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Design & Modeling, AUSA

Development Opportunities in Technical Markets

Inspiration To Reality

Objectives

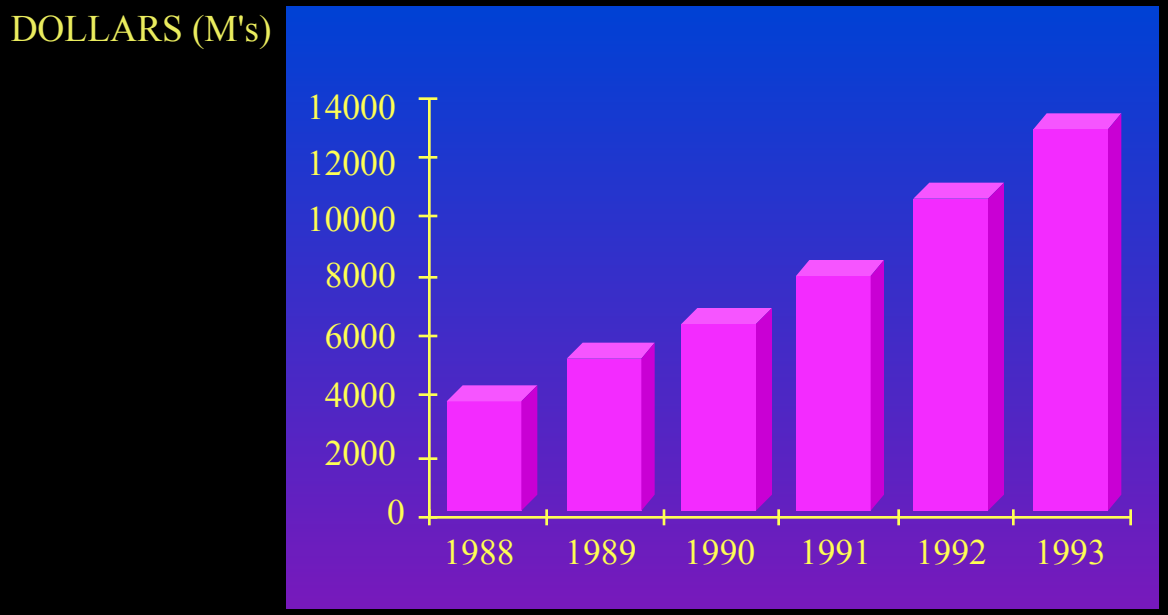
- State of Technical Markets
- Opportunities

Agenda

- Market has large growth potential
- Apple positioned very favorably in market
- Exciting new technologies supporting visualization
- Market development programs in place

Let's exploit opportunities together!

