

## **From The Office of. . .**

**Glenn Ochsenreiter  
Managing Director  
of the  
Multimedia PC Marketing Council**

Hello I'm Glenn Ochsenreiter, Managing Director of the Multimedia PC Marketing Council. As many of you know the council was created to support the evolution of the PC industry into the Multimedia PC industry. This effort began with the publication 18 months ago of the MPC technical specifications which has more than any other single factor motivated hardware and software vendors to begin producing multimedia products for the MPC platform.

The council's more recent efforts have focused on the marketing of the MPC platform. The center piece of this effort is the MPC trademark, which represents that the technical standards have been met by the hardware and software products on which it appears. The power of the MPC mark is the assurance that end users have in knowing that any software they purchase which displays the trademark is compatible with their MPC labeled hardware.

The council's efforts in 1991 were directed at software vendors with great success, in that virtually all Windows Multimedia software programs are or will be displaying the MPC trademark. The council is now turning its attention to gaining the support of the many hardware vendors who will soon be shipping Multimedia PCs. I'm glad to report that the council announced in the past few weeks a dramatically revised hardware licensing policy that makes it much easier for every hardware company that supports the council's goals to license the trademark on their hardware that meets the specifications.

The goal of the council is to move the entire PC platform to multimedia functionality quickly and smoothly in a matter that benefits end users, software publishers and hardware manufacturers. In future months we will announce many new participating MPC hardware vendors that share this goal as the MPC platform gains momentum in the marketplace.