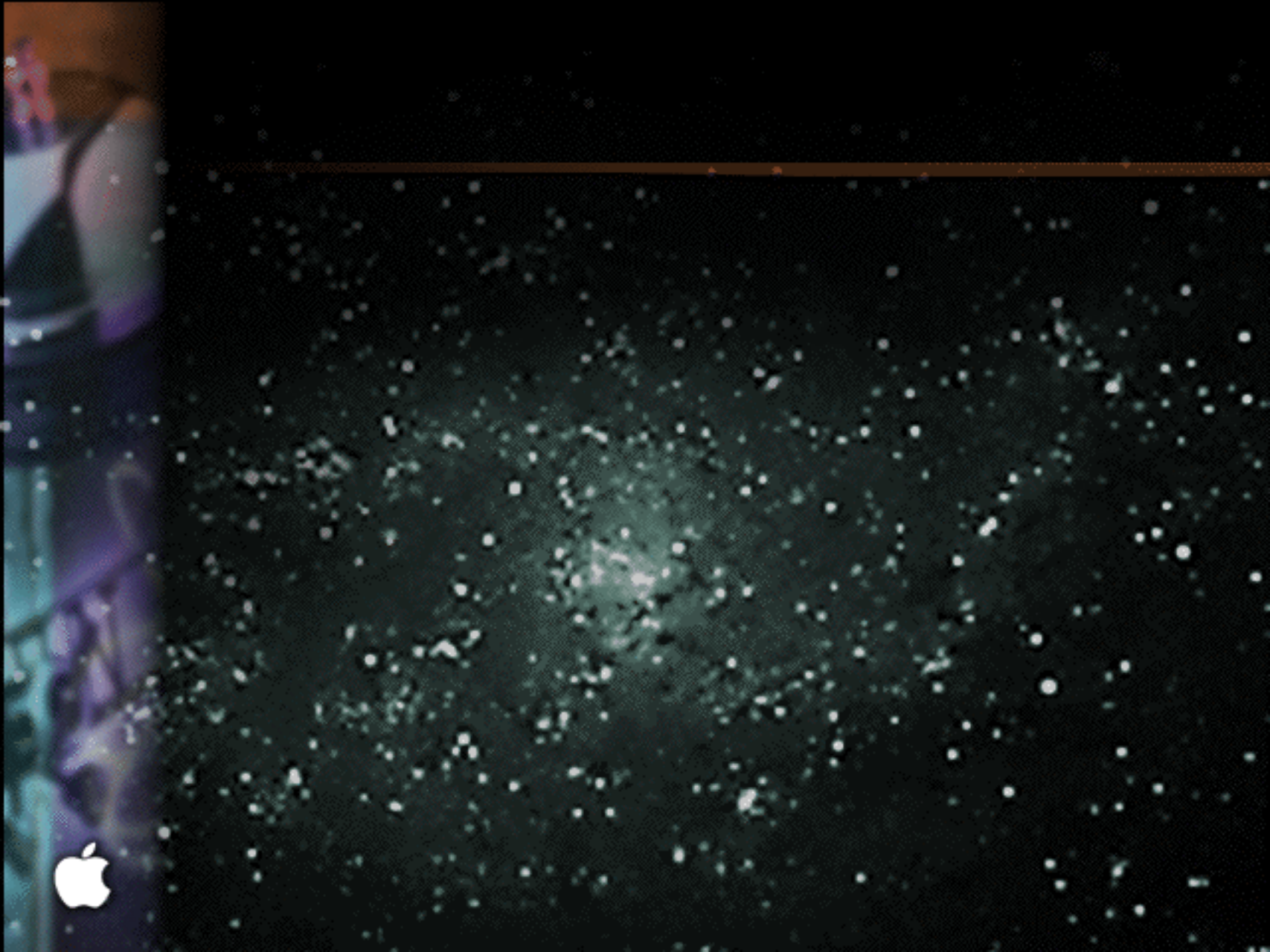
Worldwide
Developers
Conference

Mac OS Technical
Strategy and
Roadmap

Mac OS Technical Strategy and Roadmap
Avadis Tevanian, Jr.
Senior Vice President, Software Engineering