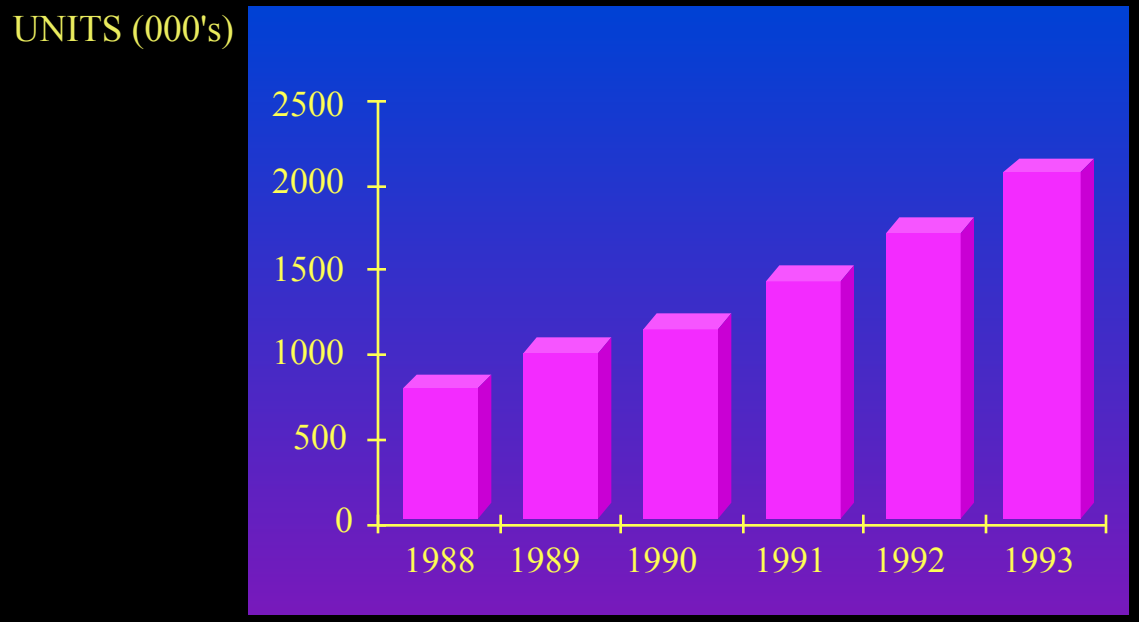
World Wide Technical Market



From 1990-1993, there will be a total of $38 Billion and 6.3 Million Units sold

Dataquest TCSIS 1989

World Wide Technical Market



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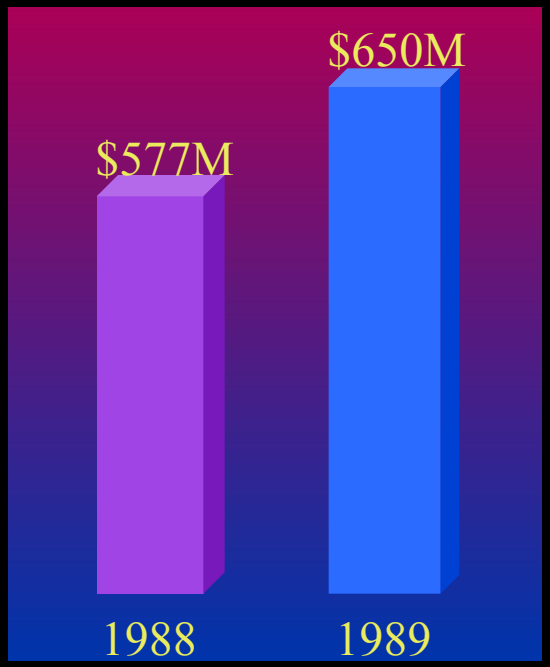
Dataquest TCSIS 1989

