Office Fixed Formats Media Plan
September 30 - October 3, 2005

Situation Overview:

- Office Open Document support/MA issues bubbling up in international markets and impacting government as well as Microsoft's public sector customers and prospects.
- Save as PDF functionality presents an opportunity to redirect conversations MS is having with its public sector customers in a positive way
- Customers – more than 120K per month – and the Office MVP Community are asking for PDF support

Objectives:

- Generate coverage that highlights the benefits of Office "12" Save As PDF feature
- Redirect the conversations around the MA situation to the real issue at hand

Strategies:

- Use SteveSi's MVP Summit keynote to break the news to a key constituent in an effort to instigate positive "street-level" buzz (blogs, chats..etc)
- Execute a global communications campaign to reach target audience (public sector CIOs) and tell MS story on MS terms
- Engage friendly journalist to 'break' the news globally in hopes of setting the tone for the rest of the coverage

Key Messages

- A key challenge facing businesses today is to reduce information risk while at the same time becoming more transparent and as a result businesses need an easy and secure means of sharing documents with its key constituents.
- Microsoft Office "12" will meet this key need by enabling customers to convert documents and information to the Portable Document Format (PDF) without the need for third party or additional software.
- Microsoft is committed to the adoption of open document formats for content sharing, publishing and archival needs. In adding support for PDF creation to our existing support for the native formats for Office, HTML, and Open XML Formats, customers will have an additional choice for sharing, publishing and archiving their documents

Tactics/Timeline:

Friday, September 30:

- [redacted] briefing with SteveSi to secure positive refernces – DONE
  - Refer press to [redacted], [redacted] [redacted]

Saturday, October 1: SteveSi Keynote at MVP Summit

- Keynote starts at 10:30am, 90 minutes long. Carve off the last 15 minutes – "saving the best for last" to announce save as pdf
- [redacted]s to attend last 15 minutes of keynote to hear the news break followed by a 1:1 interview with SteveSi. Story to cross the wires on Sunday afternoon.

Sunday, October 2:

- 11 PM PDT Press Pass Story posts; [redacted] story crosses; EMEA proactive press and analyst outreach initiates

Monday, October 3:

- US analyst, trade and business press outreach initiates (buddy mails, call-downs)
- Target specific media for SteveSi high touch to best manage the coverage

    - [redacted] Newsmaker Q&A
      [redacted]
- Have spokespeople available for interviews with press and analysts
    - [redacted] – press and analysts
    - [redacted] – press and analysts
    - [redacted] – specific to the MA issue
    - StevenSi – press and analysts

Microsoft's Steven Sinofsky Discusses Support for the PDF Format in Office "12"

Q&A: The senior vice president outlines how customers using the next generation of Microsoft Office will benefit from open document exchange by having the ability to "save-as" the PDF format from within the core Office applications.

SIDEBAR:

Partner Praise for PDF Support in Office "12"

"Meridio's core business is document and records-based solutions and we are constantly assisting our customers to better manage their document portability, security and longevity need. We feel that Microsoft making PDF output readily available from Office applications allows us to increase the benefits of our joint solution offerings in this area."

--Brian Baird, CEO, Meridio

MAIN STORY:

REDMOND, Wash., Oct. 2, 2005 – At the final session of the yearly gathering of nearly 3,000 Microsoft Most Valued Professionals (MVP), **Steven Sinofsky**, senior vice president of the Microsoft Office product development group, showcased support for the PDF format in the next version of Microsoft Office, code-named Office "12." To learn more about this customer benefit, PressPass spoke with Sinofsky.

PressPass: At Microsoft's Professional Developer Conference on Sept. 13, you unveiled the new user interface as well as new ECM and workflow functionality in Office "12." What exactly did you show to the MVPs today?

Sinofsky: Today we demonstrated support in Office "12" that will enable customers to save their work as a PDF file by simply using the Save As command from within an Office program, such as Microsoft Office Word, Microsoft Office PowerPoint, Microsoft Office Excel, Microsoft Office Access, Microsoft Office InfoPath, Microsoft Office Publisher or Microsoft Office Visio. It is just that simple – instead of printing the document and faxing it, or overnight-mailing it, customers can save a PDF and electronically distribute a read-only, "as-printed" representation of the document.

PressPass: Why did you choose to include this functionality in Office "12"?

