

# Internet Publishing Solutions



# Part I

The background features three semi-transparent circular elements. On the left is a pie chart with segments in shades of purple, blue, green, and yellow. In the center is a globe of the Earth. On the right is a speedometer with a needle pointing towards the right.

## Apple and the Internet

# Internet Publishing

“The biggest thing in publishing since...”

- Explosion of content
- Explosion of web sites
- Explosion of “wired” consumers



# What's the Big Deal?

Bit-based publishing: unique challenges, opportunities

- The “end-to-end” digital process
  - Internet publishing differs from “traditional” publishing in that it’s digital from start to finish
- The revolution of “friction-free capitalism”
  - New streamlined product delivery mechanisms
- The zero cost of entry
  - Increase in real and potential competitors



WWW

# Success Factors for Web Publishing

Apple technologies adding value to your "bits"

- Use high-fidelity, low-bandwidth technologies
  - QuickTime and ColorSync
- Stay current; "web time"
  - AppleScript
- Personalize; one-to-one communications
  - WebObjects



WWW

# Macintosh Leadership in Web Publishing

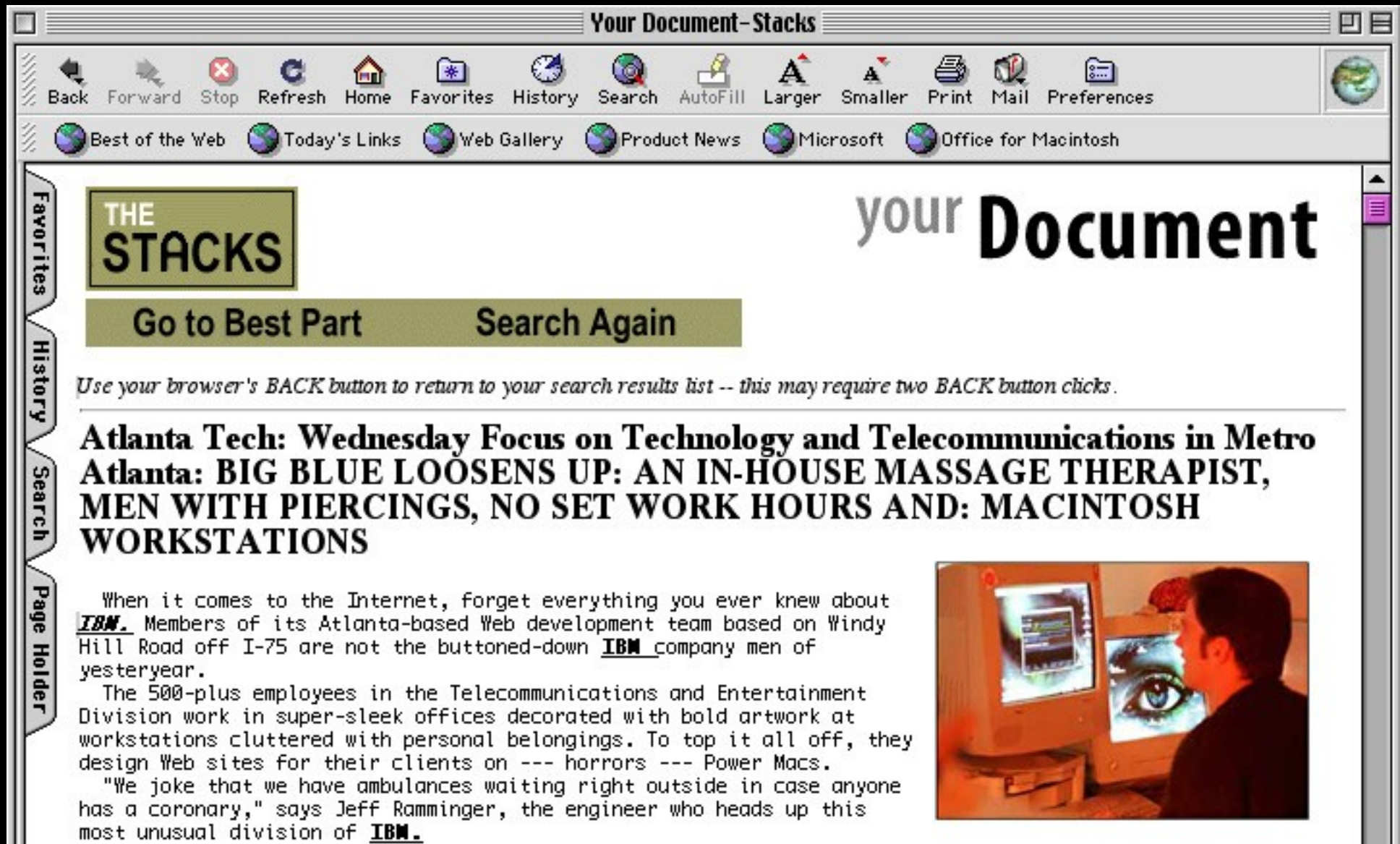


- Number-one platform for Internet content creation for the past 3 years and running!
- Number-one HTML tool used: BBEdit, a Macintosh only application



Internet World Survey: 1997, 1998. Web Week Survey: 1996

# Macintosh: The Web Designer's Tool of Choice



The screenshot shows a classic Macintosh web browser window titled "Your Document - Stacks". The address bar contains "Best of the Web", "Today's Links", "Web Gallery", "Product News", "Microsoft", and "Office for Macintosh". The toolbar includes buttons for Back, Forward, Stop, Refresh, Home, Favorites, History, Search, AutoFill, Larger, Smaller, Print, Mail, and Preferences. The main content area displays the search results for "your Document".

