

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



Steve Jobs

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Worldwide

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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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- April 30 Java VM
- May 2 Multi-user UNIX prompt
- May 2 First Yellow application on PPC!
- 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

Gr. Taplow
Univ of Pgh.



Visual Café 1.0.1

Thumbs up on the Blue Box
This technology kicks butt

— Symantec
— Macintosh Internet Developer

what about fagell



THE DOT

dot 2000

Internet Explorer

surf the web, in
a blue box!



ABI PRISM 377


Collection

- Ricardo Cisternas

Studio Pro 2.0
Rocks & 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.smg.tv.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...





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

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Conference