



1990 Worldwide Developers Conference



Larry Kwan

Media Integration Product Marketing
CD-ROM Product Specialist



Adding Value to Your Product with Information

Application Environments

AppleCD SC Goals for 1990

Early Adoption to Mainstream Use

- Focus
 - Establishing stronger customer awareness
 - Mainstream titles–application environments on CD
 - Broader solution appeal

AppleCD SC Goals for 1990 (*cont.*)

Early Adoption to Mainstream Use

- Expected result
 - Greater market opportunity
 - More competition

What Does This Mean to You?

- Creating Application Environments on CD-ROM
- Applications on CD-ROM with value added additions:
 - Online documentation and help
 - Audio/Visual tutorials
 - Complementary third party products

What Does This Mean to You? (*cont.*)

- Designed for the medium
- Important evolution of software distribution

Benefits for Developers

- Lower cost of goods
- Differentiation
- Partnership with complementary products

Benefits for the User

- Important new functionality
- Applications that “jump start...”
- Virus-free archive copy
- More value for their money
- Diversity of CD-ROM offerings

Who's doing it?

- Microsoft Office on CD-ROM
\$949.00
- Letraset Studio Line CD-ROM
\$3,500.00
- Farallon's MediaTracks on CD-ROM
\$495.00
- SuperMac's PixelPaint Art CD-ROM
\$799.00

Customer Feedback

- Training implications
- Lowers the cost of handling and the logistics of upgrades
- Licensing and network strategies are needed
- Mixed feedback regarding ≥ 2 applications on one disc

Challenges for the developer

- Getting this product in front of customers
- Positioning this new method of distributing applications with value added content



The power to be your best