Mac OS Roadmap
Steven Glass
Vice President, Mac OS Engineering



Wet
Paint

There's More to Hear

Expect Great Things from Mac OS

- Mac OS 7.6
  - Proves what we can do
- Mac OS 8
  - Goes beyond
- Allegro, Sonata and more
  - Better and Better

Popular

Faster

Features

Stable

Good News for Developers

It's Hot

Getting Hotter

And Better and Better

Share a Bright Future with Mac

Understanding Our Strategy

Old Thinking:

Copland Takes Over

New Thinking:

Mac OS and Rhapsody co-exist

Philosophy

Philosophy

- Stability
- Performance

Philosophy

- Stability
- Performance
- User-valued features

Stability and Performance

- Memory Use

Stability and Performance

- Memory Use
- Code Simplification

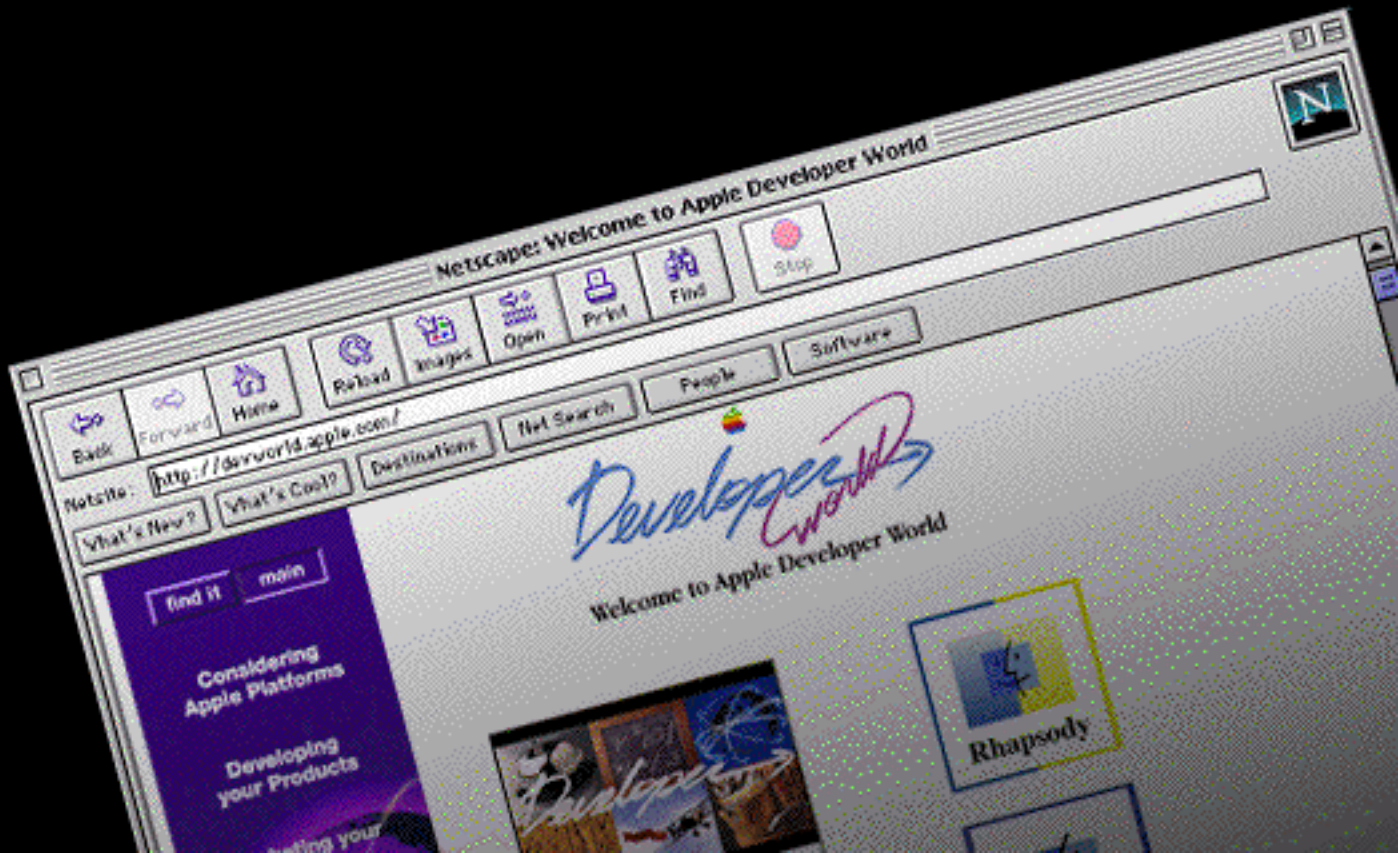
Stability and Performance

