1990 Worldwide Developers Conference

Philip Schiller

Multimedia Specialist

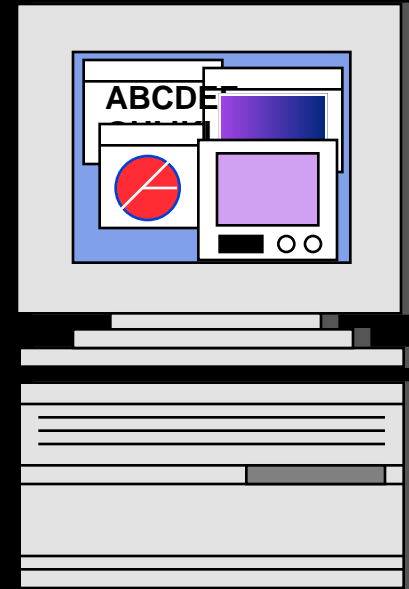# Publishing, Presentations and Interactive Media

Coming Attractions

Coming to a Macintosh Near You in 1990–1991
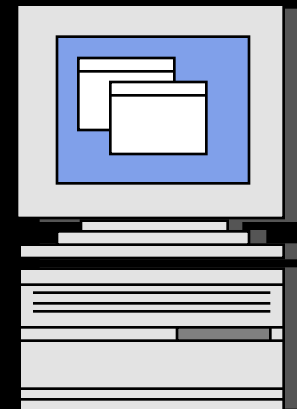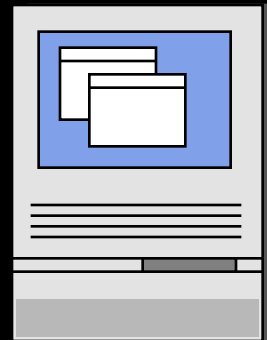
System 7.0: More Powerful and Easier-To-Use

- Virtual memory
- IAC
- Edition manager
- Outline fonts
- New Finder
- AppleHelp
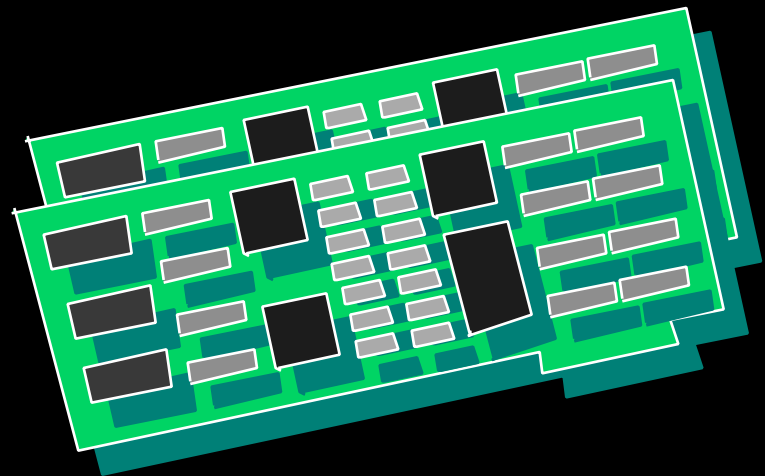- AppleMail
- 128Mb RAM

New Macintoshes and Peripherals

- Extending the low and high ends
- Broadening the color Macintosh market

True Color

- The Apple 24 bit graphic cards have made true color now as accessible to all users as the LaserWriter made 'near typeset quality' accessible to us all

A Greater Variety of Input and Output Options

- Flat bed scanners, hand held scanners, slide scanners
- Still video cameras, 8mm camcorders, HDTV cameras, VTR's
- Inkjet printers, thermal wax printers, laser printers, die-sublimation printers