Sinofsky: In each release of Office we balance the features in the product that are innovative and the features that are in response to explicit customer requests. For example, the new user interface unveiled at the Professional Developers Conference (http://www.microsoft.com/presspass/press/2005/sep05/09-13PDC05Day1PR.mspx) represents a truly innovative approach to providing a highly productive environment for 21st-century document creation. The Save As PDF technology represents a direct response to our customers, who have asked for this feature through many channels of customer feedback. For example, we receive requests through our MS Wish customer connection site on Microsoft.com. Requests for PDF functionality in Office represent the #2 request when customers interact with our worldwide support organization. Every month we receive over 120,000 queries worldwide for "PDF" through Microsoft Office Online. And of course, our MVPs have expressed strongly their desire to see this functionality integrated with Microsoft Office. We are answering these requests.

PressPass: Under what scenarios do you expect customers to take advantage of PDF?

Sinofsky: Customers today are asking for a format that represents the "printed page" and can be viewed on multiple platforms, even if a person does not have Microsoft Office. The PDF format has been broadly recognized as an acceptable way to share information when the author does not want that information easily modified or when there is no longer a need to edit that information. This ability to view on multiple platforms and provide a casual level of document security is a customer need that can be met by PDF. And with the integration in Office "12" we are making this easy for customers.

PressPass: Do other productivity suites include PDF?

Sinofsky: Yes, many other productivity products for the Microsoft Windows platform include support for PDF. In addition, productivity tools for the Mac OS X, such as Microsoft Mac Office, also provide PDF support. There are a number of third-party tools out there that support PDF. Broadly, customers have come to expect PDF support from their productivity tools and Microsoft is pleased to offer this to customers in Office "12".

PressPass: How does PDF relate to the new Open XML file formats in Microsoft Office "12"?

Sinofsky: As we have announced previously, Office "12" will expand on the open XML support that has been in Office XP and Office 2003 by using the Office 2003 Open XML schemas as the default format for creating and saving documents, spreadsheets, and presentations. This open XML schema provides a robust, open, collaborative document format, supported by the leading tools of Word, Excel, and PowerPoint. PDF would be used for the finished product. Today, over 400 million Microsoft Office customers use the editable formats in their daily work. Office "12" will have full support for today's file extensions ".doc", ".xls" and ".ppt" along with default support for the new Open XML schemas. The Office XML Formats will offer some key improvements over the binary file formats in use today within Microsoft Office Word, Microsoft Office Excel, and Microsoft Office PowerPoint. Because these file formats are compressed, the resulting document sizes will be much smaller, somewhere between 50 and 75 percent in some cases. The file-formats architecture also improves recovery of damaged files. Developers gain more granular control of the content within the files, allowing them to index, remove sensitive information, and dynamically assemble documents.

PressPass: Would you say that including PDF in Office "12" is a step towards further broadening the appeal of Microsoft Office?

Sinofsky: Definitely. Microsoft is committed to listening and meeting the needs of its customers. With the introduction of HTML support in Office 2000, followed by XML support in Office XP and Office 2003, and with our announced support for the strong XML support to be available in Office "12" we are leaders in providing the deepest and richest information worker toolset and platform. Our Open XML schemas are available as a perpetual, royalty free license modeled after many other XML standard licenses. More information on that is available on http://www.microsoft.com/office/xml/default.mspx. PDF adds one more level of openness to the Microsoft Office System. We're happy to offer this to customers. We believe that the highest value we provide is not in the formats used to store data, but in the rich programs, servers, and services we offer customers. These tools offer the best opportunity for customers to fully function and participate in the New World of Work as outlined by Bill Gates in May, 2005.

PressPass: Will Office "12" PDF documents support any features other than the "printed page?"

Sinofsky: Office "12" will output PDF documents compatible with any PDF viewer that supports version 1.4 of the specification, such as Adobe Acrobat 5.0 or later. PDF documents created with Office "12" can contain live

hyperlinks. Office "12" PDF documents will be accessible to screen readers as well. In addition, PDF documents produced from Microsoft Office Publisher "12" will include support for pre-press specific functionality, such as CMYK color models and printing page marks. PDF documents created with Office "12" will not support Adobe DRM or password systems. Microsoft SharePoint Products and Technologies will be able to index PDF documents for use in enterprise content management scenarios. As we are still planning on shipping Office "12" in the second half of 2006, some features may still change.

PressPass: Isn't PDF an Adobe product?

Sinofsky: PDF was developed by Adobe and has been available in a public specification for a long time. It has been offered by Adobe as an ISO standard. Microsoft used this standard to guide development of the PDF technology in Office "12". We're happy to take advantage of the openness of the PDF format to include this in Office "12" for our customers. There are many other products that support the PDF format, including our own Office for the Mac.

PressPass: Why did you choose to announce this to the MVPs?