- Memory Use
- Code Simplification
- Working the problem

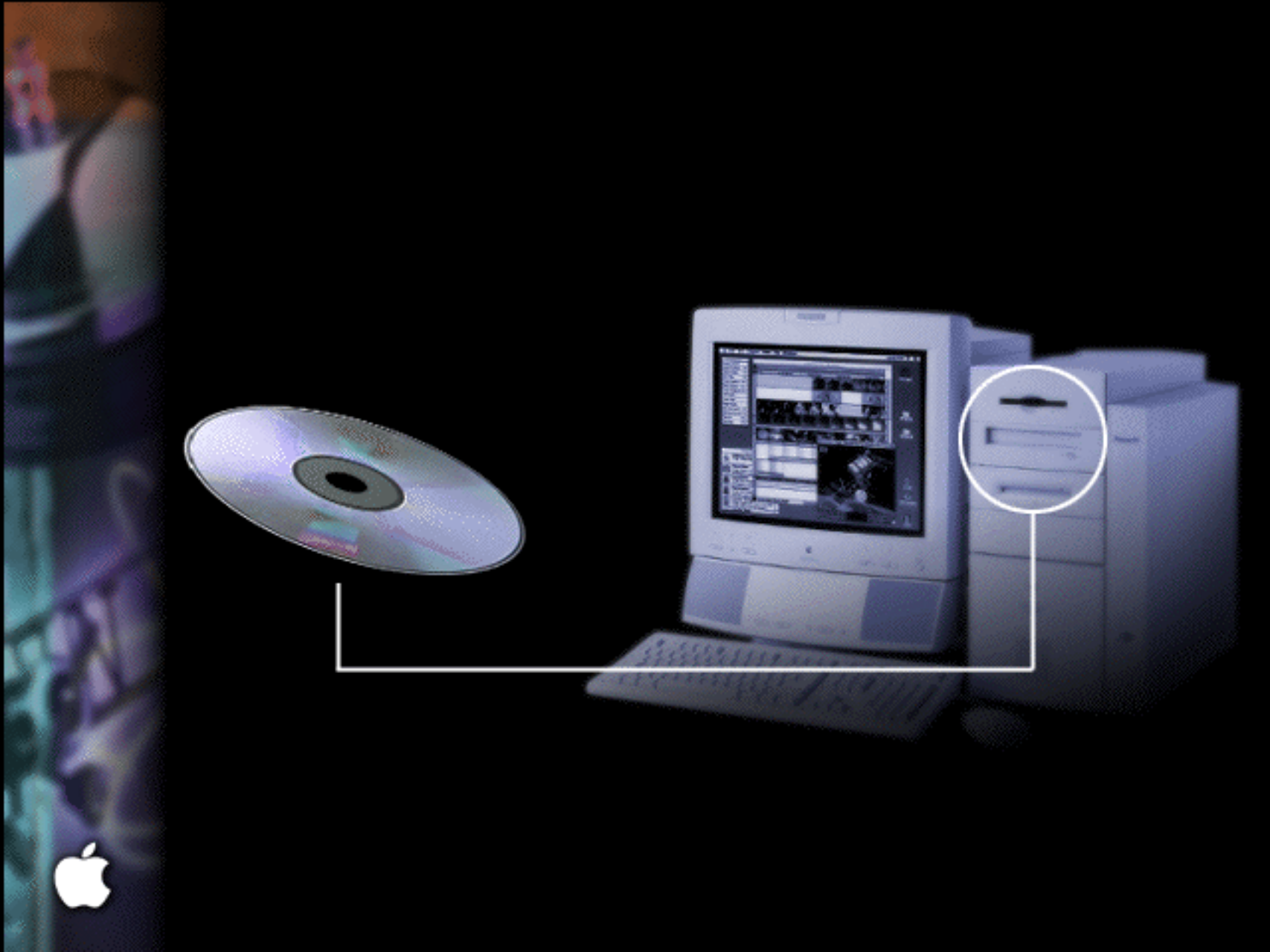
Developer Seed Program

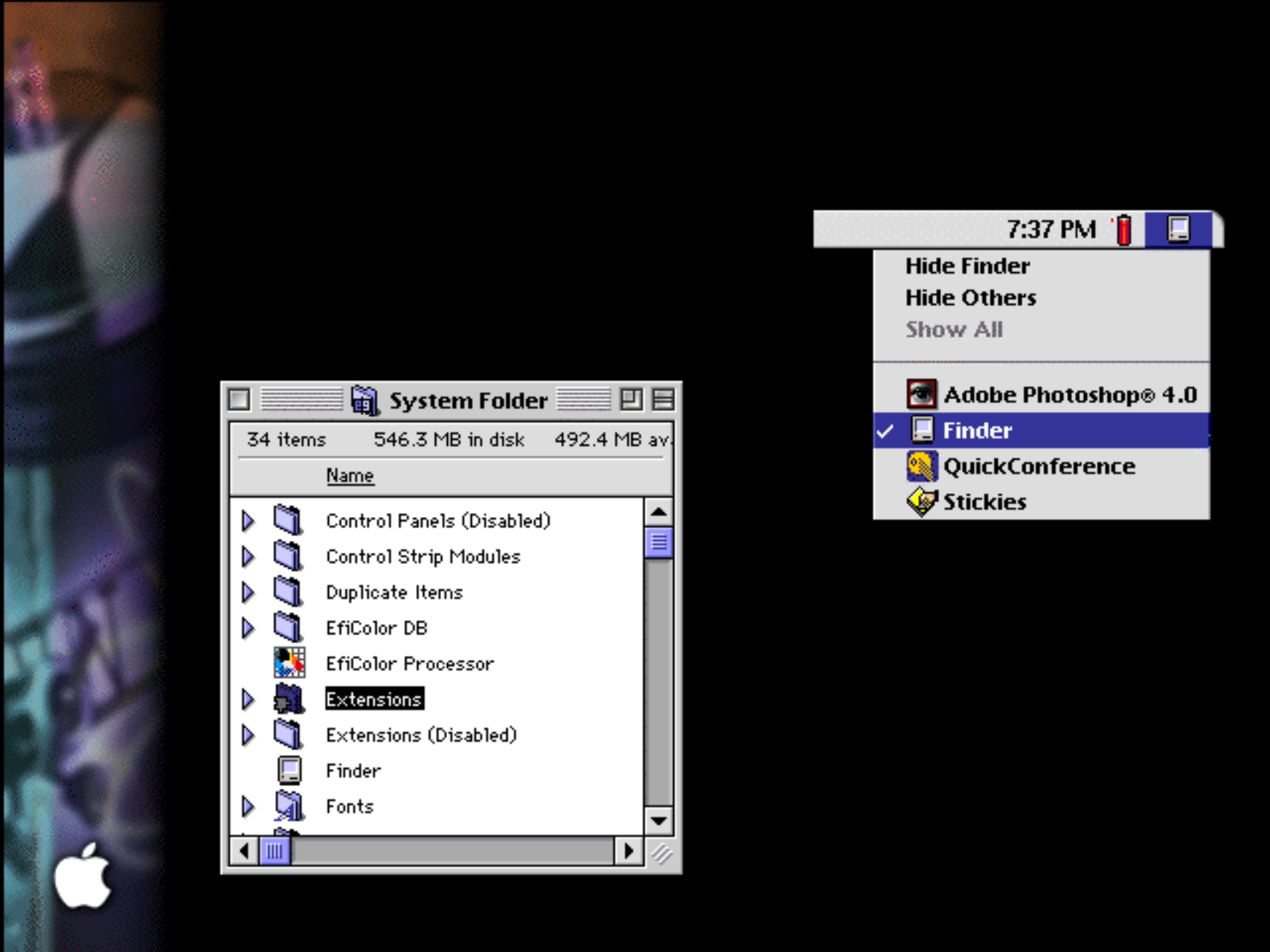
Developer Seed Program

- http://devworld.apple.com



Selecting Future OS Features

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Hide Finder
Hide Others
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Adobe Photoshop® 4.0
