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# 1990 Worldwide Developers Conference

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# System Software Overview

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- Apple System Software & System 7.0 Update
  - Roger Heinen, VP, Software Engineering
- 7.0 and You
  - Steven Goldberg, 7.0 Product Manager
- Question and Answer Panel

# Apple's System Software Mission

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Supply software to cultivate and support exceptional applications for Macintosh

# Customer Needs

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- Developers
  - Efficient applications development capability
  - Apple as a great partner
- Users
  - Exceptional applications
  - Ease-of-use

# Strategy–Quality Software Products

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- Drive state-of-the-art in personal computing
- Innovate but deliver timely products worldwide
- Exploit Macintosh hardware
- Improve products, methods, and quality
  - Invest in tools and technology
  - Invest in people

# Product Strategy—More than 7.0...

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System 7	Drive definition of <i>personal computing</i>
A/UX	Supply Unix™ software for Apple customers wanting both <i>open system standards</i> and the Macintosh application/use environment...
MPW	Enable efficient development of quality Macintosh applications
HyperCard	Enable easy, quick customization of Macintosh by developers and users

# System 7.0 Update

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- Features
- Hardware Requirements
- Milestones
- Beyond System 7.0

# System 7.0 Features

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- Finder 7.0
- TrueType Outline Fonts & LaserWriter 7.0
- Virtual Memory and 32-Bit Addressing
- Filesharing
- InterApplication Communications
- AppleEvents
- Database Access Manager



## More 7.0 Features...

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- Installer
- Help Manager
- Comm Toolbox
- Sound Manager
- Desktop Manager
- Process Manager
- 32-Bit QuickDraw
- Folder Manager
- Time Manager
- File Sys Extensions
- Color Icon Support
- Script Manager

# Hardware Requirements

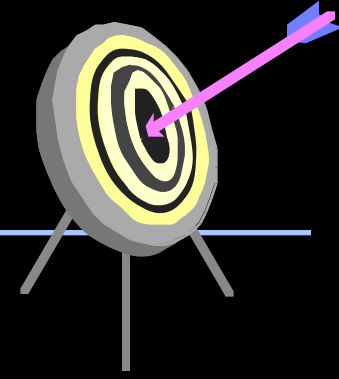
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- Runs on all Macintosh computers with 2 MB and HD
- 68030 Mac or Mac II/PMMU also get VM
- Runs on future Macintosh computers



# Milestones

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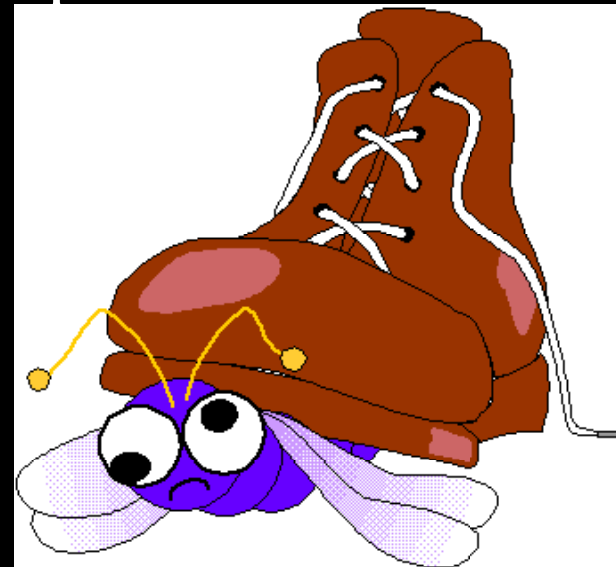


- Developers Conference
  - Alpha software and documentation
- Mid-Summer
  - Feature-complete Beta Distribution
  - No serious bugs
  - Size and performance goals met
- Year-End
  - Customer Distribution

# Post-Beta Features and Milestones

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- Search-out and destroy current bugs
- Improved quality via feedback and testing
- Reduced size and improved performance
- Tuned and polished fonts



# System 7.0

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- 7 Advancements in personal computing
- 7 months to widespread availability and use

7 minutes to wait...

# Beyond System 7.0

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- Drive the definition of personal computing
  - Features—graphics, new-media integration...
  - Framework—size, performance, quality...
- Improve product delivery
  - Better planning and execution
  - Easy transitions for users and developers
  - Improved public disclosure



Power To Be Your Best

# CD-ROM Contents

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- System 7.0 A9
- Inside Mac Vol 6
- IM Vol 1-5
- Sample Code
- Programming Headers
- 7.0 Tools
- Compatibility Cookbook
- Goodies





# Full Disclosure

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- Software is late-alpha quality
- Yes, Virginia, it has bugs
- On-going performance tuning, optimization
- APIs are frozen\*
- User interface still getting tweaked
- Floppy/paper product available



