

The background of the image is a collage of various items: a magnifying glass with an Apple logo on its handle, a green pen holder with several pens, a globe, and some papers. The text is overlaid on this background.

Worldwide

Developers

Conference



Apple's Internet and Web Technologies

Ellen Hancock

Apple and the Internet

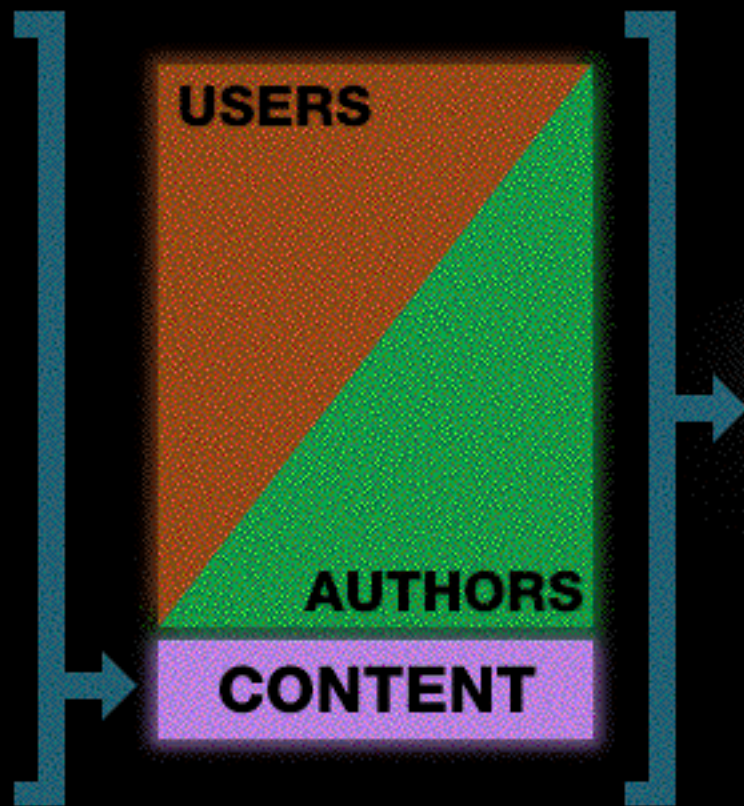
- **Best of breed publishing engine**
- **Broader participation in Web publishing**
- **Leading platform for Web application development**



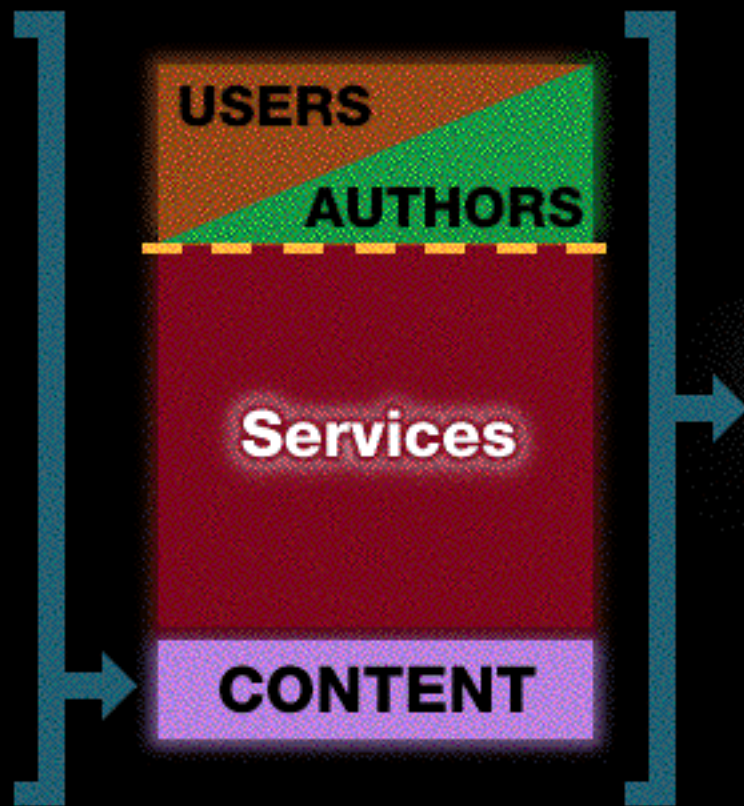


Demo

Content Authoring Model



Application Services Model



Platforms for Internet Development

- Mac OS
- Rhapsody/Yellow Box
- WebObjects
- Java
- QTML



Internet and Mac OS

- **Large and growing installed base**
 - 27 million Macintosh computers
 - Increasing market share
- **20–25% Internet clients**
- **64% of content creation**
- **15% Web servers**