Finder
QuickConference
Stickies
System Folder
34 items
546.3 MB in disk
492.4 MB av.
Name
Control Panels (Disabled)
Control Strip Modules
Duplicate Items
EfiColor DB
EfiColor Processor
Extensions
Extensions (Disabled)
Finder
Fonts

Mac OS Philosophy

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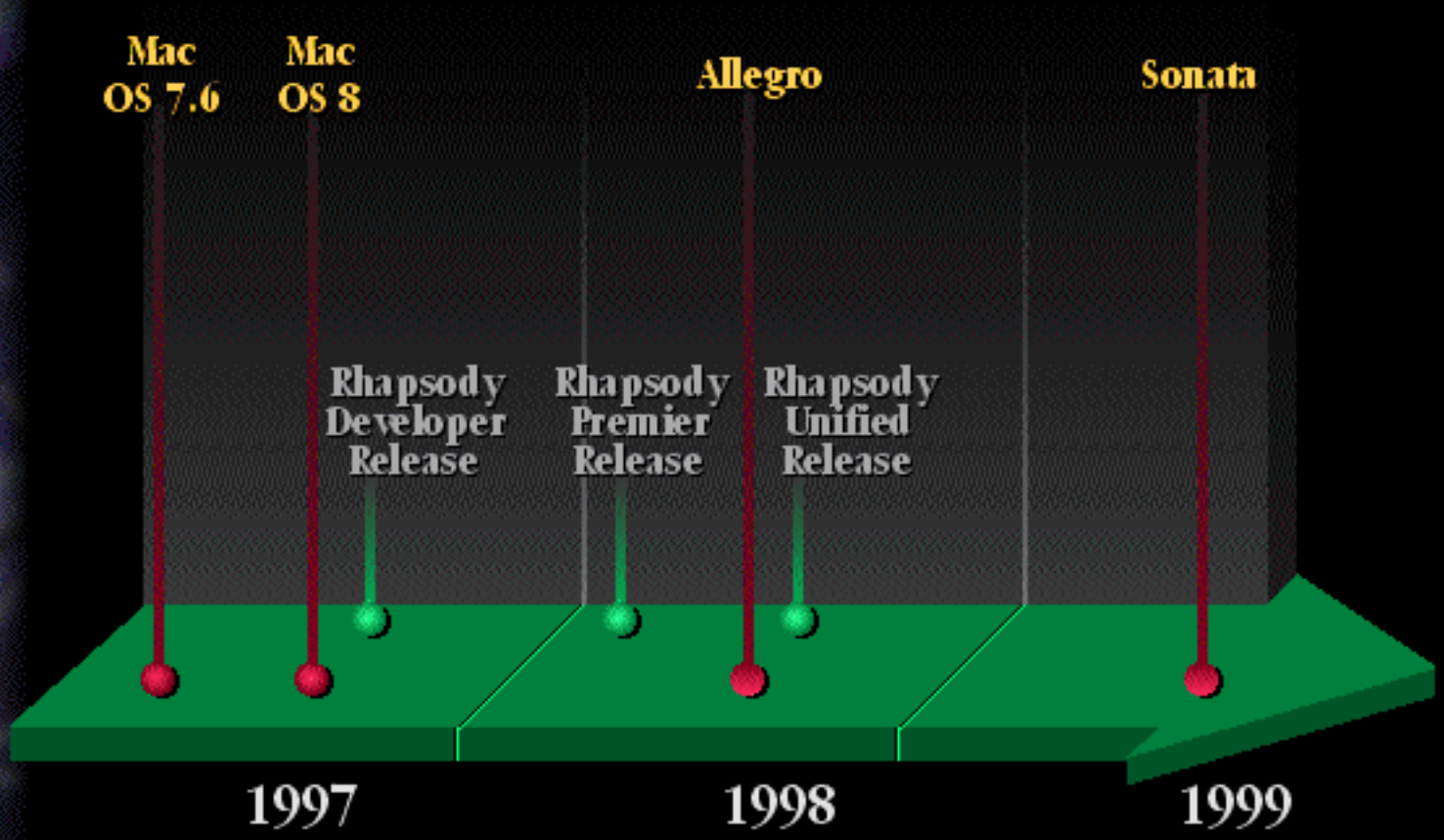
Mac OS Roadmap



