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ISO Adopts QuickTime File Format

On 11 February 1998, Apple Computer Inc., IBM, Netscape Corp., Oracle Corp., Silicon Graphics Inc., and Sun Microsystems Inc. announced that the International Standards Organization (ISO) had adopted the companies' joint proposal to use Apple's QuickTime File Format as the starting point for the development of a unified digital media storage format for the MPEG-4 specification.

The six companies now look forward to collaborating with other companies and industry bodies to further refine the specification and QuickTime file format — ensuring that MPEG-4 quickly gains market acceptance.

"MPEG's decision to utilize the QuickTime file format for the MPEG-4 specification has huge benefits for users and the industry," said Ralph Rogers, Principle Analyst for Multimedia at Dataquest, San Jose. "This strategy will leverage the broad adoption of QuickTime in the professional media space and speed the creation of MPEG-4 tools and content while providing a common target for industry adoption."

About MPEG
MPEG-2 is the standard for entertainment quality video and audio and is the format of choice for DVD (Digital Versatile Disc) and DVB (Digital Video Broadcasting). MPEG-4 is an emerging digital media standard currently being defined by ISO's Moving Picture Experts Group (MPEG) that will enable users to select, view and manipulate audio, video and other forms of digital content. By the adoption of the QuickTime file format as the starting point for an MPEG-4 standard, users are assured that all digital media content can be authored in a common file format which also supports real-time video and audio streaming. This digital stream can then be delivered over the Internet, corporate networks, or broadcast directly into the home. By utilizing a QuickTime-based file format, the vast majority of existing hardware, software and digital content would work seamlessly with this next-generation version of MPEG.

About the Proposal
The six companies co-authored the QuickTime File Format proposal in response to a Call For Proposals issued by MPEG based on stringent technical examination against a broad range of requirements. The companies' proposal recommended QuickTime's file format as the superior technology choice because of its ability to stream across different network protocols, its support for all forms of digital media and its extremely flexible capabilities as a file format. Additionally, QuickTime's file format has a strong following among creative professionals, with a wide breadth of available development tools and cross-platform support. The QuickTime file format is a component of the QuickTime architecture.

Apple Launches New "Snail" Commercial

On 4 February 1998 Apple Computer, Inc. launched a new 30-second television commercial that highlights the superior speed of Apple's Macintosh G3 computer systems. The "snail" commercial states that Macintosh computers based on the new PowerPC G3 chip are up to twice as fast as computers based on Intel's Pentium II chip, based on BYTEMark tests independently developed by industry-trusted BYTE magazine.

"Our Macintosh G3 computers are up to twice as fast as Intel Pentium II-based computers, and we want the world to know," saidSteve Jobs, Apple's interim CEO. "Sales of our Macintosh G3 computers have exceeded our expectations so far, and we want to build on that momentum."

The commercial, which aired during ABC's prime time line-up that Wednesday evening, aired again Thursday during NBC's prime time line-up beginning at about 8 p.m. PST. The advertising campaign is expected to run for several weeks, and will also feature assorted print advertisements. The media schedule for the campaign may be found at http://www.apple.com/ or http://www.apple.com/hotnews/ .

The campaign builds on the original "Think Different" brand campaign and continues the successful new collaboration of work by Apple and TBWA Chiat/Day. Their previous collaboration produced many award-winning ads, including the CLIO winner "1984" ad which was voted the best ad of all time by advertising professionals.

Apple to Focus National Retail Efforts at CompUSA

On 2 February 1998, Apple Computer, Inc. announced that it is focusing its national retail efforts with CompUSA Computer Superstores (SM) nationwide and their newly created "store within a store" environments.

Apple and CompUSA announced their mutual efforts to launch the new "store within a store" retail environment for selling Apple products and technology on 4 November 1997. CompUSA has now substantially completed the rollout of the dedicated "store within a store" environment at

its 148 CompUSA Computer Superstores. Mac sales have been tremendously successful in these environments, substantially increasing the percentage of Mac CPU sales to total CPU sales from 3 percent to 14 percent after opening the Apple "store within a store" environments.

"We set out on a national level to create a full selection of Apple hardware, software and peripherals all in one place," said Mitch Mandich, senior vice president of the Americas. "Our customers have responded enthusiastically to this new format as shown by the huge Mac sales we've had at CompUSA since the launch of the 'store within a store'."

"We are thrilled by the reception of the new Apple store concept in our Computer Superstores," said Jim Halpin, CompUSA president and CEO. "We look forward to making CompUSA the Apple headquarters for America."

As a result of this focus, Apple's currently available hardware products will be phased out of Best Buy, Circuit City, Computer City, Office Max, and Sears.

"These have been very important business relationships but we believe it's an important time to move away from them," added Mandich. "This does not represent a retreat from retail, but instead a redefinition of what the retail buying experience will be for our customers."

In addition to CompUSA stores, Apple will continue to offer products at the retail level through regional retail chains, specialized Apple dealers, computer dealers, VARS, and catalogs. These represent over 3,500 locations in the U.S.

