

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

Developers

Conference



PowerBook Directions

Sandy Green

**PowerBook
Product Manager**

Agenda

- **PowerBook Goals**
- **Marketing, Evangelism and Developers**
- **PowerBook Roadmap**
- **Platform '98 Architecture**
- **Q&A**



PowerBook Goals

- **Restore PowerBooks to the marketplace**
- **Execute solidly on the basics**
- **Provide leadership and innovation in mobile personal computing**



Marketing, Evangelism and Developers

- **Product Marketing**
 - Future Products (MRD—> Intro)
 - Business Management (Intro—> EOL)
- **Evangelism's role**
 - Main point of contact into Apple
 - Liason between developers and marketing and engineering groups at Apple



Platform Initiatives

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



PowerBook Roadmap

New Media
Authoring

3X00
Performance

High res displays
G3 processors

CardBus
4Mb IrDA

DVD

Publishing

Business

2X00
Ultra Light

G3 processors
4Mb IrDA

CardBus

Small
Business

Education

1X00
Mainstream

Industry stds

PCI

Built-in
comms

Consumer

WWDC '97

WWDC '98





Platform '98 Architecture

Ger Downey

**PowerBook Hardware
Engineer**

A Peek Under the Hood

Platform '98 Architecture-based PowerBook

- High End Portable Machine—EAST !!!



A Peek Under the Hood

Platform '98 Architecture-based PowerBook

- High End Portable Machine—EAST !!!
- Mother/Daughter card arrangement
 - Breaks at the PCI bus



A Peek Under the Hood

Platform '98 Architecture-based PowerBook

- High End Portable Machine—EAST !!!
- Mother/Daughter card arrangement
 - Breaks at the PCI bus
- Next Generation Processor
 - Backside L2 Cache support



A Peek Under the Hood

Platform '98 Architecture-based PowerBook

- High End Portable Machine—EAST !!!
- Mother/Daughter card arrangement
 - Breaks at the PCI bus
- Next Generation Processor
 - Backside L2 Cache support
- New Memory/Bridge Controller



A Peek Under the Hood

Platform '98 Architecture-based PowerBook

- **High End Portable Machine—EAST !!!**
- **Mother/Daughter card arrangement**
 - Breaks at the PCI bus
- **Next Generation Processor**
 - Backside L2 Cache support
- **New Memory/Bridge Controller**
- **SDRAM SO-DIMM memory components**
 - 32M SDRAM minimum
 - No RAM hard-soldered on logic board



I/O Subsystem

Video and Internal Expansion Card

- **New Video Subsystem**
 - 4M SGRAM footprint minimum
 - Latest 2D/3D technology
 - Supporting XGA on largest mass-producible panel available
 - SVideo/Composite output



I/O Subsystem

Video and Internal Expansion Card

- **New Video Subsystem**
 - 4M SGRAM footprint minimum
 - Latest 2D/3D technology
 - Supporting XGA on largest mass-producible panel available
 - SVideo/Composite output
- **Internal slot, for high-end 3rd party solutions**
 - Supports PCI, Serial, Zoomed Video and Sound In/Out
 - Bundling internal serial based modem



I/O Subsystem

CardBus, IR and Media Bay

- **CardBus**
 - HW/SW compliant
 - New Off-The-Shelf cage for serviceability/reliability
 - Still Soft Eject



I/O Subsystem

CardBus, IR and Media Bay

- **CardBus**
 - HW/SW compliant
 - New Off-The-Shelf cage for serviceability/reliability
 - Still Soft Eject
- **IR 4Mbit**
 - Compatible with 5300 and 3400 products



I/O Subsystem

CardBus, IR and Media Bay

- **CardBus**
 - HW/SW compliant
 - New Off-The-Shelf cage for serviceability/reliability
 - Still Soft Eject
- **IR 4Mbit**
 - Compatible with 5300 and 3400 products
- **Dual Media Bay support**
 - Battery, ATA, Floppy in both bays, PCI in only one
 - Still Hot-Swappable



I/O Subsystem

DVD, Battery

- **DVD ROM and Video support**
 - HW MPEG solution at full frame rate



I/O Subsystem

DVD, Battery

- **DVD ROM and Video support**
 - HW MPEG solution at full frame rate
- **Battery—latest lithium technology**
 - SMBus allows 3rd parties to develop batteries



Future Technologies

Under investigation

- **USB**
- **Firewire**
- **Multiprocessing**



Developer Opportunities

- **High End Comms**
- **Media Bay devices**
- **CardBus**
- **Memory**
- **Power Products**
- **Docking**
- **Apple Location Manager widgets**
- **Zoomed Video**





Demo



Q&A



Hardware Feedback Forum

Session #590

The background features a dark, textured surface with a glowing blue sphere in the center. The sphere has a white Apple logo on its top. A purple ribbon is wrapped around the sphere. In the background, there are faint images of a typewriter and a pen holder with several pens. The text "Worldwide" is written in a golden, serif font with a slight shadow effect.

Worldwide

Developers

Conference