Demo

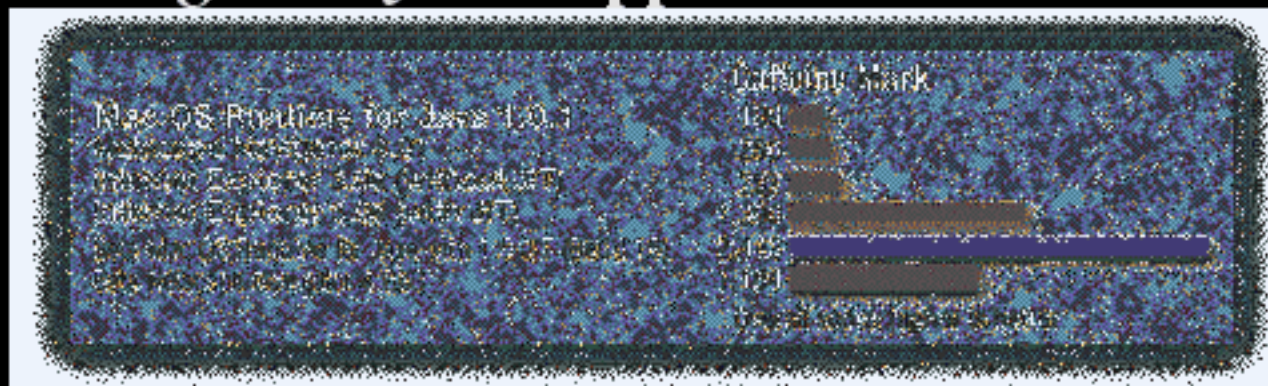
Internet and Mac OS (*cont.*)

- **Mac OS 8 Internet features**
 - Personal Web Sharing, NetFinder
- **Support for WebStar APIs**
- **Internet services APIs from MIDAS**
 - Subwoofer
- **Integrated Java support**



Internet and Mac OS (*cont.*)

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Internet and Yellow Box

- **Yellow Box APIs are cross platform**
- **Technology for robust server solutions**
- **Transparent data access**
- **Internet services in application frameworks**
- **Extensible system services**





Demo

Internet and Yellow Box (*cont.*)

- Distributed objects (CORBA and IIOP)
- Run-time integrated with Java
- Java bindings access entire Yellow Box API
- Scalability





WebObjects

Larry Slotnick

**VP, Internet & Enterprise
Product Engineering**

WebObjects

Open development platform for dynamic web applications

- **Content integration**
 - Multimedia, data and applications
- **Browser access**
- **Multiplatform**
- **Language neutral (C/C++, Java, Obj C, script)**
- **Scalable**
- **Customizable**



WebObjects (cont.)

- **Component reuse**
 - Application objects
 - Pages and fragments
- **Massive customization possible**
 - Complexity is compartmentalized
 - Data driven solutions





Demo

WebObjects Developer Opportunities

- **Create on-line services**
- **“Webify” your applications**
- **Extensible object framework**
- **Deploy WebObjects solutions for free on Yellow Box**
- **Competitive pricing strategy for Apple developers**



100% Pure Java Support

World class platform

- **Support for foundation classes**
 - JavaSoft's Java Foundation Classes (JFC)
 - Microsoft's Application Foundation Classes (AFC)
- **Sponsor KeyLabs' 100% Pure Java Certification Program**
- **Partner with Sun on Macintosh Reference Releases**



Java and Native Services

- **JDirect on Mac OS**
- **Yellow Box API bindings for Java**
- **Integrated Rhapsody and Java run-times**
- **WebObjects bindings for Java**





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QTML

- **Powerful capabilities to create and deliver web content**
- **QuickTime plug-in supports all major browsers**
 - Mac OS, Win 3.1, Win95 and NT
- **Most popular way to deliver video on Internet**
- **Continue to aggressively advance technologies**