**THE STACKS**

**your Document**

[Go to Best Part](#)      [Search Again](#)


*Use your browser's BACK button to return to your search results list -- this may require two BACK button clicks.*

**Atlanta Tech: Wednesday Focus on Technology and Telecommunications in Metro Atlanta: BIG BLUE LOOSENS UP: AN IN-HOUSE MASSAGE THERAPIST, MEN WITH PIERCINGS, NO SET WORK HOURS AND: MACINTOSH WORKSTATIONS**

When it comes to the Internet, forget everything you ever knew about **IBM**. Members of its Atlanta-based Web development team based on Windy Hill Road off I-75 are not the buttoned-down **IBM** company men of yesteryear.

The 500-plus employees in the Telecommunications and Entertainment Division work in super-sleek offices decorated with bold artwork at workstations cluttered with personal belongings. To top it all off, they design Web sites for their clients on --- horrors --- Power Macs.

"We joke that we have ambulances waiting right outside in case anyone has a coronary," says Jeff Ramming, the engineer who heads up this most unusual division of **IBM**.



# Apple Innovation on the Web



QuickTime



WebObjects



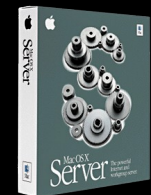
AppleScript



AppleShare IP



ColorSync



Mac OS X  
Server



# QuickTime 4 and the Internet



## The standard for web multimedia

- Streaming video and audio
- “Fast Start” movies and VR movies
- Embedded URLs
- Multiple data rate movies
- Internet file type translation
- Voice, MIDI, vectors, MP3, and more
- Application example: Electrifier Pro

# Apple

## STAR WARS EPISODE I THE PHANTOM MENACE

See the new trailer—  
only in QuickTime 3.

—Over—  
**5 Million**  
DOWNLOADS

March 24, 1999



# IT'S ALL HERE



QuickTime

# QuickTim e Demo

# ColorSync and the Internet




## Bringing color fidelity to the Internet

- Maintains color fidelity across the network
- Enables many types of e-commerce
- Application examples: GoLive 4.0, Internet Explorer 4.0

Netsite: <http://www.apple.com/publishing/ama/0102s/golive.html>

What's Related

Design &amp; Publishing ► Apple Media Arts

 Think different.

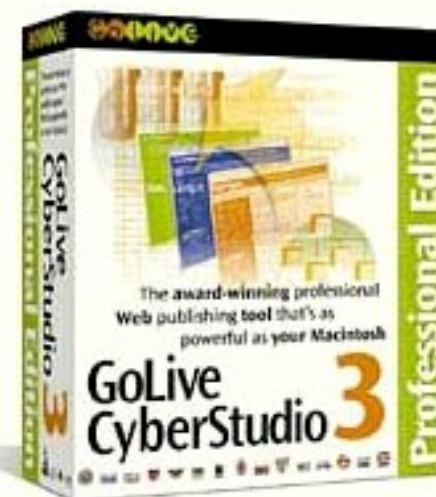
### Supporting Electronic Commerce

## GoLive CyberStudio Brings Color Accuracy to the Web

In the world of electronic commerce, color accuracy can make the difference between a satisfied customer and a product return. In fact, most online catalog returns are due to false color expectations.

GoLive CyberStudio 3.1 is the first web editor to support Apple ColorSync. With CyberStudio, designers can preview and use images with embedded ColorSync profiles. The result: Consumers who use a browser that supports ColorSync (such as Microsoft Internet Explorer 4.01) will see product colors as intended by the web designer and the online retailer.

The benefits: More satisfied online customers. Fewer product returns. Less aggravation all around.





ColorSync

# ColorSync c Demo

# AppleScript and the Internet



## Automating the Internet workflow

- Automates content creation
- Automates content management
- A leading scripting language for CGI's
- Application example: BBEdit



AppleScript

# AppleScript pt Demo



# Part II

Web Sites, Web  
Graphics,  
Web Servers, Web  
Programming

The background features several technical and mechanical motifs. On the left, there is a large blue gear with a central shaft. In the center, a circuit board is visible with various components and traces. On the right, a cluster of grey gears of different sizes is arranged in a circular pattern, suggesting a complex mechanical or computational system.

# Web Authoring Technologies

From static web pages to dynamic, interactive sites...