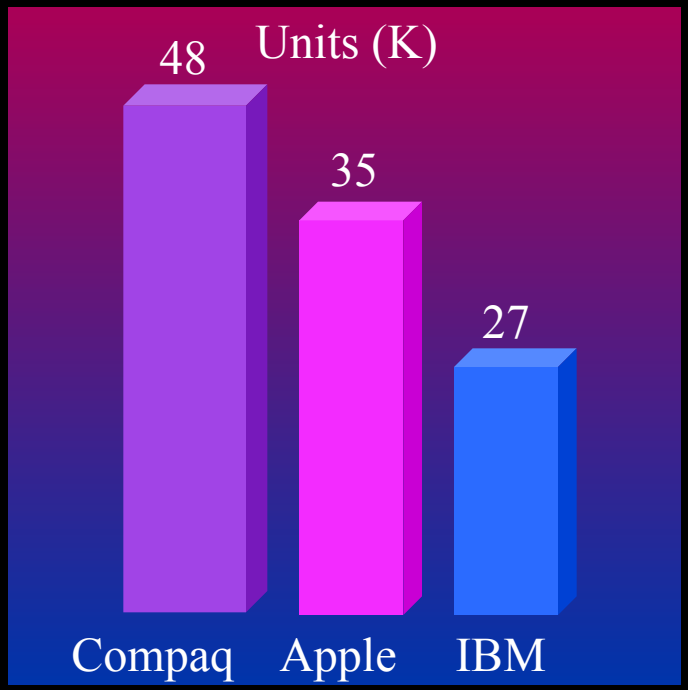
Apple #1 in Technical Markets WW



Apple is the largest PC supplier to Technical Markets Ahead of IBM & Compaq

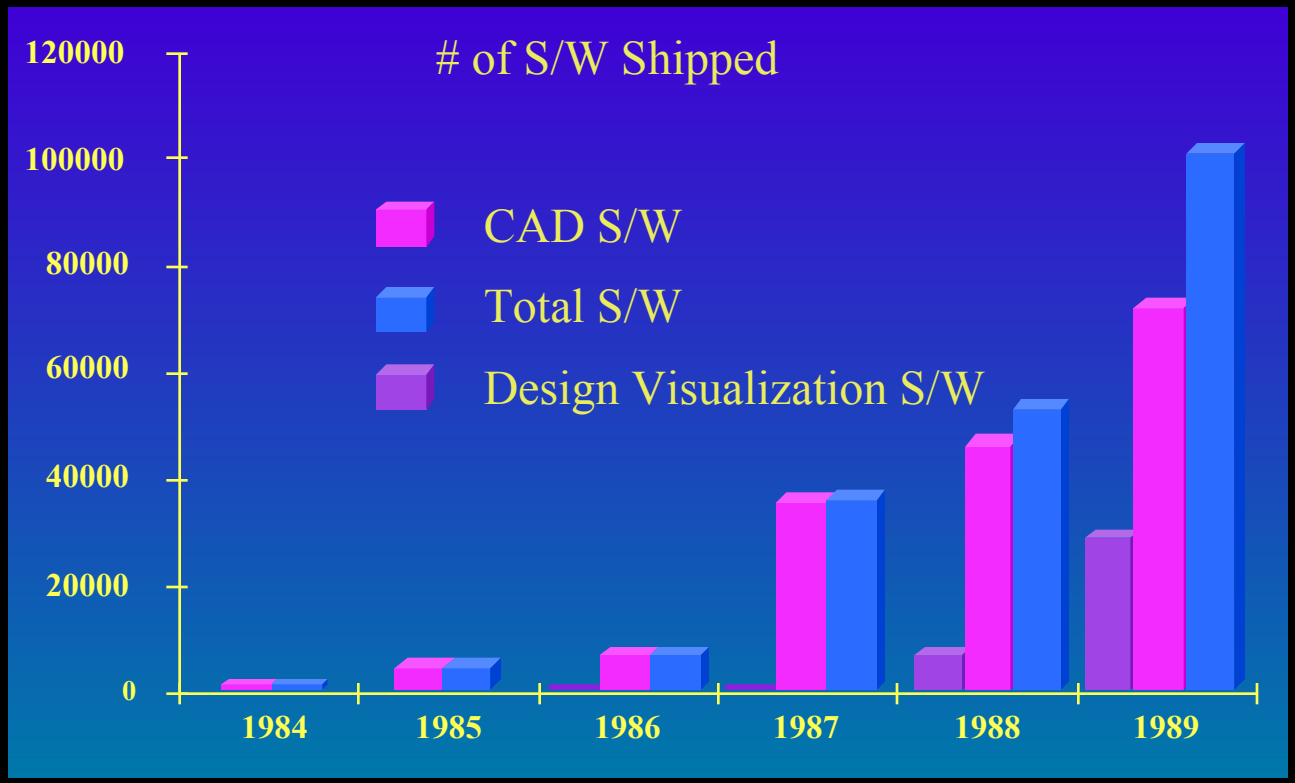
Dataquest TCSIS 1990

Apple #2 in PC CAD WW–1988



Dataquest: 7/88 & 4/89

WW Macintosh Design S/W Growth

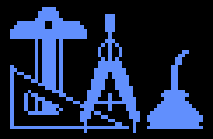


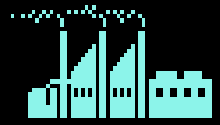
CADVentures 12/89

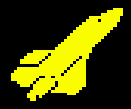
Vision

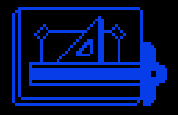
Empower individuals and organizations with a rich set of tools to rapidly capture, perfect and transform their ideas into physical and abstract inventions.

