'me-too' publishing company. We have to live up to Microsoft's standards. Our books must set new standards for editorial and graphic quality in the book publishing business."

Beautiful books by prominent authors are wonderful, but their impact is lost if the books don't get into the hands of buyers. Distribution has received as much attention from Microsoft Press as the other aspects of the business. To help OEMs, the books need national distribution. To this end, Microsoft Press has awarded North American distribution rights to Simon and Schuster.

"Simon and Schuster is the 'lynch pin' of the computer book market," explains Stiskin. "They regularly have five or six books on the *New York Times* best seller list. They are aggressive and dynamic and hold a pre-eminent position in the traditional book market place. This means that Microsoft Press books achieve an immediate credibility and acceptance in the book trade. OEMs can be sure that Microsoft Press books about their products will receive the broadest distribution possible."

In addition to the traditional book market, Microsoft Press books will be distributed through computer and software dealers, including Microsoft's own dealers and distributors. Microsoft Press has hired Larry Levitsky as National Sales Manager. Levitsky served as National Sales Manager at New American Library and was Marketing Director for Grove Press. Levitsky will be working hard to maximize Microsoft Press's sales opportunities.

For retailers, Microsoft Press books can mean incremental revenues and product support. Dealers can refer customers to Microsoft Press books for state-of-the-art advice in well-written, understandable prose. This means the books are a potent but low-cost source of customer support.

"Microsoft Press wants its books to be the first to the market and the best on the market," adds Stiskin. "Books are marketing tools that can have an important first impact. To this end, we are using the best graphics designers in New York, San Francisco, and Seattle. We need the cooperation of Microsoft's OEM customers, too. OEMs should contact Microsoft Press so we can work together on strategies for developing our shared opportunities."

Microsoft XENIX™ Version 3.0 Ready for 286

Microsoft XENIX™ system version 3.0 will be available in December for OEM customers who are building systems based on the Intel® iAPX 80286™ (286) microprocessor. Microsoft XENIX system for the 286 is the most advanced commercial adaptation of AT&T's UNIX™ Operating System.
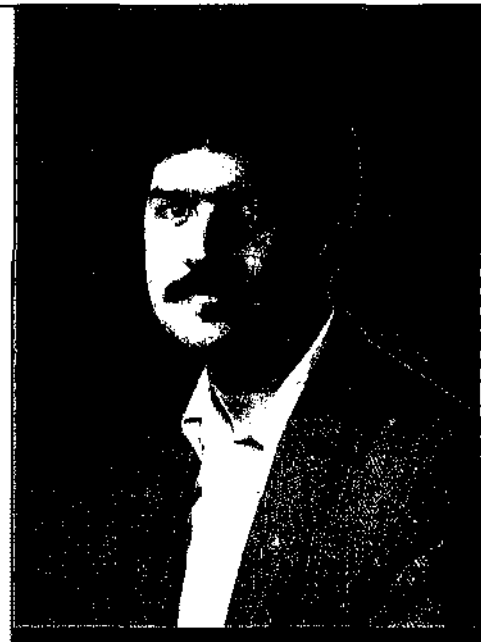
XENIX system version 3.0 for the 286 offers many new features including:

Inter-machine mailer	Significantly enhanced mail and file transfer package works over simple serial lines
Visual Shell	Simple to use menu-driven command interpreter available under both XENIX and MS-DOS
New C Compiler	Compact and efficient C compiler, including large model support
System Administration Utilities	Programs to make system installation and support easier
Source Code Control System	SCCS package helps organize and control software development projects
Shared Memory	Allows user processes to share data areas

Intel Architecture Ideal for XENIX-Based Systems

The Intel 286 is the first popular microcomputer chip with a Memory Management Unit (MMU) built with the CPU. Other CPU chips require a separate MMU chip or an MMU built from many chips. Modifying MMU code is the most difficult part of an adaptation. With the 286, the MMU code is standardized and does not need to be modified.

The Intel 286 provides two modes of operation, which allow a machine to run XENIX and MS-DOS operating systems. Protected mode uses all the features of the 286, like the MMU, and runs the XENIX system. Real mode makes the 286 run like a fast 8086 and runs the MS-DOS system. With these two modes, the same hardware can be both a multi-user XENIX system and a single-user MS-DOS system.

John Ulett, XENIX Product Marketing Manager

Adaptation Kits

The XENIX Binary Adaptation Kit for the 286 (available March 1984) eases and speeds the adaptation process and makes it possible for an OEM to do the adaptation without an AT&T Source License ($43,000). The OEM need only write the hardware specific Boot Code, set some system parameters, and write the device drivers.

XENIX and MS-DOS Compatibility

Microsoft XENIX for the 286 and the Intel 286 chip provides XENIX and MS-DOS compatibility. XENIX for the 286 includes a C cross-development environment. The XENIX program development environment can be used to develop programs which can be compiled and linked for the MS-DOS environment. The programs can then be written to MS-DOS disks, using the XENIX utilities that read and write files and directories to MS-DOS formatted disks. Thus, programs can be transported to an MS-DOS system for integration and testing.