- HTML basics: text, bitmaps, URLs, plug-ins
- Frames, tables
- Site management
- DHTML, CSS, JavaScript
- Coming soon... XML

# Web Authoring Applications

Empowering the consumer and “prosumer”

- **Home Page** from FileMaker, Inc.
- **PageMill** from Adobe Systems, Inc.
- **FrontPage** from Microsoft Corporation
- **“save as HTML”** various applications
- **Myrmidon** from Terry Morse Software

# Web Authoring Applications

Empowering the professional

- **GoLive** from Adobe Systems, Inc.
- **Dreamweaver** from Macromedia, Inc
- **BBEEdit** from Bare Bones Software, Inc.



# Web Authoring Demo

# Web Graphics Technologies

- Bitmaps: GIF, JPEG, PNG
- Vectors: QT, Flash, SVG
- Animations: GIF, Flash, QuickTime
- Interaction: JavaScript, QT wired movies
- Color management: ColorSync

# Web Graphics Applications

Empowering the consumer and “prosumer”

- **ImageStyler** from Adobe Systems, Inc.
- **WebPainter** from Totally Hip Software

# Web Graphics Applications

**Empowering the professional**

- **ImageReady** from Adobe Systems, Inc.
- **Fireworks2** from Macromedia, Inc.
- **Electrifier Pro** from Electrifier, Inc.



# Web Graphics Applications

For the web animator

- **Flash** from Macromedia, Inc.
- **LiveStage** from Totally Hip Software, Inc.



# Web Graphics Demo

# Internet Server Technologies

- HTTP 1.1: the web publishing standard
- SSL: for secure commerce
- Servlets, CGI, plug-ins: extending the power of the web server
- WAPI: the WebSTAR API
- Virtual hosting: multiple sites; one machine

# Internet Server Applications

- **Mac OS Personal Web Sharing** in Mac OS 8.6
- **WebSTAR** from StarNine Technologies, Inc.
- **AppleShare IP 6** from Apple Computer, Inc.
- **WebTen** from Tenon Intersystems
- **Apache** from Apache server project

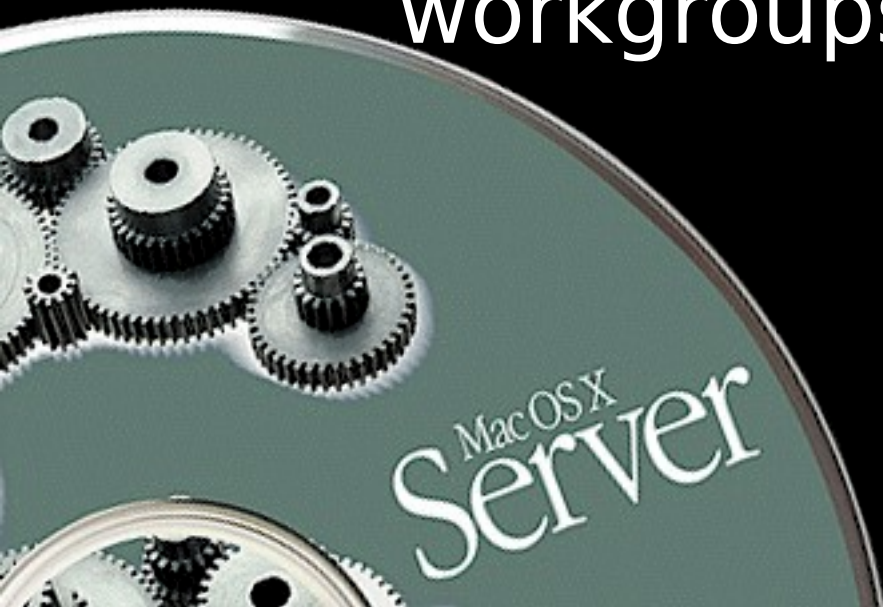


# Mac OS X Server

# Mac OS X

First in a new line of server software from Apple  
**Server**

- Web and Internet solutions
- Publishing server and workflow solutions
- A new way to manage Mac workgroups



# Apache

- The world's #1 HTTP web server
- Operating system optimized to deliver best-in-class performance
- Integrated for simple one-button setup
- Includes powerful administration tools