Target Users



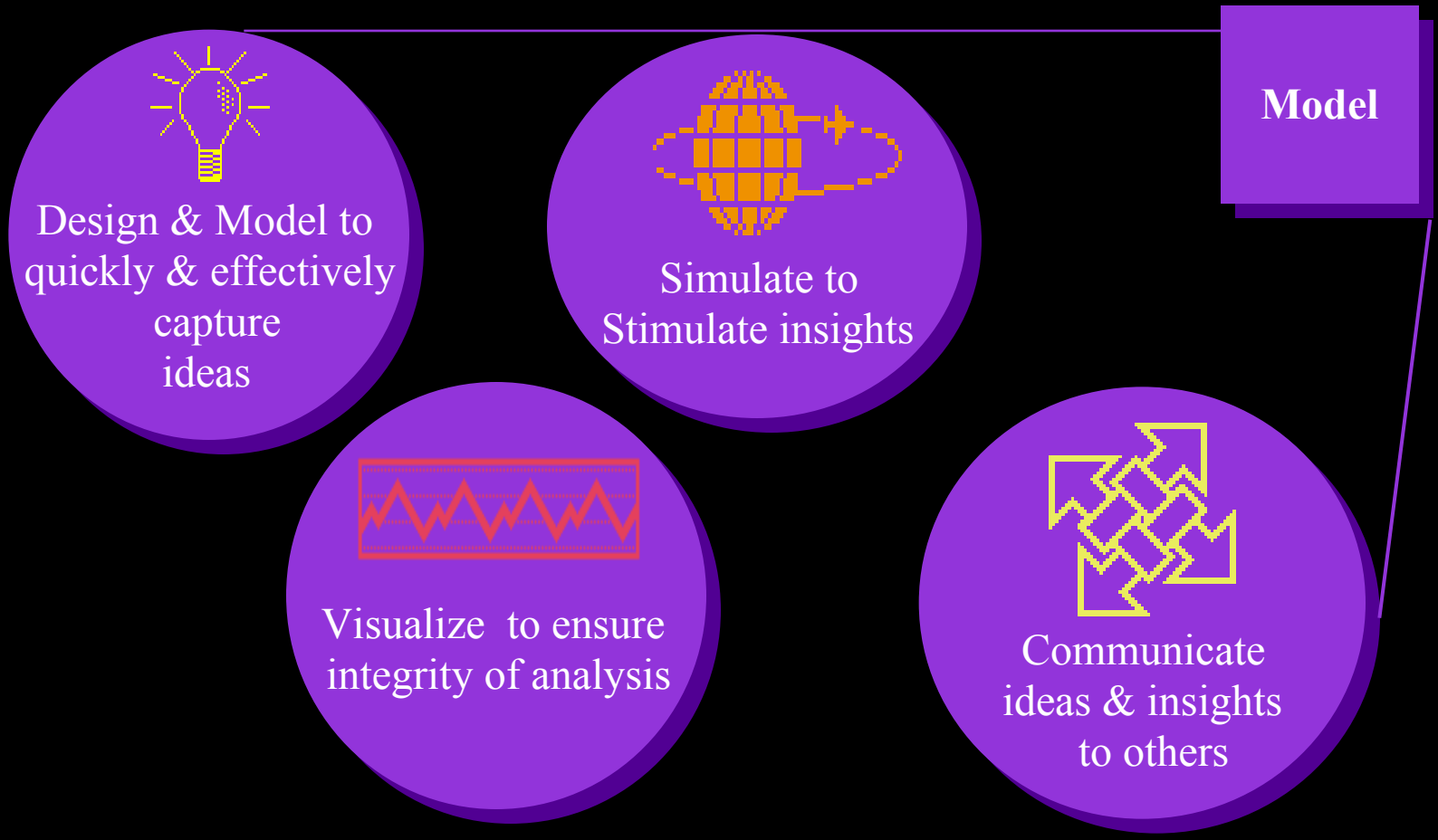






Global Customers

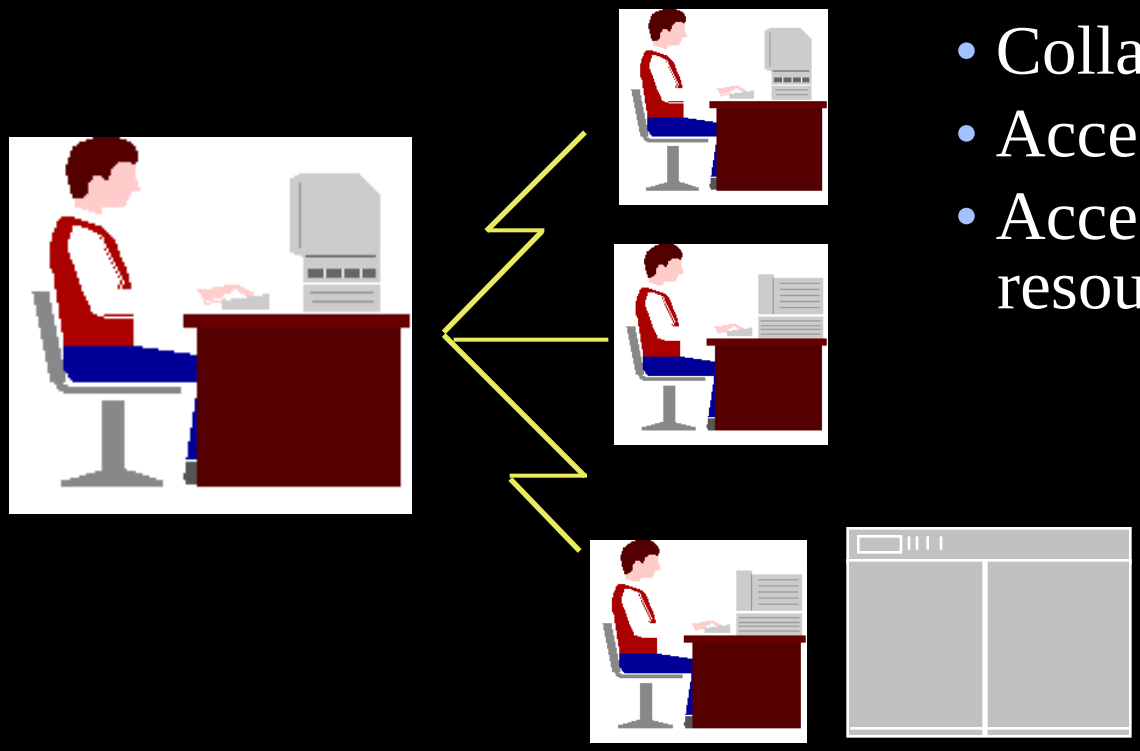
Set of User Centric Tools



Tools Accessible by a Wide Class of Users

- Usability vs. Features
- Innovate
- Multimedia For Self SupportingTraining/ Selling Tools
- Integrated

Extend Reach BeyondDesktopAcross Enterprise and Beyond



- Collaboration
- Access information
- Access computing resources

New Enabling Technologies

- System 7
- AUX
- N&C
- OOP
- Graphics, Audio, Video, CD

Visualization

Visually Rich Descriptions of Objects, Data and Processes
Simulation of Behaviors
"Visualization Extends Mac's Real-Life Metaphors"

Areas of Impact

- Conceptual Design
- Data Analysis
- Communicating
- Business Learning
- Information Management
- Programming
- Productivity

Concepts Visually Represented & Manipulated

Numerical Data Represented As Pictures

Simulation of Operations

Easy Sharing of Complex Information Throughout Enterprise

Customers Can Become Part of Design Process

Vertical Applications Opportunities

- Mechanical
  - Solids Modeling, Kinematics, Mold Flow
- Electrical
  - Innovative Physical and ASIC Architectural Design
  - VHDL Language and EDIF Support

Vertical Applications Opportunities

- Lab and manufacturing
- Data acquisition, test, measurement imaging
- Info. management and control systems

Marketing Activities

- Articulate the vision
- Increase awareness
- Provide and support collateral, seminars, tradeshows, advertising and promotions
- Educate resellers and customers

Increase Awareness of the Macintosh and Apple Advantage

- Mac II advertising…broad based and vertical print
- Advertising supplements
- Trade shows…AEC, NCGA, DAC, Siggraph, Autofact, DES

Increase Awareness of the Macintosh and Apple Advantage

- Seminars and field events
- Collateral updates, videos, calendar, guides, posters

Consortium for Lab and Manufacturing

- Group of more than 30 VAR's/Developers targeting:
  - Scientific and Industrial Research and Development
  - Computer-aided manufacturing and manufacturing management
  - Lab. info systems management

