

The background features a dark, textured surface with a glowing blue and purple sphere in the center. A white Apple logo is positioned at the top of the sphere. The text "Worldwide Developers Conference" is overlaid on the image. The word "Worldwide" is in a gold, serif font. The word "Developers" is in a white, serif font and is enclosed in a white rectangular border. The word "Conference" is in a gold, serif font. The overall aesthetic is futuristic and tech-oriented.

Worldwide

Developers

Conference





# Hardware Directions Keynote

*Jon Rubinstein*

Senior V. P. of  
Hardware Engineering

*Phil Schiller*

V. P. of Desktop and  
Server Product Marketing

# Laser Sharp Focus

---

- **Making Macs for Mac users**
- **Simplified product lines**
- **Differentiating from Wintel**



# "Hot" Products

**Power Mac 6500/300**  
**The fastest desktop**



**PowerBook 3400c/240**  
**The fastest laptop**

**QuickTake 200**  
**Versatile digital imaging**



**Power Mac 7300 PC Compatible**  
**Two computers in one**





# Platform Initiatives

---

- **“Jupiter”—Performance**
- **“Saturn”—Multimedia**
- **“Mercury”—Communications**
- **“Mars”—Design**



# “Jupiter”—Performance Initiative

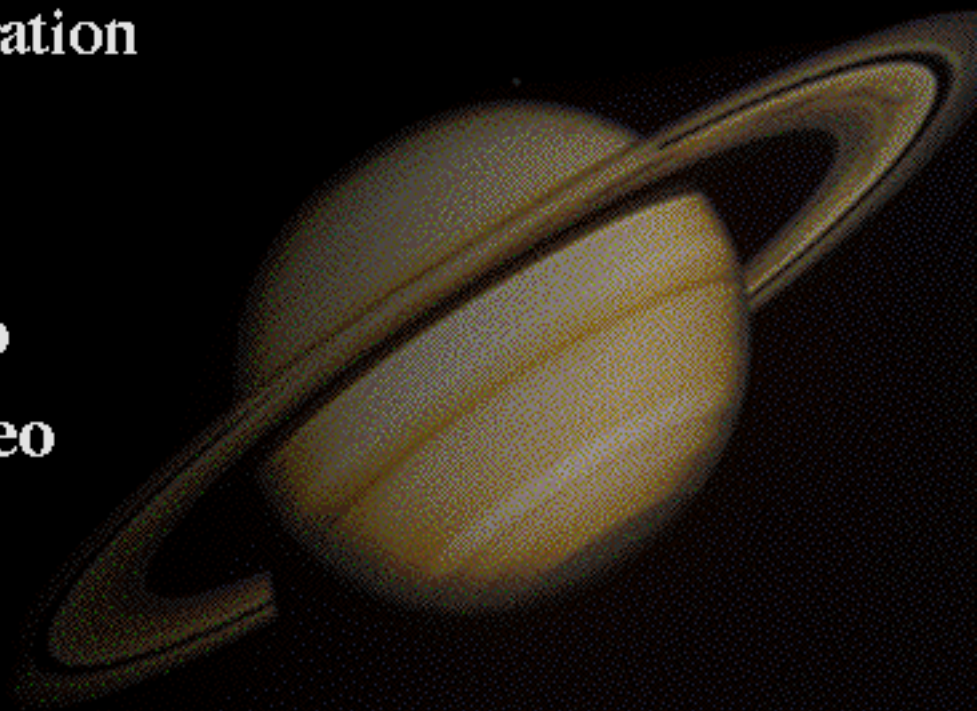
- G3 processors
- New cache designs
- Multiprocessing
- Faster PCI
- Faster Memory
- I/O
  - Disk
  - Network



# “Saturn”—Multimedia Initiative

---

- **Media Processing**
  - QTML acceleration
  - 3D acceleration
- **FireWire**
- **DVD**
- **Digital Audio**
- **Zoomed Video**





# “Mercury”— Communications Initiative

- **Desktops**
  - 10/100Base-T in desktops
  - USB
- **PowerBooks**
  - Ethernet and modem built-in
  - CardBus for high end connectivity
  - Infrared up to 4Mb IrDA
  - GeoPort through serial port
- **Apple Location Manager**





# “Mars”—Design Initiative

---

- **Convergence of motherboards**
- **Versatile logic board design**
- **Product and industrial design**