A Greater Variety of Input and Output Options *(cont.)*

- Film recorders, LCD displays, RGB projectors
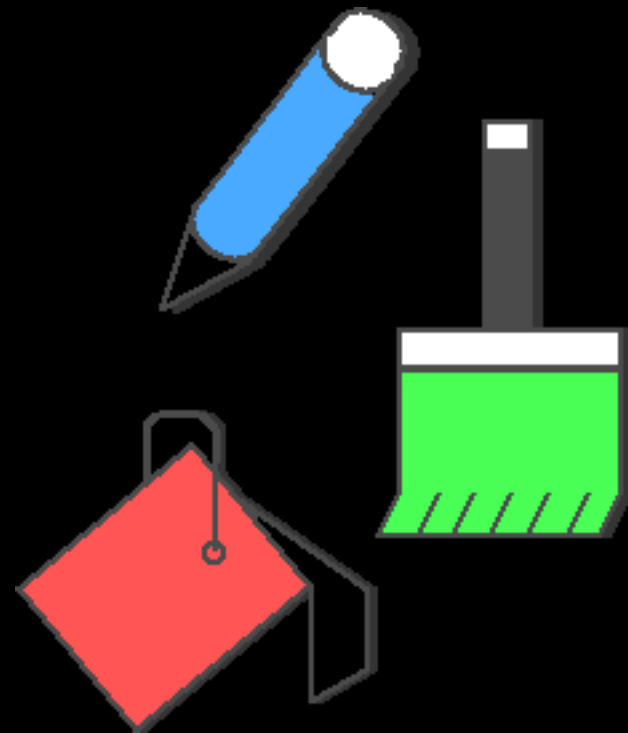- CD ROM, LaserDisc, audio digitizers, video digitizers

The 1990–1991 User Will Be:

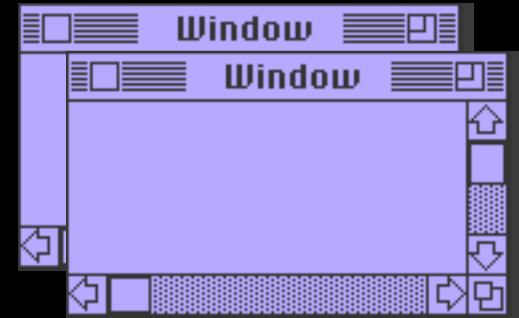# User Will Be More 'Artists' than 'Engineers'

A Second Renaissance

- Publishers
- Graphic artists
- Animators
- Editors
- Audio engineers
- Video editors

Users Will Be More Powerful

- Always running many applications under MultiFinder
- Sharing 'live' information between applications
- Using even more applications than before
- 'Publishing' and 'subscribing' documents with other users over AppleTalk
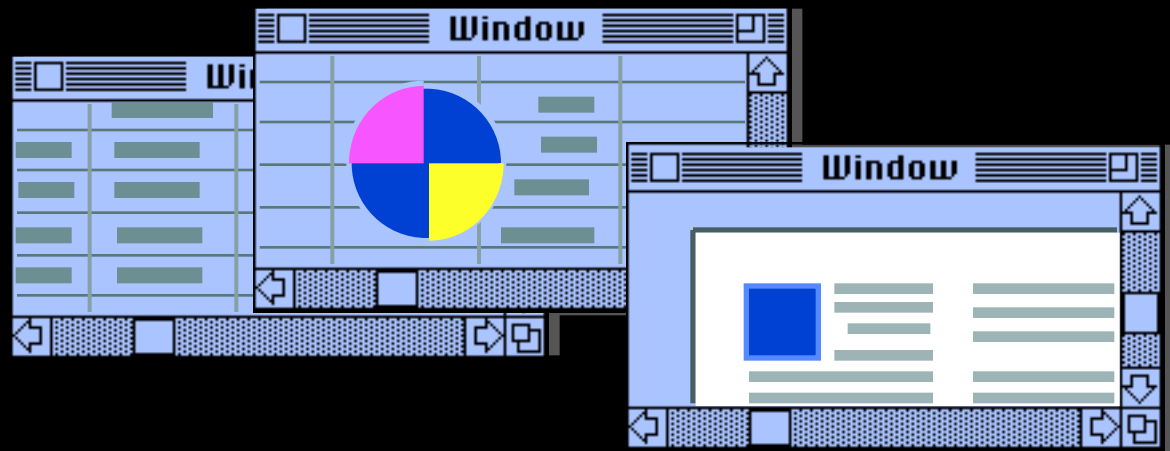- Including 24 bit color graphics in their documents

