

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

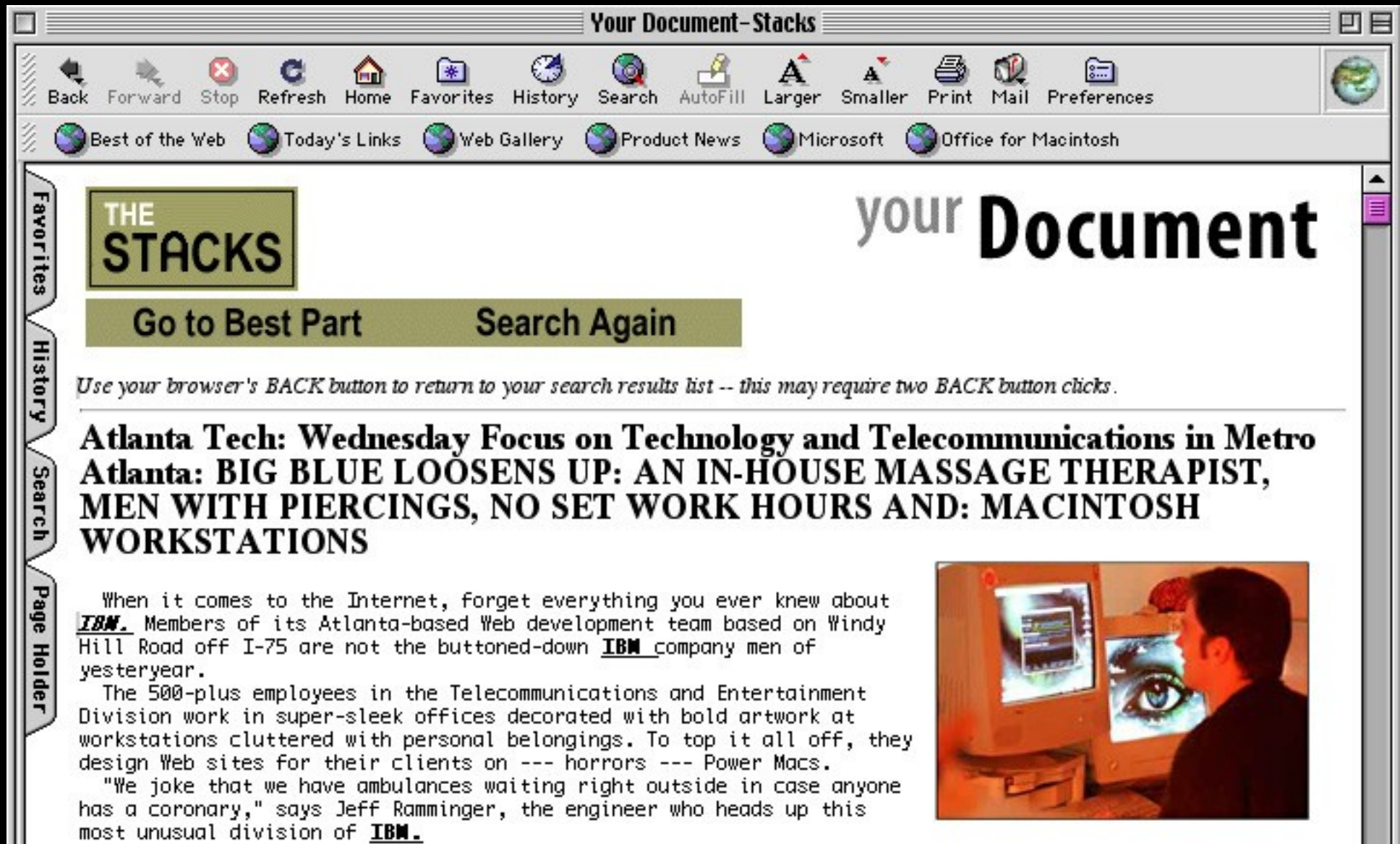


- Number-one platform for Internet content creation for the past 3 years and running!
- Number-one HTML tool used: BBEdit, a Macintosh only application



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

Macintosh: The Web Designer's Tool of Choice



The screenshot shows a classic Macintosh-style web browser window titled "Your Document - Stacks". The address bar contains "your Document". The toolbar includes buttons for Back, Forward, Stop, Refresh, Home, Favorites, History, Search, AutoFill, Larger, Smaller, Print, Mail, and Preferences. Below the toolbar is a row of search engines: Best of the Web, Today's Links, Web Gallery, Product News, Microsoft, and Office for Macintosh. The main content area features a search box with "THE STACKS" and two buttons: "Go to Best Part" and "Search Again". A message reads: "Use your browser's BACK button to return to your search results list -- this may require two BACK button clicks." The main article title is "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". The text discusses IBM's Atlanta-based Web development team and their use of Macintosh workstations. A sidebar on the left contains "Favorites", "History", "Search", and "Page Holder". An image of a man at a computer workstation is shown in the bottom right corner.

