1990 Worldwide Developers' Conference

AppleTalk License Program

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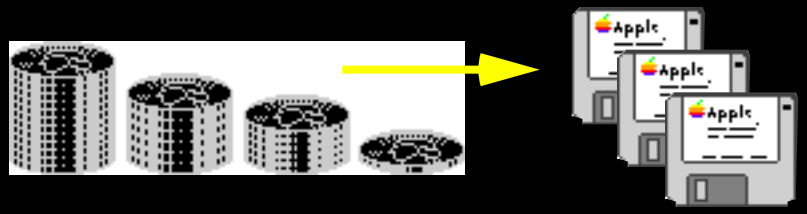
N&C Product Marketing
AppleTalk Product Line Manager

AppleTalk License Program

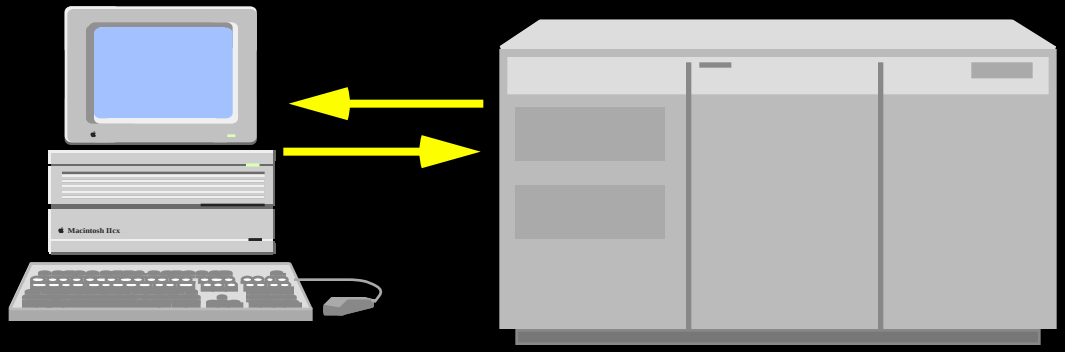
Developer Opportunity

Benefits of new License Program

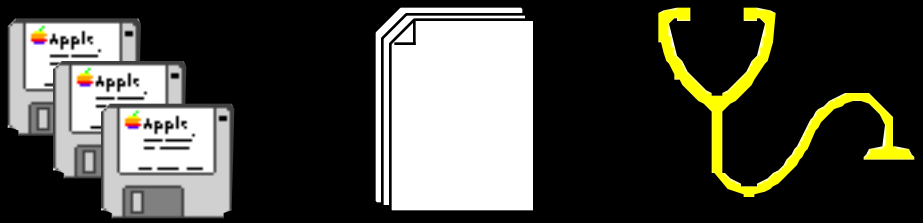
Low Cost
AppleTalk Code



Compatibility



Updates



Why Build AppleTalk Products?

Importance of AppleTalk

Over 2,000,000 nodes worldwide

Figures at the end of 1988:

- Apple LocalTalk	1,485,000
- IBM Token Ring	527,800
- 3COM Ethernet	652,000
- Novell Ethernet	336,900
- Tandy Ethernet	348,000
- Others	2,800,660

