Worldwide
Developers
Conference

Steve Jobs

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Developers
Conference

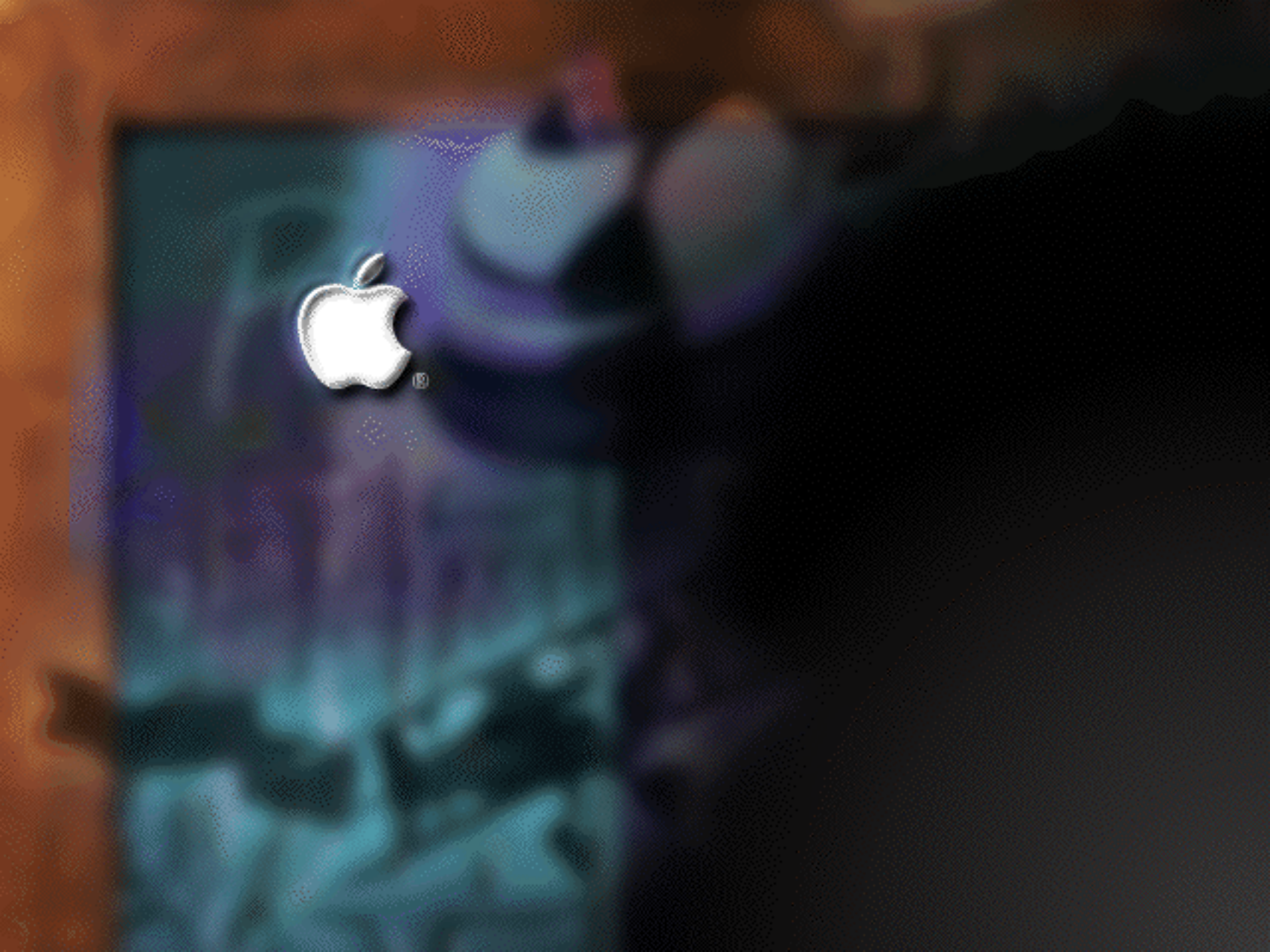
Guerrino
De Luca
Executive
Vice President
of Marketing

Key Points

- We have made our choices
- Best response to customer demand
- Business proposition
- First order priorities

Our Choices

- Mac OS
- Rhapsody
- Core foundations (Internet, Graphics, UI, Multimedia)
- Cross-platform support
- A system company



Making Dreams
Come True
3rd Place
Jim Durkin
Glenview, IL

Give Your
Dreams a Chance
2nd Place
Molly Bourke
Portland, OR

Nightmare
1st Place
Mark Thornton
Sunnyvale, CA

What We Need to Do

- Sustain profitability
- Pump up the volume
- Deliver great products

"(The YellowBox) triples the productivity of developers. Long term it means a bigger market for Apple"

—A Developer Quoted by the San Jose Mercury News

"No question, Rhapsody is impressive technology."

