# Macintosh vs Windows 95

## #19 Internet Access

### Summary

Apple® Macintosh® users are heavy Internet users. According to independent surveys, users of Macintosh systems make up between 26% and 40% of the people accessing the World Wide Web from a personal computer.* Apple believes this is because Macintosh users tend to be early adopters of new technologies, because there are a lot of good third-party Internet-access tools for the Macintosh, and because Apple is committed to supplying the fastest, easiest and least expensive way to participate in the global Internet community.

This is part of a series of short reports that highlight the advantages of a Macintosh computer over one running Windows 95. To see previous entries in the series, visit us on the Internet at http://www.apple. com/whymac/

### Internet Options

• Internet for users. Apple now offers customers a growing number of choices for Internet access. Families, students and first-time computer users can choose to access the Internet through eWorld,™ Apple's on-line service. eWorld provides simple, one-click access to the Internet from the friendly environs of eWorld's Town Square— a managed environment of content and community relevant to Apple's key markets. The eWorld software and 10 free hours of access time are now bundled with every Macintosh computer sold in the United States.

Experienced Macintosh computer users and LAN managers interested in standardizing on a single set of tools can choose the Apple Internet Connection Kit for direct access to the Internet. The Apple Internet Connection Kit provides all of the software needed to access the Internet, including Netscape's Navigator software, RealAudio Player from Progressive Networks, and Claris Emailer Lite. The kit also includes the Apple Internet Dialer, software that registers users with a qualified Internet service provider for direct Internet connection; and Apple Guide assistance that walks users through formerly complex procedures.

Netscape also has announced that it will include Apple's QuickTime® video software and QuickTime VR virtual reality software in future versions of Netscape Navigator, and that it will support AppleScript® in the Macintosh version.

• Internet for content publishers. The Apple Internet Server Solution is a virtual "WWW server in a box," an all-in-one solution that consists of a PowerPC™-based Workgroup Server and a CD-ROM that contains all the software a user needs to establish a presence on the Web. It includes WebSTAR (formerly MacHTTP) server software; BBEdit (a hypertext markup language [HTML] editor); Netscape Navigator client software; and MacDNS from Apple. Additionally, it contains HyperCard;® FileMaker Pro Runtime and Butler SQL Runtime software, and sample data for each database; AppleSearch® and AppleSearch CGI; Adobe Acrobat Pro; clickable maps and electronic mail Common Gateway Interfaces (CGIs); a web "page" that points to a number of client helper applications; and customizable web pages and forms.

Starting at about half the price of most low-cost UNIX servers, multiple Apple Internet Servers can be run in tandem to spread out the work, for about the same cost as a single UNIX system. And the Apple Internet Servers require no understanding of UNIX, which can be a major barrier to many potential web publishers.

Another example of Macintosh excellence as a publishing platform for the Internet is Ceneca's PageMill and SiteMill Internet management tools. PageMill is a full WYSIWYG web page authoring tool (no knowledge of HTML required), and SiteMill will automatically update documents as Internet links change or become inactive. Whenever the user pastes a link, renames a file, moves it between folders, or deletes it, the program automatically fixes all links to point to the correct location. A task that literally would take hours for a larger site is completed in seconds with SiteMill. Both products are currently available only for the Macintosh.

(For more information on some third-party Internet tools for the Macintosh, see Macintosh Advantage brief #8: Scripting and More.)

## What About the Future?

Apple is developing products that will integrate Internet access with the flexibility and extensibility of the OpenDoc® component software architecture. This will help users and content developers take advantage of the explosion of new file and data types becoming available on the Internet, and will make it easier for users to integrate Internet access into their everyday work.

## Questions or Comments?

You can send e-mail to the Macintosh Platform Marketing team at competition@applelink.apple.com.

*For more information on studies and products mentioned in this article, use the Internet:*

*Georgia Institute of Technology Internet usage study*
*http://www.cc.gatech.edu/gvu/user_surveys/survey-09-1994/graphs/Platform.html*

*Mika Rissa & Co. Internet usage study*
*http://www.mroy.fi/dec94.htm*

*Apple Internet Connection Kit:*
*http://www.info.apple.com/pr/press.releases/1995/q4/950807.pr.rel.internet1.html*
*http://www.info.apple.com/productinfo/datasheets/ss/iconnkit.html*

*Apple Internet Server solution:*
*http://www.austin.apple.com:80/productinfo/datasheets/ss/internetserverforwww.html*

*Netscape and Apple Internet Connection Kit:*
*http://www.info.apple.com/pr/press.releases/1995/q4/950807.pr.rel.internet.html*

*Ceneca home page:*
*http://www.ceneca.com*