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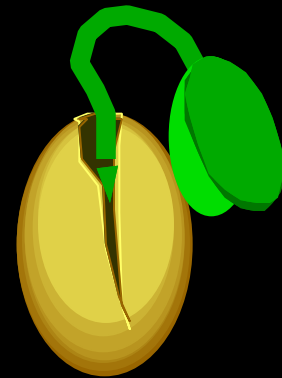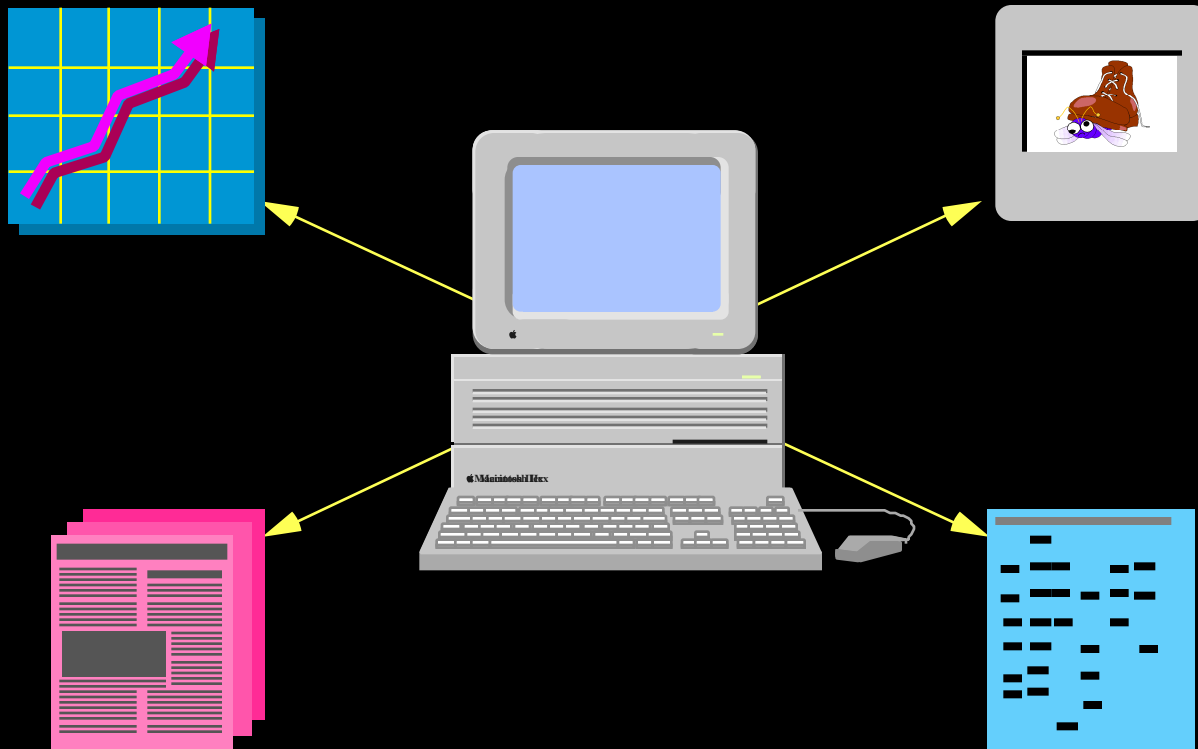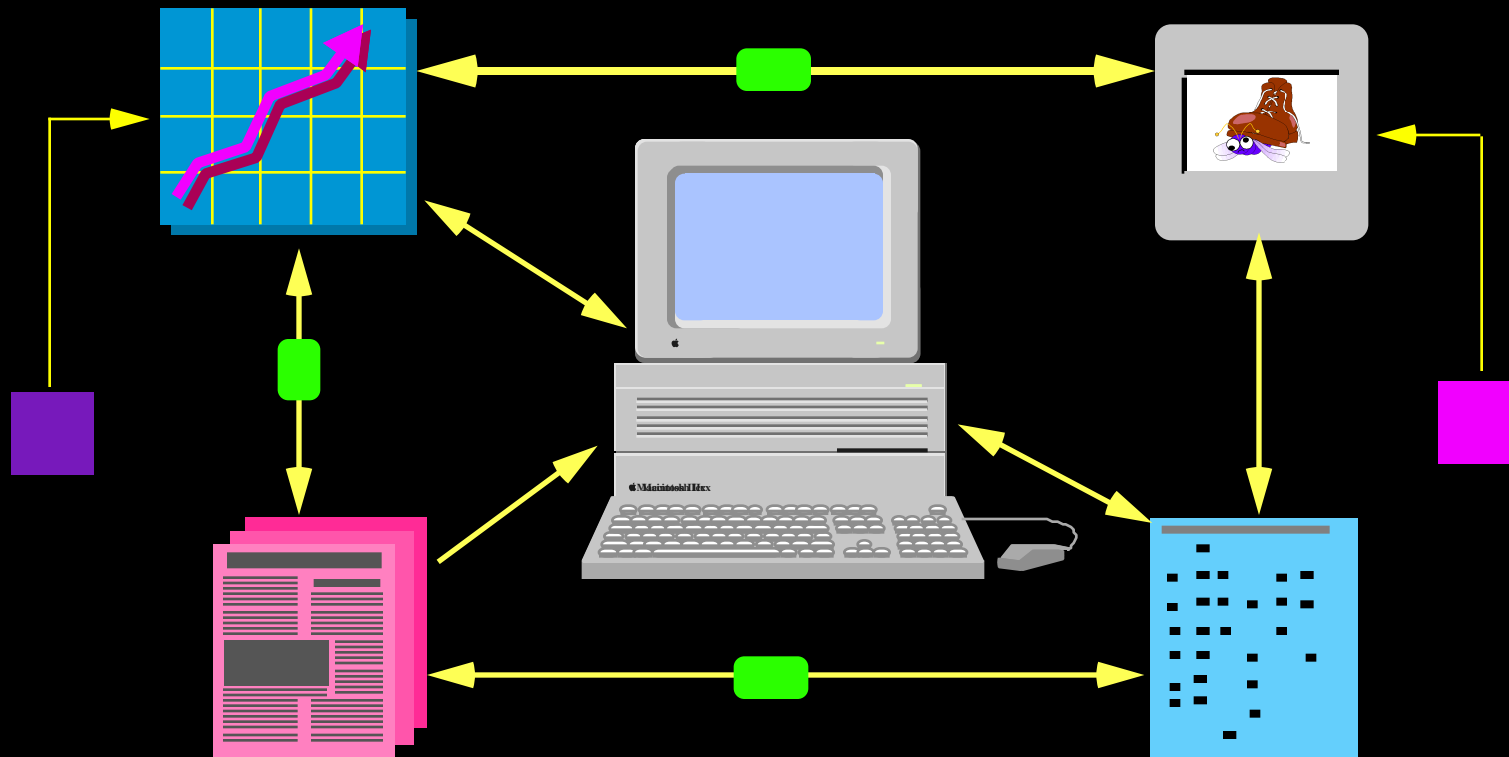
System 7.0 Evangelist