—A Developer Quoted by the San Francisco Chronicle

"As much as I love the Mac, I really don't give a damn about Apple. I want less hype and more facts. I got that today."

—A Developer Quoted by the San Francisco Chronicle

Q. “You tell a good story, but we’ve heard good stories before.

Can you execute and deliver?”

The Last Three Months

Feb 4	Merging of the teams
Feb 24	The PPC kernel compiles and links
April 9	UNIX Prompt
April 14	Blue Box Macsbug
April 16	Display PostScript on screen
April 28	Blue Box Finder and applications
April 30	Java VM
May 2	Multi-user UNIX prompt
May 2	First Yellow application on PPC!

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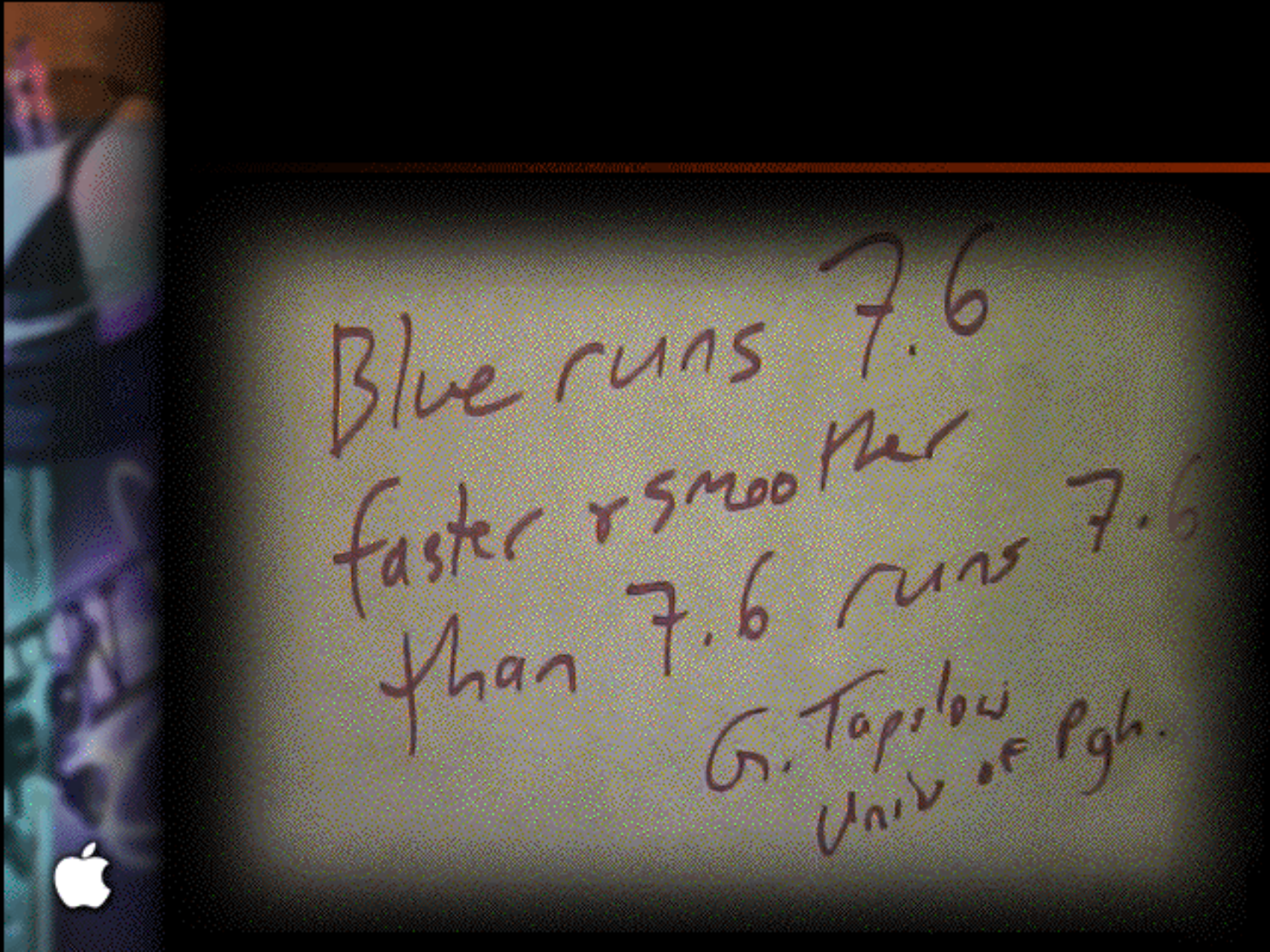
