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Product Description

The Apple™ Internet Connection Kit is an integrated collection of Apple and third-party software that allows a Macintosh™ computer user to connect directly to the Internet quickly and easily. Designed as an all-in-one solution, the kit facilitates fast and easy connection with an Internet provider in the UK. It includes a “getting started” guide, Apple Guide on-line support, third-party documentation and the following Internet applications:

- Netscape Navigator browsing software for the World Wide Web
- Claris Emailer™ Lite, e-mail software
- Fetch FTP software for downloading files from FTP servers
- Aladdin Stuffit Expander decompression software
- NewsWatcher Usenet net news reader
- NCSA Telnet for connecting to UNIX®-based libraries and catalogues
- QuickTime™ VR Movie Player software
- Adobe™ Acrobat™ Reader

Positioning

For knowledgeable Macintosh users who want direct Internet access (as opposed to access through an on-line service), the Apple Internet Connection Kit is a collection of “best-of-class” Internet applications designed to provide the quickest, easiest way to get connected to the Internet.

Key Selling Points

- **Ease of use.** The Apple Internet Connection Kit contains all the Internet software a user needs and installs easily. The kit includes software that makes connection with an Internet service fast and easy; a matter of minutes rather than days. The User will simply call the Internet service provider to subscribe, and will then enter the user ID and password in the software and connect.
- **Special offers.** The kit includes:
 - Free set-up on the PIPEX Dial Internet service.
 - Up to 60 days free internet access.
- **Best-of-class Internet applications.** By bringing together the highest quality applications available in all of the requisite Internet tool categories, the Apple Internet Connection Kit provides the optimal solution for Macintosh users who want to make effective use of Internet resources.
- **All-in-one convenience.** Designed as a complete solution for Internet connection and use, the Apple Internet Connection Kit includes all the software a Macintosh user needs to get connected to and navigate within the Internet. There's no need to seek out essential tools or embark on what can be a lengthy search for a qualified Internet Service Provider.
- **Support.** Because navigating “cyberspace” is a complex process, the kit offers a variety of support. It includes a helpful “getting started” guide, Internet-specific Apple Guide on-line help and third-party documentation.

- **Open Internet Solution.** Because Apple provides open solutions, customers can use other Internet tools with the Apple Internet Connection Kit.

Prospects

The Apple Internet Connection Kit is designed to be the fastest, easiest way for a Macintosh user to establish and use a direct Internet connection — but that doesn't mean it's for beginners. Likely prospects are knowledgeable, fairly technical Macintosh users who know enough about the Internet to value a direct connection, as opposed to connecting through an on-line service. (See the Q&A section on the next page for more information regarding the positioning of this kit relative to other Apple Internet-related offerings.) More specifically, the Apple Internet Connection Kit is likely to appeal to those in small and medium-sized business (including publishing firms and home business); university faculty, staff and students; and government contractors, as well as technically savvy users in a variety of fields.

Competitive Advantages

Although the number of competitive products is increasing, the Apple Internet Connection Kit offers the following important advantages:

- **Netscape Navigator.** The inclusion of this best-of-class browser provides another important competitive advantage.
- **Apple Guide and electronic documentation.** These tools help users master their Internet applications more quickly.
- **Overall price/performance value.** With its excellent software components, easy-to-use direct Internet connection and support, the Apple Internet Connection Kit provides exceptional price/performance value over similar product offerings. In addition, applicable shareware fees are prepaid with the Apple Internet Connection Kit. Competitive products may require the customer to pay a fee for each application.
- **Availability.** The Apple Internet Connection Kit will be available for early 1996 (differs by country).

Competitive Products

The following products may be perceived as competing against the Apple Internet Connection Kit. When comparing these products with the Apple solution, remember that the Apple Internet Connection Kit includes best-of-class Internet applications, quick Internet access, extensive on-line help and exceptional price/performance value.

- **Compulink Information Exchange (CIX),** text-based system for conferences and file exchange. Includes e-mail, file archives, Usenet news, Newsbytes and an off-line reader program, AMEOL.
- **Compuserve Information Service (CIS),** on-line information service offering users news, discussion forums, e-mail, on-line shopping and the Net.
- **Microsoft Network,** For Windows users, Microsoft is now shipping the Microsoft Network following the introduction of Windows 95. Initial release will not include a Macintosh client.

Q&A

What is the relationship between the Apple Internet Connection Kit and the Apple Internet Server Solution for the World Wide Web?

The Apple Internet Connection Kit is designed to turn a Macintosh computer into a full Internet client, with direct access to all Internet sites and services. The Apple Internet Server Solution allows users to publish their information on the World Wide Web for access by all clients, regardless of platform.

Is the Apple Internet Connection Kit compatible with Open Transport?

Yes. The kit is designed to work not only with existing Macintosh, Macintosh PowerBook™ and Power Macintosh™ computers, but also with the new Power Macintosh computers, which include Open Transport.

Does the Apple Internet Connection Kit support ISDN connections?

Initially no, but ISDN connection will be available in the near future.

Is the Apple Internet Connection Kit available for volume purchase?

Yes, through the ClarisPlus program.

What if a customer wants to use a different browser or e-mail package?

Customers can opt to use any Internet applications they wish with the Apple Internet Connection Kit. The Apple goal in creating this kit was to provide all of the software necessary for an Internet connection, so that users would not be forced to collect their own Internet applications. However, if they wish to do so, they can add their preferred Internet application to the kit components.

How can a user get the Apple Internet Connection Kit? Is it available on the Internet?

The kit is available through the Claris distribution channels. It is not available on the Internet at this time.

Related Products

In addition to the Apple Internet Connection Kit, Apple is delivering a series of Internet-related products, designed to meet the needs of a variety of users. Currently, the following products are available:

- **The Apple Internet Server Solution.** This Internet publishing solution consists of a Workgroup Server and a CD-ROM that contains all the software necessary to easily and affordably establish a World Wide Web site.

Additional Information

Apple Internet Connection Kit (factsheet)	CLA-026
Apple Internet Connection Kit (sales presentation)	Sept ARPLE
Apple Internet Products (matrix)	APP-FSH-288