The 1990–1991 User
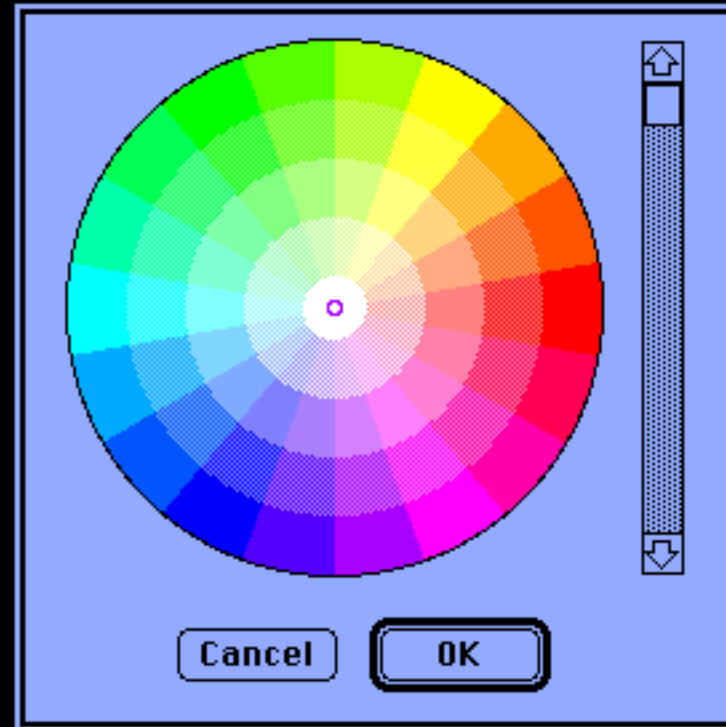# Will Want:

Tools that Make the Computer Transparent

- Inexpensive and task-specific
- More intelligent
- Work seemlessly together
- Easy enough for casual users

Tools that Make the Computer Transparent *(cont.)*

- Support the Macintosh interface very well
- Powerful enough for professional users
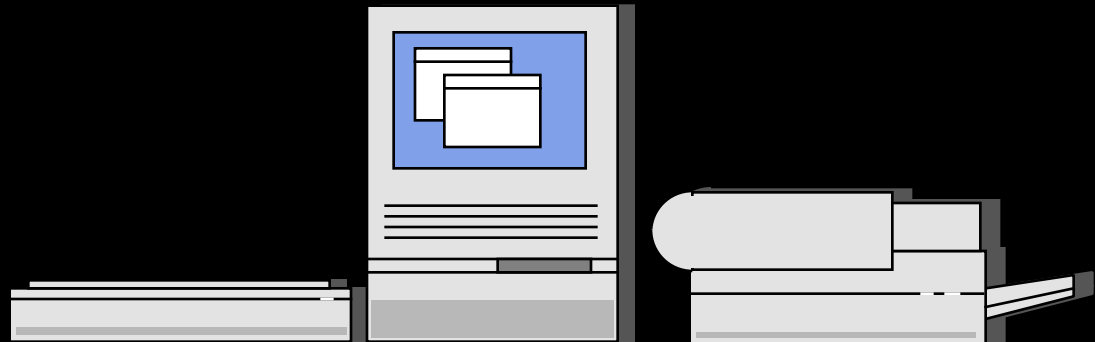- Support true color

1990–1991 Publishing Opportunities
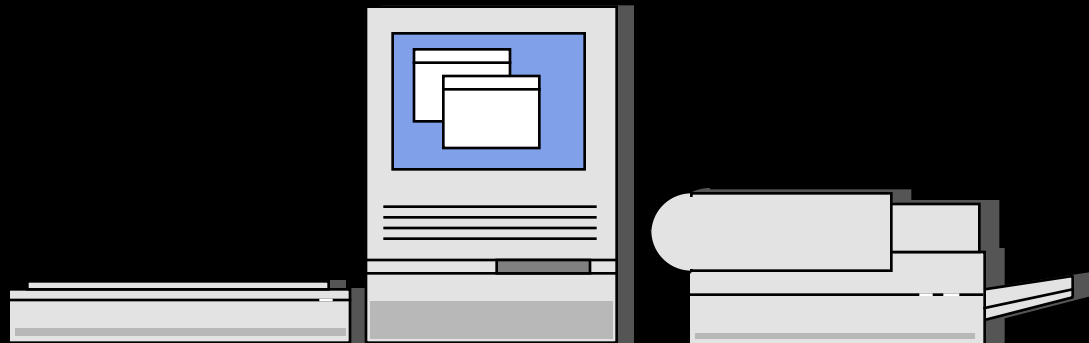
For the Casual User