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.

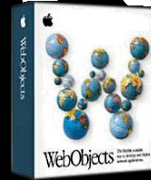
"We joke that we have ambulances waiting right outside in case anyone has a coronary," says Jeff Ramming, the engineer who heads up this most unusual division of **IBM**.



Apple Innovation on the Web



QuickTime



WebObjects



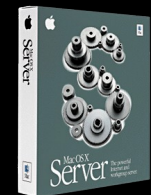
AppleScript



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

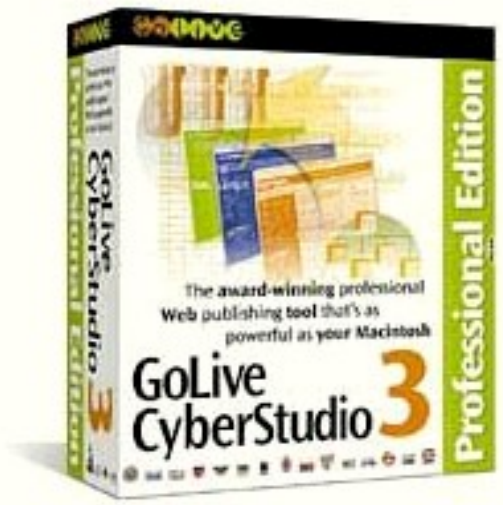
Supporting Electronic Commerce

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

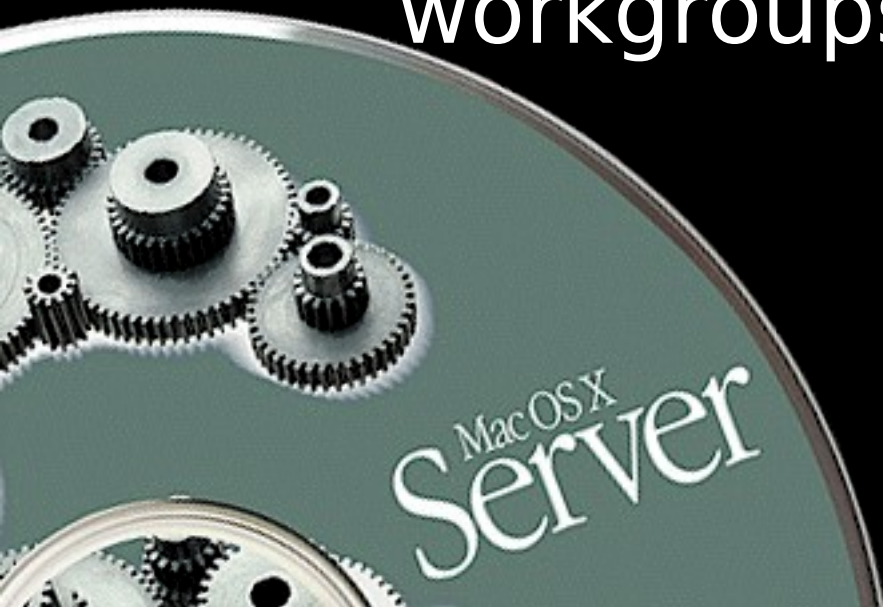


Mac OS X Server

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

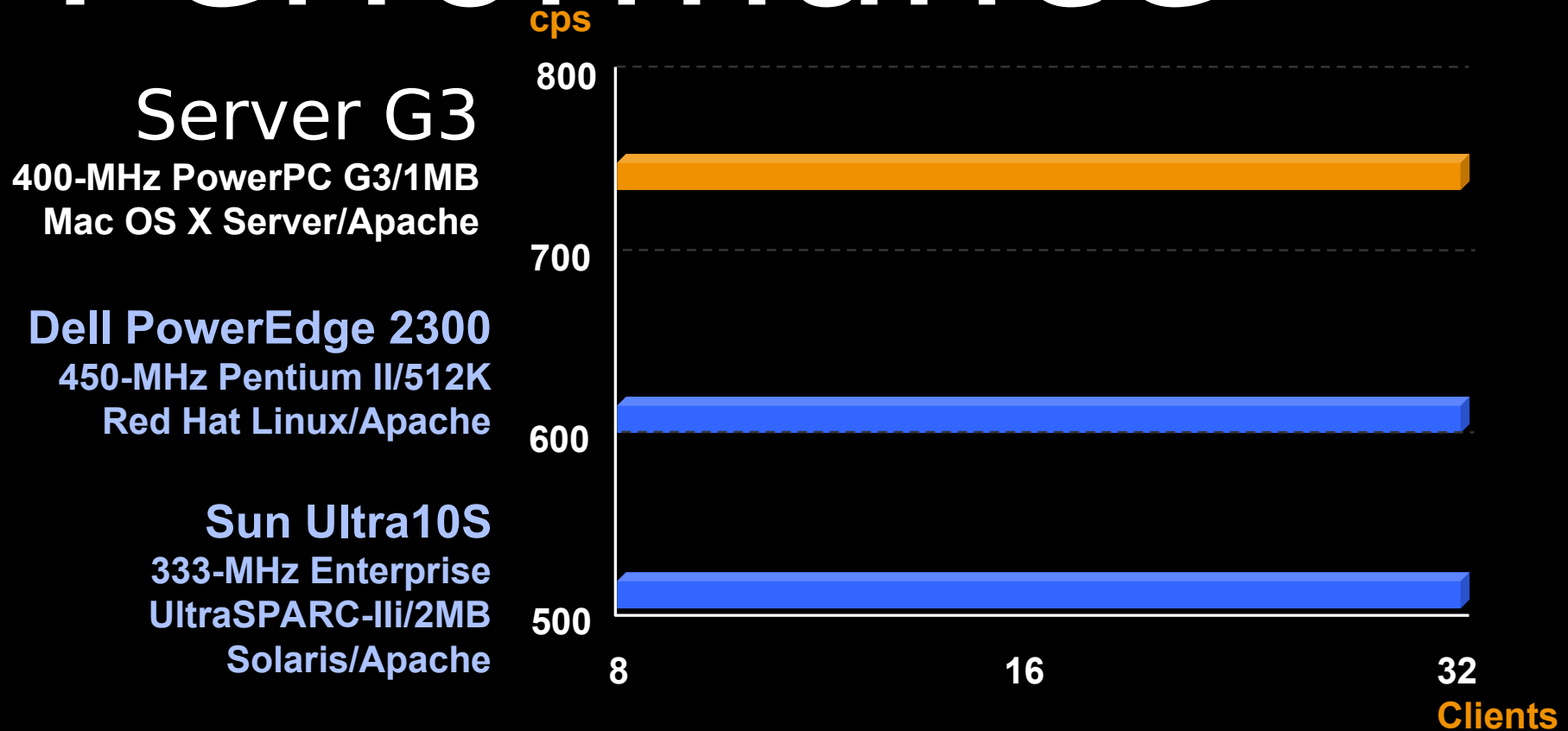
Modern architecture, fully PowerPC native Server: Fast