Claris Reorganizes As FileMaker, Inc.

On 27 January 1998, Apple Computer, Inc. announced that its Claris subsidiary will restructure to focus exclusively on its award-winning FileMaker Pro line of database software. This restructuring will include changing the company name to FileMaker, Inc., divesting of products other than the FileMaker Pro line, and laying-off approximately 300 Claris employees.

FileMaker Pro is the most popular database software for the Macintosh and is the second most popular standalone database software for Windows, with about 3 million units sold and 2,500 developers. Sales of the FileMaker Pro line were $73 million in FY97, and $24 million in the most recent quarter

which ended 26 December 1997. Sales of the Windows versions more than tripled during the past two years (from $9 million to $28 million) and grew 77 percent during the most recent quarter over the same quarter a year ago.

"As FileMaker, Inc. we can now focus all our energies on our very successful FileMaker business," said Dominique Goupil, President of Claris. "We are totally committed to growing this business dramatically during the coming year."

Beginning 1 February 1998, Apple will distribute all Apple-branded software, including the Mac OS. In addition, Apple will develop, distribute and support the award-winning ClarisWorks integrated productivity software. ClarisWorks is the leading productivity software in the K-12 education market, a key market focus for Apple.

Apple's Mac OS 8.1 Update

On 19 January, 1998, Apple Computer, Inc. announced that current Mac OS 8 customers can now download the Mac OS 8.1 update from Apple's web site   at http://www.apple.com/ free of charge. Mac OS 8.1, Apple's newest version of the Mac OS, builds on the strong success of Mac OS 8, which has sold more than three million copies since its introduction in July 1997.

Mac OS 8.1 is expected to be available for retail purchase on CD-ROM in the U.S. and Canada in February. The estimated retail price of Mac OS 8.1 in the U.S. is $99. A full install CD of Mac OS 8.1 will also be made available to current Mac OS 8 customers in February for U.S. $9.95 (plus S & H). For more information on this upgrade program, see Apple's Mac OS website at http://www.apple.com/macos/ . Mac OS 8.1 is expected to be pre-loaded on Macintosh computers beginning in mid-February.

The primary new features of Mac OS 8.1 are:
• Microsoft's Internet Explorer 3.0 provided as the default web browser
• Greatly improved Java compatibility and performance over Mac OS 8 with the newest version of Apple's Java Virtual Machine (MRJ 2.0), which supports Sun's Java Development Kit (JDK version 1.1.3)
• More efficient disk storage with HFS+, an improved disk file system and format that literally returns storage space back to customers.   Note: Apple recommends using the Mac OS 8.1 CD-ROM to upgrade to HFS+.
• Built in Digital Video Disk (DVD) Universal Disk Format (UDF) which reads video DVDs and DVD-ROM interactive games

• Faster application launching from newly optimized virtual memory and disk cache systems
• Printing enabled across TCP/IP networks with a new LaserWriter printer driver
• Better PC compatibility with PC Exchange 2.2, which supports Windows 95 long file names and volume formats, including PC-formatted removable media such as Iomega Zip and Jaz cartridges

QuickTime 3 Wins Two Prestigious Awards

On 17 February 1998, Apple Computer, Inc. announced that its QuickTime software has been chosen to receive two of the industry's highest honors.

At the recent Internet Showcase conference, QuickTime 3 was chosen by an audience of influential media, analysts and investors to receive the People's Choice Award for best overall product demonstration.

Additionally, NewMedia magazine has selected QuickTime 3 as winner of the 1998 Hyper Award in the category of System Software. The product will be featured in the special awards section of the   March 3 issue and on the publication's website at http://www.newmedia.com/ .

The recognitions further establish QuickTime as the unquestioned industry standard for creating and publishing digital media.

"These honors from Internet Showcase and NewMedia magazine are endorsements of QuickTime 3's unique, multi-platform capabilities and integral role in the new media industry," said Avie Tevanian, senior vice president of Software Engineering at Apple Computer, Inc. "QuickTime 3 epitomizes what Apple software is all about. In delivering outstanding ease-of-use and unparalleled functionality, it raises the bar for the entire industry."

"Digital professionals look to NewMedia's Hyper Awards when selecting the products and technologies that will take digital media into the 21st century," said NewMedia Chairman and CEO, Richard Landry. "Hyper Award winners are chosen by the magazine's editorial staff, contributing editors and other experts, and they represent the highest achievements in innovation and technical excellence."

QuickTime: The Foundation for Leading Video Software Tools   First

released in 1991, QuickTime is the recognized leader in software technology for the creation and delivery of multimedia content. QuickTime is used for professional video editing, website creation, and the development of CD-ROMs. QuickTime 3 has won several industry awards including Videography's National Association of Broadcasters (NAB) '97 Editors' Choice Award, Television Broadcast Magazine's NAB Editors' Pick of Show Award, and the 1997 NewMedia Hyper Award for System Software.

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