

The history of a revolutionary idea that helped change the world.

Microsoft

Microsoft. It started with one idea. One vision. A personal computer on every desk and in every home.

This revolutionary idea not only made technology a powerful tool for all of us, it also created a new industry that changed our world. Today, we continue to expand the possibilities of personal computing by developing new ways to empower our customers any time, any where, and on any device.

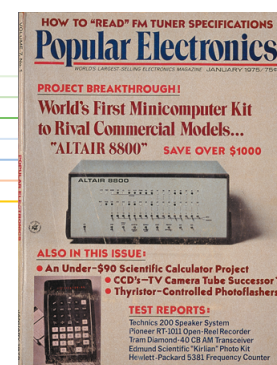
a 25 year timeline

## The PC revolution begins

The mid-1970s

In 1975, a new hobby is being explored in garages across America: microcomputers. These early personal computers (PCs) are not much more than kit-assembled metal boxes that perform basic math and a few simple games.

Two young men, with dreams of bringing computers to life, develop a software application that makes the power of the PC useful and accessible for everyone. Using the Altair 8800, Bill Gates and Paul Allen develop the first microcomputer programming language, and begin an extraordinary, history-making journey.



1975

**1975** Paul Allen and Bill Gates create and sell their first product. Inspired by an article on Popular Electronics magazine, Allen and Gates develop a BASIC computer language for the Altair 8800.

1978 Year-end sales in 1978 exceed \$1 million

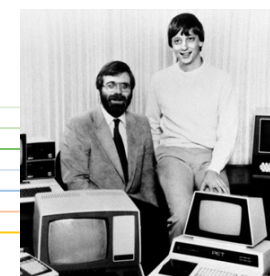
1979 Seattle natives Gates and Allen move Microsoft from Albuquerque, New Mexico to Bellevue, Washington.

## PCs take off

The 1980s

By the early 1980s, personal computers increase in popularity and become a billion-dollar business. Microsoft's creation of operating systems, programming languages, applications and games enable major computer companies like Apple and IBM to enter schools, homes and businesses. More capable, efficient PCs are no longer limited to hobbyists in garages, but can be found in offices and homes, helping people transform the way they work and live.

By the end of the decade there are more than 90 million PCs worldwide, and Microsoft's vision of a PC on every desk and in every home is fast becoming a reality.



1985

**1981** MS-DOS operating system is introduced on the IBM Personal Computer.

1983 Microsoft Word for MS-DOS debuts.

1983 Microsoft Windows graphical user interface is first announced. It ships in 1985.

1984 Microsoft software runs on the first Apple Macintosh computers.

1985 Microsoft celebrates its 10th anniversary.

**1986** Microsoft stock goes public at \$21.00 per share. The initial public offering is heralded by the investment community as one of the most successful of the decade.

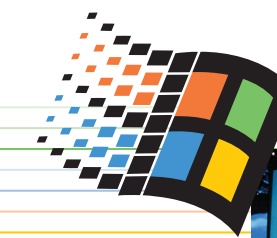
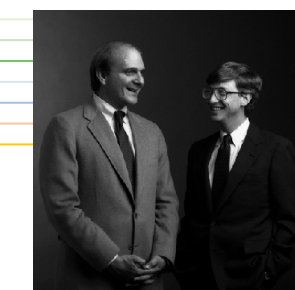
1989 Office for Macintosh, version 1.0, hits the market.

## The Windows Era Opens

The Early 1990s

Microsoft's momentum continues to build. Windows 3.0, an easy to use and highly functional operating system, ships and millions of people discover the empowering abilities of personal computers.

In 1995, Microsoft's much-anticipated Windows 95 became one of the best-selling software products in history. Its success helps move the PC into more than 250 million business, homes, and schools around the world.



**1990** Microsoft ships Windows 3.0.

1991 Visual Basic pioneers the graphical application development category, becoming the fastest and easiest way to develop applications for Windows.

1991 Microsoft Research group is established to expand the reach of personal computing technology.

1993 Encarta is the first multimedia encyclopedia designed for a computer.

1993 Windows NT releases and supports mission-critical corporate applications.

1994 BackOffice, an integrated information system designed for corporate networked environments, is introduced.

**1995** Windows 95 launches and sells more than one million copies in four days.

## The Internet Explodes

The mid-1990s www

The world goes online. Between 1994 and 1999, Internet use soars from 3 million to more than 200 million users. Microsoft increases its commitment to build upon the power and capabilities of the PC by embracing the Internet. The end of the 1990s sees a significant rise in the number of portable, handheld devices that allow users the freedom to remain connected any place and any time. A new digital world has arrived and the emerging technology affects every aspect of how we live, work, learn, and play.



1995

1995 Microsoft hosts Internet Strategy Day, announcing its commitment to adding Internet capabilities into all of its products.

1996 Windows CE, an new compact and portable operating system, is announced.

1997 Microsoft's Internet Explorer 4.0 gives users an unparalleled Internet client solution.

1997 Office 97, the first suite that fully integrates the ease of intelligent applications with the power of the Web, is released.

## Any time, any where, any device

Beyond 2000

Technology is exploding. Powerful mobile devices, breakthroughs in wireless technology, and smaller, faster, inexpensive computers are rapidly changing our lives. Microsoft is integrating these remarkable advances with Microsoft.NET, a platform for the next generation Internet. By seamlessly melding services and technologies, Microsoft.NET will give businesses and consumers a richer yet considerably simplified Internet experience. With Microsoft.NET, we're exploring new software frontiers that will make computing and communication available any time, any where and on any device. Microsoft.NET will not only empower users, it also promises to be a driving force of 21st century technology.



Microsoft .net

2000+

2000 Steve Ballmer becomes the second Chief Executive Officer of Microsoft and Bill Gates takes on a new role as Chief Software Architect.

**2000** Windows 2000 Professional and Server are the business operating systems for the next generation of PC computing. Sales top one million in its first month on the market.

2000 Microsoft unveils its roadmap for its next generation of software and services, the Microsoft.NET platform.