# Mac OS X

## Modern architecture, fully PowerPC native Server: Fast

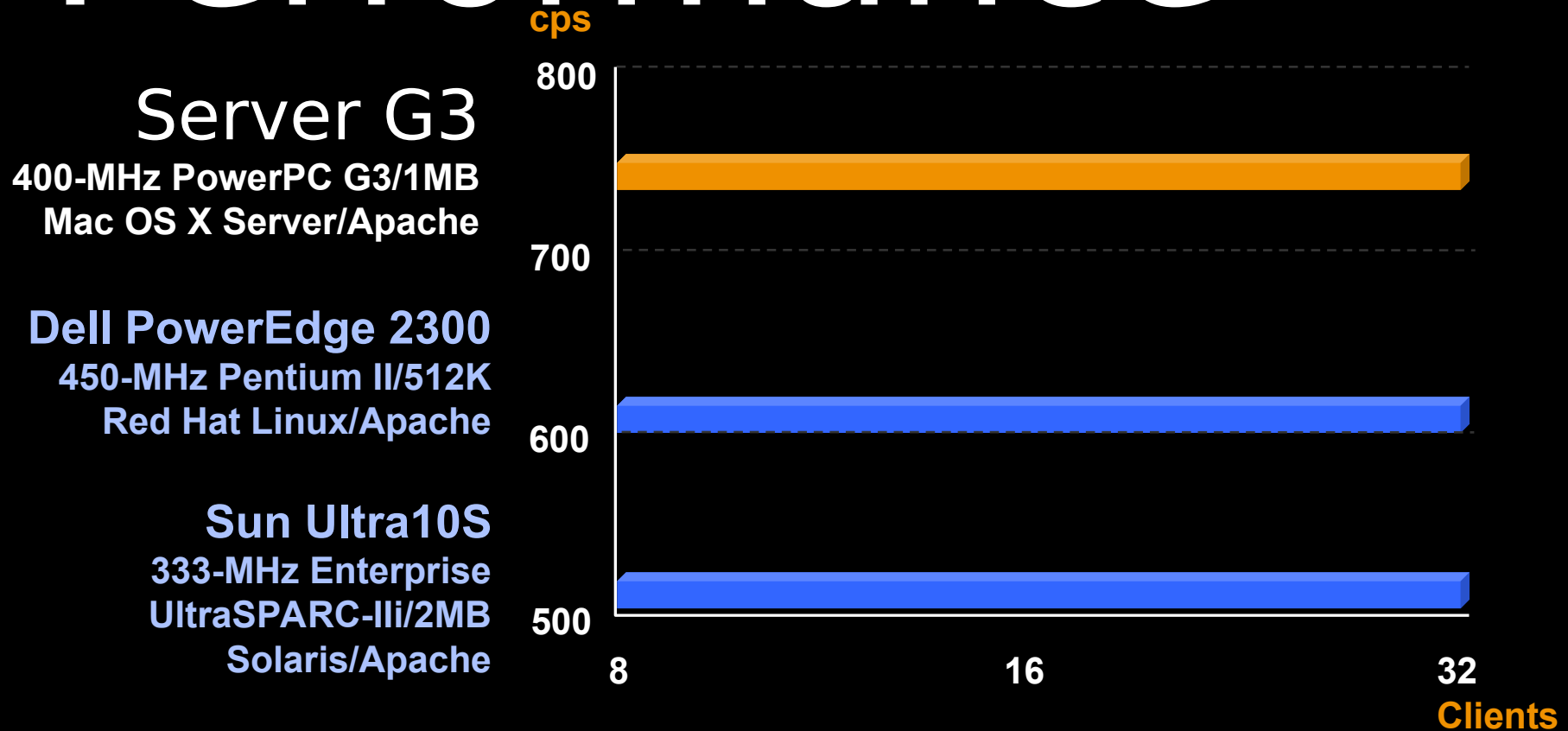
- Multithreaded and concurrent I/O
  - Multiple network and SCSI controllers fully utilized
  - 4-port Ethernet card included with Macintosh Server G3
- Optimized for file system and TCP/IP throughput
  - Web server performance
  - Network file system throughput





# Web Performance

Fastest Apache web server!



WebBench static HTML throughput from 8, 16, and 32 PC clients in connections per second (cps) on 100BASE-T Ethernet