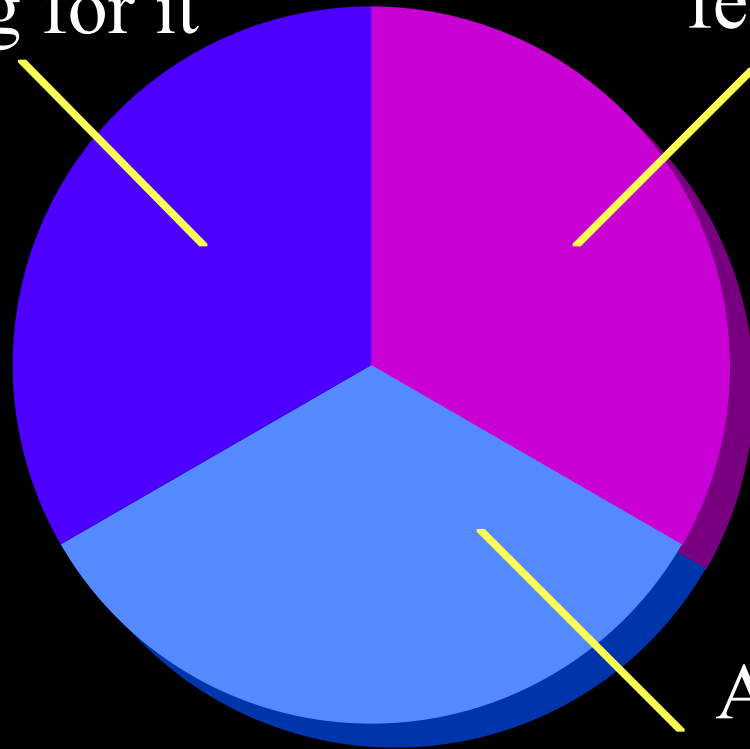
Power To Be Your Best

# The 7.0 Opportunity

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Customers are clamoring for it

Sexy new features for you

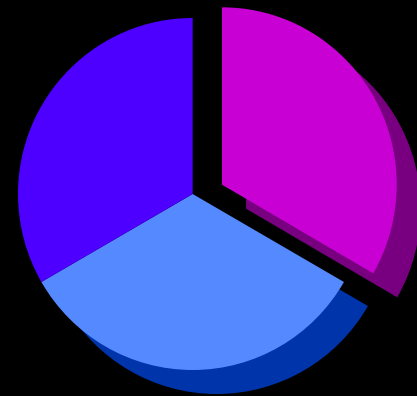


Apple's promoting 7.0

# The 7.0 Development Potential

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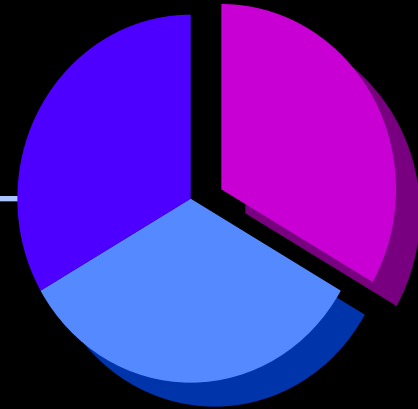
- Enticing new tools to differentiate your applications
- New standard development platform
- Provides framework for new product innovation



# IAC: The New Frontier

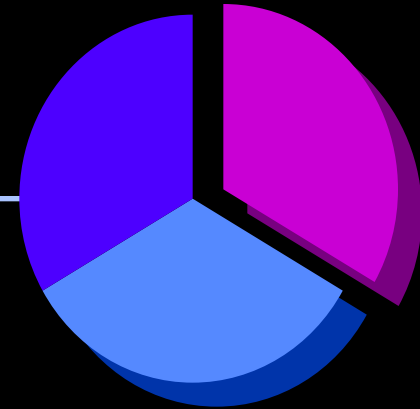
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- Applications as toolkits
- Synergy and cooperation
- Challenge is integration



# IAC: The New Frontier

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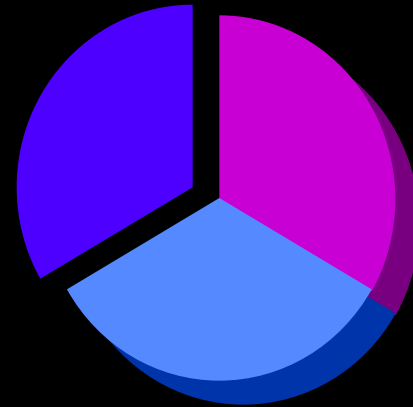
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# Customers and 7.0

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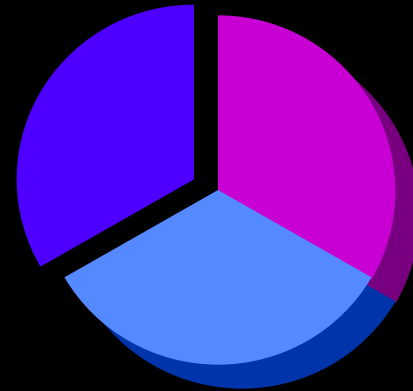
- System 7.0 offers immediate benefits
- “Free”
- Brings installed base along
- Creates new reasons to buy Macintosh



# Bringing the Installed Base Along

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- Feature Pull
- Many installed base Macs are 7.0-ready
- Memory is inexpensive
- Smooth Transition