Mac OS — A Safe Investment

Stability / Performance

- Even better Virtual Memory
- I/O performance
- Graphics performance
- Boot time
- HFS Plus

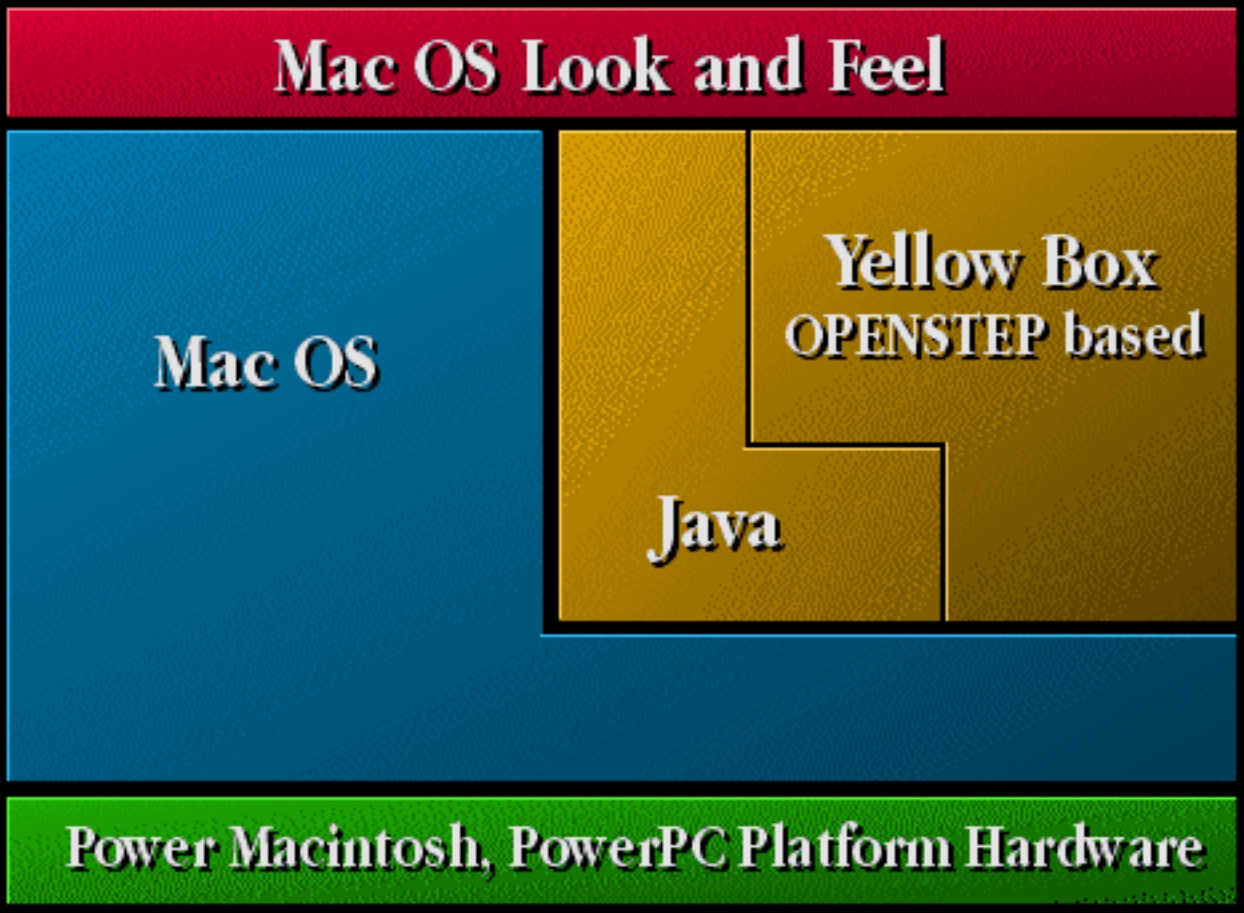
User Experience

- Improved ease of use
- Internet integration
- International features

Connectivity / New Technologies

- DVD / UDF
- USB
- Firewire
- Java

Compatibility



Dual OS Strategy

- Customer enthusiasm
- Bright future

A bright investment…
… for now and *the future*

Mac OS 8
Peter Lowe
Mac OS 8
Product Manager

Mac OS 8 Positioning

It's Gr8!

- **Improve user productivity and efficiency**
  - Deliver the industry's best user experience
- **Harness the power of the Internet**
  - Tightly integrate complete suite of Internet/intranet services

Demo

Communications Strategy

Mac OS 8 is the focus of our summer

- Complete communication "mix"
  - Advertising, web, press, direct mail, retail, direct channels, etc.
  - Cohesive product identity and campaign
- Preview coverage through introduction
- "Big Bang" launch in July
  - With product available in stores
- Macworld Boston will be a huge event

Where to Get More Info

- http://macos.apple.com
- http://devworld.apple.com
- Mac OS 8 hands on lab at WWDC

Mac OS Track
Roadmap
Gordon Garb
User Experience Evangelist

"Everything is more complicated than it seems."

— Murphy's Law

For Your Information:

- Breakout Sessions
- Feedback Forums
- Hands-on Labs
- Special Events

Mac OS Track Breakout Sessions

101 Mac OS: Core OS Changes
102 Mac OS Enhanced User Experience I
103 Mac OS Enhanced User Experience II