SOURCE : IDC, January 1989

Importance of N&C

Over 2/3 of all Macs are networked

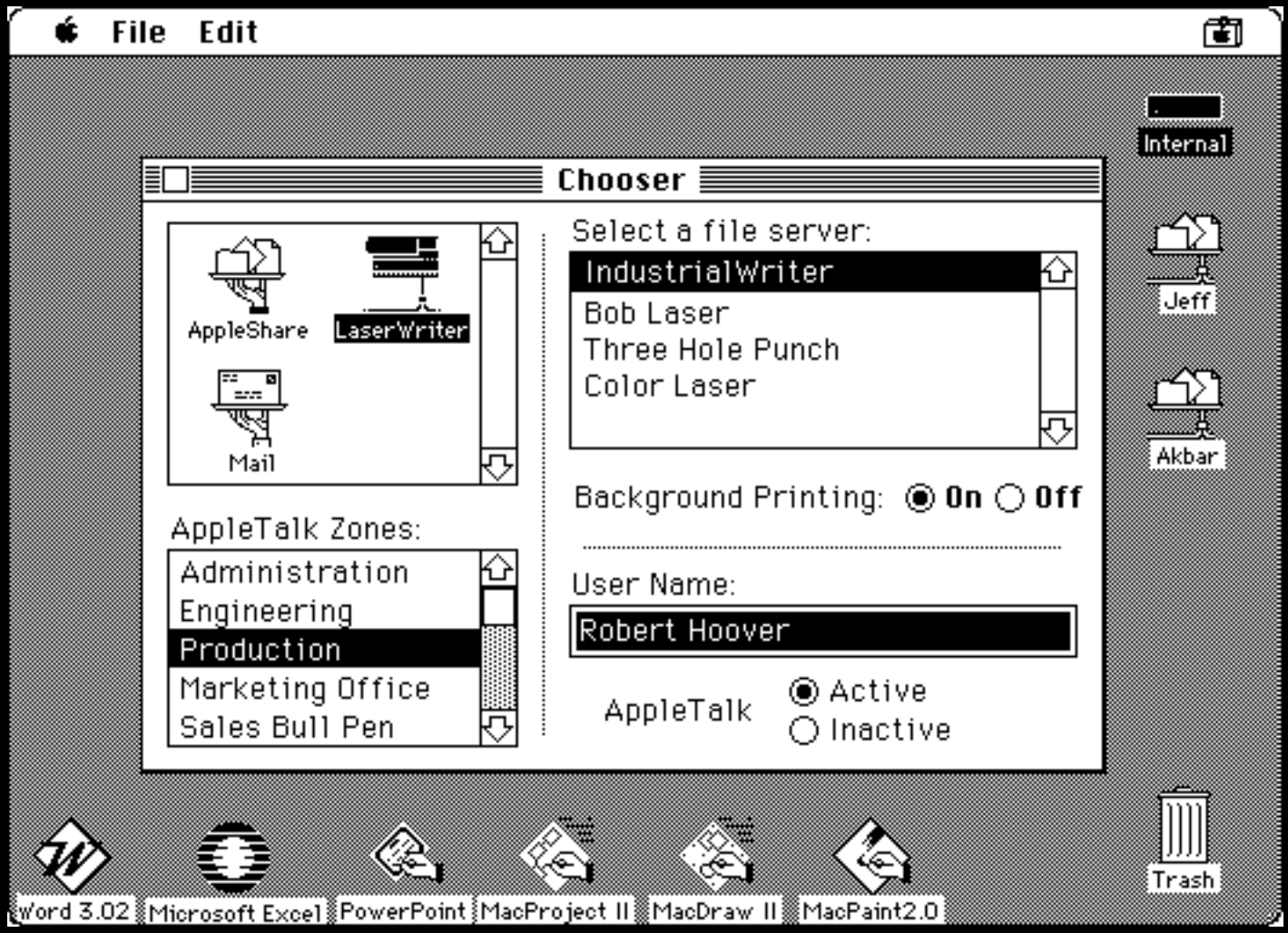
- Dataquest / ComputerWorld - **8/7/89**
  - **66% connected to LANs**
  - **34% stand-alone**

- The Research Spectrum / MacWeek - **8/7/89**
  - **55% Mac-only networks**
  - **18% Mac/MS-DOS networks**
  - **18% connected to mainframes**
  - **16% connected to minis**
  - **23% not connected**