- Easy page layout
- 'Live' links with graphics, word processing, and spreadsheet applications
- Templates (layouts, graphics, colors, fonts)
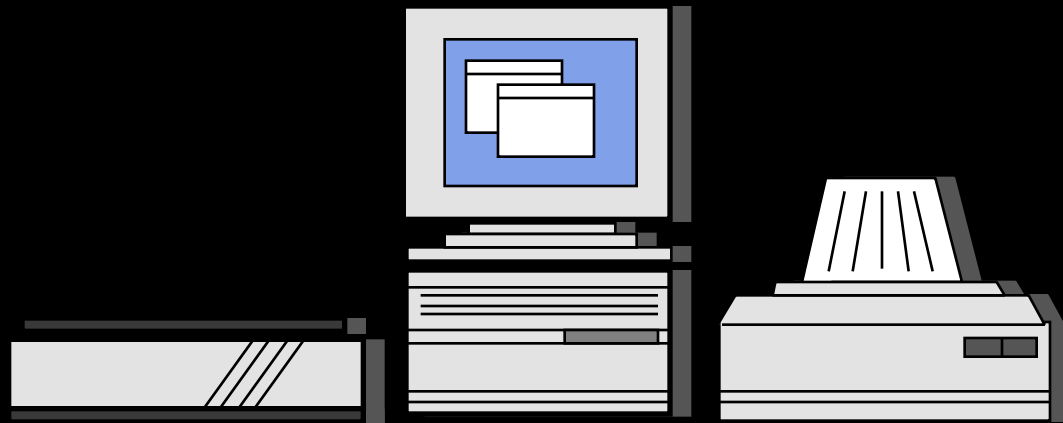- Easy autotrace of scanned logos, etc.

For the Casual User *(cont.)*

- Clip Art and Photos
- Inexpensive 24 bit scanning
- Inexpensive 24 bit printing
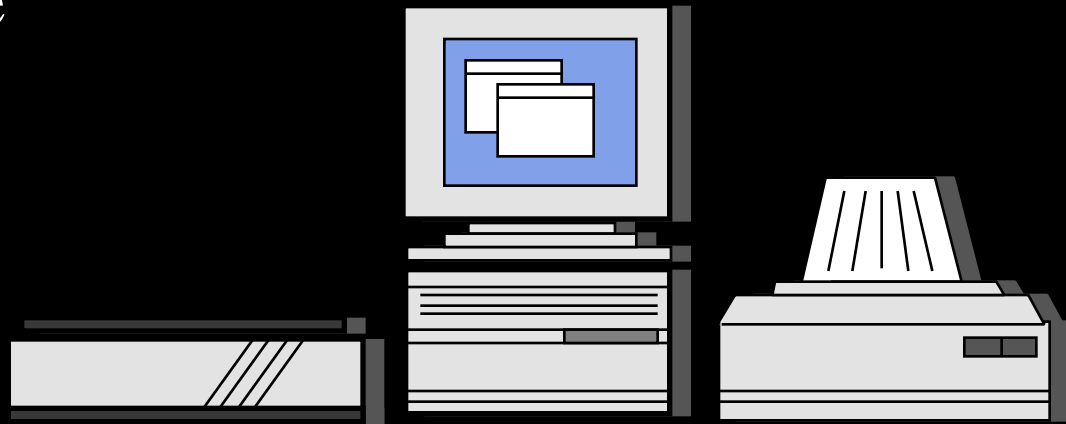- 'No surprises' color

For the Professional User

- 'Live' links with databases applications
- Collaborative applications
- High quality 24-bit color printing
- High quality scanning

