

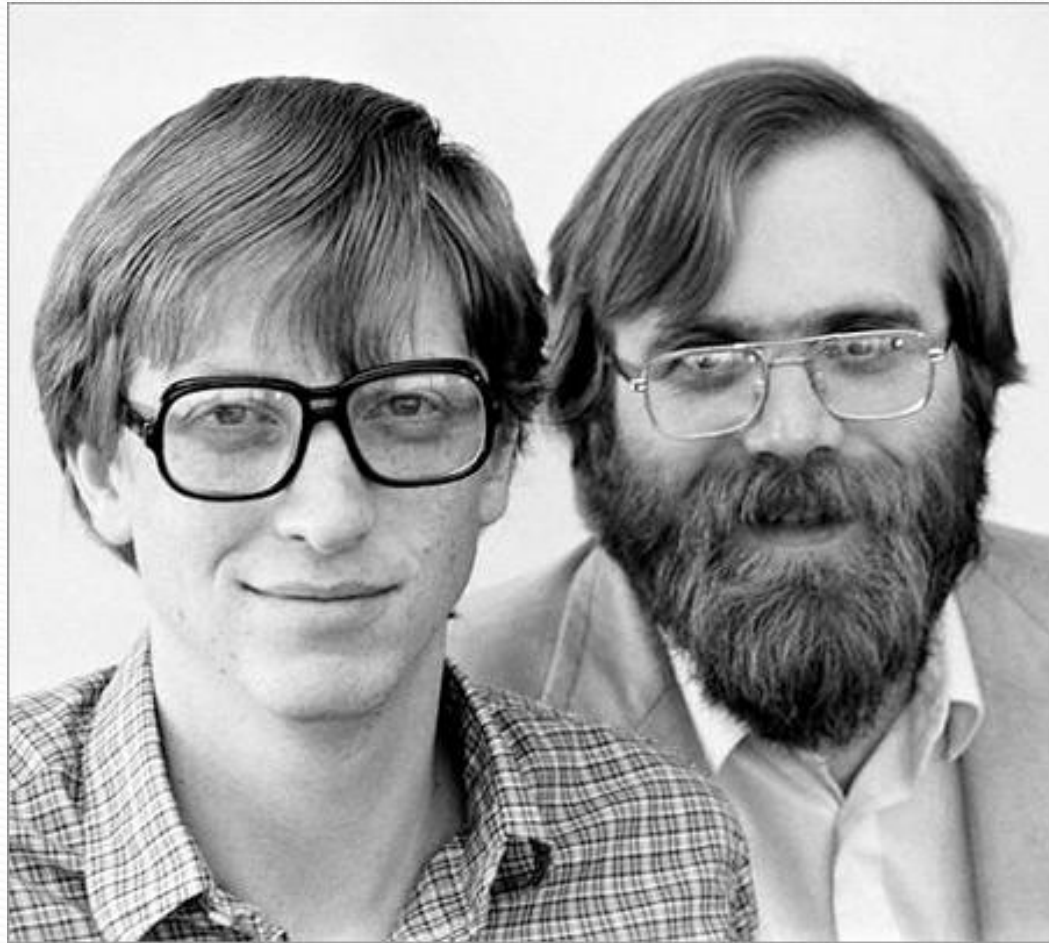
# The History of Microsoft Corporation

Cagampang, Kathy  
Mabelin, Jo Pattrick  
Taganas, Resmae Rose  
Tare, Vivien Kristy  
Yap, Charrise Mae

## What is Microsoft Corporation:


- Founded by William Gates III and Paul Allen.
- The largest company dedicated to creating computer software.
- Has subsidiary offices in more than 60 countries
- Has its headquarters in Redmond, Washington.

Paul Allen and Bill Gates, founders of Microsoft Corporation.



# How it began



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- Founded by William H. Gates III and Paul Allen in 1975
  - Started as their hobby in high school, programming on the original PDP-10 from the Digital Equipment Corporation
  - Inspired by the Altair 8800
  - Started as a version of the BASIC programming language.



# Some well known products from Microsoft

# Microsoft Word



# Microsoft Excel





# Microsoft PowerPoint



# Personal Digital Assistants



# Internet Explorer




# Xbox



XBOX 360™

# Founding

- 1975 – Popular Electronics magazine featured a cover story for Altair 8800. This inspired Gates and Allen to develop a version of the BASIC Programming Language for the Altair.
  - This inspired Gates and Allen to develop a version of the BASIC Programming Language for the Altair.
  - Licensed the software to MITS, (Micro Instrumental Telemetry Systems) Altair manufacturer
- Microsoft (Originally Microsoft) was formed in Albuquerque, New Mexico, to develop versions of Basic for other companies.

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- Microsoft's early customers:
    - Apple
    - Commodore (Maker of PET computer)
    - Tandy corporation (Maker of Radio Shack TRS-80)
  - 1977 – Microsoft shipped its second language product Microsoft Fortran and soon released versions of BASIC for 8086 Microsoft processors.