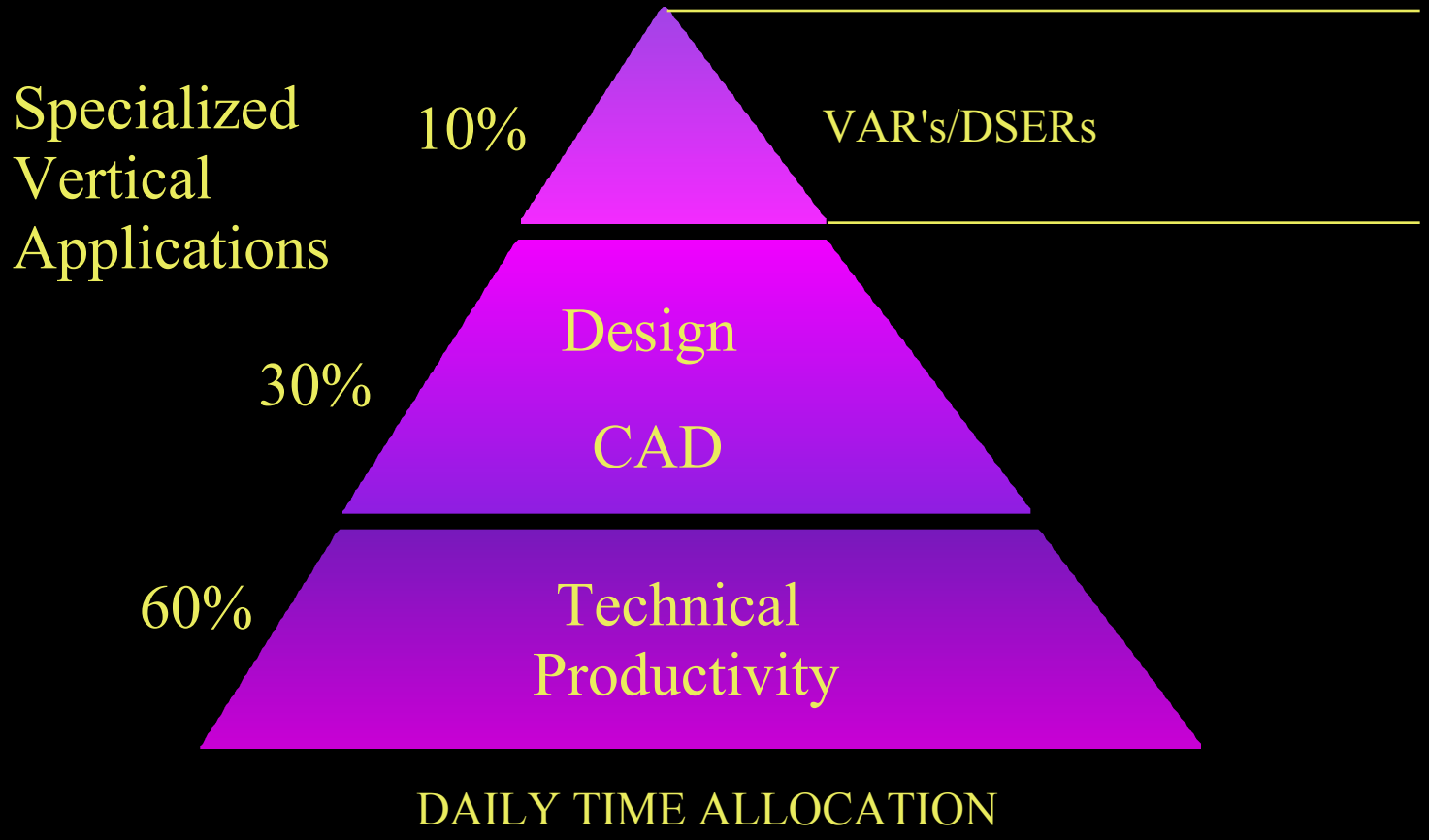
Consortium for Lab and Manufacturing

- All vendors on the Macintosh in this area should join: 508-755-5242
  AppleLink: CONS.LAB.MFG