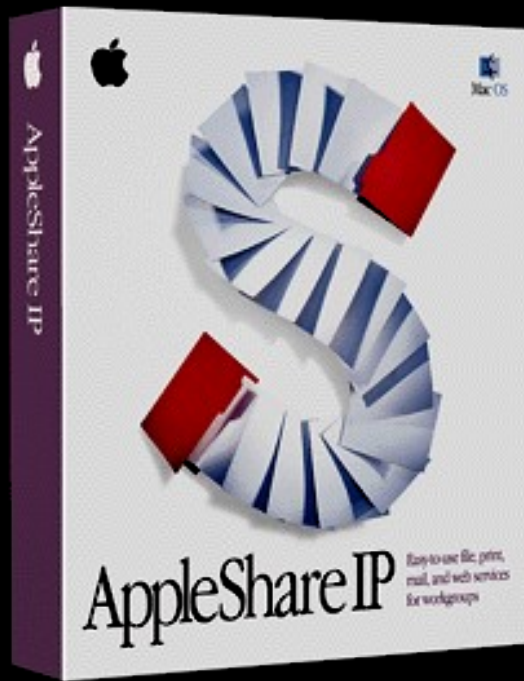
# AppleShare eIP

# AppleShare IP



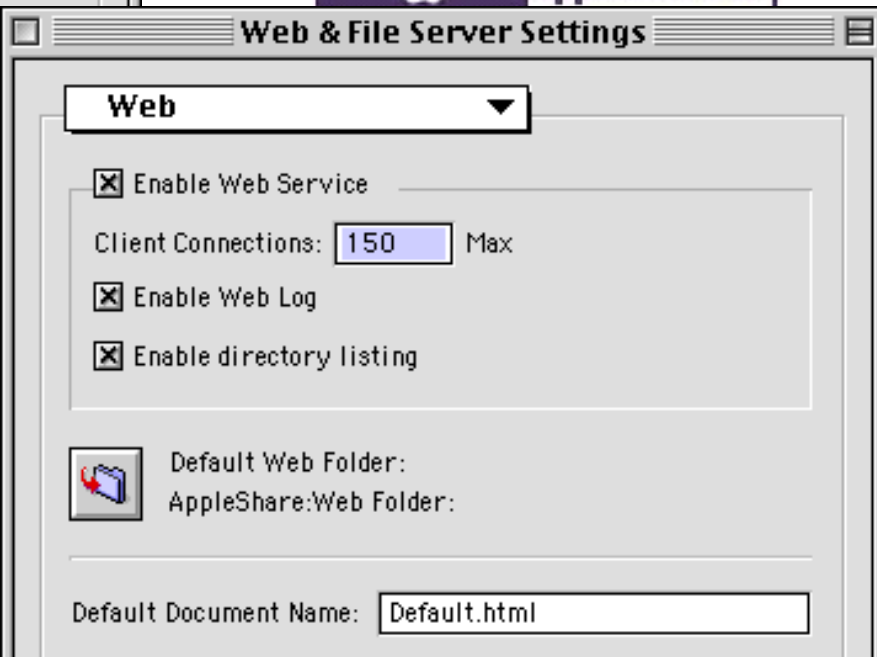
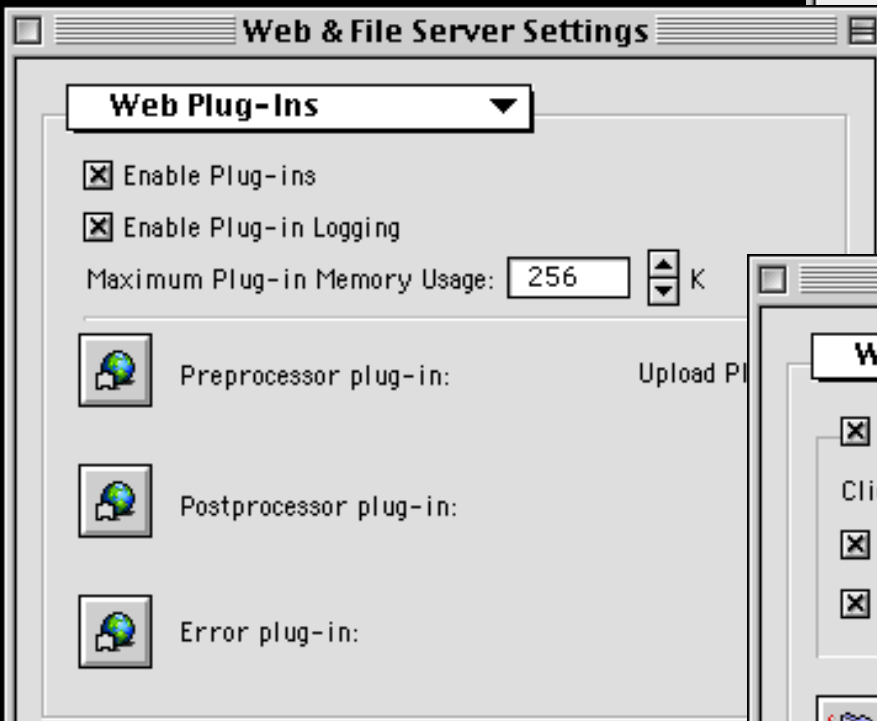
- Five servers in one
  - file, print, web, FTP, mail
- Integrated, simple administration
- Priced like a single-function server
- As fast or faster than NT (up to 3 times!)
- Native support for Windows clients

# AppleShare IP If You Need:



- Performance
- Key network services
- Internet standard protocols
- Scalability
- Cost-effective solution

# AppleShare IP on the Web



# Web Programming Technologies

• Web-enabled databases

- JavaScript
- AppleScript
- Perl
- Java
- Application servers

# Web Programming Applications

• **Mac OS 8.6** (AppleScript!)

- **MacPerl** freeware
- **WebSiphon** from Purity, Inc.
- **VisualCafé** from Symantec Corporation
- **WebObjects** from Apple Computer, Inc.

# WebObjects 4



**The Internet has changed the face of application development.**

- The world's #1 application server
  - Powers the Apple Store, BBC News, the Hard Rock Cafe, and more
- Now runs on Macintosh
- Includes basic deployment license
- Bundled with WebObjects developer tools



# To Stay

# Current...

Net Professional: [www.netprolive.com](http://www.netprolive.com)

- Apple's Design and Publishing site: [www.apple.com/publishing/internet](http://www.apple.com/publishing/internet)

- Other Internet and web design sites:

Builder.com: [www.builder.com](http://www.builder.com)

WebMonkey: [www.webmonkey.com](http://www.webmonkey.com)

Web Techniques Magazine: [www.webtechniques.com](http://www.webtechniques.com)

# Macintosh and the Internet

Enabling the  
world's most compelling  
Internet publishing  
solutions





Think  
different.