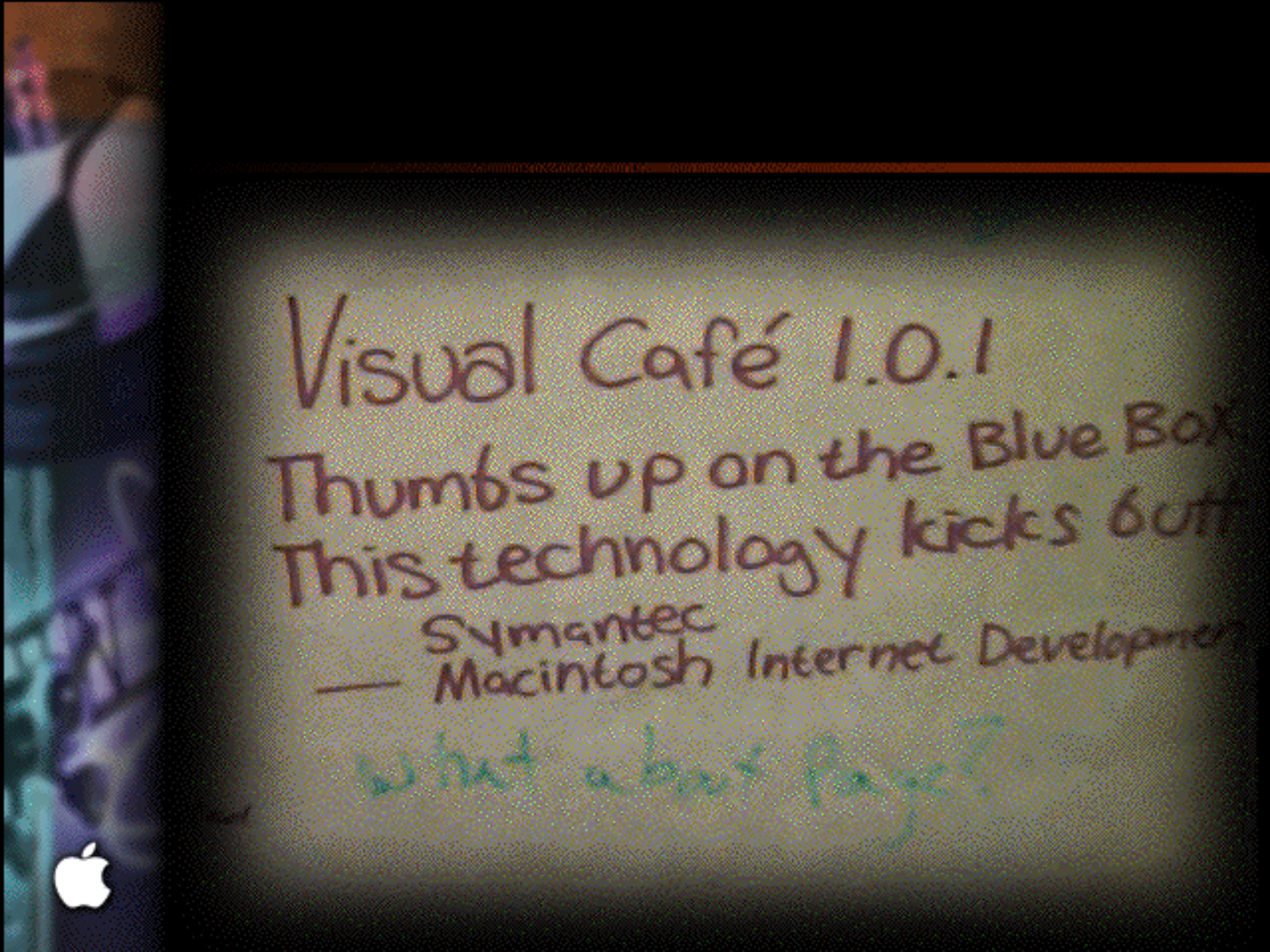
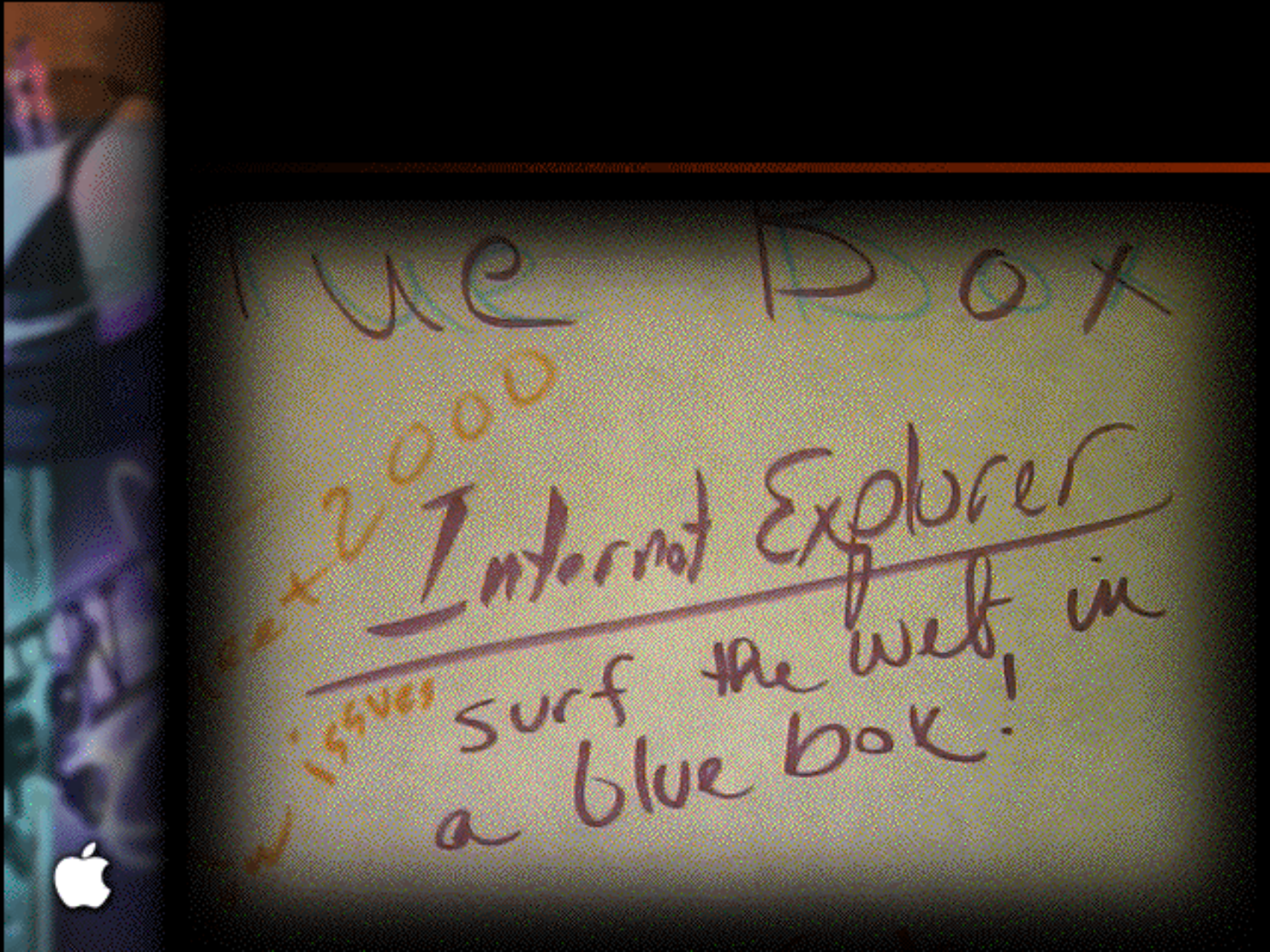
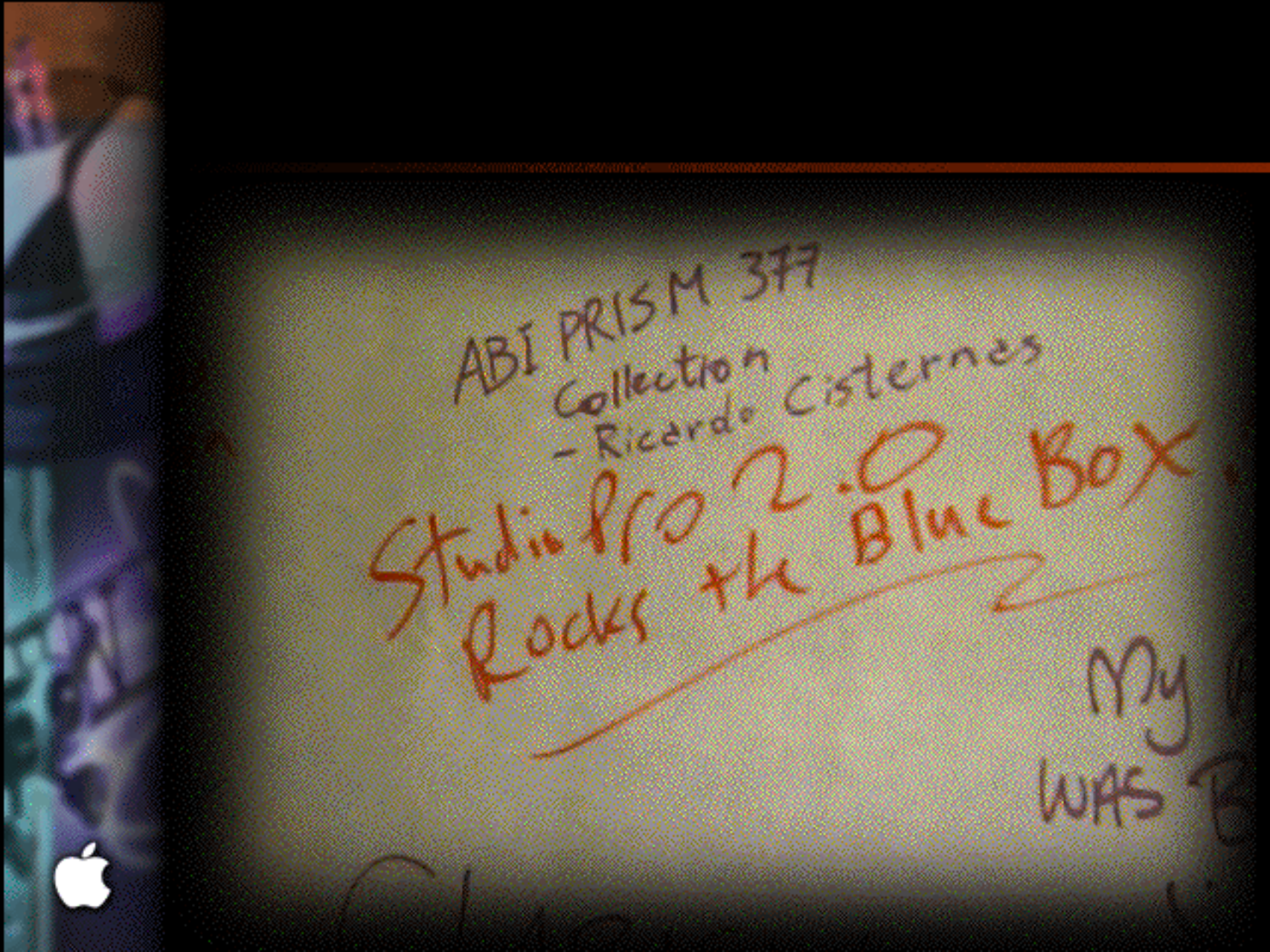
May 13	**Full workspace and desktop on PPC**
May 13	**QuickTime up and running**