Demand Generation Programs

- Direct Marketing
  - Direct Mail/Print
  - Telemarketing
  - Seminar Support
- Promotions

Distribution Channels



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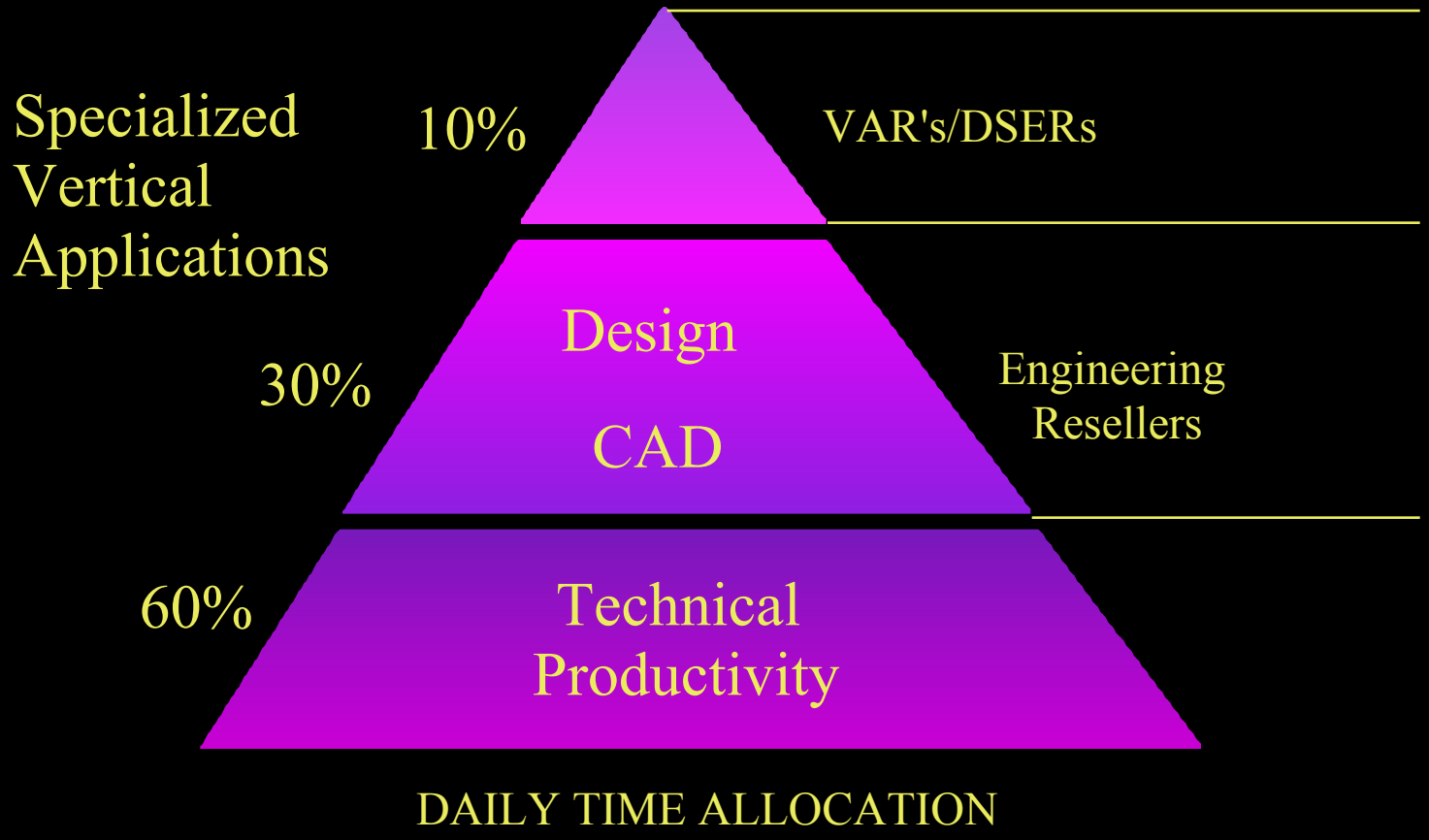