Integration

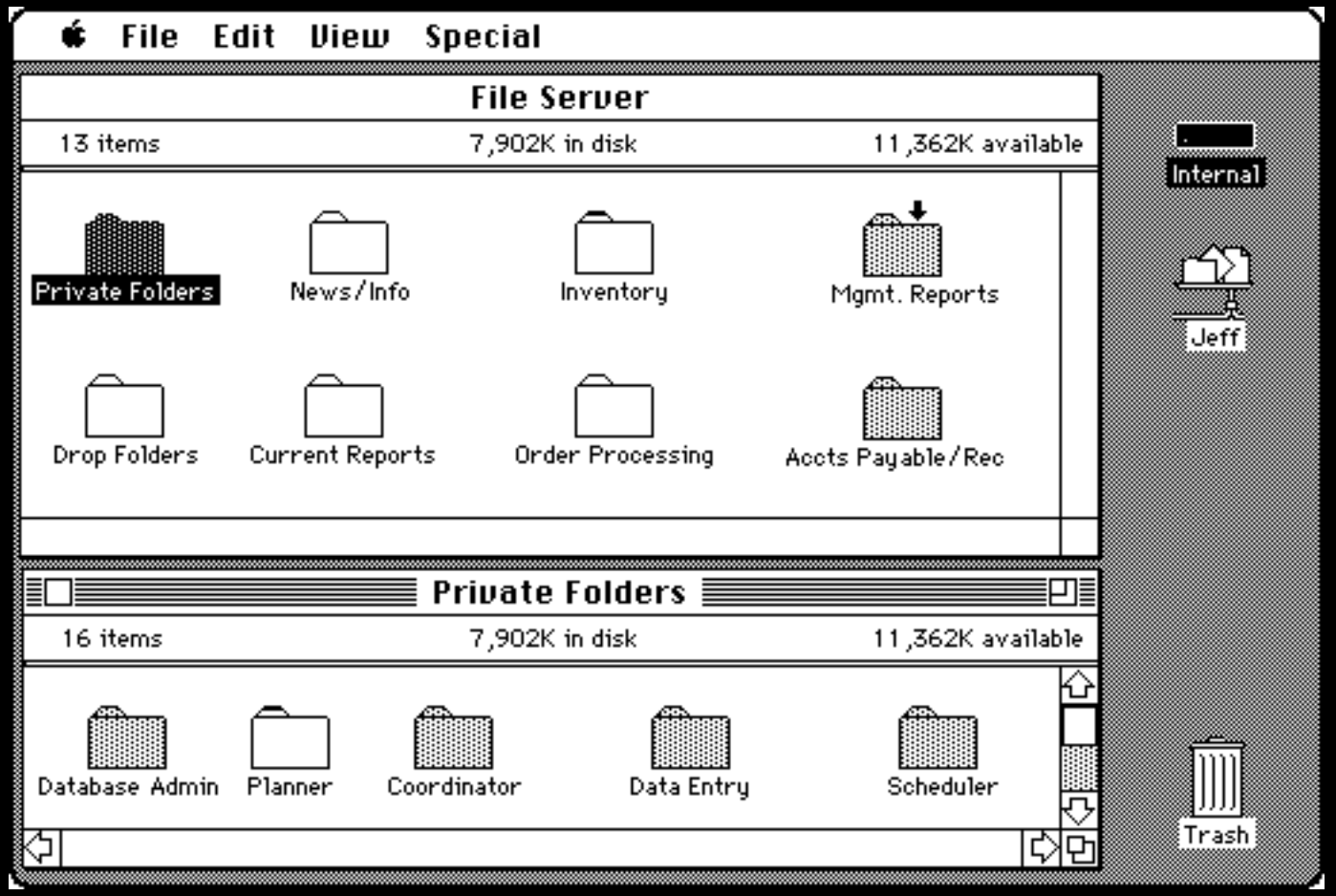
Macintosh users are comfortable with ...