Q&A

# Optional Slides

# Why Apple for Internet Publishing?

Ease of use equals high productivity

- Drag-and-drop from Finder
- Multiple monitor support
- Native support for Internet file formats
- Plug-and-play simplicity

# Why Apple?

(more)

Market dominance in  
design and publishing

- Mac skilled labor pool
- Best-of-class applications

Mac first or Mac only:  
Adobe GoLive,  
Electrifier Pro,  
LiveStudio, Media  
Cleaner Pro

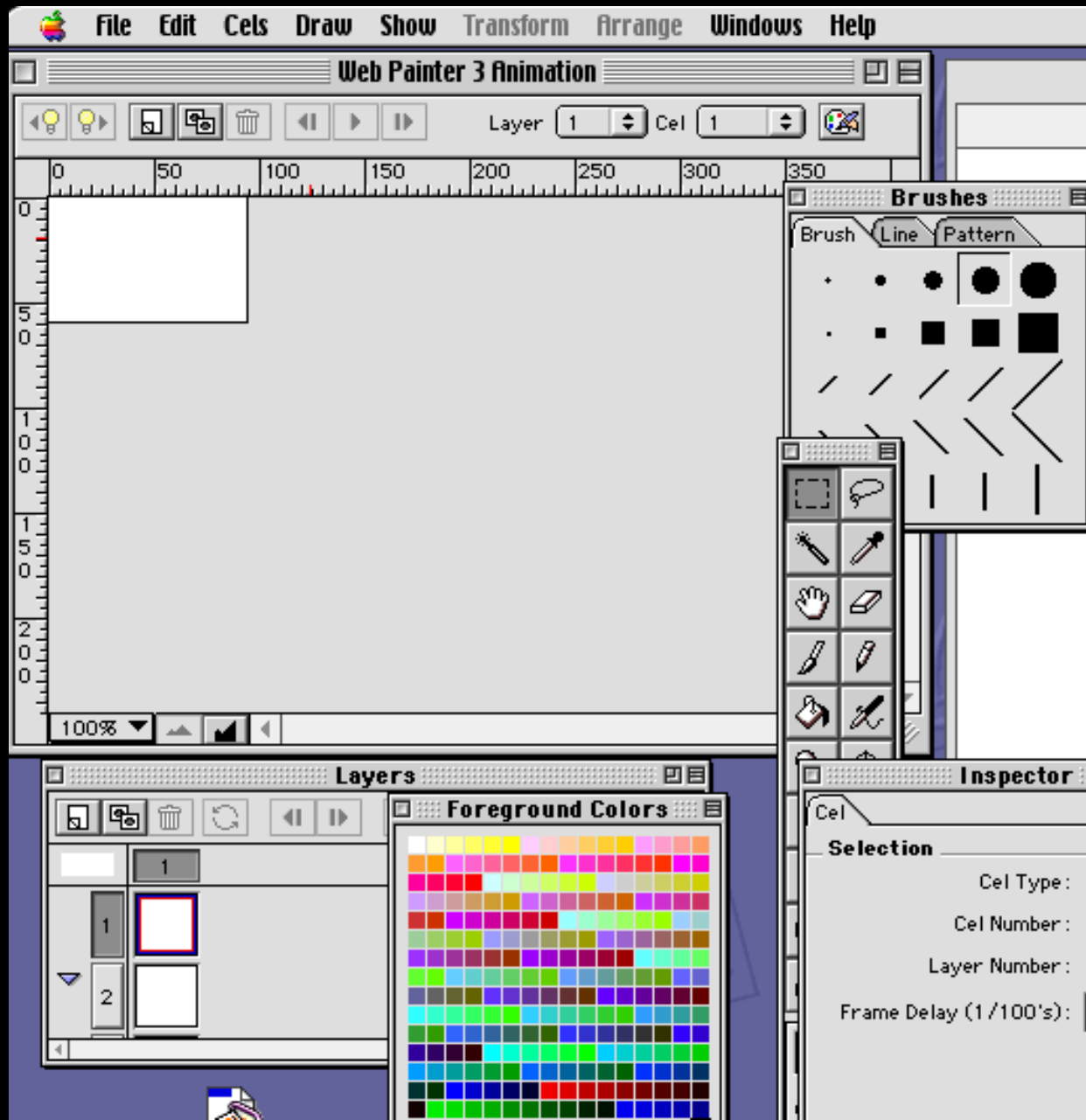
# Why Apple? (yes, more!)

Workflow: from camera and scanner, to graphics applications, to web design applications, to web server, to browser