For the Professional User *(cont.)*

- Large capacity storage and retrieval
- 'Lossless' compression
- High speed networking
- PrePress links
- Direct to plate

1990–1991 Presentations Opportunities
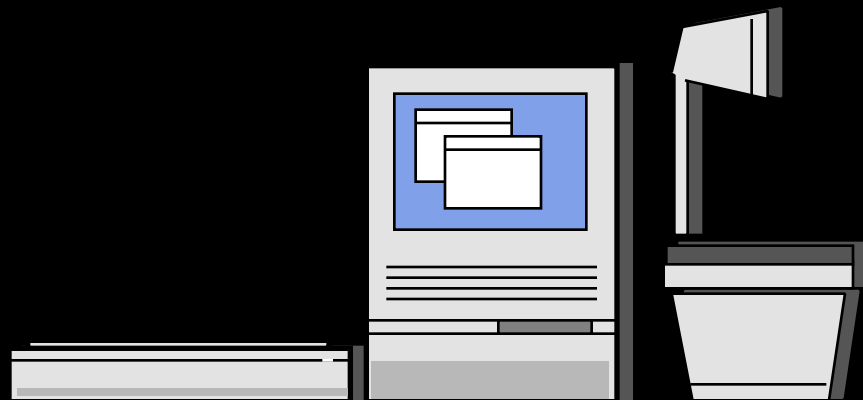
For the Casual User

- 'Live' links with spreadsheet and charting applications
- Inexpensive 24 bit color LCD projection
- Inexpensive 24 bit printing
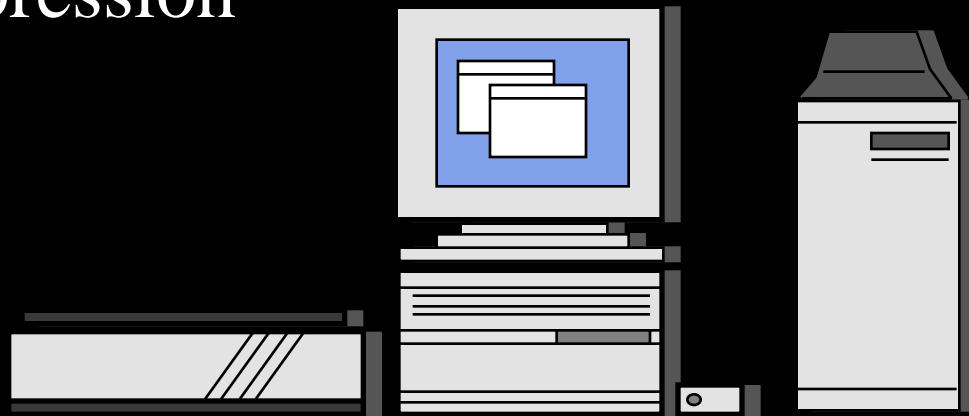- Templates (layouts, charts, colors, fonts)

For the Casual User (cont)

- Simple animation
- Control of VCRs
- 'Portable player' units

For the Professional User

- 'Live' links with databases applications
- Collaborative applications
- High speed film recorders
- Large capacity storage and retrieval
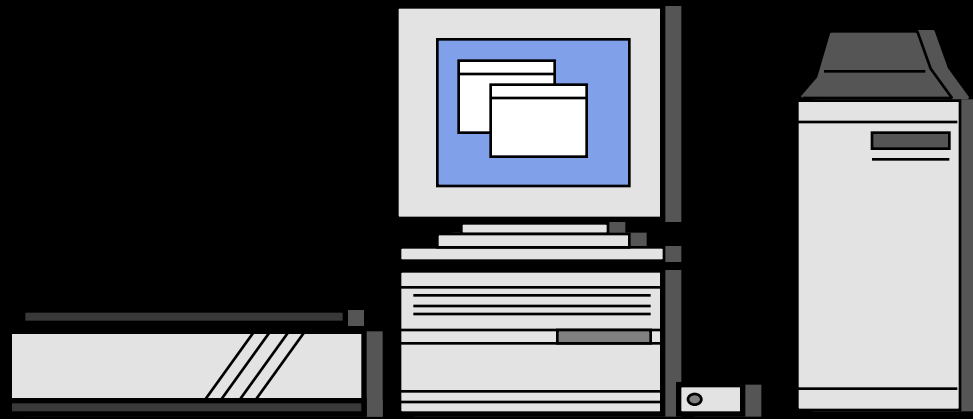- 'Lossless' compression

