



1990 Worldwide Developers Conference

Informating Your Products



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Multimedia Content Evangelist
Apple Computer, Inc.

Informating is...

“Incorporating information (a.k.a. content) or information access capability into your product line”

- Information/Content can be any data type
 - Text, Graphics, Images
 - Database Records, Complex Objects
 - Sound, Animation, Video

Why?

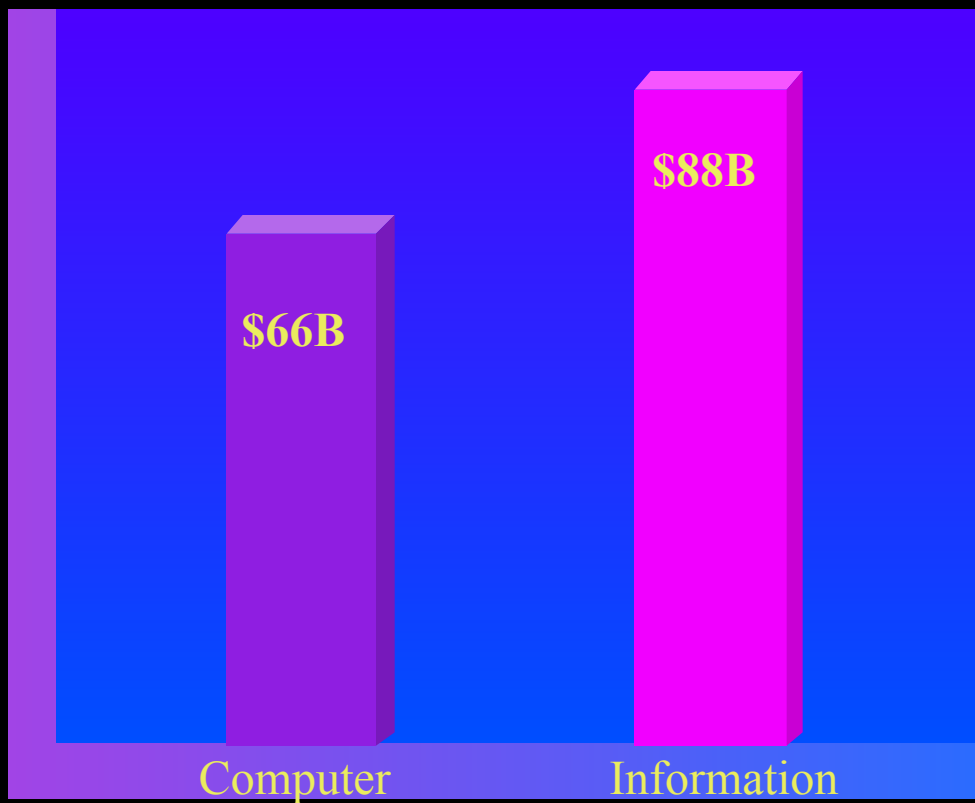
Competitive Advantage

- Differentiate, enhance, and mature product
- Develop new area of business
- Increase customer acceptance
- Enhance customer experience
- Gain powerful strategic partners

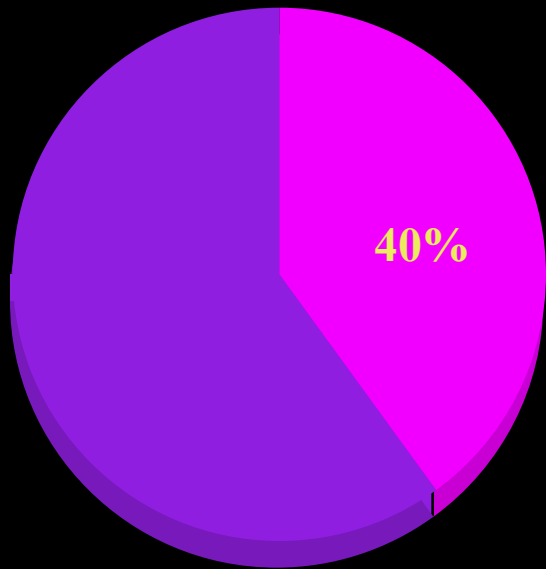
Megatrends

- From software tool to Information Machine
- Enhancing value and usability of information
- Computer as medium
- Information as a strategic tool

