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**A/UX**  
**Opportunities**

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## Cover of May 1990 MacUser

“A/UX 2.0, a UNIX you  
will love—*honest.*”

**Stewart Alsop, April 2, 1990 InfoWorld**

**“The only machine that can  
run DOS, Windows, Unix, and  
Macintosh software simultaneously  
is the Macintosh.  
...Could somebody remind me what  
the definition of an open system is?”**

**Jason Levitt**

**Unix TODAY! March 19, 1990**



**“A/UX 2.0 could easily  
become the most popular  
Unix of the '90s.”**

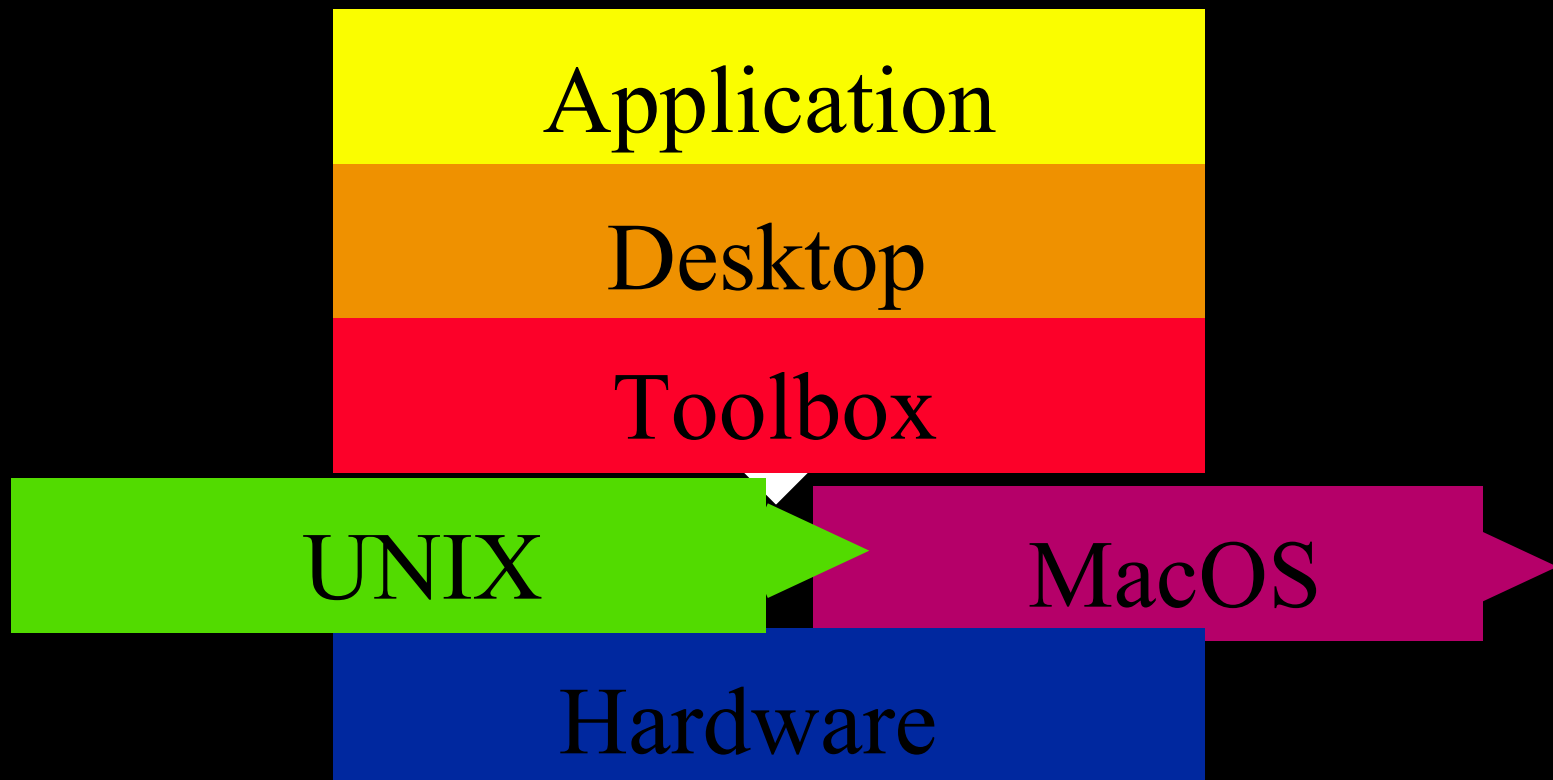
# Apple's UNIX Strategy

Bring the  
Macintosh Vision  
to UNIX

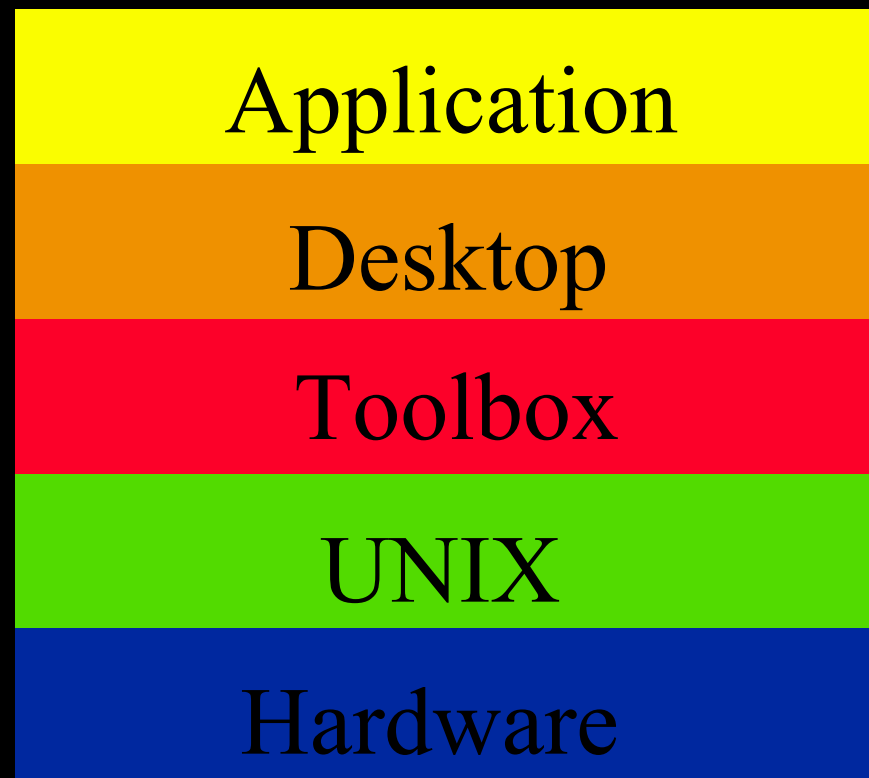
# Macintosh Architecture



# Macintosh Architecture

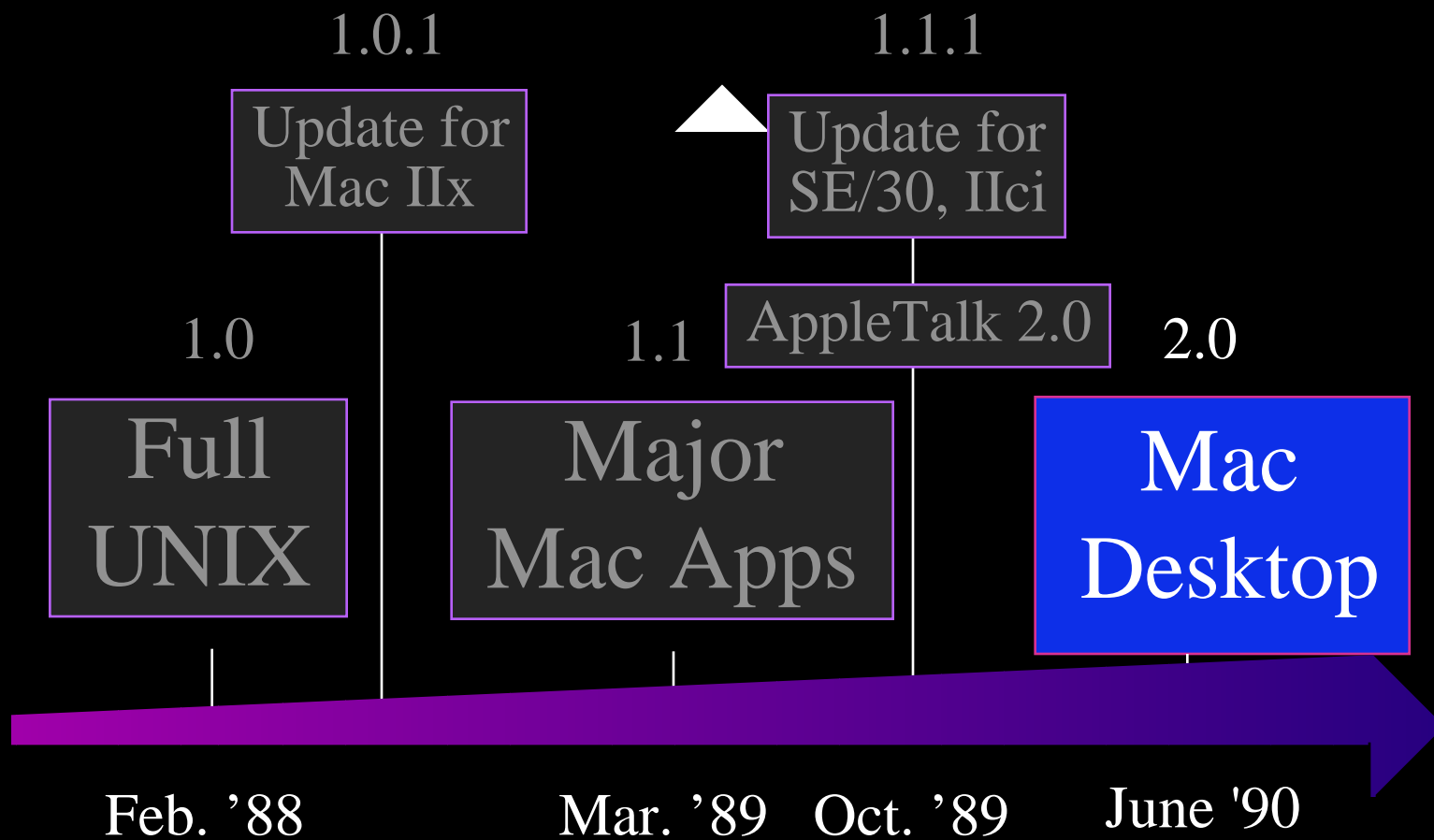