Intuitive Access to Network Resources



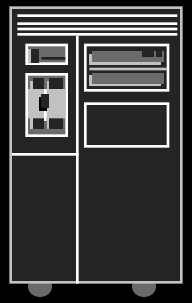
Consistent Access Across Platforms

Integration with the Finder



The new AppleTalk License Program

√ Object code

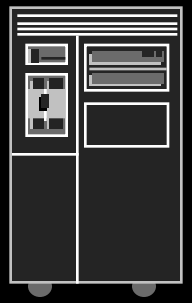


VMS

MS-DOS

The new AppleTalk License Program

√ Object code



VMS

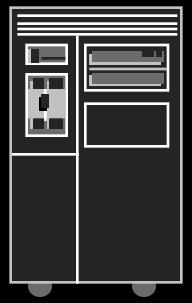
MS-DOS

√ Source code

C Unix System V.2+

The new AppleTalk License Program

√ Object code



VMS

MS-DOS

√ Source code

C Unix System V.2+

√ Source code with option to sublicense

AppleTalk License Program Goals

Proliferate AppleTalk

√ Make AppleTalk Standard Equipment

AppleTalk License Program Goals

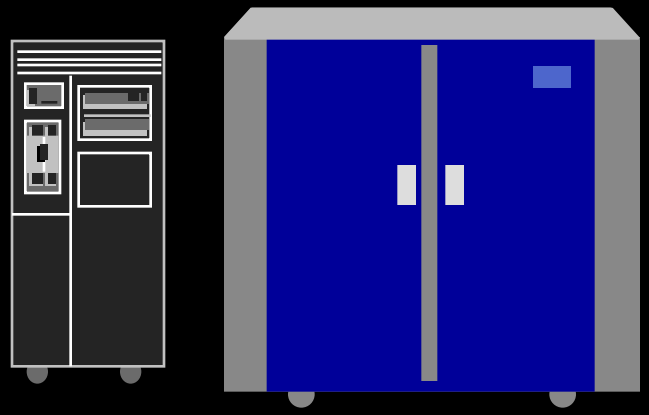
Proliferate AppleTalk

√ Make AppleTalk Standard Equipment

Ensure compatibility

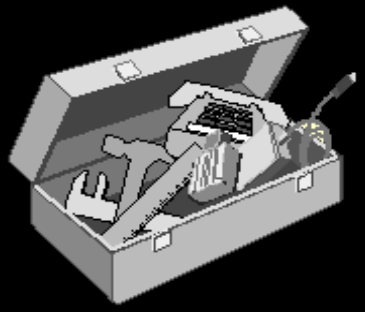
Areas of Developer Opportunity

Host Systems



Other PC's

Porting Services



Object Code License

- AppleTalk Phase 2
- VMS and MS-DOS
- $10,000 License Fee
- $500 Annual Maintenance Fee