Industry Sizes Compared-1989

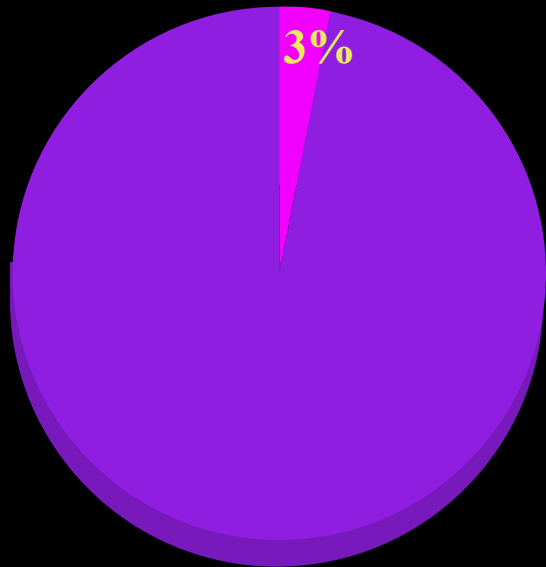


Knowledge Workers–Computers



- 40% of knowledge workers use personal computers

Knowledge Workers–Information



- 3% of knowledge workers use electronic information services

Paradigm Shifts

“Old Media”

- Standard
- Passive
- Used Once
- National
- Monolithic
- Consumed

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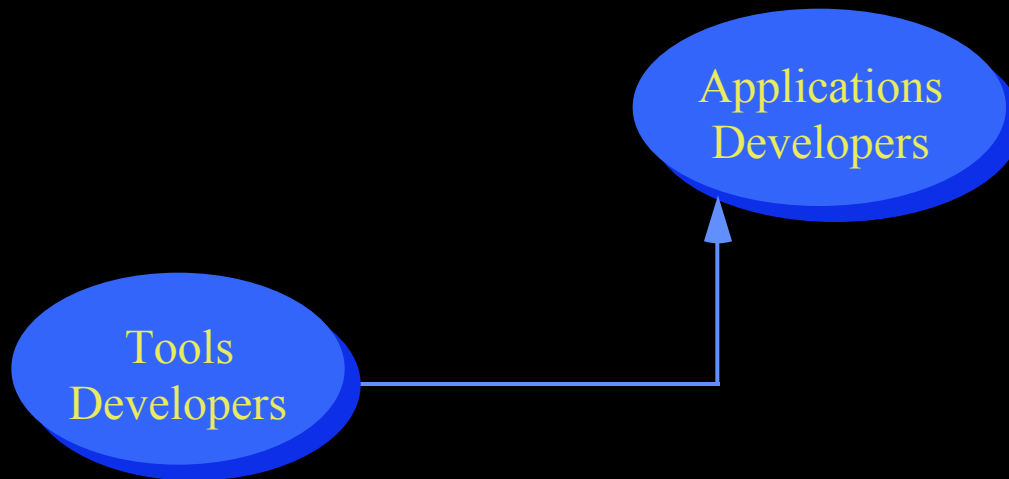
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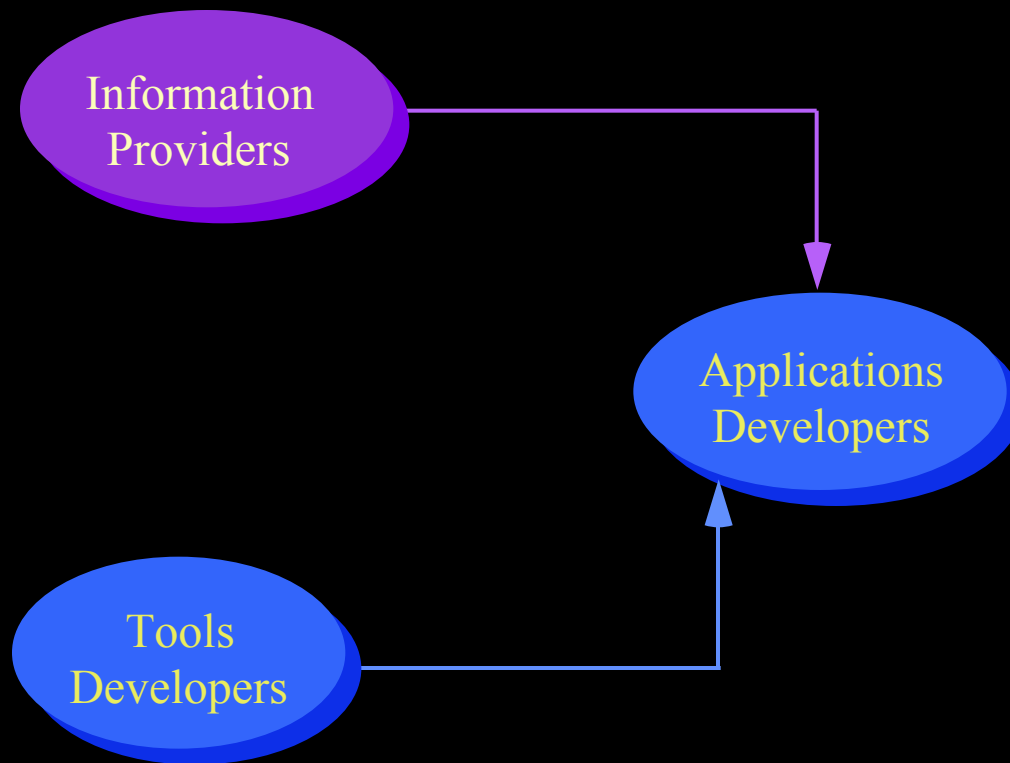
“New Media”

