# The Macintosh for Web Publishing

Webmasters wear many hats— from creating web graphics and text and animations, to editing streaming media, to layout and design tasks, to managing a site, to administering servers, to writing web programs, and to publishing dynamic web sites. It follows that their computer should be incredibly easy to use, yet extremely powerful. Maybe that's why the Macintosh was chosen as the #1 platform in a survey of top web designers for three years running. Imagine that—a computer that changes hats as fast as you do.

### Industry standard

Around the world, web designers use Macintosh computers to create their artwork, build their pages, and host their sites. It's also the industry standard for print publishers, multimedia creators, and graphic artists. The Mac is superior in file sharing, reading documents created on other platforms, searching local drives and the Internet, and managing fonts and color images. And key Apple technologies such as QuickTime, AppleScript, and WebObjects are favorites of web designers.

### QuickTime

Apple's QuickTime software offers unparalleled quality, ease of use, and functionality for anyone authoring, publishing, or streaming digital media. QuickTime is a complete technology for handling video, sound, animation, graphics, text, music, and even 360-degree virtual reality (VR) scenes. Now, with the introduction of QuickTime 4, web authors also have the ability to stream digital video, delivering synchronized audio and video of remarkable clarity and quality over the web.

### AppleScript

AppleScript is a powerful technology built into the Mac OS that can automate many web authoring tasks. Time-consuming or repetitive actions, such as backing up files or optimizing graphics, can be easily performed while you're on a coffee break or after your workday is over. And AppleScript works in conjunction with many of today's most popular programs. For example, AppleScript can be used with Photoshop to automatically convert photographs to JPEG format using JPEG Viewer software. These images in turn can be placed in HTML pages, using scriptable web editors such as BBEdit or PageSpinner.

### WebObjects

WebObjects is a powerful development platform for creating and deploying large-scale Internet and intranet applications. Already in use by more than 3,000 organizations, it is powering today's most sophisticated e-commerce, publishing, and workflow applications. WebObjects makes it a snap to connect large enterprise information systems stored in Oracle, Sybase, Informix, and ODBC databases to web sites that can integrate that data into online customer services.

## Solutions for Web Publising

Here are just a few of the web publishing applications available for Macintosh. For a complete list, visit the Macintosh Products Guide at www.apple.com/guide.

## Web Page Creation and Site Management

**Adobe GoLive**
Adobe Systems                    www.adobe.com

**BBEdit**
Bare Bones Software              www.barebones.com

**Dreamweaver**
Macromedia                       www.macromedia.com

**FrontPage**
Microsoft                        www.microsoft.com

**HomePage**
FileMaker                        www.filemaker.com

**Myrmidon**
Terry Morse Software             www.terrymorse.com

**PageMill**
Adobe Systems                    www.adobe.com

**PageSpinner**
Optima System                    www.optima-system.com

## Web Graphics and Animations

**Director**
Macromedia                       www.macromedia.com

**Electrifier Pro**
Electifier                       www.electrifier.com

**Fireworks**
Macromedia                       www.macromedia.com

**Flash**
Macromedia                       www.macromedia.com

**ImageReady**
Adobe Systems                    www.adobe.com

**ImageStyler**
Adobe Systems                    www.adobe.com

**LiveStage**
Totally Hip Software             www.totallyhip.com

**Photoshop**
Adobe Systems                    www.adobe.com

**WebPainter**
Totally Hip Software             www.totallyhip.com

## Web Browsers and Internet Clients

**Chatnet**
ELS                              www.elsinc.com

**Eudora**
Qualcomm                         www.eudora.com

**Internet Explorer**
Microsoft                        www.microsoft.com

**Mailsmith**
Bare Bones                       www.barebones.com

**Mulberry**
Cyrusoft                         www.cyrusoft.com

**Navigator and Communicator**
Netscape                         www.netscape.com

**Outlook Express**
Microsoft                        www.microsoft.com

## Web Server

**Apache**
The Apache Group                 www.apache.org

**AppleShare IP**
Apple Computer                   www.apple.com

**Mac OS X Server**
Apple Computer                   www.apple.com

**WebStar**
StarNine                         www.starnine.com

**WebTen**
Tenon Intersystems               www.tenon.com

## Web Programming

**Lasso**
Blue World Communications        www.blueworld.com

**MacPerl**
MacPerl                          www.macperl.com

**Tango**
Pervasive Software               www.pervasive.com

**Visual Café**
Symantec                         www.symantec.com

**WebObjects**
Apple Computer                   www.apple.com

**WebSiphon**
Purity Software                  www.purity.com

## For More Information

For more details about web publishing solutions, including Apple servers, WebObjects, and QuickTime 4, visit www.apple.com/publishing/internet.

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