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## The 3rd annual Micro\*\*\*\* sellout column (6/19/2001)

TO: B\*\*\* G\*\*\*\*  
FR: Your editorial vassal  
RE: Status report

Dear Master:

Your secret plan for world domination has succeeded! The masses are now so ensnared in your Micropain Office™, your Chicory™ Web programming language, and your Micropain Winslow 3000™, they can't escape! Your terribly brilliant idea, the Menu Rotation Module™, which randomly changes menu and dialog box options, has captivated the press ("Terribly brilliant," said one of my fellow vassals at *PC Earth* magazine; "Awesome! Thanks for the check, B\*\*\*!" said another for some magazine with an *E* or *I* in its title; "I couldn't stop clicking!" cried yet another "journalist" on your payroll at the *What Street Journal*). Better yet, it's given customers new reasons to call Micropain's disconnected tech support line every day!

The coup de Grace Kelly? The new Xtra Pain™ suite of applications and OSs. May I say--and I don't want you to think I'm sucking up--that the whole XP™ concept will redefine the market, perhaps even the nature of planned obsolescence itself. For here is a product line that forces customers to upgrade or charges them twice the going rate if they eventually capitulate just a few days late. And when they do upgrade, it digitally frisks them every time they boot up! Wherever he is (probably someplace warm), J. Edgar Hoover is smiling.

Sure, the holdouts make noise about running Punix on their PCs, but let's get real. All you have to do is keep upgrading the file formats in Micropain Office™ every nine months, and they'll be screwed! To use our favorite in-house editorial adjective/verb/adverb/noun: "Awesome!"

### Webbed and loving it

But your capture of the Web and the enterprise in one fell swoop has stunned your competitors like audiences at *Pearl Harbor*.

Micropain's .Nut™ framework is a riddle wrapped in a mystery bundled with a three-year service plan. Will companies need Winslow 3000™ on their PCs? Their servers? Their handhelds? Does Micropain.Nut™ threaten IT? HR? Building security? Is the .Nut™ object model completely transparent or just hiding? And will in-house developers need to learn

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Said one competitor, "Now I can look forward to that golden parachute! Thanks, Micropain!"

Said another, "I think I'll go on a crime spree across Texas. Yippee!"

In short, you are truly the Master of all you survey. I can only hope that by spreading the word to our readers, we can further your aims.

We await your future orders. In the meantime, we will continue to criticize Micropain products in order to conceal our true objective.

Your willing scribe,  
Robert "Blue Screen" Luhn, executive editor, CNET Online

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