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- Authored

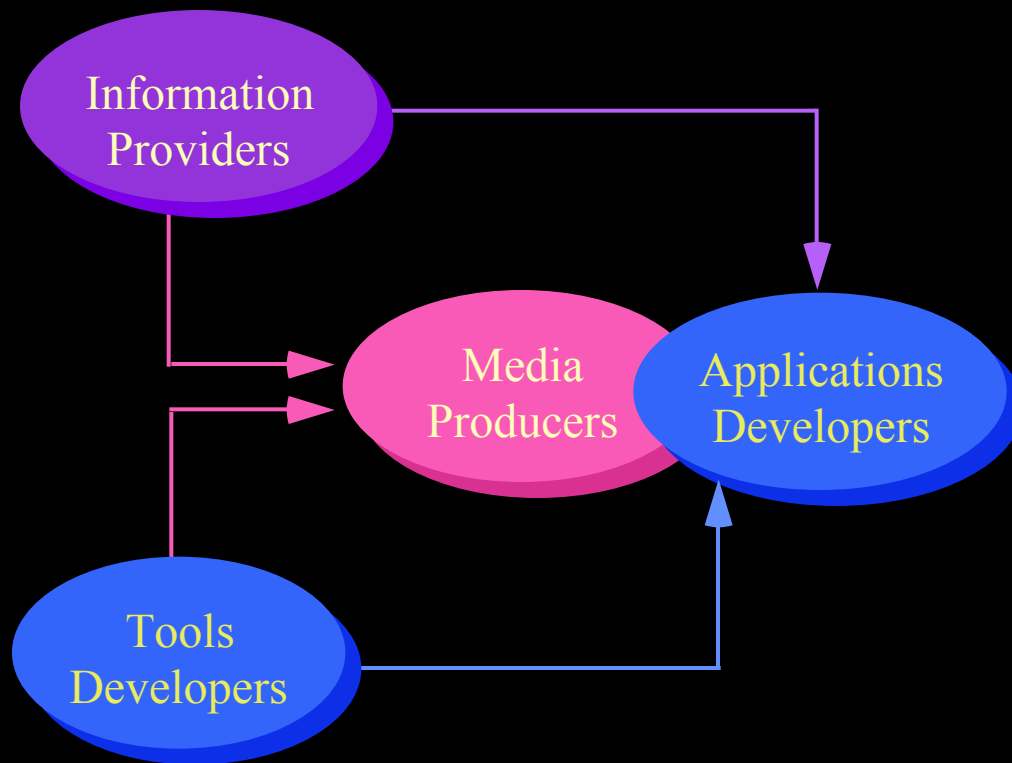
New Opportunities, New Players



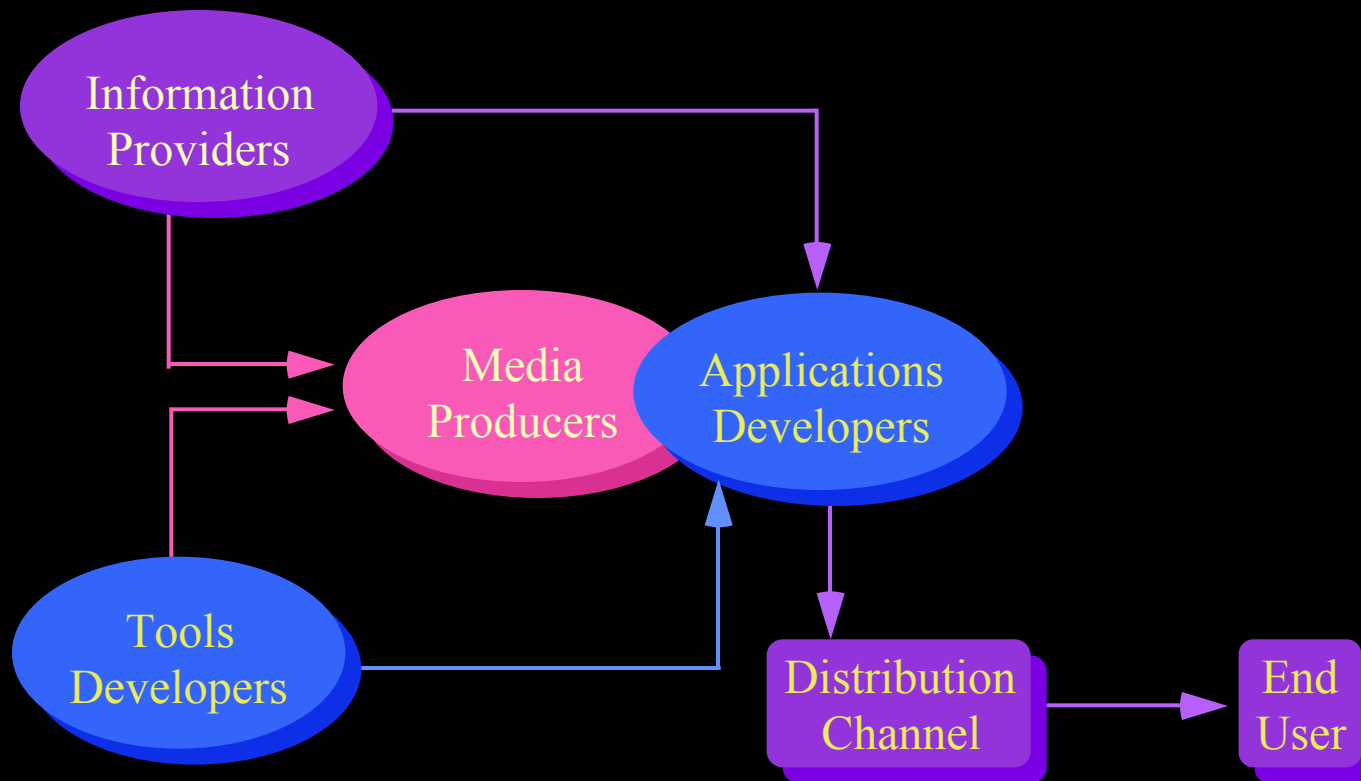
New Opportunities, New Players



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New Opportunities, New Players



Alliances–Who Brings What?

- Software companies
 - Knowledge of marketing and distribution
 - Software/Media design expertise
 - Understanding of computer user needs
 - Lean and mean

Alliances–Who Brings What?

- Information Providers
 - Content
 - Knowledge of how/why information is used
 - Marketing resources
 - Financial resources

Action Items

- Create application environments
 - Larry Kwan, Apple Computer
- Incorporate “connected” info. services
 - Charles Brady, Dow Jones
- Provide information access features
 - Data access manager
- Forge alliances with content providers
 - Richard Lim, Lotus Development



The power to be your best