Object Code License

- AppleTalk Phase
- VMS and
- $10 se Fee
- $50 nnual Maintenance Fee

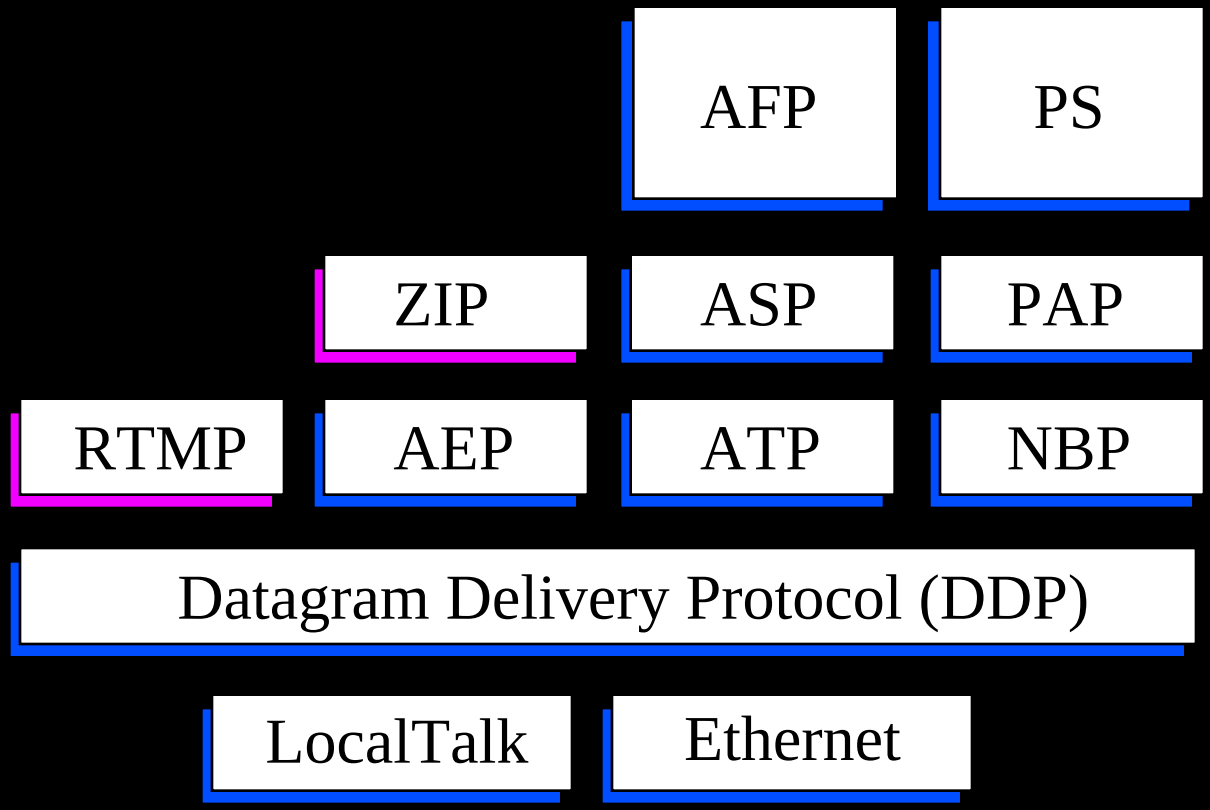
Source Code License

- AppleTalk Phase 2
- RTMP and ZIP stubs (no router)
- $40,000 License Fee
- $500 Annual Maintenance Fee

Source Code License

- AppleTalk Phase 2
- RTMP and ZI router)
- $40,00 ee
- $500 A al Maintenance Fee