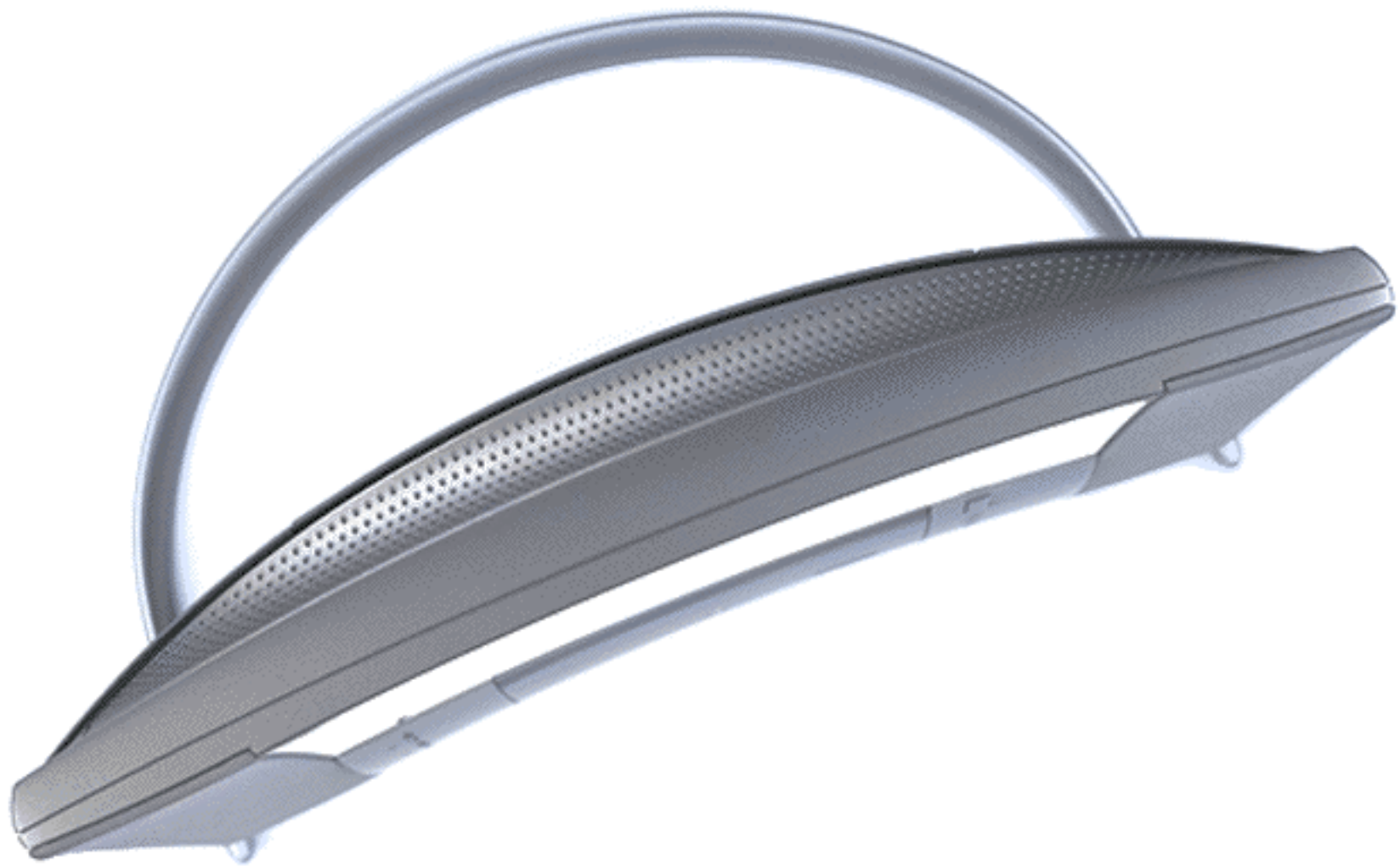


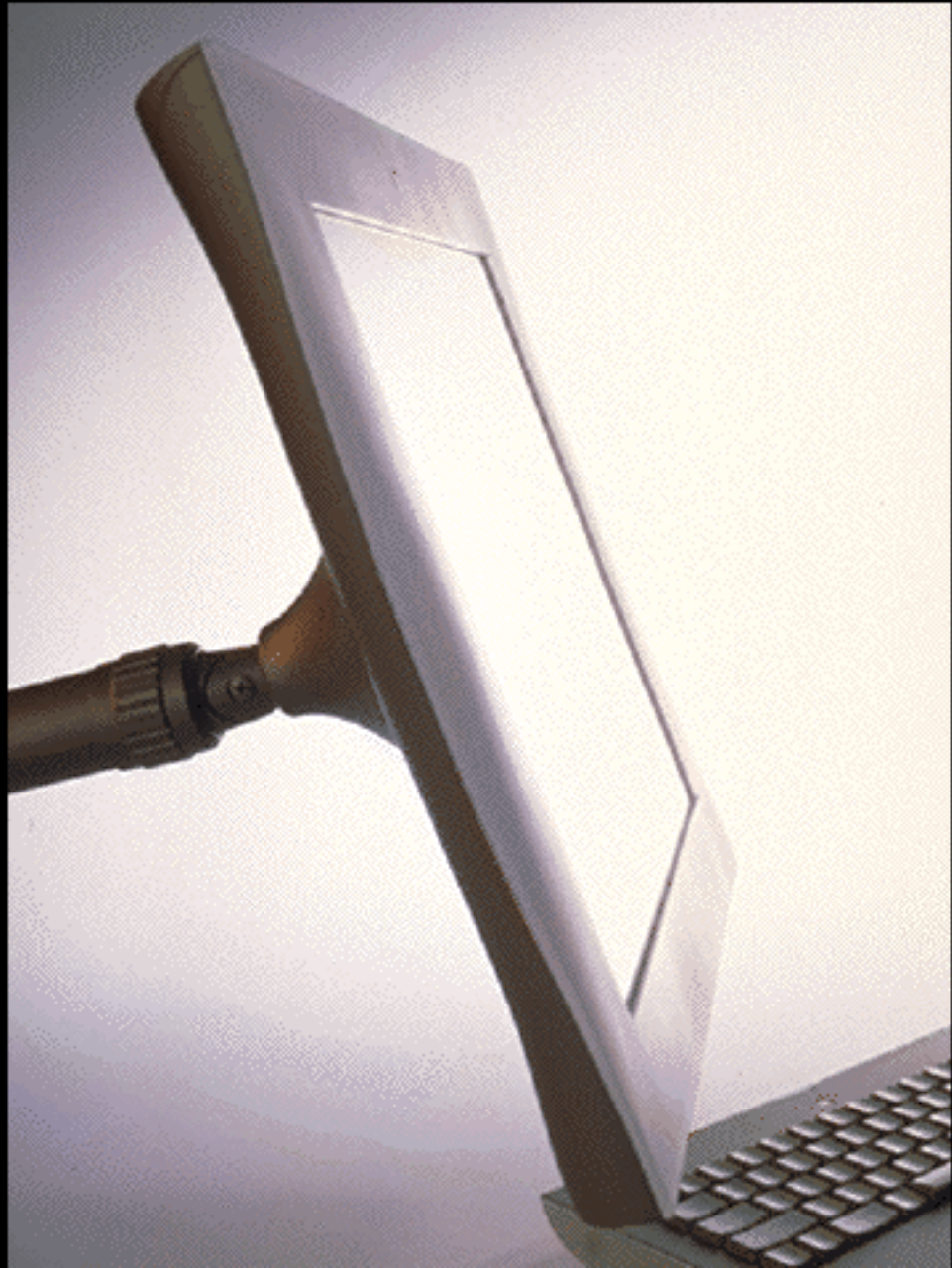




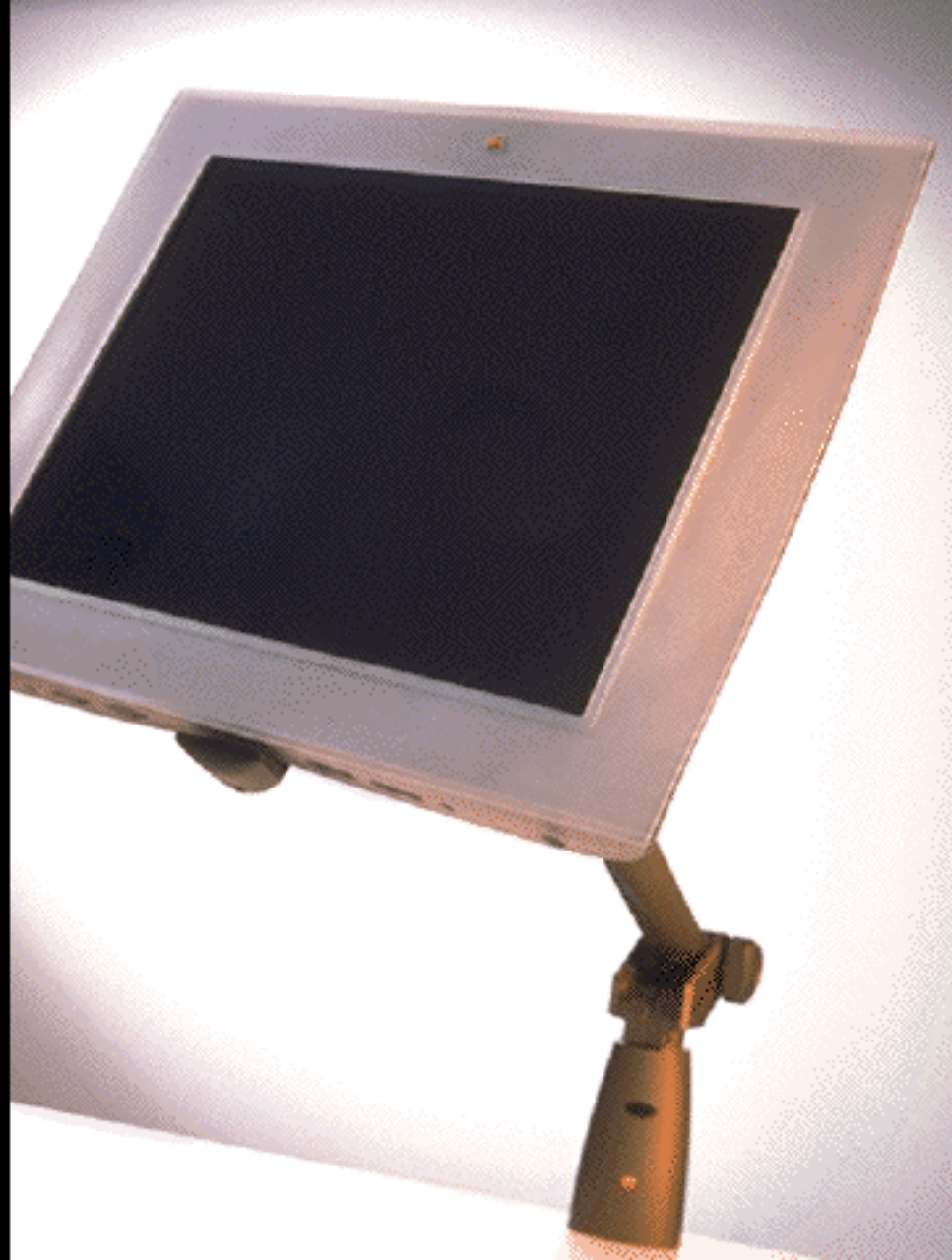




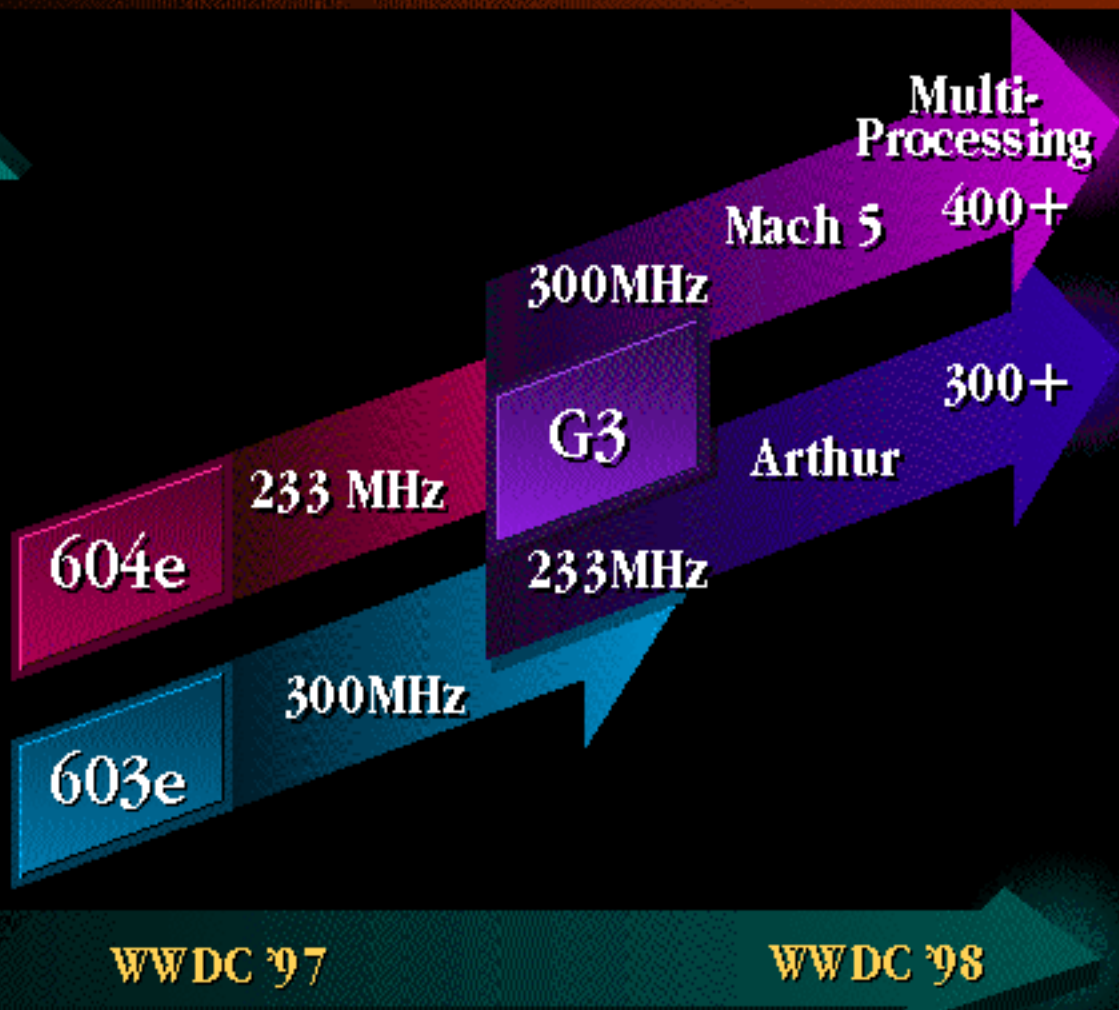






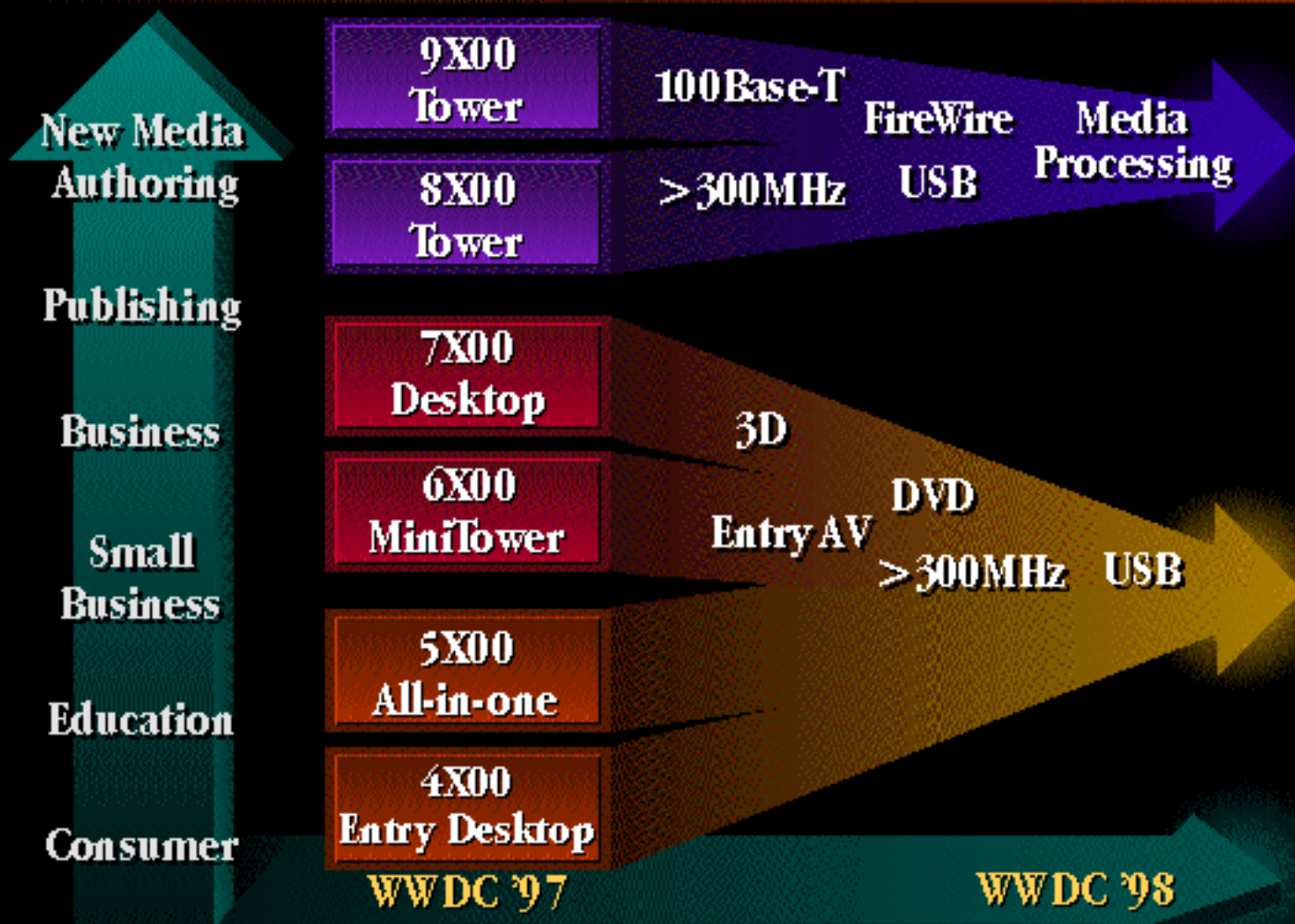


# PowerPC Roadmap





# Power Macintosh Roadmap



# PowerBook Roadmap

New Media  