- 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



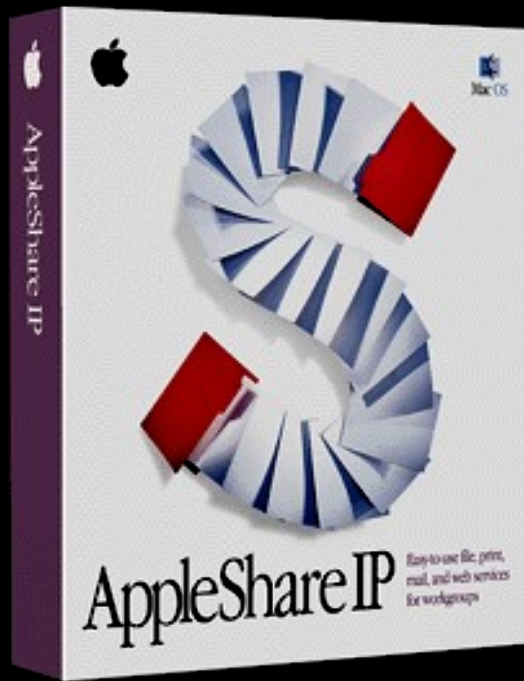
AppleShare eIP

AppleShare IP



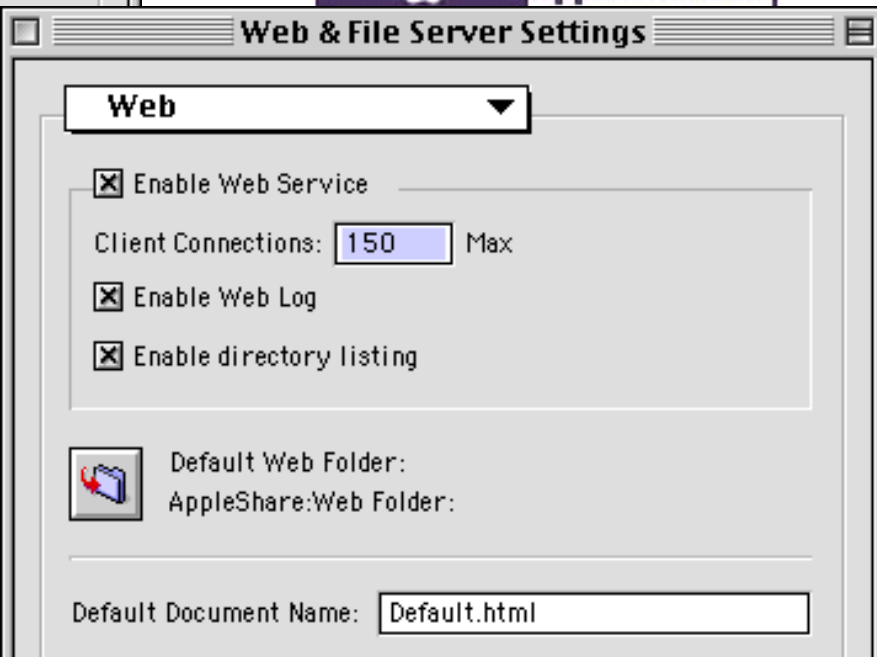
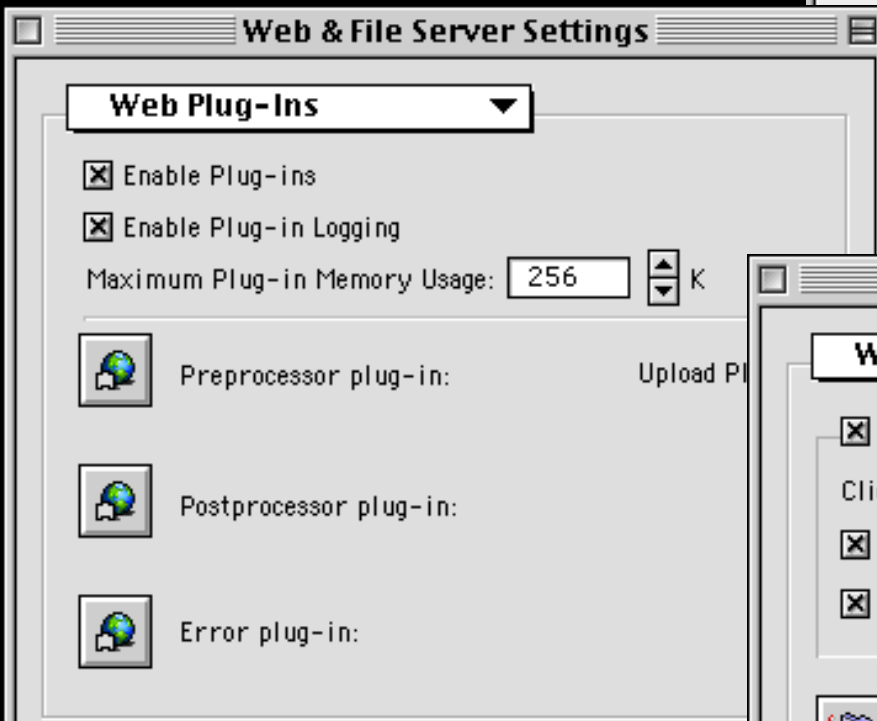
- Five servers in one
 - file, print, web, FTP, mail
- Integrated, simple administration
- Priced like a single-function server
- As fast or faster than NT (up to 3 times!)
- Native support for Windows clients

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

- Apple's Design and Publishing site: www.apple.com/publishing/internet

- Other Internet and web design sites:

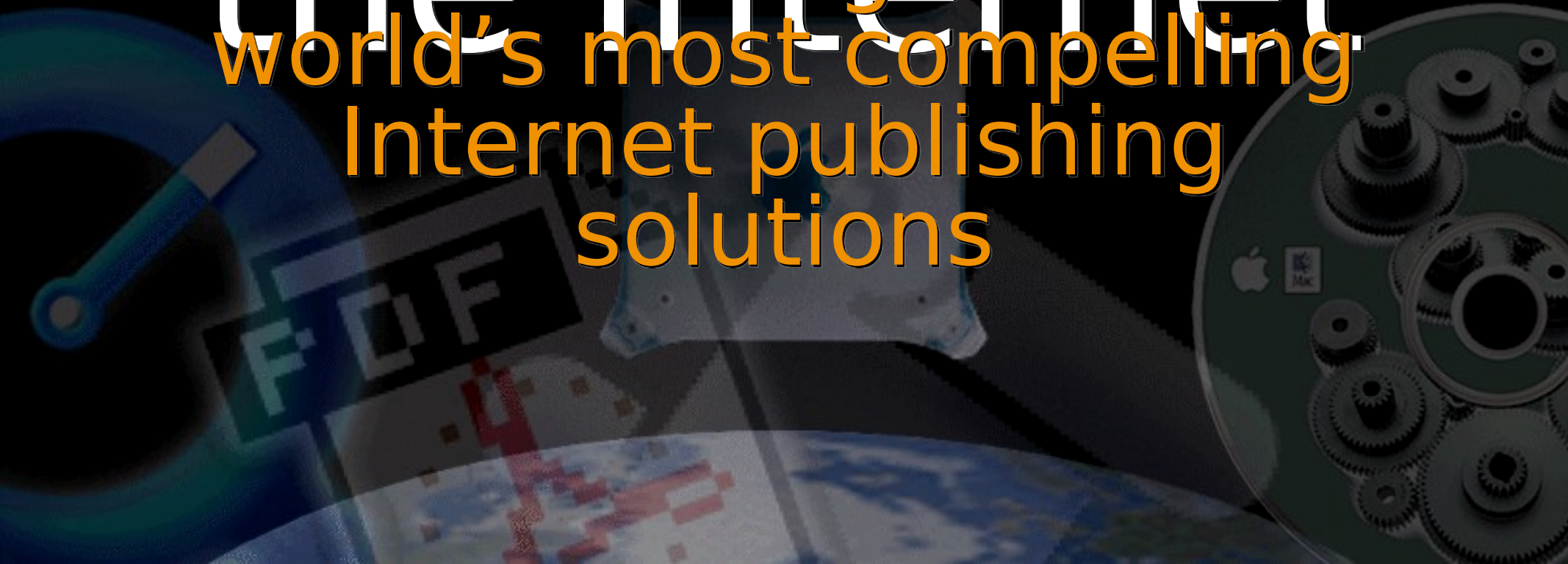
Builder.com: www.builder.com

WebMonkey: www.webmonkey.com

Web Techniques Magazine: 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