For the Professional User *(cont.)*

- Simple media integration
- High speed networking
- High quality 3D modeling, rendering, and animations
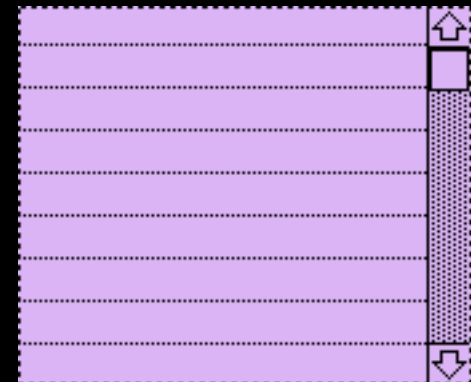- 'Event based' animation

1990–1991 Interactive Media Opportunities

Interactive Publishing

Information Distribution

- Add-on publishing tools for HyperCard
- Adding HyperCard-like functions to publishing applications
- Publishing documents that support interactive objects

Interactive Presentations

Speaker Support Tools

- Add-on presentation tools
  for HyperCard

- Adding HyperCard-like functions
  to presentation applications

- Presentation documents that
  support interactive objects

1990–1991
Information Titles

Application Environments

- Office productivity tools
- Publishing tools
- Presentation tools
- Interactive media tools

Enhanced Databases

- Clip art, illustrations, stock photos
- Clip sound, and animations
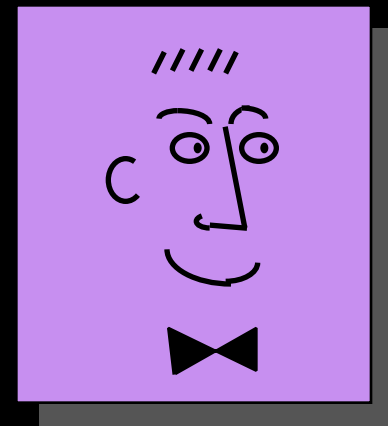- Symbol libraries, fonts,
  color palettes

1992 and Beyond?

Increasing the Bandwidth of Communications Between the User and the Computer

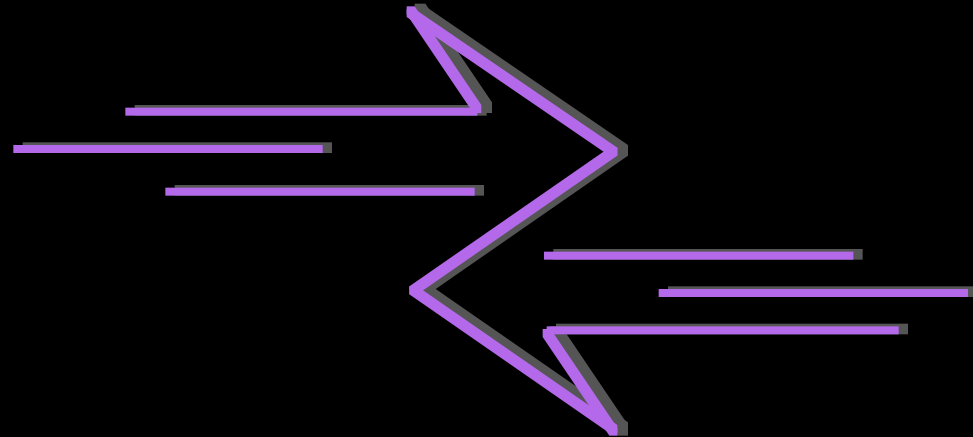- Hand writing recognition
- Voice synthesis
- Audio/voice recognition
- Visual recognition
- Software as 'staff'

New Tools For Communicating

- 3D environments
- Information 'highways'
- Information component integration

The power to be your best