Sinofsky: MVPs are our *most* valued professionals and represent the community of developers, trainers, authors, and users of Microsoft Office that lend their skills to Office customers around the world and they were here for an annual gathering where the MVPs learn the latest about Microsoft products and provide input into the next generation. Through their experience the MVPs represent the views of tens of millions of Office customers around the world. The MVPs offer us great feedback on all aspects of the Office System. One request that has been repeated by many has been the wish for PDF support in Office. Since our MVPs are such a valuable part of the feedback loop for developing Office, we decided that it was appropriate to announce this technology at the closing of the Office section of the MVP event this week.

Related Links

Feature Stories:
Q&A: Microsoft Showcases New User Interface for Office "12" Core Applications – Sept. 13, 2005
/presspass/features/2005/sep05/09-13OfficeUI.mspx

More Than 1,500 MVPs Attend 2005 MVP Global Summit – Sept. 29, 2005
/presspass/features/2005/sep05/09-29MVPSummit.mspx

Virtual Newsrooms:
Microsoft Office Newsroom on PressPass
/presspass/newsroom/office/default.mspx

Executive E-Mail
The New World of Work by Bill Gates – May 19, 2005
/mscorp/execmail/2005/05-19newworldofwork.asp

Microsoft Resources:

Microsoft Office Open XML Formats Overview
/office/preview/developers/fileoverview.mspx

Office XML Reference Schemas
/office/xml/default.mspx

Microsoft Office “12” Fixed Document Formats Talking Points and FAQ

Key Communication Points

Overview
In order for Office customers to more easily share documents and information, Microsoft Office “12” will include the capability to save Office documents in the Portable Document Format (PDF).

Office “12” client applications will help people produce PDF documents without third-party software add-ons or any additional software. The addition of this capability will provide great benefit and value to Office customers by enabling them to produce fixed-layout versions of the documents created in the Office environment.

PDF Functionality Overview
Office “12” client applications – specifically Microsoft Office Word, Excel, PowerPoint, Access, InfoPath, Publisher, Visio, Project, and OneNote – will provide the capability to save document in the PDF format, which will include a fixed layout representation of the document. PDF documents created by Office “12” may contain live hyperlinks, cross-document links and bookmarks and will support accessibility. PDF documents produced from Microsoft Office Publisher “12” will also include additional support for pre-press specific functionality such as CMYK color models and printing page marks. The PDF format has been developed by Adobe and the specifications are available for developers like Microsoft to use.

Key Messages
- A key challenge facing businesses today is to reduce information risk while at the same time becoming more transparent and as a result businesses need an easy and secure means of sharing documents with its key constituents.
- Microsoft Office “12” will meet this key need by enabling customers to convert documents and information to the Portable Document Format (PDF) without the need for third party or additional software.
- Microsoft is committed to the adoption of open document formats for content sharing, publishing and archival needs. In adding support for PDF creation to our existing support for the native formats of Office, HTML, and Open XML Formats, customers will have an additional choice for sharing, publishing and archiving their documents.

FAQ

Why support PDF?
We’re always talking with customers about the scenarios they’re facing today and the technologies that will enable them to get better results faster. Microsoft receives over 120,000 queries per month worldwide requesting the ability to “save as PDF” in Office. The support for fully searchable, accessible fixed document formats represents a substantial upgrade in capability for Office “12” customers.

Is Microsoft doing this in response to the recent proposal by the Commonwealth of Massachusetts?
No. We started work on this capability many months ago. We’re adding PDF support in response to customers’ requests . We receive over 120,000 requests per month worldwide about this. Microsoft Office “12” capabilities have been under development for some time so you can imagine this wasn’t created on the fly.

Will you also add support for Open Document?
We have no plans to do so, as it’s not a request we’re hearing from our customers. Our customers have told us that our XML support and approach to publishing our schema documentation meets their needs.

Doesn’t Microsoft already support “fixed document formats” from Office?
Yes. Prior releases of Office have included the ability to create image-based fixed formats such as TIFF, PNG and BMP. However, these fixed formats aren’t as popular as accessible, searchable fixed format documents with “live” text and increased fidelity and printability.

Do you think this will hurt Adobe?
No. The PDF capability in Office “12” is an answer to ongoing customer feedback discussions and requests. Many other products include the same capability and that clearly has not hurt Adobe’s business. The addition of this capability will help customers get better results faster by providing them with more file and data management options, enabling them to maintain full fidelity output regardless of platform and support greater interoperability. Adobe is a great partner of ours and we think this is a great validation for PDF.

