

September 8, 1978

R.A. McLaughlin
Articles Editor
DATAMATION
1801 S. La Cienega Boulevard
Los Angeles, California
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Dear Editor:

In 1974 two enterprising young men recognized the vast potential of microcomputers. Together they developed the first high-level language for a microcomputer (a version of BASIC) and formed their own company — Microsoft.

In 1978 microcomputers are no longer regarded as sophisticated toys as they were by some in 1974; they have become the economical alternative in many business and scientific markets. Ahead of this rapidly expanding microprocessor technology, Microsoft has recently released microprocessor-based versions of FORTRAN and COBOL and have developed systems software for such firms as Intel, Zilog, DuPont, Radio Shack, Beehive, NCR, General Electric and others.

Microsoft's unique and highly successful approach of distributing systems software on a proprietary basis earned them over a million dollars in software sales in 1977.

A typical success story of two industrious and shrewd individuals cashing in on the boom in microcomputer software? Perhaps. However, the most amazing aspects of Microsoft's success are partners Bill Gates and Paul Allen who wrote the first high-level language for a microcomputer and formed their own company at the ages of 18 and 20 respectively.

Would the editors of DATAMATION be interested in a no-hype company profile type article about Microsoft? I intend to develop an article that examines Microsoft's unique approach to software development and marketing. In addition the article could be slanted toward the unique problems encountered by Gates and Allen as young inexperienced businessmen in a rapidly changing industry and how they have successfully overcome these barriers.

I am currently employed by Perdec Computer Corp./Microsystems Division as a technical writer specializing in systems software documentation. My work has appeared in the following technical publications, COMPUTER DESIGN, KILOBAUD, and COMPUTER NOTES.

I understand that should DATAMATION be interested in seeing an article about Microsoft developed, the final manuscript may not necessarily be accepted for publication. Any suggestions, guidelines and length limitations would be welcomed.

Sincerely,

Susan Blumenthal