Authoring

Publishing

Business

Small  
Business

Education

Consumer

3X00  
Performance

High Res Displays  
G3 Processors

CardBus  
4Mb IrDA

DVD

2X00  
Ultra Light

G3 Processors  
4Mb IrDA

CardBus

1X00  
Mainstream

Industry  
Standards

PCI

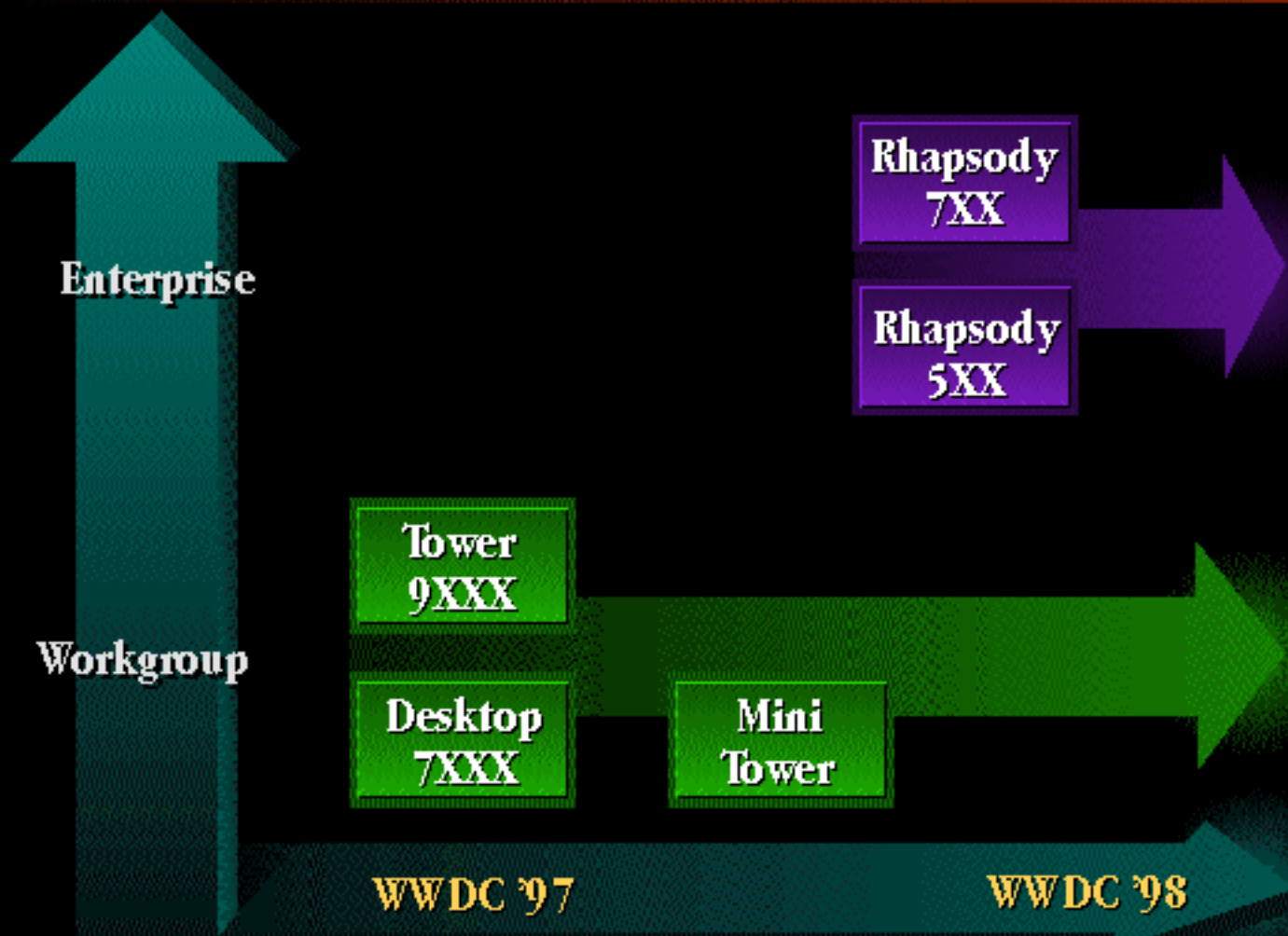
Built-in  
Comms

WWDC '97

WWDC '98



# Servers Roadmap





# Imaging Roadmap

**InkJet  
Printers**

**Photo Printing    Cross Platform**

**Laser  
Printers**

**TCP/IP    PPC processors  
A3 format**

**Image  
Capture**

**QT Integration  
Direct to Web Images**

**WWDC '97**

**WWDC '98**



# Summary

---

- Where are Apple hardware products going?
- Focus on *wonderful* computers
- Where do you go to find out more about where we're going?



# Key WWDC Hardware Sessions

---

- **Hardware Track**
  - #501—Desktop Directions
  - #502—PowerBook Directions
  - #503—I/O Technologies
  - #504—AV Technologies
  - #505—Multiprocessing Strategies
  - #506—Server Technologies
  - #507—Licensee Support
- **Feedback Forums**
  - #590—Hardware
  - #591—I/O Technologies
  - #592—Licensee





The background features a dark, textured surface with a glowing blue and purple sphere in the center. The sphere has a white Apple logo on its top. A magnifying glass is positioned over the sphere, and a pen is visible on the right side. The text "Worldwide" is written in a golden, serif font across the top.

