

The Windows 95 Logo Program

CHAPTER 21

The Windows 95 logo program is intended to help users easily identify software, hardware and peripherals that exploit the rich capabilities of the new operating system. Examples of these new capabilities are Plug and Play and support for 32-bit applications. Users can mix and match hardware and software products designated with the Windows 95 logo and be assured that the products are fully compatible with the Microsoft Windows 95 operating system.

Much of the industry is working very hard and very creatively to develop products that are not just compatible with Windows but are designed for Windows 95. The mission of the Windows 95 logo program is to help users identify these great new products and understand these products will be a step beyond what they are familiar with today.

Many hardware and software vendors are currently developing products for Windows 95. Products will bear the “Designed for Microsoft Windows 95” logo as a signal to customers that the product is not only compatible with but specifically designed to exploit the technology built into Windows 95. The Windows 95 logo makes it easy for customers to choose products that were designed to deliver the benefits and functionality of Windows 95. Customers no longer have to figure out which technical details make a particular product more compelling than another or worry about compatibility. They only need to look for the Windows 95 logo and they can be assured of choosing a product built to work synergistically with Windows 95, to make computing easier and more powerful.

Availability of Windows 95-Based Products

Licensing of the Windows 95 logo will begin in early 1995. Products supporting the new logo are expected to appear on the market within two to three months of the release of Windows 95, although some may appear even sooner. The logo program is completely optional for vendors. Products without the Windows 95 logo will continue to be sold as they always have. Products that meet current Windows logo licensing requirements but do not meet the new requirements for the Windows 95 logo may continue to use phrases such as “for Windows” or “Windows Compatible” to identify that the product runs on the Windows platform.

Licensing Criteria for Windows 95 Logo

To be able to use the Windows 95 logo and be a part of the logo program, vendors of hardware and software products must meet specific criteria in order to license the logo for use with their products.

Customers of Windows 95 can feel comfortable that products that use the “Designed for Microsoft Windows 95” logo will offer the following capabilities:

- **Hardware Products.** For hardware products, including PC systems and subsystems, the baseline criteria include supporting Plug and Play in Windows 95. Historically, installing new hardware devices has required substantial technical expertise to configure and load hardware and software. Plug and Play in Windows 95 provides a mechanism for all this configuration to happen automatically. Computers, add-on boards and peripheral devices supporting Plug and Play bring true ease of use to customers of Windows 95. The logo is an easy-to-remember way to identify the Plug and Play benefits of the Windows 95 operating system.
- **Software Products.** Software products must be 32-bit Windows-based applications, providing better multitasking and application robustness. Applications with the Windows 95 logo will also feature the enhanced user interface of Windows 95, provide support for long filenames, automated installation, and uninstall capability. Many applications, especially typical

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productivity applications, will also support OLE component software technology, providing better cross-application interoperability and efficiency through features such as OLE Drag and Drop.



Figure 1. Designed for Microsoft Windows 95 Logo

For More Information

Additional information on the Windows 95 Logo, including commonly asked questions and answers and a sample of the logo, is available through the Microsoft Developer Solutions Phone-Fax Service at (206) 635-2222.

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