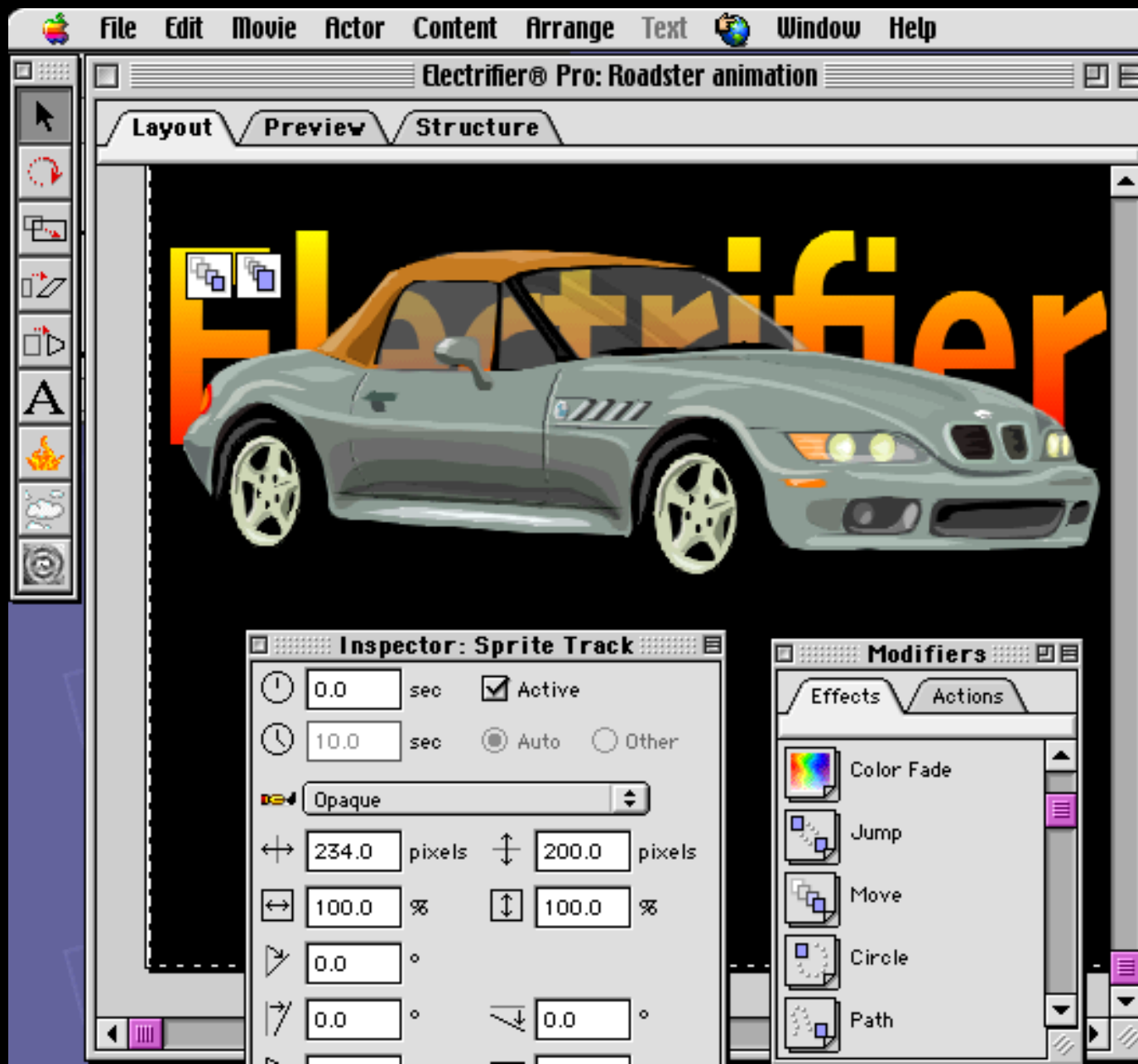
- Hardware/software integration
- Drag-and-drop between applications
- AppleTalk/Chooser
- AppleScript



# WebPainter 3 from Totally Hip Software, Inc.



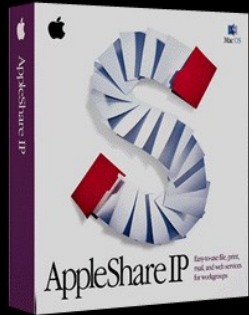
# Electrifier Pro from Electrifier, Inc.



