Apple's Internet Strategy

- Larry Tesler Internet strategy general
  - Apple’s Internet Strategy
  - Internet Access by Platform
  - The Open Internet Platform
    - Apple will work with any vendor that is committed to open Internet standards
  - Apple and the Internet
    - Capitalizing on our core strengths
      - Ease of use
      - Media rich content
  - Inter vs. Intranet Software Sales
  - Top IS Objectives
    - Align IS and corporate goals: flexibility
    - User access to cross-functional data
    - Move legacy systems to new architectures
    - Connect to customers and suppliers
    - React to rapid shifts in technology
  - Apple Internet Value Chain
  - Apple Internet Value Chain (Platform Highlighted)
  - Internet Platform Technologies
    - An open standards approach
      - TCP/IP
      - HTTP
      - Java
      - OpenDoc
      - QuickTime media layer
      - HotSauce MCF
  - TCP/IP and Apple
    - OT/PPP
Apple's Internet Strategy

- IP over PPP
  - Beta available on the web
  - Final and posted on web by Dec. 1
- FutureShare
  - Supports FTP, POP3/SMTP, AFP, AFP over IP
  - Beta in November/December
  - FCS by mid-February
- Java Everywhere
  - MacOS Runtime (VM) pre-released
    - available on the web:
      www.devtools.apple.com/mrj
- Driving it onto all of our platforms
- Integration with OpenDoc and QuickTime media layer
- Performance and reliability are key
- OpenDoc
  - Apple integrating Internet into Mac OS via OpenDoc
  - Recent developer commitments include:
    - Digital Harbor Wave container
    - Coral WordPerfect container
  - OpenDoc plug-in architecture supports
    - Netscape plug-ins
    - Java applets
    - OpenDoc parts
    - Other component architectures...
  - IBM Windows beta available on the web
- QuickTime Media Layer
Apple's Internet Strategy

- QuickTime for the Internet– release 2.5
  - FastStart, MPEG, MIDI, Music Architecture
  - Mac OS and Windows feature parity
- QuickTime Conferencing–backbone for QT Live events and collaboration
- QuickTime VR– de facto standard, under consideration for VRML
- QuickDraw 3D– part of VRML 2.0

HotSauce™ Meta Content Format
- An open standard for representing information “about” content
- Can describe the content of:
  - Web sites: Hierarchies of linked pages
  - Gopher/FTP sites: Hierarchies of "folders"
  - E-mail: Date, To, Subject, ... fields
  - Catalogs: Merchants and Vendors
  - Databases: Hierarchical and Relational
- Platform/application independent

Why HotSauce MCF?
- HTML is good for describing pages, but loses information when structured content is rendered
- MCF is a standard for describing how and where information is stored in structured content sources
- No other general metadata format has been proposed and accepted as a standard

What MCF provides:
- Lets you use any MCF-savvy view/query tool to access and integrate information from multiple sources:
  - Local disk
  - LAN
  - Intranet
  - Internet
- As long as the content is described in MCF
Apple's Internet Strategy

- HotSauce fly-through plug-in
  - Big picture of a web site
  - Works with all popular web browsers
  - Mac OS and Win32 compatible
  - Alternate views available
    - Outline view (Finder-like)
    - Hyperbolic view (XSoft)

- Benefits of MCF
  - Easier access to information and information relationships
  - Open standards-based platform leverages development investment
  - Faster / easier integration with MCF data outside corporate firewall

- Apple Internet Value Chain (Access)
- Internet Client Access
  - Apple Internet Connection Kit (AICK)
    - Best of class Internet application bundle
    - Apple Guide lowers support costs
  - Cyberdog
    - Component software Internet application “suite”
    - Enables custom IS solutions
  - Apple will continue to develop and support both products

- Cyberdog 1.2
  - Cyberdog 1.2
    - Improved user interface
    - Runs on PPC and 68K Macs
    - AppleTalk network browsing
    - Netscape plug-in support
    - WorldScript (double byte) aware

- Apple Internet Value Chain (Servers)
- Inter vs. Intranet Server Sales

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- Internet Delivery: Servers
  - Apple Internet servers scale from the workgroup to the enterprise
  - Apple Internet Server Solution (AISS)
    - Mac OS based
    - Easy to setup and administer
    - Complete web server solution
    - 100,000s of hits per day
  - Network Server 500 and 700
    - AIX based
    - Value added server hardware
    - Faster real time processing
    - 1,000,000s of hits per day

- Apple Internet Value Chain (Create)
- IS Goes Hollywood?
  - IS intends to implement multimedia applications
- WWW Graphics Design
- Internet Video Content
- Internet Video Content (QT 2.5 Accessible)
- Internet Content Tools: Create
  - Extend leadership positions in publishing and media authoring to the Internet
  - Work with developers to deliver:
    - Media content creation tools
    - Electronic publishing tools
    - Web authoring tools
    - Dynamic web page tools
    - Innovative Java development tools

- Summary
  - Apple is committed to embracing open Internet standards
  - Apple is contributing QuickTime and MCF to the Internet community
Apple's Internet Strategy

- OpenDoc component architecture integrates Multimedia and Internet everywhere
- Apple will make the Internet as easy to use as the Macintosh
- The power to be your best