Is Microsoft trying to compete with Adobe by supporting PDF?
No. Microsoft is adding more value for Office customers by supporting PDF directly within Office “12” applications. PDF has been an openly published specification for a long time and there are many companies that provide this “save as” capability. Adobe is an important solution provider for the Office platform, and we hope Adobe chooses to continue supporting Office applications in the future.

Does Adobe know about Microsoft’s plans?
Yes, we’ve informed Adobe about our plans to support PDF.

Will Office “12” support for PDF take business opportunity away from partners and third-party solution providers?

Third party solution and application providers will still be able to provide valuable capabilities within the Office system based on their solutions, but the fixed document format capability will be a core capability of Office applications moving forward. Microsoft Office applications will output PDF format files, but others will still have many opportunities to provide additional value beyond the "Save as PDF" capabilities offered in Office "12" such as building on top of the Office "12"'s PDF capabilities to deliver many customized solutions like adding support for password protection or extending rights management to the PDF documents. 3rd parties who work with both the Office XML format and Office PDF format will be able to automate a number of document development, publishing and management functions. So there will be new opportunities for 3rd party developers.

Did Microsoft build or buy the ability to create PDF?
Microsoft product development teams built this internally based on publicly-available specifications for the formats. No external technology was acquired or used to develop this capability for the Office "12" applications.

I thought Microsoft didn't like PDF?
PDF is a well-recognized format that Office customers have requested..

Will the PDF files from Office be compatible with Adobe Reader? Apple OS X Preview?
PDF documents generated from Office "12" are intended to be viewable by any PDF viewing application, including Adobe Reader and Apple Preview.

Will InfoPath support PDF?
Microsoft Office InfoPath "12" customers will be able to create static PDF documents by converting InfoPath forms to PDF documents. However, form fields in InfoPath will not convert to "live", editable form fields XPS or PDF documents.

Will Word/Excel/PowerPoint support PDF?
Yes. People will be able to convert Microsoft Office Word documents, Excel workbooks and PowerPoint Presentations to PDF format directly from within Office "12."

Will Microsoft offer server-based XPS or PDF creation capability?
We are not announcing anything about such a capability at this time.

Will Access support PDF?
Microsoft Office Access "12" will include the capability to convert reports and views of data to PDF format documents to enable viewing across platforms and devices.

Will Outlook support PDF?
Support for converting e-mail messages from Outlook is currently not planned.

If Microsoft has XPS, why does Office need to support PDF as well? Why did Microsoft choose to support both XPS AND PDF? What's the difference?
One of the most frequently requested Office features has to do with converting documents and information directly from Microsoft Office applications to a fixed document format. We receive over 120,000 requests each month about PDF for Office. This has traditionally been related to supporting the PDF format specifically, which is why PDF support in Office "12" has been added. XPS, the new fixed format specification introduced by Windows, will provide an XML-based description of fixed document formats that will enable a new and different set of capabilities. More specifically, XPS support in Office "12" will enable customers to create a high-quality, full-fidelity fixed document based on a file format specification that is fully described in XML. A fixed document format based on XML will enable a host of new capabilities for archival, search, document management and other scenarios.

What version of PDF will Office "12" support?
In order to create accessible PDF documents, Office "12" will support the PDF 1.4 specification, which ensures compatibility with Acrobat 5.0.

PDF/A is based on the PDF 1.4 specification. Does this mean that Office "12" will support PDF/A or PDF/X?
In adding support for PDF creation to Office "12," Microsoft reaffirms its commitment to the use of open formats. With regard to PDF/A specifically, Microsoft will continue to monitor adoption of this standard, and consider its integration if the customer demand for PDF/A compliance supports it. To date, this has not been a frequent customer request for Office products.

Why aren't you going to support PDF/X?
The feedback we have received from customers is that they are more interested for Microsoft to support static documents, such as those created by PDF/A at this time.

Will Office support PDF encryption? Can I apply IRM to a PDF document?
No. Office "12" PDF solutions will not include the ability to password-protect or encrypt a document. Customers will however, be able to do X, Y, Z with IRM with their Office documents and we are making additional investments in IRM for Office "12" though it's too early to share details here yet. As always though, we'll continue to discuss new and desired capabilities with customers and evaluate what changes may make sense in the future.

Microsoft is doing a lot of new work with file formats. Is this all just a way to lock customers into using the next release of Microsoft Office products? Are you essentially forcing customers to upgrade?

To the contrary, Microsoft Office Open XML Formats and the support for PDF actually help make it easier for people to access and share data regardless of what programs or platform they may be using.