# Macintosh Architecture



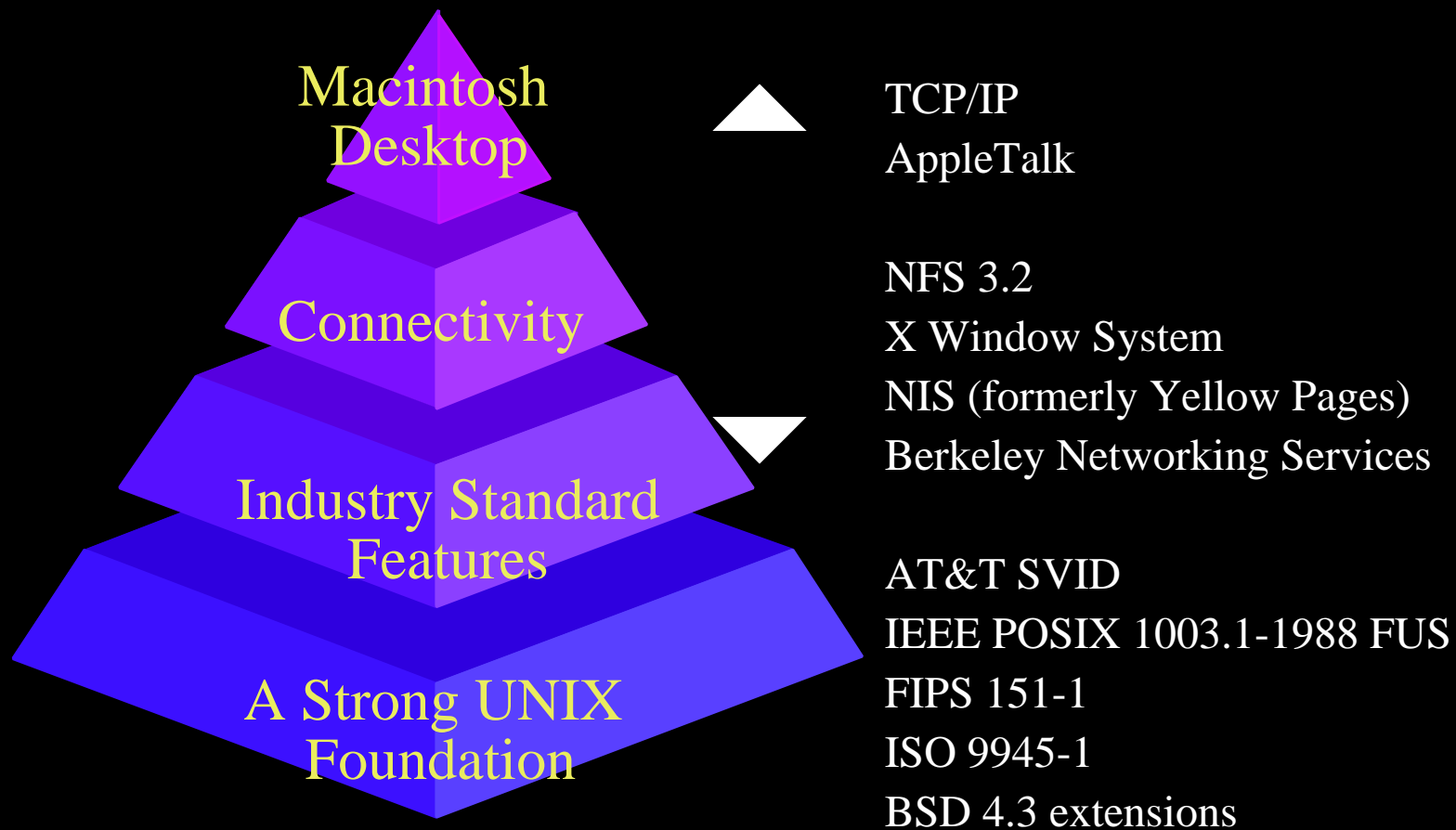


# A/UX Timeline: The New Decade



# Standard UNIX

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# A/UX 2.0 Features

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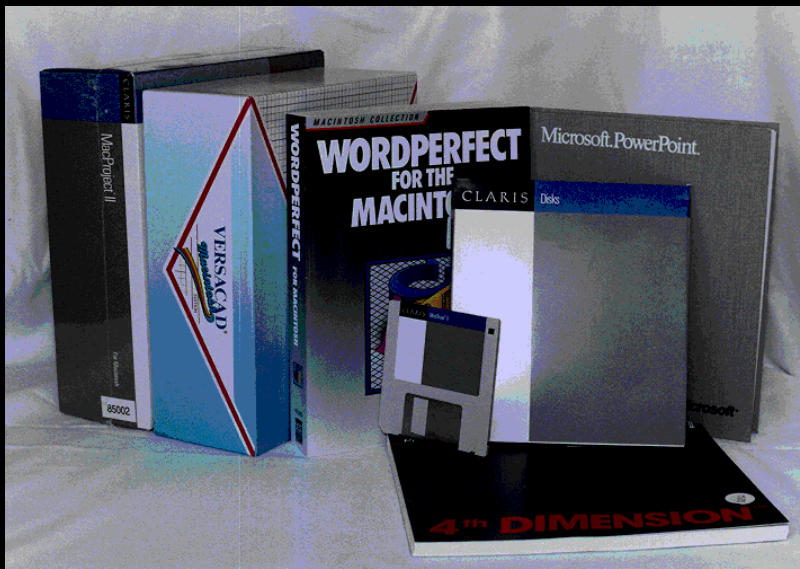
UNIX  
World