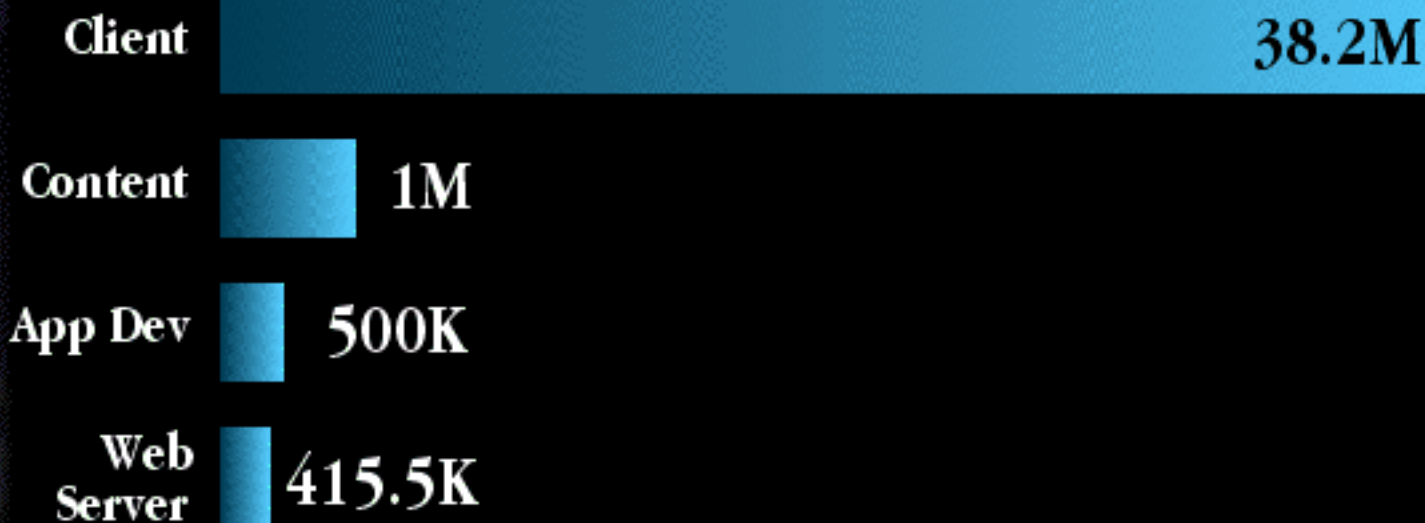
Demo

Apple Creates Internet Opportunities

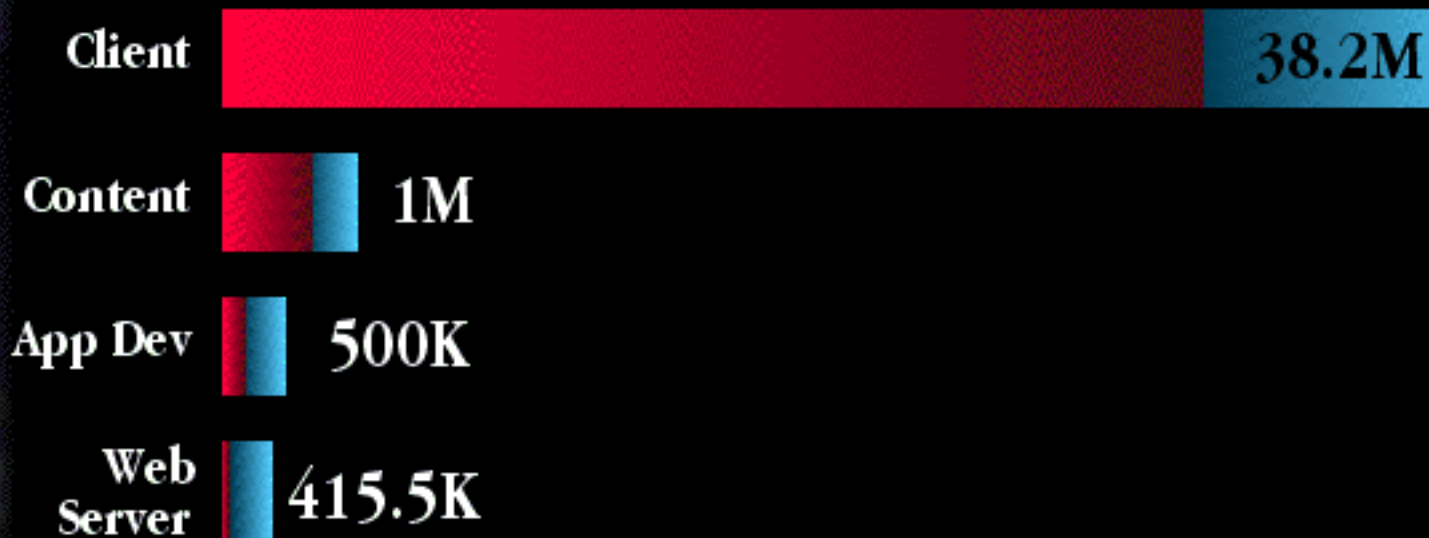
- **Continue to lead in content creation**
 - Mac OS, Rhapsody, Java, QTML
- **New platforms to support application services**
 - Rhapsody, WebObjects, Java