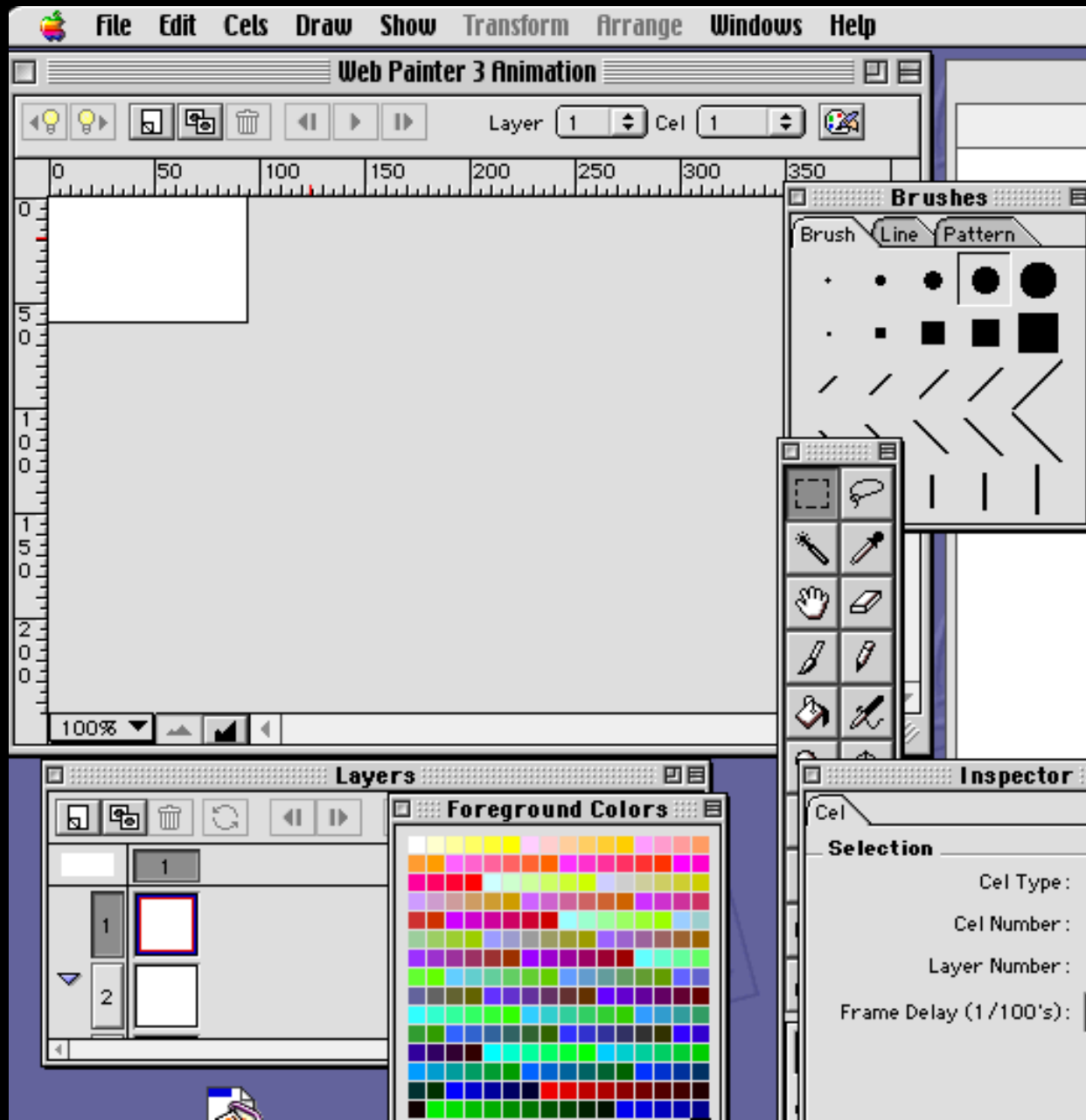
Mac first or Mac only:
Adobe GoLive,
Electrifier Pro,
LiveStudio, Media
Cleaner Pro

Why Apple? (yes, more!)