# Working together

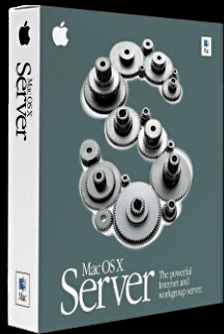


# A Great Servers for every need Complement



## AppleShare IP

The world's easiest-to-use general-purpose server

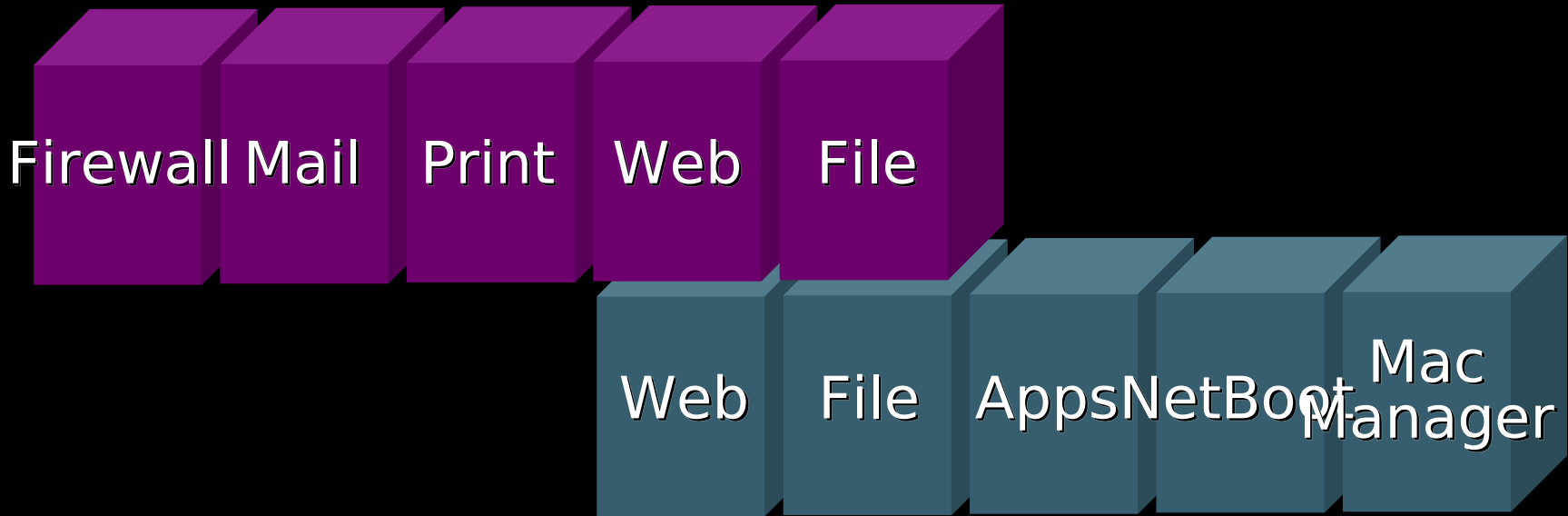


## Mac OS X Server

Innovative services with greater scalability

# Combine Them as Needed

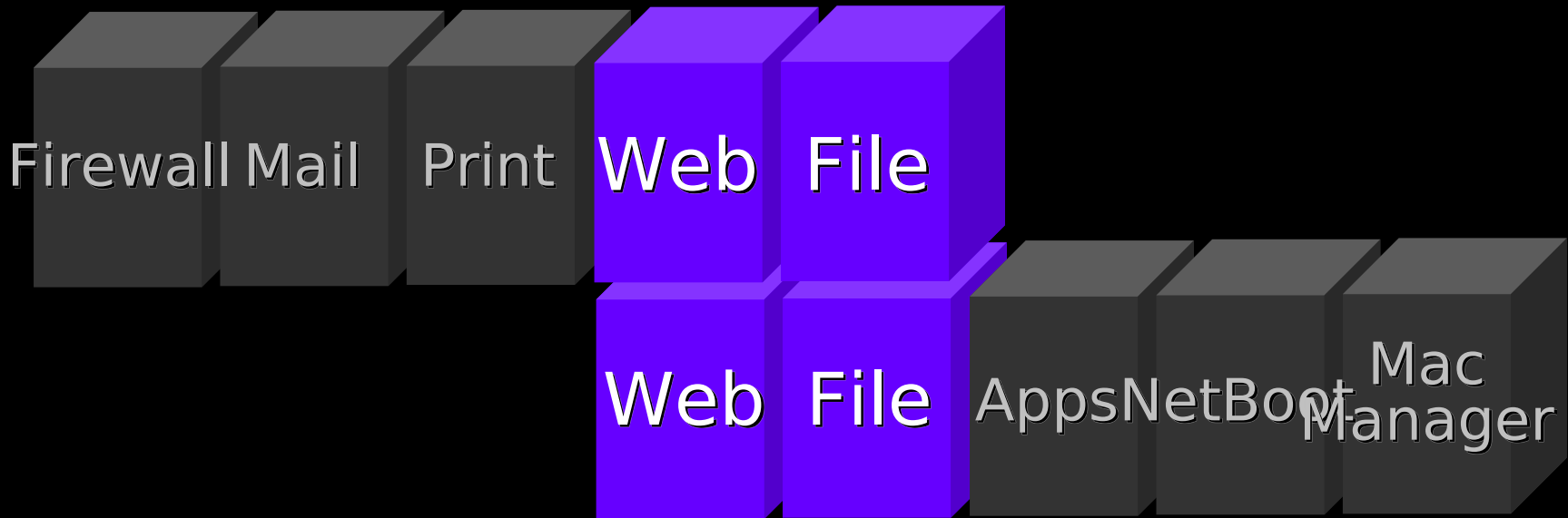
AppleShare IP



Mac OS X Server

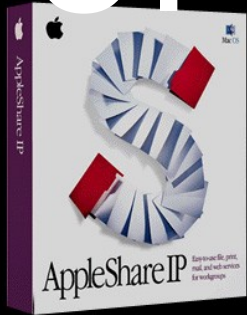
# Combine Them as Needed

AppleShare IP



Mac OS X Server

# Choose the Best Solution for Your Needs



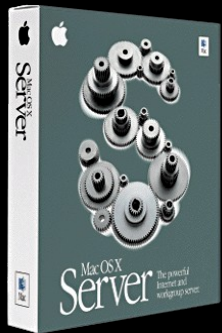
Workgroups of up to 500

simultaneous

groups of Windows clients

1,000

simultaneous Mac clients



Integrated web and file services capable of filling a T3 connection

High-speed Apache web server able to support an even greater number of connections per second

# Roadmap

For two great servers