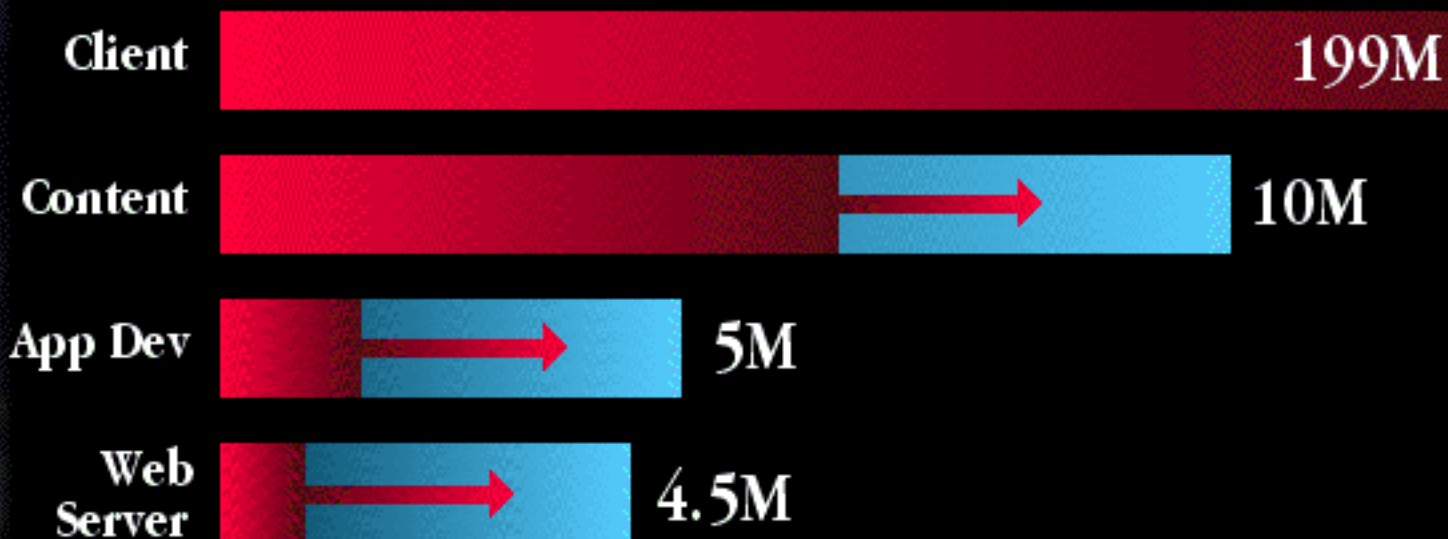
Internet Market Volume



Apple's Current Market Share



Where Is Apple Going?



Creating More Internet Opportunities

Leverage our strengths into wider deployment

- Continued focus on content creation
- Rhapsody and WebObjects servers
- WebObjects enterprise integration
- Ubiquitous Java support



Call to Action

- **Support Internet in your current application**
- **Use or extend WebObjects**
- **100% Pure Java and native support**
- **Next generation applications on Rhapsody**



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