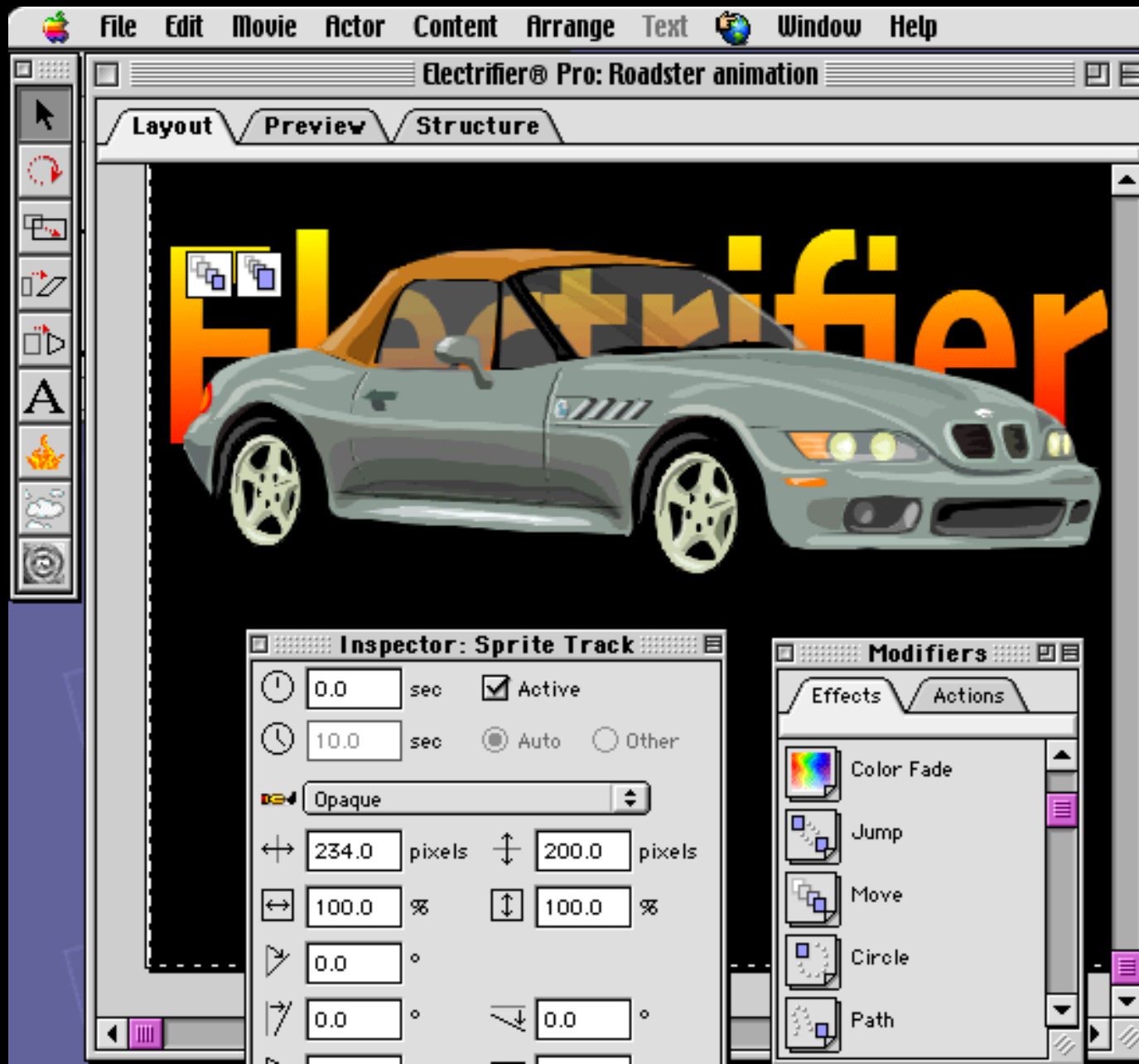
Workflow: from camera and scanner, to graphics applications, to web design applications, to web server, to browser

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

WebPainter 3 from Totally Hip Software, Inc.



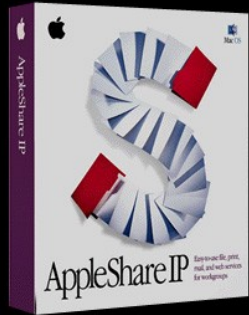
Electrifier Pro from Electrifier, Inc.