Goals

- Present opportunities and ideas for innovation within applications
- Demonstrate new ways of thinking about System 7.0 features
- Challenge you to think of other innovative ways of implementing System 7.0 functionality

Personal Computing Today

Personal Computing in the 1990s

Developer Benefits of System 7.0

- Empowers you to build differentiation into your current products
- Provides framework for your new product innovation
- Creates compelling new reasons to buy a Macintosh

The Magnificent 7 Rides

- MultiFinder-aware/32-bit clean
- AppleShare-aware
- Remove font size restrictions
- Balloon Help
- Edition Manager
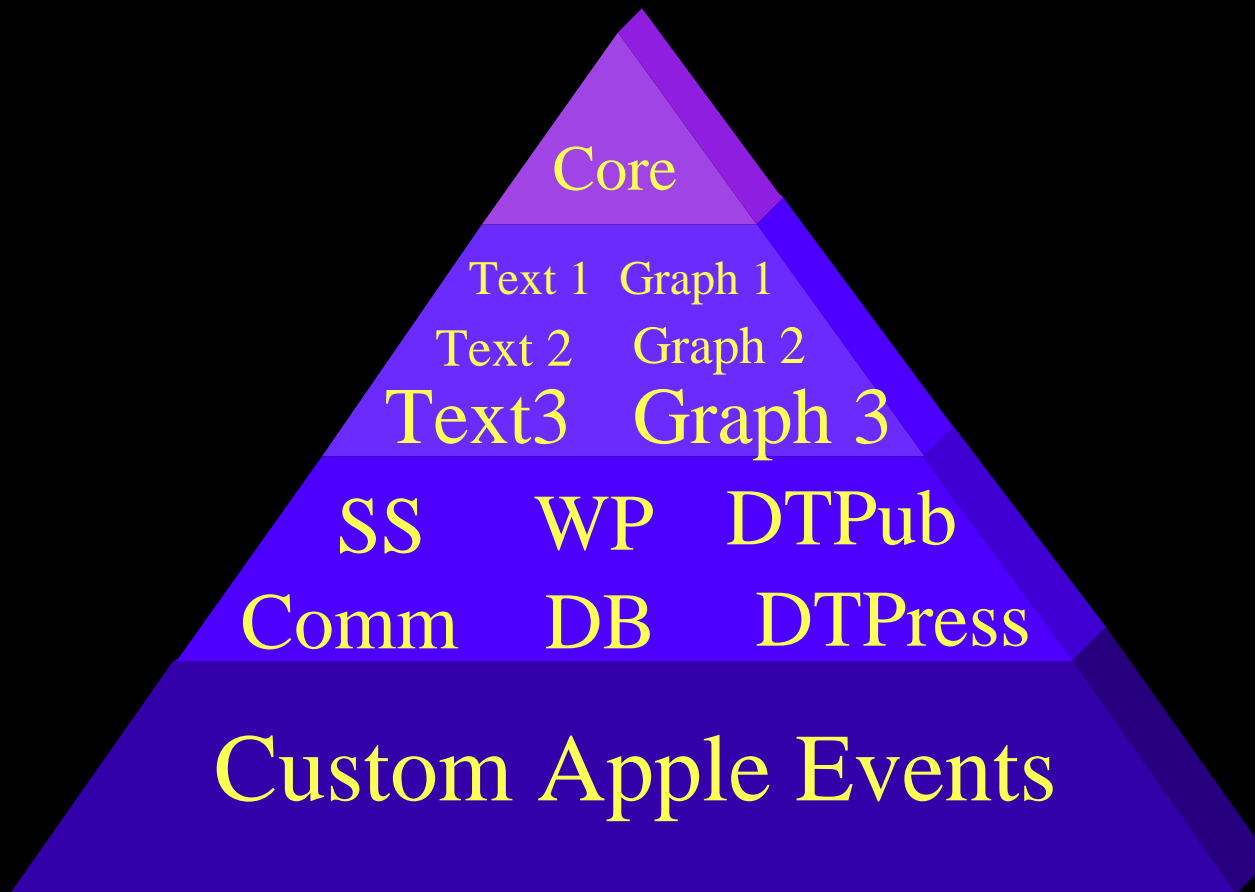- Required AppleEvents
- Core AppleEvents

Goals for IAC

- Application access to "live" data
- Mac core functionality defined as AppleEvents, and supported in all apps
- Wide range of Events defined for functional areas
- User scripting on the system level
  - Users can do anything in a script that they can do directly in an application

Edition Manager is Required

- Application developers:
  - Apps which don't implement Edition Manager will not remain competitive
  - Gives your application access to "live" data living in other applications
- Tools Developers
  - Utilities which track links between documents

AppleEvents Hierarchy

Core

Text 1   Graph 1

Text 2   Graph 2

Text3   Graph 3

SS   WP   DTPub

Comm   DB   DTPress

Custom Apple Events

AppleEvents Paves the Way

- Apps will cooperate through Events for complementary functionality
- Other apps will become tightly integrated for unique value
- Paves the way for System level scripting
- 2001: Object Oriented scripting between heterogeneous environments

AppleEvents Opportunities

- Extend your range of functionality through AppleEvents, not duplication
- Tap into other applications for extra power
  - Page layout/document management
  - DTPresentations/Spreadsheet charting
  - Spreadsheet/Statistical package
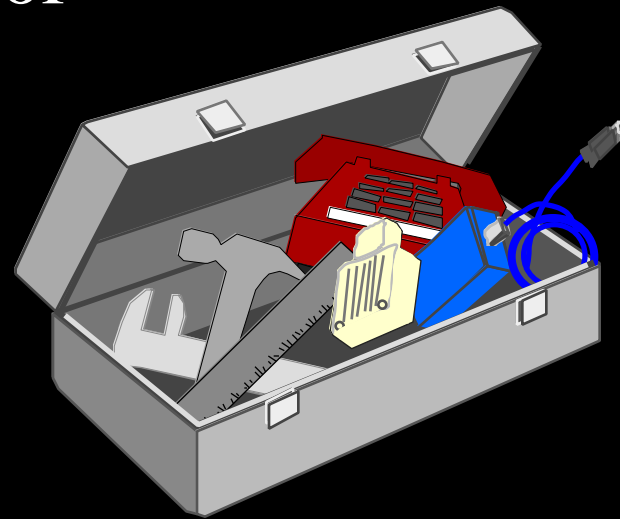
Muscle in with AppleEvents

- Support Required and Core AppleEvents in your apps
- Support text, graphics, and other functional Events
- Begin defining other Events which fit your app category
- Work with other developers to strengthen the value of your app