XPS Talking Points / Rude Q's from Vicki Milton of the XPS team

Key Messages:
At PDC 2005 Microsoft delivers a new a set of services and demonstrates momentum around electronic documents as part Windows Vista. Formerly codenamed "Metro", the XML Paper Specification describes a new cross platform, open XML document format that allows customers to effortlessly create, view, manage, print and archive paginated documents. The PDC release of Windows Vista delivers new functionality, including a set of rich APIs as part of the Windows Presentation Foundation that allow developers to effortless create, view, manage and protect XPS Documents; and a set of end user tools to allow the easy creation, management and viewing of XPS Documents. Microsoft is demonstrating integration of XPS and related technology in document-centric software applications as well as continued integration of XPS in hardware devices such as printers and scanners.

Microsoft is providing technical details on the new Office Open XML File Formats that will be part of Office "12". The new open formats will allow IT Pros and developers to build software that can read and write Office 12 files and more easily incorporate Office 12 documents into business workflows. The new Office file formats use the Open Packaging Conventions for organizing data into files. XPS Document files use this same method, so that businesses can manage Office 12 and XPS Document files in the same manner. Application developers can better participate in Office 12 and XPS Document workflows by adopting the Open Packaging Conventions for their native file formats. The Windows Presentation Foundation delivers a set of rich APIs that allow any developer to easily read, write, digitally sign and rights-manage any file built using the Open Packaging Conventions.

XPS Documents help provide a safe and secure way to store and share an electronic document. The content is immutable (fixed layout), does not contain arbitrary code, macros or scripts, has built in support for digital signatures and can be protected using enterprise rights management technology such as Windows Rights Management Services. This provides a very stable and reliable platform for XPS Documents to be utilized in document workflows, archives or anywhere where faithful representation of document contents, adherence to data governance, protection of sensitive information, or long term document storage is important to customers.

XPS technologies in Windows Vista include:
The open XML Paper Specification (XPS), describing the architecture of the XPS file format – a paginated representation of electronic paper which is based on XML.
The Open Packaging Conventions, describing the method for packaging information in a file format, describing metadata, parts, relationships and application of digital signatures.
A viewer to view, manage and print these files.
A print driver that allows users to generate XPS Documents from any application.
A set of APIs that are part of the Windows Presentation Foundation that enable:
Integration of XPS Documents with traditional applications, the Web, and hardware.
Generation of XPS Documents from Windows Presentation Foundation applications
A plug-in interface allowing any file format to be created from a Windows Presentation Foundation application
A new print pipeline with an integrated spool format, new print driver model and printer page description language based on XPS.

Support for the open Packaging Conventions in Windows Vista include:
APIs that are part of the Windows Presentation Foundation to create, manage, digitally sign and rights manage using RMS files that adheres to the specification (including XPS Documents and new Office 12 file formats).
Rights Management Services APIs that are part of the Windows Presentation Foundation to apply and read Windows Rights Management Services (RMS) protection to any file format adhering to the Open Packaging Conventions.

The XPS Document format and the Open Packaging Conventions are based on open standards. Microsoft plans to offer an open and royalty-free documentation and intellectual property license for these specifications. Please visit http://www.microsoft.com/whdc/xps for more information.

XPS Q&A

Q: Is XPS Metro? Is it included in Windows Vista Beta1?
A: Yes, XPS (Metro Fixed Format) is included in Windows Vista. XPS documents can be created from virtually any Win32 application using the included Microsoft Digital Document Writer. This creates an XPS document which is then viewable in the XPS Viewer, which is hosted by Internet Explorer when WinFX is installed.

Q: What is XPS?
A: XPS is XML Paper Specification which includes a cross platform, open XML document format that allows customers to effortlessly create, share, print and archive documents. These "fixed layout" documents can be viewed or printed without the application in which they were created, while maintaining their advanced color and graphics. Any device or application can realize the benefits of using this portable, efficient format without requiring Windows or Windows components. Microsoft has used Metro to optimize the print architecture for Windows Vista, dramatically improving print fidelity and performance.
Metro technologies include:

- A fixed document format known as ".XPS", which is based on XML, and available to the world royalty free..
- The XPS viewer to view, manage and print these files, which is installed with WinFX.
- A set of conventions based ZIP and XML that anyone can use to store, manage and digitally sign content
- A set of APIs that enable integration of XPS technologies and documents with traditional applications, the Web, and hardware.
- A print pipeline with an integrated spool format and printer page description language.
- An updated driver model for XPS-consuming printers

Q: When will XPS be delivered?
A: There are several components to XPS, some of which is in Beta 1 and the rest of which will be released during the second half of 2006. The royalty-free XPS specification will be available for download on MSDN when it is complete, to coincide with the Windows Vista release. APIs for creating and viewing XPS documents are included as part of the WinFX platform. We plan to include a print subsystem optimized for XPS in Windows Vista.