104 Apple Information Access Toolkit (AIAT)
105 Bringing Unicode to the Mac OS
106 Color: The Mac OS Advantage
107 Games Sprockets, Mac OS and Beyond!
108 Mac OS Networking Update
109 Advanced Mac OS Networking
110 MacApp Release 13
111 Building Internet Savvy Software with MacApp

Mac OS Track Feedback Forums

190 Mac OS General FF
191 Mac OS Finder and User Experience FF
192 Mac OS International Technologies FF
193 MacApp FF
194 Mac OS Networking FF
195 Mac OS Printing FF
196 AppleScript Language Association

190 Mac OS General Feedback Forum

- Planned Attendees
  - Avie Tevanian, Sr. VP, Software Engineering
  - Steven Glass, VP of Mac OS Engineering
  - Jim Gable, VP of Platform Product Marketing
  - Peter Lowe, Mac OS 8 Product Marketing Manager
  - David Schmitt, Allegro Product Marketing Manager
  - Ricardo Gonzalez, Rhapsody Product Mktg Manager

More Mac OS-Related Sessions

204 Mac OS Compatibility in Rhapsody's Blue Box

290 Mac OS Compatibility in Rhapsody — Feedback

402 Internet Services on Macintosh

404 Mac OS Runtime for Java

406 Java for C++ Programmers

418 Cryptography on Macintosh

421 AppleShare IP Update

490 Internet Services Feedback Forum

491 Mac OS and the Web Feedback Forum

492 Java for Mac OS Feedback Forum

Mac OS Hands-On Labs

- Mac OS 8 Hands-on Lab
- Human Interface Consulting Lab
- Java Lab
- AppleScript Terminology Clinic

Special Events

- Stump The Experts
- Human Interface Design Excellence Awards

“When you win, nothing hurts.”

—Joe Namath

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