Worldwide

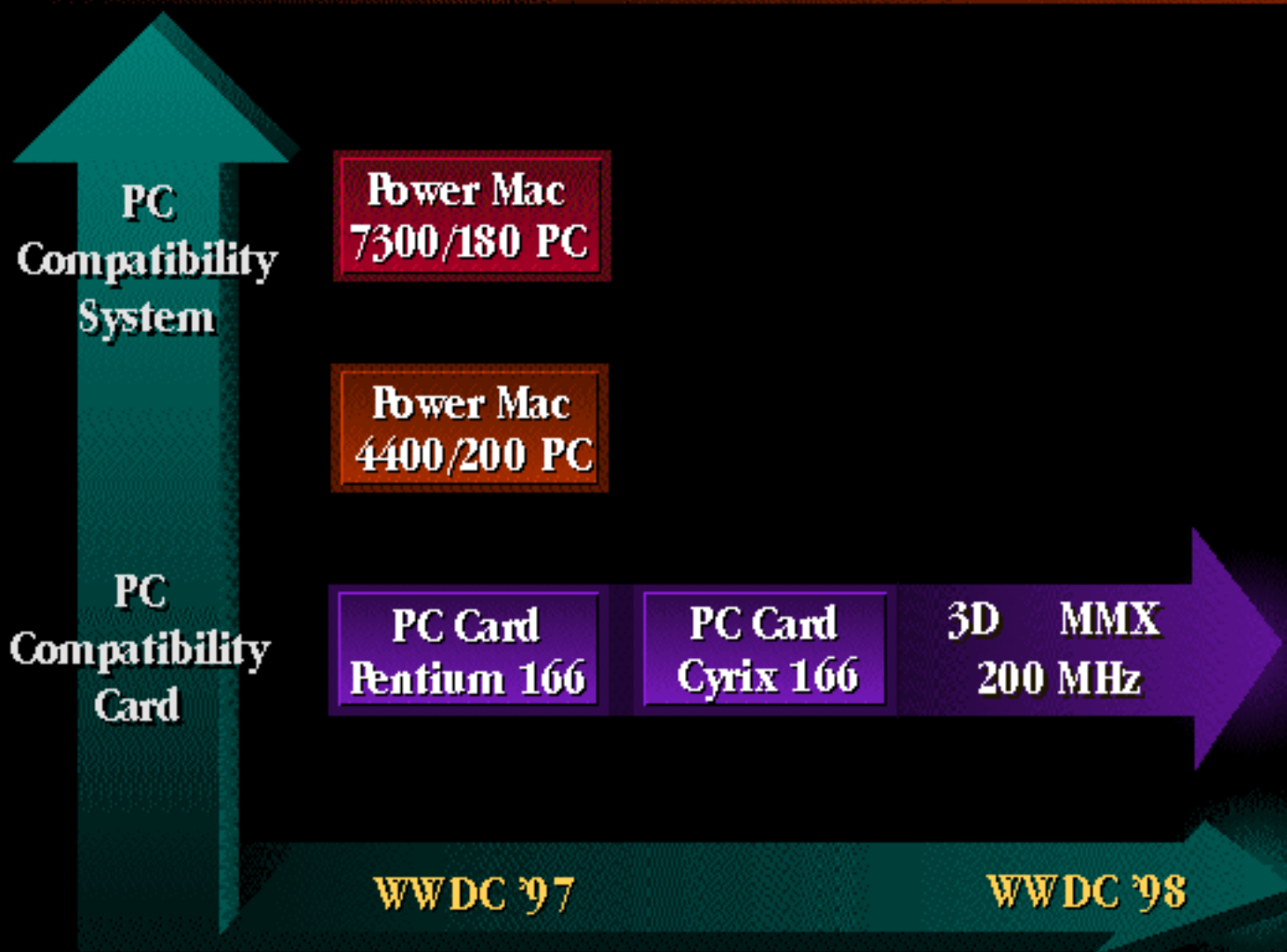
The background features a dark, textured surface with a glowing blue and purple sphere in the center. The sphere has a white Apple logo on its top. A magnifying glass is positioned over the sphere, and a pen is visible on the right side. The text "Developers" is written in a white, serif font, enclosed in a white rectangular box.

Developers

The background features a dark, textured surface with a glowing blue and purple sphere in the center. The sphere has a white Apple logo on its top. A magnifying glass is positioned over the sphere, and a pen is visible on the right side. The text "Conference" is written in a golden, serif font across the bottom.

Conference

# Cross Platform Roadmap





# Display Roadmap

New Media  
Authoring

AppleVision  
850/850 AV



TCO 95  
1600x1200@75Hz

Publishing

AppleVision  
1710/1710AV

TCO 95 1024x768@85Hz  
New Sony 17" CRT technology

Business

Small  
Business

MS 1705

TCO 95 1024x768@85Hz, OSD  
Shdw. Mask

Education

MS 15AV

800x600@85Hz, OSD  
Shdw. Mask

Consumer

WWDC '97

WWDC '98





# Apple Hardware Roadmap

---

## *Core Hardware Brands*

- **Power Macintosh**
- **PowerBook**
- **Enterprise and Workgroup Servers**
- **LaserWriter and StyleWriter**
- **QuickTake**
- **AppleVision**