Q: Doesn't XPS compete directly with Adobe's Portable Document Format? Isn't this just another example of Microsoft muscling into its partners' markets?
A: Adobe is a great partner and a leading Windows ISV. PDF provides a broad scope of solutions for information workers, one aspect of which is a fixed document format. Metro is aimed at solving a specific set of challenges in the document lifecycle, including viewing, sharing and printing. Fixed document formats are just one small aspect of what both Metro and PDF provide.

Q: What does this mean for partners/partner support?
A: XPS's APIs allow IHVs and ISVs to create end-to-end document workflows and provide value-added services throughout the document pipeline using a consistent, open format. Because the Metro specification is based on open standards and is available royalty-free, numerous companies in the graphics, document and printing industries plan to integrate support for it.

Q: Why is Microsoft building XPS?
A: We have heard from our customers that they want a unified and open way to create, share, print and archive documents. The growing use of advanced graphics and extended color information in everyday office documents and Web applications required a fundamental change to the Windows presentation and print architectures. XPS addresses both of these needs. Because XPS is based on open standards and is available royalty-free, numerous companies in the graphics, document and printing industries plan to integrate support for it.

Q: What is Open Packaging Conventions?
A: The Open Packaging Conventions specification describes the method for packaging information in a file format, describing metadata, parts, relationships and application of digital signatures. These conventions are used in XPS Documents as well as the new Office Open XML File Formats. The Package implements open technologies such as ZIP and XML. Common ZIP utilities can be used to view or open the components of a file that adheres to the conventions.

Q: What is the difference between the XML Paper Specification and the Open Packaging Conventions?
A: The XML Paper Specification describes the architecture of the XPS Document file format – a paginated representation of electronic paper which is based on XML. XPS is a cross platform, open XML document format that allows customers to effortlessly create, share, print and archive paginated documents. The Open Packaging Conventions is implemented in XPS Documents as the file container. The new Office file formats use the Open Packaging Conventions for organizing data into files. XPS Document files use this same method, so that businesses can manage Office 12 and XPS Document files in the same manner. Application developers can better participate in Office 12 and XPS Document workflows by adopting the Open Packaging Conventions for their native file formats. The Windows Presentation Foundation delivers a set of rich APIs that allow any developer to easily read, write, digitally sign and rights-manage any file built using the Open Packaging Conventions.

Q. Does Microsoft expect XPS to replace PDF files? How does XPS compare to PDF in functionality?
A. Yes, XPS is an excellent alternative to PDF. XPS Documents are high fidelity representations of paginated documents. XPS is an integral part of Microsoft's overall document platform solution for developers, business and end-users. XPS offers several advantages over PDF:
The XPS file format is built from open standards such as XML and ZIP. These standards make XPS easy for our customers and partners to extend, integrate and support document solution on any platform or device. The XPS license is royalty-free, so customers, ISV and IHVs can create and use XPS without being reliant on proprietary libraries or platforms.
Standards based and royalty-free, XPS is a format customers can trust for long-term archiving and deep integration into their document workflow solutions.
XPS is an integral part of Microsoft's next-generation developer platform, the Windows Presentation Foundation. This new platform extends familiar Windows programming models to provide a superior solution for rich applications that contain high-fidelity graphics, interactive user experiences, robust data-binding and great document creation, control and security features. This rich platform for developers is un-matched by the user experience capabilities of PDF.
XPS supports sophisticated graphics from application to output. XPS uses the same sophisticated graphics model as Windows Presentation Foundation for text, graphics, and images, backed by a sophisticated color model to accurately capture and store the image capabilities of next-generation devices. Windows Vista applications can keep the same graphics description, without fidelity-eroding conversions, all the way through the print pipeline to a XPS-capable device. These capabilities are un-matched by any document format.
XPS is designed as a trustworthy format. The XPS specification limits content to those elements necessary to represent a fixed-layout, reducing the recipient's exposure to unwanted and potentially dangerous content. The allowed content is easy-to-understand XML and well-specified formats, making it easy to scan the document for unwanted content. XPS also includes integrated support for digital

signatures to allow publishers and readers to validate that the document has not changed, and to verify who created it. Windows implementations of XPS include support for Windows Rights Management Services, allowing publishers to safeguard digital information from unauthorized use.
XPS is an integrated part of a complete Microsoft document platform that includes Windows, Microsoft Office, Office Servers, Windows Servers, and deep integration with document peripheral devices of our hardware partners. This platform allows document workflows to use the authoring tools, formats and hardware customers already own and know, with conversion to XPS as a final step before output, archiving or widespread distribution.

