

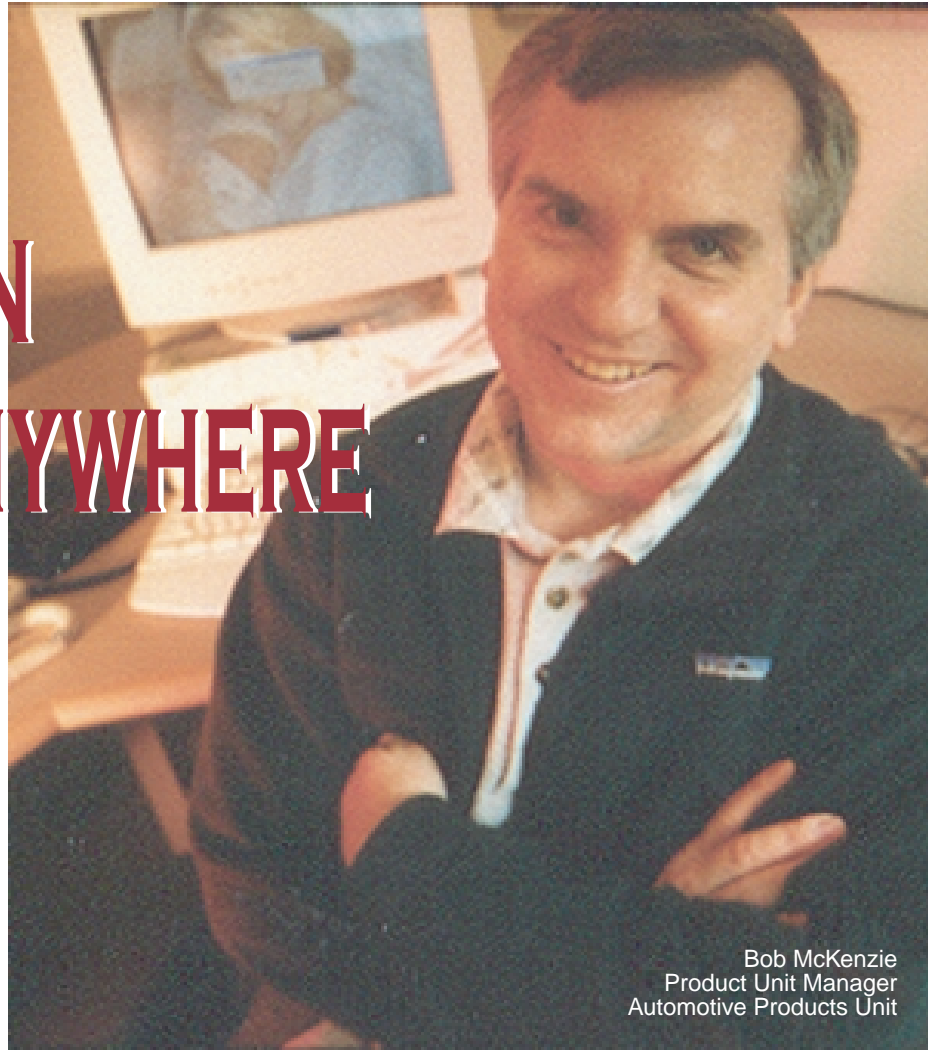
INFORMATION ANYTIME, ANYWHERE

Q: One of the most famous product slogans in the world today is Microsoft's "Where do you want to go today?" What's the inspiration behind the tagline?

McKenzie: We create products that connect people with the information and services they need, where and whenever they need them. It really comes down to freeing the end user from traditional constraints by providing flexible, easy, and seamless access to information and services, anytime, anywhere.

Q: Where does Microsoft's Auto PC platform fit into this picture?

McKenzie: If we're not at home or at work, chances are we're in our cars. The fact is, we spend an enormous amount of time in our cars, and that percentage is increasing all the time. The Auto PC lets you stay connected and provides a range of functions including



Bob McKenzie
Product Unit Manager
Automotive Products Unit

driving directions, audio entertainment and personal information management. It goes back to the idea of access anytime, anywhere.

Q: How do you see the future of services such as car navigation?

McKenzie: Navigation, like the computers that enable it, will help drivers make the most out of the time they spend in the car. It makes it easier to get directions without having to fumble with paper maps to avoid getting lost. These benefits will drive auto makers and

consumers to embrace navigation and offer it as a standard option, as they now embrace car stereos and air conditioning.

Q: What do you expect from partners and suppliers?

McKenzie: We look for suppliers that share our vision and optimism about technology so that we can work together to make that vision into reality. We found that shared vision when we worked with Navigation Technologies on the development of the Directions application for the Auto PC.