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
    - http://www.software.ibm.com/clubopendoc/odwinbeta.html
- 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

Apple's Internet Strategy

- ▤ 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