Q: Does the Office "12" file format announcement mean that Office will be generating XPS documents?
A: Windows Vista will ship the Microsoft XPS Document Writer Print driver that any application can use to generate XPS Documents. This capability will be available for Windows XP and Windows Server 2003. Users of Office "12" can use this Windows Vista feature to "save as" XPS Documents.

Q. Does the PDC build contain the bits you are discussing today?
A. The PDC build contains the APIs, the Microsoft XPS Document Writer print driver and the XPS Viewer. XPS-optimized printing will be available starting with Beta 2 of Windows Vista.

Q: How does Windows Rights Management Services (RMS) work with XPS?
A: XPS documents can be protected using RMS or any other enterprise rights-management system. Windows Presentation Foundation includes APIs that support the application of RMS rights-protection to documents that adhere to the Open Packaging Conventions, this includes XPS Documents. This means that developers can more easily develop new rights-protected applications and formats or RMS-enable existing applications by writing to the Open Packaging Conventions. In addition, they will be able to take advantage of other tools built for the XPS format, such as archiving tools.

From an end-user point of view, any XPS document can be rights protected with RMS via the XPS Viewer that ships with Windows Vista, which is an RMS-enabled application and will only authenticate against RMS.

Q: Does XPS only support enterprise rights management using Windows RMS?
A: No. There is no built-in support for RMS in XPS Documents, or any file type using the Open Packaging Conventions. Any type of enterprise rights-management can be applied to XPS Documents. Any XPS document can, however, be rights protected with RMS via the XPS Viewer that ships with Windows Vista, which is an RMS-enabled application and will only authenticate against RMS. The enterprise rights management APIs in the Windows Presentation Framework support only Windows RMS and can be used on files built using the Open Packaging Conventions (includes XPS Document and Office 12 documents).

Q: What does XPS bring to Windows Vista?
A: XPS is a cross platform, open XML document format that allows customers to effortlessly create, share, print and archive paginated documents. These "fixed layout" documents can be viewed or printed without the application in which they were created, while maintaining their advanced color and graphics. Any device or application can realize the benefits of using this portable, efficient format without requiring Windows or Windows components. Microsoft has used XPS to optimize the print architecture for Longhorn, dramatically improving print fidelity and performance. There are a number of features and technical enhancements in Windows Vista that act upon the XPS Document file format. .
A viewer to view, manage and print these files.
A print driver that allows users to generate XPS Documents from any application.
A set of APIs that are part of the Windows Presentation Foundation that enable:
Integration of XPS Documents with traditional applications, the Web, and hardware.
Generation of XPS Documents from Windows Presentation Foundation applications
A plug-in interface allowing any file format to be created from a Windows Presentation Foundation application
A new print pipeline with an integrated spool format, new print driver model and printer page description language based on XPS.

Q: What is the XPS Viewer?
A: The XPS Viewer is a feature that enables viewing of XPS Document files. The XPS Viewer that ships with Windows Vista is an RMS application and will authenticate against RMS. It is a utility and will be hosted within IE. Since it is a control, it can also be embedded into your application.

Q: Will Microsoft build viewers for other platforms?
A: Because the XPS Document format is built on open technologies and does not rely on Windows components, the XPS Document format can be supported on any platform. Microsoft will provide viewers that run on Windows Vista, Windows XP, and Server 2003. Microsoft is evaluating the opportunity to support other platforms but it is too early to discuss plans at this time. We do expect that the 3rd-parties will use the open XML Paper Specification to build support for XPS Documents on other platforms.

Q: When will XPS be delivered?
A: There are several components to XPS. The XML Paper Specification v.75 is available for download on www.microsoft.com/whdc/xps. APIs for creating and viewing XPS documents are included as part of the Windows Presentation Foundation. Windows Vista will include a print subsystem optimized for XPS.

Q. Does XPS compete with Postscript? Are you supporting Postscript? How does Postscript fit in?
A. Like Postscript, XPS is a page description language and can be consumed natively in a printer. Unlike Postscript, XPS is also a document format and a Windows spool file format. The XPS image model is a subset of the Avalon presentation model. This consistent

representation of a document provides significantly improved print and display fidelity, in particular for advanced graphic attributes such as transparencies, gradients and color.

Postscript will continue to be fully supported on Windows. Microsoft and Adobe will continue to work jointly to develop the Windows Postscript driver.