Blue runs 7.6
faster & smoother
than 7.6 runs 7.6
G. Taylor
Univ of Pgh.


Visual Café 1.0.1
Thumbs up on the Blue Box
This technology kicks butt
— Symantec
Macintosh Internet Developer


Internet Explorer
surf the web in
a blue box!


ABI PRISM 377
Collection
- Ricardo Cisternes
Studio Pro 2.0
Rocks the Blue Box
My
WAS

Q. "You've given us a lot of information. Will that continue?"

LIVE!!

4,500 people tuned into Tuesday's Keynotes

Since

3,500 people tuned into the 22 sessions available on video-on-demand

http://wwdc.smgtv.net

Q. “No licensing fees for deployment? Really??”

Q.

- “I just spent a ton of money on 9600s, but Rhapsody developer release only runs on 8500s/8600s. What gives?”

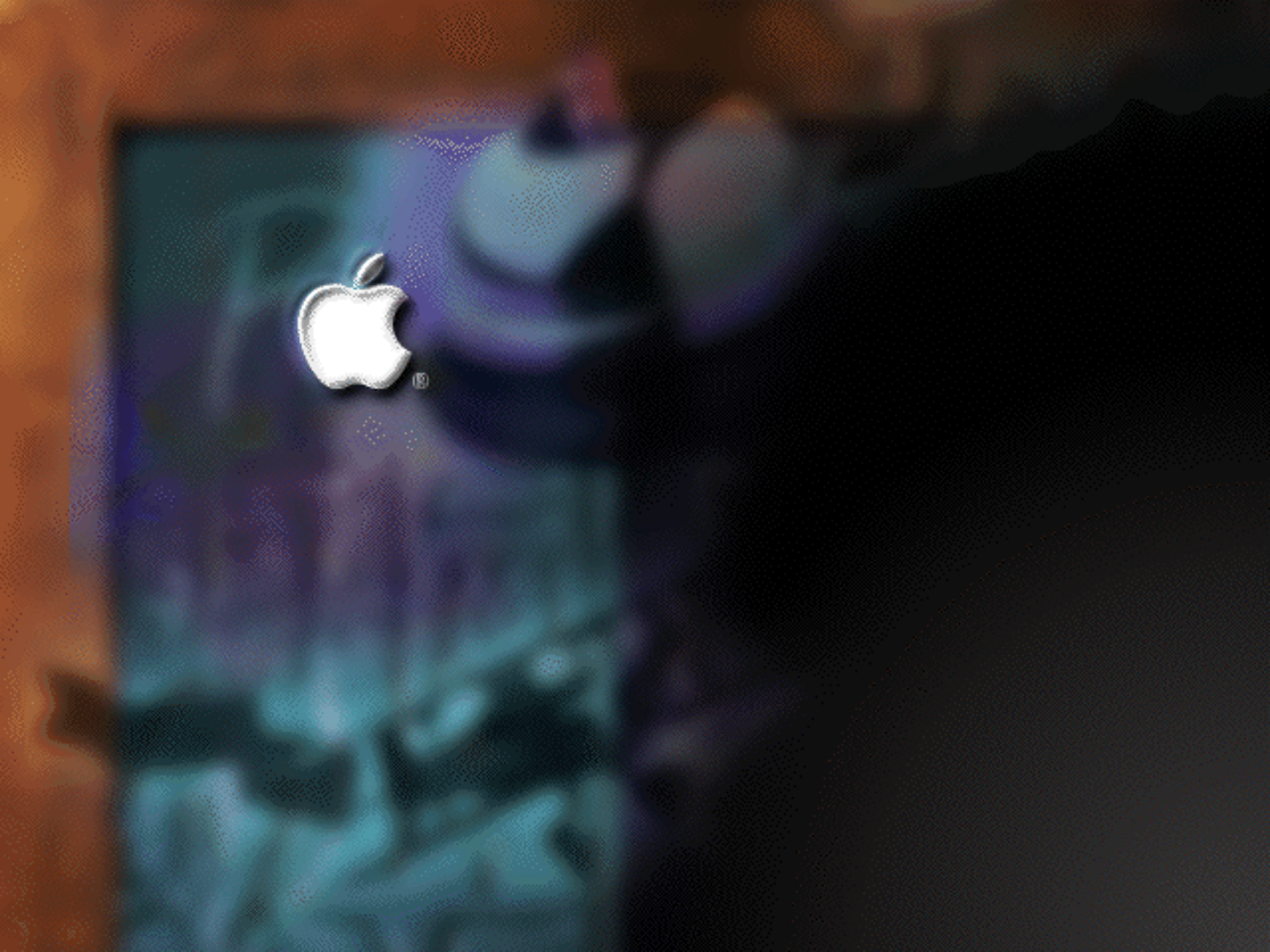
Q. "Where is the Mountain Dew?"

A Dilemma?

Criteria for Business Opportunity

- Presence in high growth/value niches
- Economies of marketing
- Built-in Mac OS and Rhapsody continuity
- Economies of development
- Pervasive deployment

…not just OS share!



Apple Developer
Relations

We can only win together
Apple Developer Relations

Speaking of Winning…

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