Source Code License



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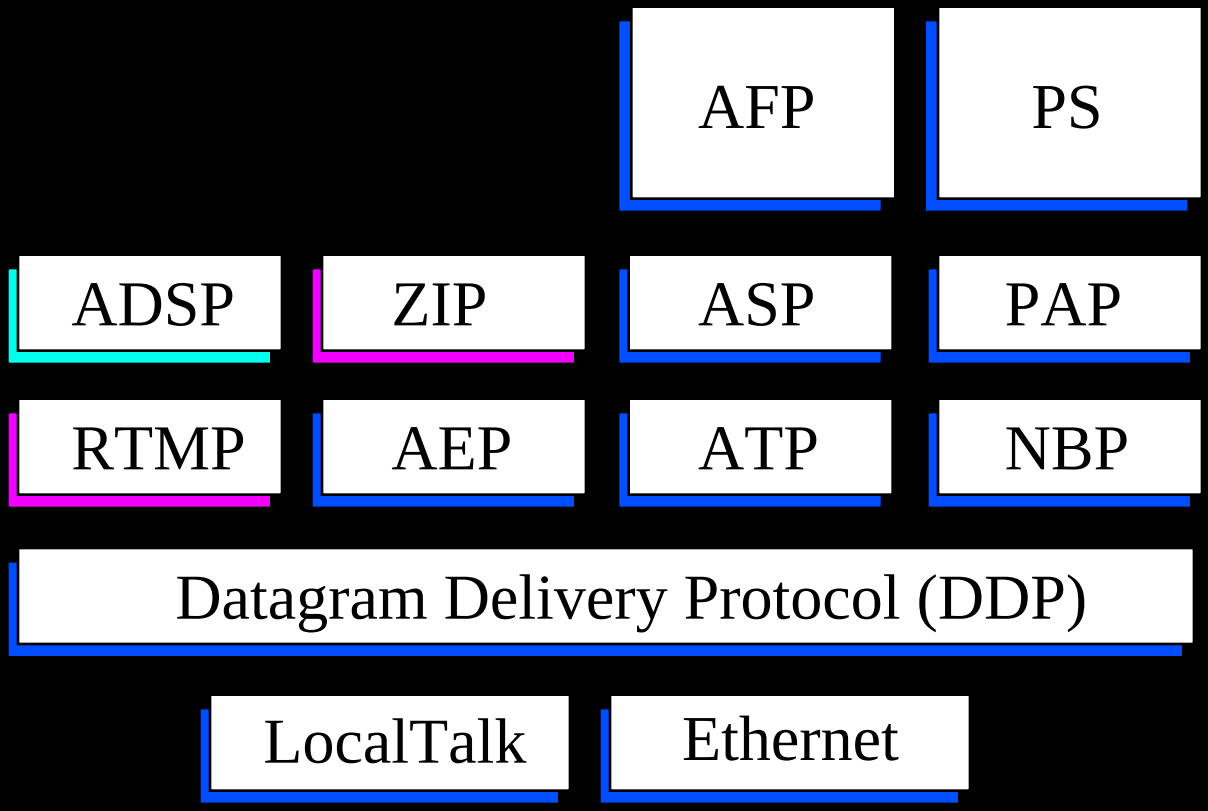
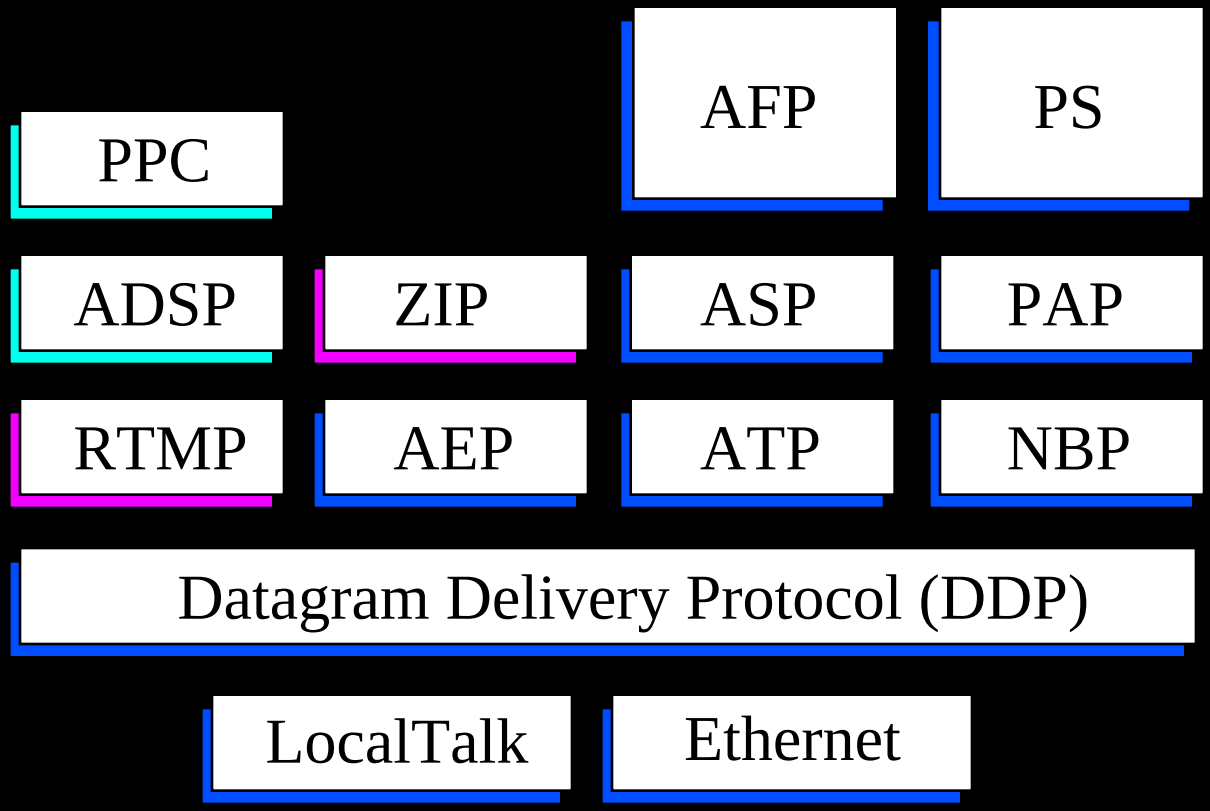


Source Code License



Source Code With Sublicense Option

- $40K License Fee
- $20K Sublicense Fee
- $200K buyout option
- $500 Annual Maintenance Fee

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- $40K License Fee
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Test Tools

- 5 Tools
- all run on Macintosh
- Test low level protocols to user interface
- NOT a compatibility validation suite

