

Case Study: Internet Explorer 1994..1997

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Internet Explorer Chronology

8/94 IE effort begins

12/94 License Spyglass Mosaic source code

7/95 IE 1.0 ships as Windows 95 feature

11/95 IE 2.0 ships

3/96 MS Professional Developer's Conference

AOL deal, Java license announced

8/96 IE 3.0 ships, wins all but PC Mag review

9/97 IE 4.0 ships, wins all the reviews

IE Feature Chronology

IE 1.0 (7/14/95)

HTML 2.0

HTML

Progressive Rendering

Windows Integration

Start.Run

Internet Shortcuts

Password Caching

Auto Connect,
Disconnect

IE 2.0 (11/17/95)

HTML Tables, other NS enhancements

Cell background colors & images

HTTP cookies (arthurbi)

SSL

HTML (MS enhancements)

<marquee>

background sounds

in-line AVIs

Active VRML 1.0

Navigator parity

MS innovation

Feature Chronology - continued

IE 3.0 (8/12/96)

Java

HTML Frames

Floating frames

Componentized

ActiveX Scripting

JavaScript

VBScript

MSHTML, SHDOCVW

WININET, URLMON

DocObj hosting

IE 3.0 - continued...

Accessibility

PICS (W3C)

HTML CSS (W3C)

HTML <object> (W3C)

ActiveX Controls

Code Download

Code Signing

IEAK (corporations)

Internet Setup Wizard

Referral Server

IE 4.0 (9/12/97)

Dynamic HTML (W3C)

Data Binding

2D positioning

Java JDK 1.1

Explorer Bars

Active Setup

Active Channels

CDF (XML)

Security Zones

Windows Integration

Single Explorer

ActiveDesktop™

Quick Launch, ...

Navigator parity

MS innovation

Wins for IE

- Quality
- Componentization
- ActiveX Controls
 - vs. Nav plug-ins
- HTML CSS (W3C)
- PICS (W3C)
- <object> (W3C)
- DHTML (W3C)
- CoolBar, Explorer Bars
- Great Mail/News Client
 - Outlook Express
- Bundled Clients
 - NetMeeting
 - NetShow
 - Comic Chat
- Personal Web Server
- Localized in 22 languages

Red Herrings for IE?

- Channels (aka “push”)
- ActiveDesktop™
- VRML
- ActiveX Controls
 - Security concerns
- STT, SET (secure payment protocols)
- PNG (portable network graphics)

Other Efforts

- Marketing Efforts
 - Free
 - ISP partners (AOL, CompuServe, MCI, AT&T, etc.)
 - Content partners
- Support and Customization
 - IE Administration Kit
- Best Win16 & Mac Browser, too

Microsoft®
Internet Explorer 