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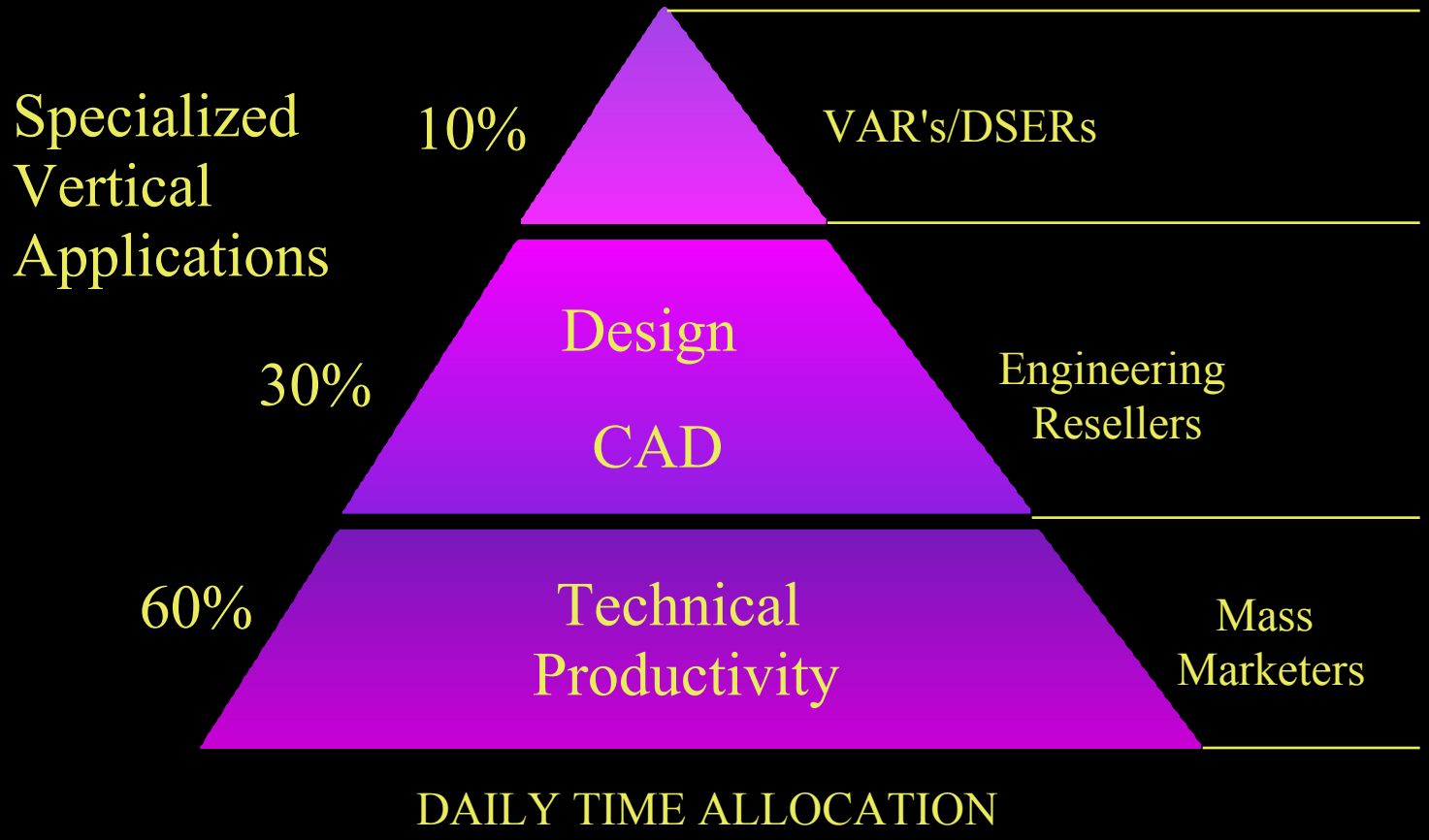

Engineering Reseller Program

216 locations; 265 trained salespeople

- Box Mover w/special technical expertise:
  - Limited training/support
  - Demand fulfillment focus
- High-end VAD
  - Training, support, custom sw, consulting
  - Mechanical, AEC, ECAD

Recap

- Market has large growth potential
- Apple positioned very favorably in market
- Exciting new technologies supporting visualization
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The power to be your best