Q. When will the XPS specification be complete?
A. The XML Paper Specification v1.0 is planned for release in the second half of 2006. Developers can access v.75 at www.microsoft.com/whdc/xps.

Q. What is the value of XPS printing for hardware vendors and application vendors?
A. Microsoft is providing a rich set of APIS that enable IHVs and ISVs to create end-to-end document workflows and provide value added services throughout the document pipeline using a consistent, open format. Because the XPS specification is based on open standards and is available royalty-free, numerous companies in the graphics, document and printing industries plan to integrate support for it.

Q: What Microsoft partners are involved?
A: Microsoft is working closely with the printer ecosystem to deliver the innovative features of XPS to our joint customers. At WinHEC, we demonstrated early product prototypes from Xerox, Fuji Xerox engineers working for the Xerox Group, and Global Graphics that scanned and printed XPS Documents. At PDC we will be showing additional Microsoft partners that are innovating around XPS documents including a multi-function printer from Fuji-Xerox that can scan documents directly to the XPS format and apply digital signatures, and a series of products from ScanSoft that provides optical character recognition (OCR), the conversion and workflow management of XPS Documents. There are many other vendors that are in development and evaluating XPS-based products, including Epson, Peerless, Software Imaging, Monotype Imaging, Hewlett-Packard, Canon, Brother, Ricoh, and Zoran.

Q. Will there be any XPS-enabled print drivers or devices available at Windows Vista ship time?
A. The printer industry is actively providing feedback to Microsoft on the XPS specification to ensure it can be implemented in both drivers and devices during the Windows Vista development cycle. Microsoft expects the first XPS-enabled devices in the market within the first year after the specification is complete.

Q. Will the new print architecture directly support PDF?
A. The new print architecture does not impact support for PDF at all. The Windows print architecture has and always will continue to support ISVs utilizing other formats such as PDF.

Q: What is Metro Reach?
A: ”Reach” was a term to describe the XPS electronic document format. That term is no longer used and should be replaced by the term “XPS Document”.

Q: What is a spool format?
A: When an application prints, the operating system converts the graphics commands into a format that is understood by the spooler. This is called the spool file format. The spooler sends this format to disk or memory, where the print job is held until the printer is ready for it. Previous versions of Windows use Enhanced Metafile Format for spool files, which is simply a listing of GDI calls to be interpreted by the print driver with the assistance of the operating system. In Longhorn, the spooler has been updated to understand XPS as well as EMF, ensuring compatibility with legacy printers. The XPS spool file format is the same as the XPS Document format. This enables better screen to print matching since the file formats are one and the same. A XPS-based printer driver and/or device could then operate on the XPS Document format without requiring operating system assistance.

Q: What is a page description language?
A: A PDL is a language for describing the layout and contents of a printed page. Popular PDLs are PostScript and PCL, from Adobe and HP respectively. Printers and printer drivers interpret PDLs when rendering.

Q: What is a paginated layout document?
A: A document that is structured in page views.

Q: Is XAML the same format as XPS?
A: No. XPS describes the graphic contents of a document using a subset of the XAML markup language. XAML describes a wide range of graphic content including application user interface, 3D visual objects and interactivity. XPS only includes basic visual elements to describe text, graphics and images on page.

Q: Is XAML available royalty-free like XPS?
A: No. XAML is not available under the XPS royalty-free license. XAML licensing has not been determined at this point.

SAMPLE BUDDY EMAIL FOR INFLUENTIAL PRESS AND PARTNERS

Dear [Editor],

This Saturday, at the MVP Summit in Seattle, Microsoft Senior Vice President Steven Sinofsky disclosed how the company is continuing its commitment to supporting open technologies for sharing and archiving content by providing native support for the creation of PDF documents from within Office "12" applications. With this capability, Office customers will be able to create widely viewable and printable documents directly from within Office applications including Microsoft Office Word, Excel, PowerPoint, InfoPath, Access, Publisher, Visio, OneNote, For more information on this important new functionality that will be delivered in Office "12", Steven Sinofsky did an interview with PressPass on the topic which can be found at www.microsoft.com/presspass/default.mspx.

Businesses today are challenged by the need to reduce information risk while at the same time to become more transparent in their business practices. As a result, businesses need an easy means of sharing static versions of documents with their customers and partners. Adding support for PDF creation in Office "12" to existing support for Office's native formats, HTML and Open XML Formats, will provide companies with more file and data management options, enabling them to maintain full fidelity output through the creation of static documents that are accessible regardless of platform.

I'll call you shortly to discuss further, but in the meantime, should you be interested in speaking with someone from Microsoft to learn more, please let me know.

Best,
[Name]