Macintosh Desktop  
Mix & Match Apps  
UNIX integration

Macintosh  
World  
with UNIX  
Standards

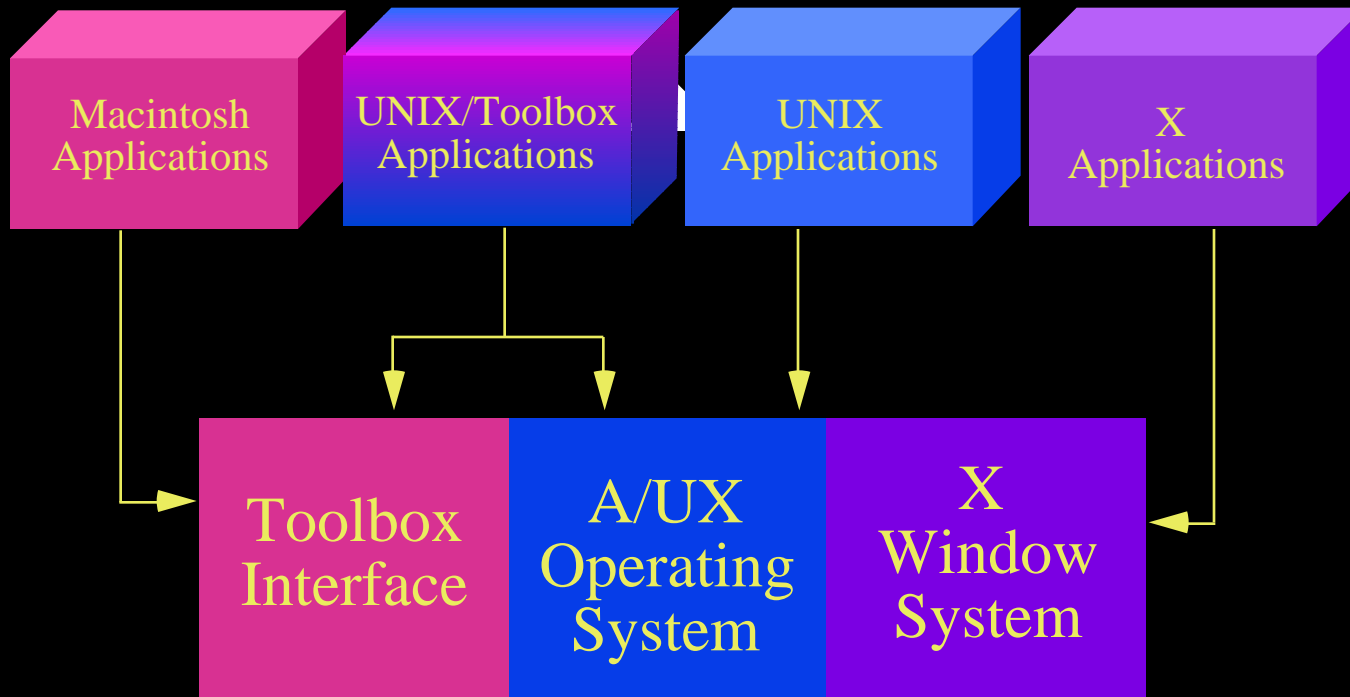
# Key Advantage: Mac Applications

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- Intuitive
- Consistent
- Productive

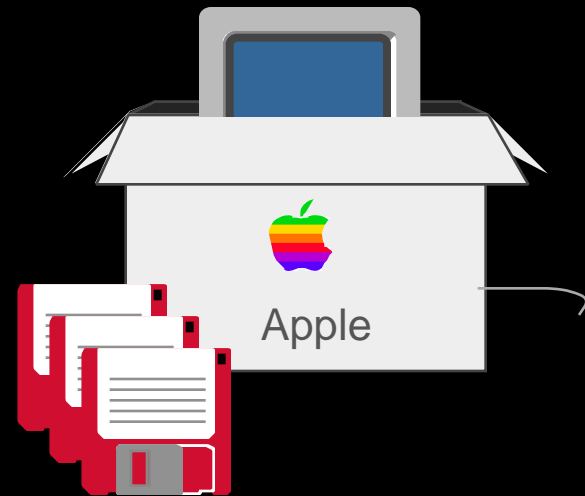
# Many Choices for developers



# All at the Local Dealers

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- Shrink-wrapped applications
- A/UX
- Macintosh hardware
- Support



# Assistance for Our Partners

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- Marketing
  - Third Party list
  - A/UX icon
  - CD navigator
  - Solutions guide

# Assistance for Our Partners

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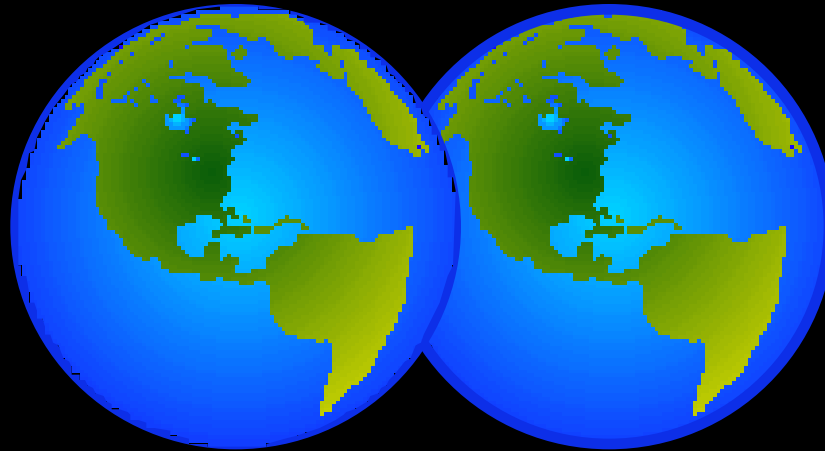
- Technical
  - Beta seeds (restricted pgm)
  - Compatibility lab (Cupertino)
  - A/UX loaner program
  - ADG Technical Guidebook
  - Technical Answerline

... and all the standard developer services



# The Result: New Markets

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**Macintosh**

**UNIX**



The power to be your best