

CHAPTER 22

The Windows 95 Logo Program

Much of the industry is working very hard and very creatively to develop software, hardware, and peripheral products that are not just compatible with Windows 95 but are designed specifically for it. The Windows 95 logo program is intended to help users easily identify these great new products, which exploit the rich capabilities of the operating system. Examples of these new capabilities are Plug and Play and support for 32-bit applications.

Products developed for Windows 95 will bear the Designed for Microsoft Windows 95 logo. This logo makes it easy for customers to choose products that were designed to deliver the benefits and functionality of Windows 95. Customers can mix and match hardware and software products identified by the Designed for Microsoft Windows 95 logo and be assured that the products are fully compatible with Windows 95. They no longer have to figure out which technical details make one product more compelling than another or worry about compatibility. To make computing easier and more powerful, they can simply look for the Designed for Microsoft Windows 95 logo to choose a product built to work synergistically with Windows 95.

The Availability of Windows 95–Based Products

Licensing of the Designed for Microsoft Windows 95 logo will begin in Spring, 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 will appear as soon as Windows 95 is available. The Windows 95 logo program is completely optional for vendors, and products without the logo will continue to be sold as they always have. Products that meet current Windows logo licensing requirements but do not meet the requirements for the Windows 95 logo can continue to use phrases such as *for Windows* or *Windows Compatible* to indicate that the product runs on the Windows platform.

Licensing Criteria for the Windows 95 Logo

To license the Designed for Microsoft Windows 95 logo for use with their products and to be a part of the logo program, vendors of hardware and software products must meet specific criteria. Customers can feel comfortable that products that use the logo 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 provides a mechanism for configuration to happen automatically. Computers, add-on boards, and peripheral devices supporting Plug and Play bring true ease of use to users of Windows 95. The logo is an easy-to-remember way to identify which products support 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 Designed for Microsoft Windows 95 logo will also feature the enhanced Windows 95 UI and provide support for long filenames, automated installation, and uninstall capabilities. Many applications, especially typical productivity applications, will also support OLE component-software technology, providing better cross-application interoperability and efficiency through features such as OLE drag and drop.

For More Information

Additional information about the Windows 95 logo program is available through the Microsoft Developer Solutions Phone-Fax Service at (206) 635-2222, and in the WinNews forums on CompuServe, America OnLine, and other electronic services.