- 1979 – Gates and Allen moved the company to Bellevue, Washington. (Headquarters was moved to rendered in 1986)
- 1980 – IBM chose Microsoft to write the operating system for IBM personal computer, to be introduced the following year.
  - Microsoft Bought 86 DOS (developed by Tim Patterson) from a small company called Seattle computer products for \$50,000.
  - They later modified it and renamed it MS – DOS (Microsoft Disk Operating System)
  - Microsoft was permitted to license the operating system to other companies.

# MS-DOS

```
Starting MS-DOS...
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C:\>_
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- 1984 – MS-DOS has already been licensed to 200 PC manufacturers.
    - It became the standard OS for PC's
    - It also derived Microsoft's enormous growth.
  - 1983 – Allen leaves the company but remains to be the board of Directors.
    - He continuous to be a major shareholder in MS

# Application Software





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- MS began to develop business application for PC as MS-DOS sales took off.
  - 1982 - It released MULTIPLAN
  - 1983 – It released Microsoft Word
  - Its early support for Macintosh resulted in tremendous success on its application softwares except MULTIPLAN (faltered against lotus 123)

# Windows



- 1985 - Microsoft released windows
  - Employed GUI (Graphic User Interface)
- 1987 - Windows 2.0 released
- 1990 – Microsoft released Windows 3.0
  - Followed by 3.1 and 3.11
  - These versions were preinstalled on most PCs and became the most used OS
  - MS become first to record 1 billion in annual sales.
  - Federal Trade commission investigative MS because MS was accused of anticompetitive practices.
  - FTC was unable to reach a decision and drop the case

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- 1991 – Microsoft and IBM ended a decade of collaboration.
    - IBM continues to pursue OS/2 which was a joint venture of MS and IBM.
    - MS continues to evolve Windows into increasingly powerful Systems.
  - 1993 – Apple lost a copyright infringement case against MS that claimed MS illegally copied the design of Macintosh’s graphical interface.
    - MS released Windows NT, an OS for business environments.


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- 1994 – MS changed the way its OS was sold and licensed to computer manufacturers due to an agreement with the Department of Justice
  - 1995 – Windows 95 was released
    - It featured a simplified interface, multitasking, and other improvements.
    - 7 million copies of Windows 95 were sold in the first 7 weeks of its release


# Recent Business Developments





- Microsoft began to expand into media, entertainment, and communication industries.
  - MSN was launched in 1995.
  - MSNBC cable channel and website were launched in 1996
    - MS and NBC dissolved their joint operation and NBC assumed control over the cable channel.
    - 50-50 ownership was continued for the website
- 1996 – MS introduced Windows CE, an OS for Personal Digital Assistants.

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- 1997 – MS paid \$425 million to acquire WebTV networks.
  - June 1998 – Windows 98 was released.
    - It featured integrated Internet capabilities.
  - Steve Ballmer was appointed as President of Microsoft. But Gates still held the title of CEO and Chairman.

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- 1999 – MS paid \$1 billion to AT&T to use Windows CE in devices designed to provide customers with integrated cable, TV, telephone, and High-speed Internet services.
  - MS also released Windows 2000, the latest version of Windows NT
  - January 2000 – Ballmer becomes CEO, while Gates retains Chairman position and took the title of Chief Software Architect to focus on the development of new products and technologies.

- 2001 – MS released Windows XP, the first Windows OS for customers that was not based on MS-DOS
- The company also released the Xbox, its first venture on gaming consoles.
- MS also announced its business strategy, known as .NET
  - .NET sought to enable a variety of devices to communicate w/ each other.
  - Confusion over the term .Net led to the adoption of the slogan “seamless computing” in 2003.

# Other major business developments in the 21<sup>st</sup> century



- Tablet PC – a laptop that featured handwriting-recognition software and wireless connection to the Internet,
- 2003 – The company began to focus on “trustworthy computing”
  - Their programmers were required to improve their skills in protecting software from malware.
- 2004 – Microsoft sold its innovative online news magazine, *Slate*, ending the experimental online magazine.
- Microsoft unveils new generation video game console, the Xbox 360

## Xbox 360

The Xbox 360, which went beyond gaming, providing customers with the ability to play audio, video, and photo files.



- The same month, Gates and Ray Ozzie (the newly appointed Chief technology officer) announced a new web services initiative
  - provided software services through the Internet, accessible from any browser.
- June 2006 – Gates announced he will be transitioning from a full-time role in Microsoft to a full-time role in Bill and Melinda Gates foundation.
  - He only planned to have a part-time role at MS, but retaining the title Chairman
  - Transferred the title Chief Software Architect to Ozzie.



# Windows Vista


- November 2006 – MS released Vista, its first OS since XP.
  - Made available to business only at first.
  - Consumer version released in 2007.
  - Won generally favorable reviews for its improved graphics , search capabilities and security protection.



# Windows 7

- More simplified and faster than Vista.
- Better appreciated than Vista.



A close-up portrait of Bill Gates, wearing glasses, a dark suit, a white shirt, and a patterned tie. He is smiling slightly and looking towards the camera. The background is a warm, textured wall.

**y**our most unhappy customers  
are your greatest source of  
**LEARNING**

Bill Gates  
Unseen Era Design Lab . . .