Applications of the 1990s

- Developers will create a high level "toolbox" layer consisting of application engines
- Engines will be available to other developers via AppleEvents
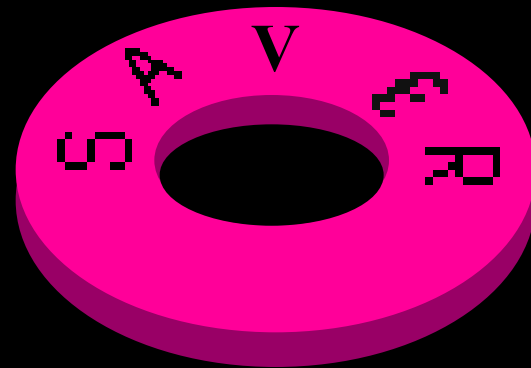- Provide the basis for collaborative applications

Finder 7.0

- Small applications on Apple Menu
- Finder AppleEvents invite possibilities
    - Allow user to call Finder commands from within applications
    - Create folder, copy file, move doc to folder, room on hard disk........

Balloon Help

- Application Developers
  - Identifies components of the interface
  - Most Help systems today are procedural
  - High gain for little pain
- Tools Developers
  - Small application which builds Help resources

a.k.a. Alias Manager
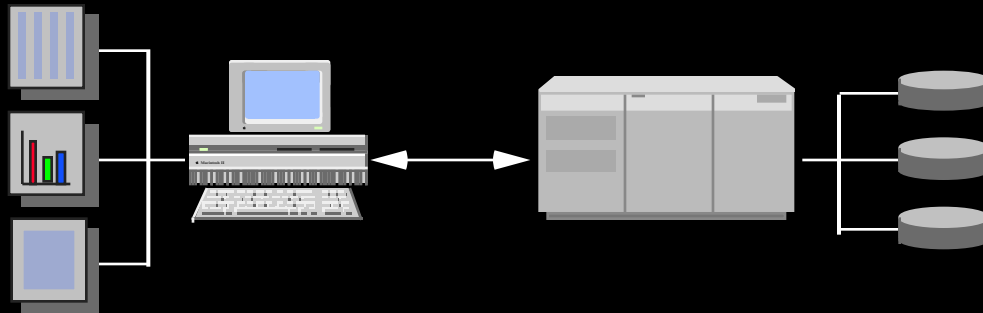
- Backup utilities
- Disk cataloguing/management utilities
- Archiving

Data Access Manager

- Database Extensions (a.k.a. ddevs)
- Query Document Builders
- Ports of CL/1 server to other platforms (e.g. UNIX)
- CASE tools for building database applications

Communications Toolbox

- Applications Developers
  - Extensibility allows experts to develop powerful tools
  - Develop protocol-independent applications
  - First step toward collaborative application
- Tools Developers
  - Concentrate on communications functionality

Sing Along with the Sound Manager

- Applications Developers
  - Add voice annotation to applications
  - Add sound messaging to mail apps
- Tools Developers
  - Sound editing tools
  - New compression schemes
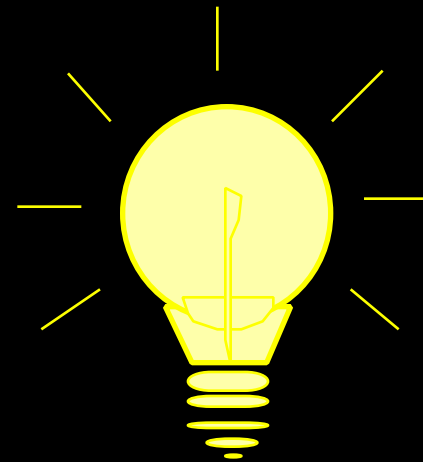
Vision for Applications in the 1990s

- Glasnost for computing
- Openness: "Cooperation to complement competition"
- Power of each application
- Synergy of interaction between apps
- Extend the reach to other Mac users
- Extend beyond the Mac for data access

Small Developer Strategy

- Focus on niche capabilities
- Find ways to extend the power of the Mac platform
- Connect to larger horizontal apps for extended services
- Examples

Large Developer Opportunities

- Continue to innovate through new features
- Also open your apps to your "competitors"
- Customers look for unique solutions
- Opportunity for horizontal apps which complement and strengthen the value of the unique solution

Creating New Development Opportunities

- Creating new perceptions will spawn new opportunities
- Does not require new machines to be sold
- Developers who recognize and exploit these new capabilities first will be the winners

Creating New Development Opportunities

- Create a vision for your company which takes advantage of the new capabilities of System 7.0
- Team with other developers to extend your reach

Summary

- Make sure your application is System 7.0 compatible TODAY

- Add new functionality to your application for added value

- Target System 7.0 for your new development

- New marketing opportunities will exist for those who are ready at rollout

The power to be your best