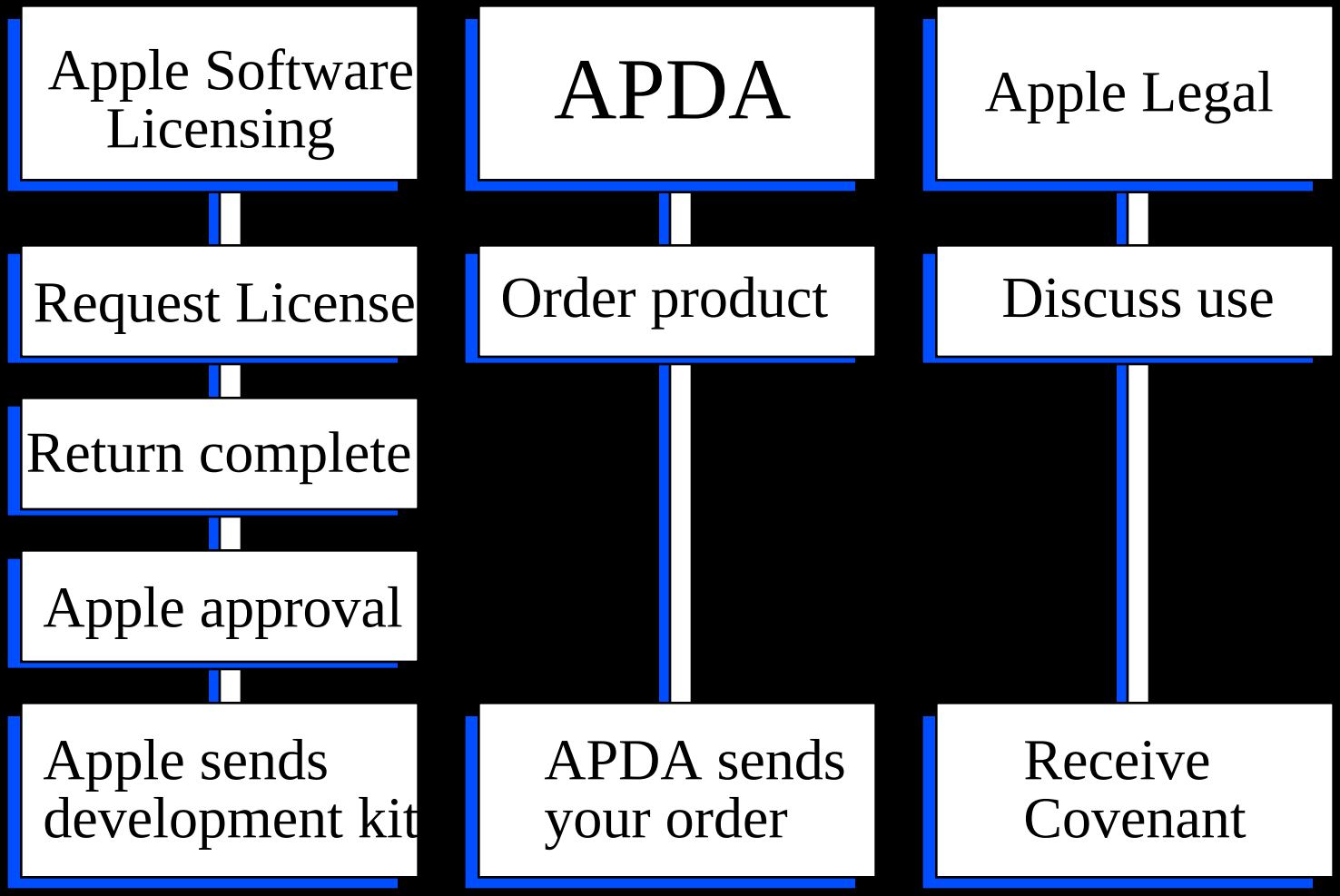
Support

- Direct with Apple
  -6 months limited support
- Developer Porting Service
  - consulting through complete port

AppleTalk Patent

- Dynamic Node Assignment
- No plan to assert patent
- Apple will covenant use of patent

AppleTalk Developer Resources



APDA

Members: ($20-$35)

- Quarterly Catalog
- All Products

Developer Tools Express:

- Class 1 Products

Apple Software Licensing

The Power to be your best