1990 Worldwide Developers Conference

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Development Tools Product Marketing
MPW Product Manager
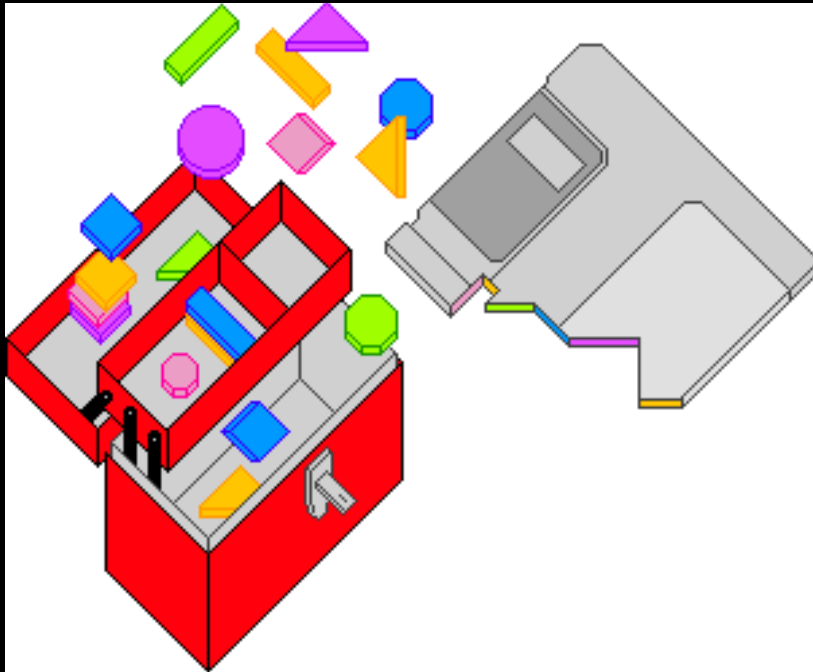
Macintosh Programmer's Workshop Update

Development Tools Goal

- To provide developers with comprehensive and powerful tools to create great applications

MPW Strategy

- Incremental releases

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- Incremental releases
- Improve performance

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- Enhance functionality

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- Incremental releases
- Improve performance
- Enhance functionality
- Go for big and little wins

MPW 3.2
Fall 1990

- Optimizing compilers

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- Shell improvements

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- "411"

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Fall 1990

- Optimizing compilers
- Shell improvements
- Macintosh II specific version
- Improved libraries
- "411"
- Bug fixes

MPW 3.2 Demos

Or, a little dog and pony show

- Shell
- "411"

MPW 3.2 Shell

Improving the editing process

- Split windows
- Markers browser

"411"

An online reference in MPW

- Interfaces database
  - Assembler, C, and Object Pascal
- Inside Macintosh, Volumes 1 - 6
- Macintosh Technical Notes
- MPW Command Pages

MPW: Beyond 3.2
Core Technology Investigations

- Incremental Linking

MPW: Beyond 3.2
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- Incremental Linking
- Incremental Compilation

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Core Technology Investigations

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- Incremental Compilation
- Direct Manipulation Debugger
- Improved Programmer Interaction
- Rich Online Documentation

MPW: Beyond 3.2

Evolution and Revolution…

- Incremental improvements to current system
- Multi-step incorporation of new core technologies
- End result - a new development system

The Quarterly "E.T.O." CD-ROM

Or, son of the software supplement

- A response to your requests
- Quarterly updates of development tools
- Currently available in full bundle
- Targeted for July

The Quarterly "E.T.O." CD-ROM

The features…

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- MPW C++
- MacApp
- Developer Essentials
- Full content of Developer CD Series
- Includes both "APDA releases" and "pre-release" versions.

The Quarterly "E.T.O." CD-ROM

The price you pay…

- Buy-in price and annual subscription fee
  - Special price for first time customers
  - Update pricing for current customers
  - Subscription fee for customers that own all the pieces

MPW Strategy

- Frequent releases
- Improve performance
- Evolution and revolution

The power to be your best