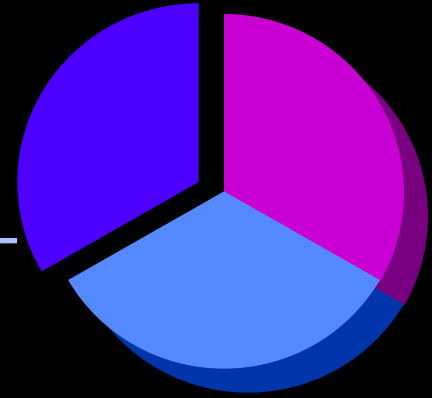


“Have Hardware, Will Upgrade”



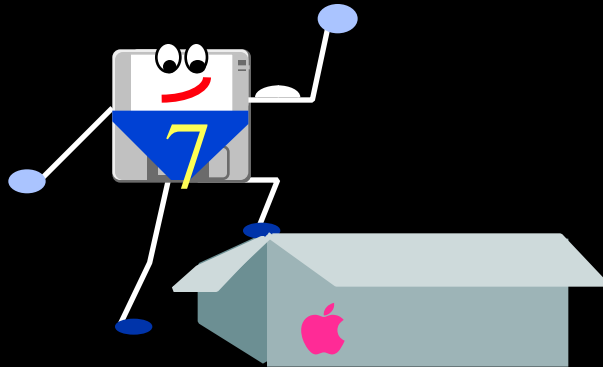
# System 7.0 and New Sales

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“7.0 is going in the box!”

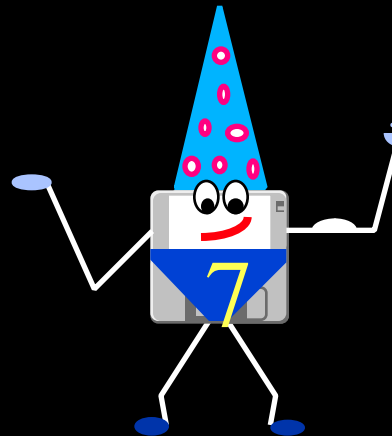
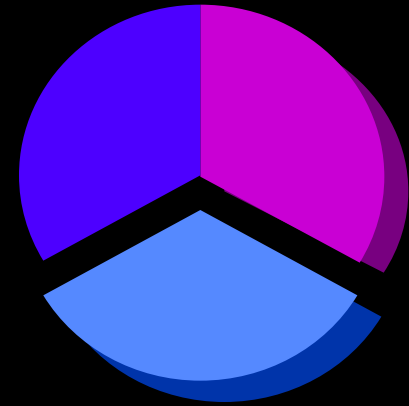
- 7.0 runs on all Macs, present and future
- System 7.0 is **the** standard system software
- All CPUs available in 7.0 configs



# System 7.0 Introduction

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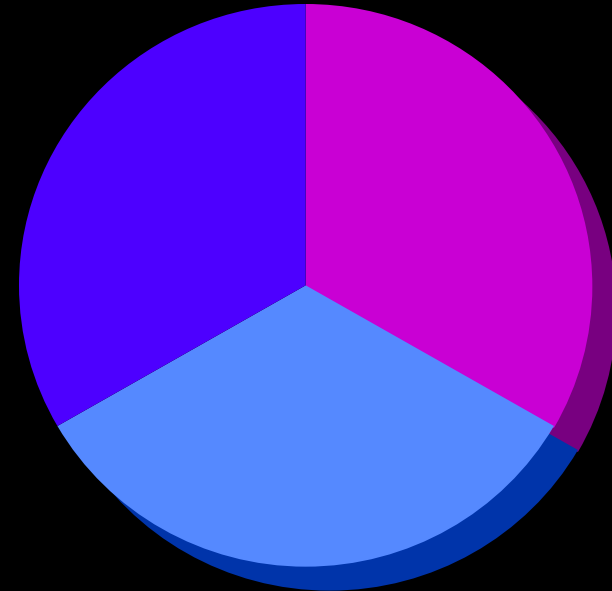
- Focus on new capabilities
- Focus on 7.0 applications
- Focus on upgrades



# Just Do It!

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- Opportunity to stand out
- Large base of 7.0 users
- Visibility



# Goals of Sessions

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- Explain how to incorporate new technologies in your products
- System 7.0 vision
- Remove roadblocks to development
- Anticipate and answer questions
- Motivate you to begin development

# Get Started on 7.0 Development

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- CD-ROM gives you the tools
- Dev Conf sessions give you know-how
- Apple will reseed during Beta and Final
- Prepare to ship at or near Apple's System 7.0 Rollout

# 7 Things You'll Actually Do

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- Hook up old Imagewriter to check TrueType
- Play CD backwards for satanic music tracks
- Test dirtiest, skankiest Init for compatibility

# The Magnificent 7.0

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- Required AppleEvents
- Core AppleEvents



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- Core AppleEvents
- Balloon Help



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- Core AppleEvents
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- AppleShare-aware



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“Be a 7.0 Studly Application!”



The power to be your best