Working together

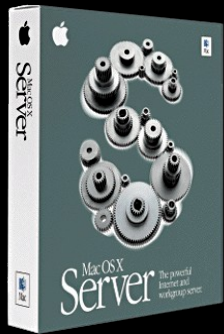


A Great Servers for every need Complement



AppleShare IP

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

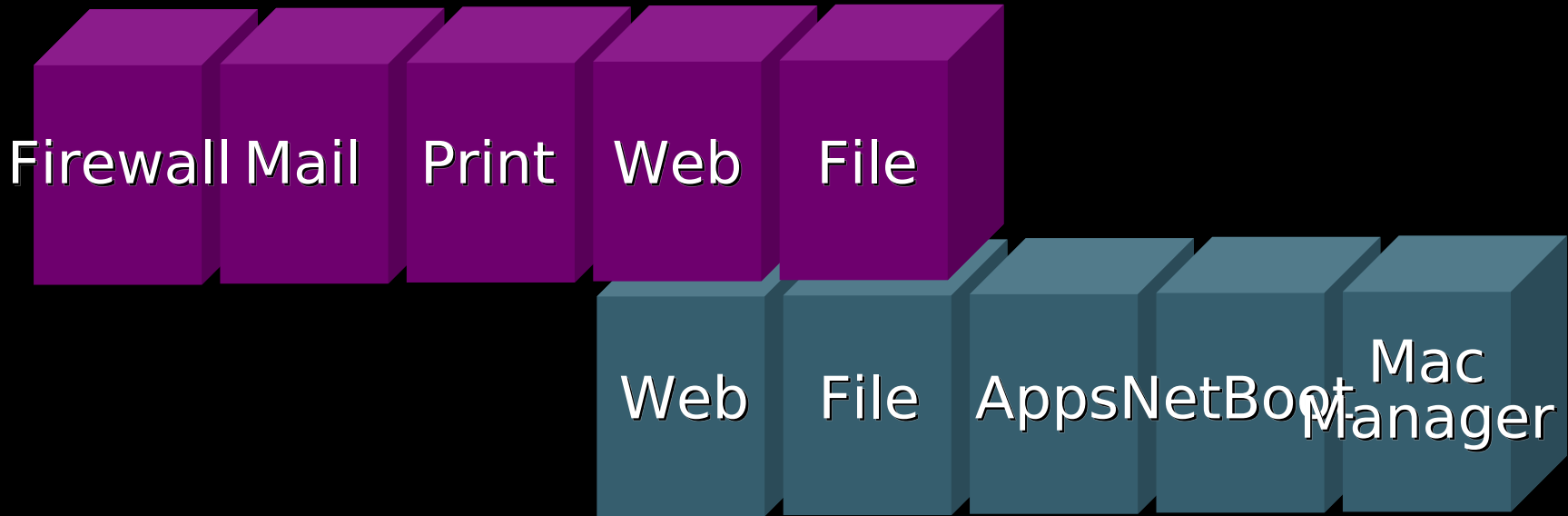


Mac OS X Server

Innovative services with greater scalability

Combine Them as Needed

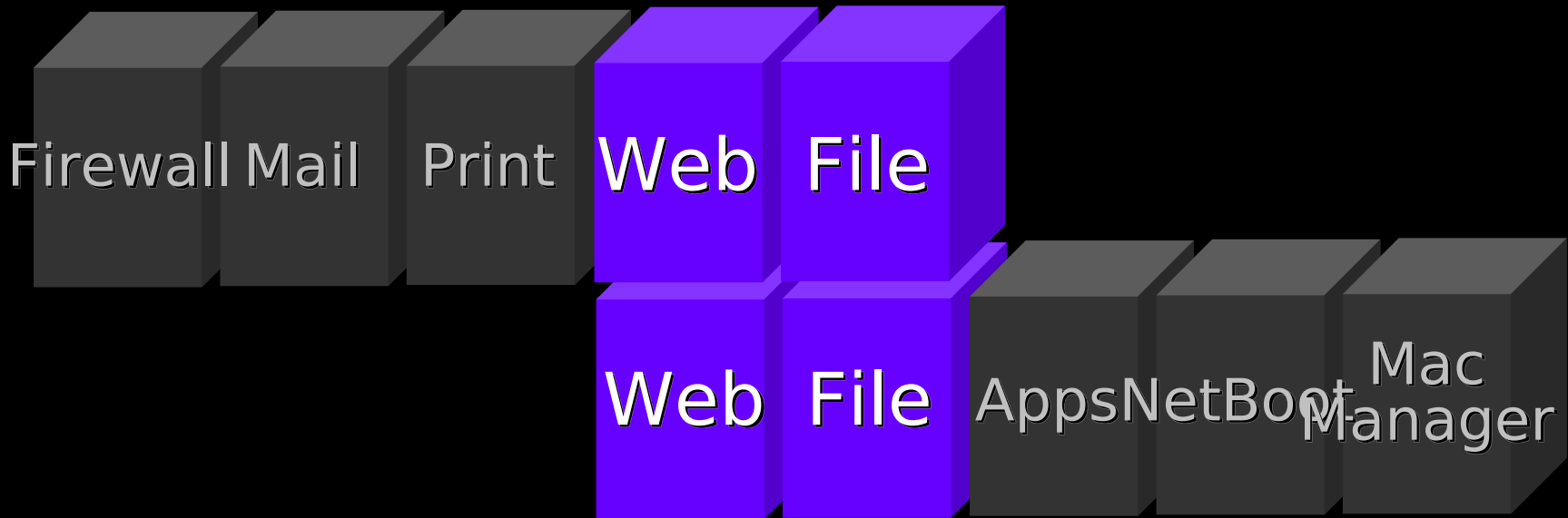
AppleShare IP



Mac OS X Server

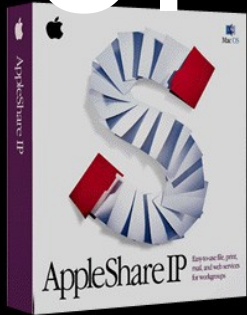
Combine Them as Needed

AppleShare IP



Mac OS X Server

Choose the Best Solution for Your Needs



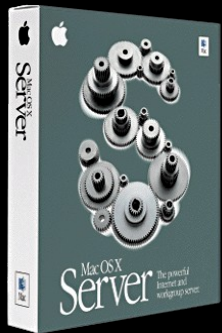
Workgroups of up to 500

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

