

"GIVE ME WHERE TO STAND, AND A LEVER LONG ENOUGH, AND I WILL MOVE THE EARTH!"—ARCHIMEDES

TOOLS

TO A HIGHER POWER

Our commitment to the

Developer →



Today there are more reasons than ever to develop for Apple platforms. Innovations such as QuickTime, QuickDraw 3D, OpenDoc—and the continual evolution of the Macintosh operating system—assure that Apple will continue its technology leadership.* And Apple's large installed base** means there is already a substantial, worldwide market for your business, home, or education products.

The tools you need for the work you do.

Equally important is Apple's commitment to provide you with the advanced, easy-to-use development tools you need.

Tools that let you quickly take advantage of Apple technologies.

Tools that facilitate cross-platform development.

Tools that speed and simplify the development process, and increase your productivity.

Our commitment goes beyond bringing you Apple development tools. We also work closely with leading third-party companies—such as IBM, Metrowerks, Oracle, and Symantec—to create tools for every phase of your development cycle. Whether you're an application and component developer, client/server developer, multimedia author, Internet developer, or solutions integrator.

* Throughout its nearly 20-year history, Apple has pioneered innovations that include the graphical user interface, visual programming, built-in networking, plug-and-play peripherals, API-based software development, integrated multimedia, and application frameworks.

** Apple has shipped more than 23 million Macintosh systems. Moreover, studies have shown that Macintosh tops brand loyalty ratings. When Macintosh customers purchase a second computer, 87% purchase another Macintosh (Source: CII Consumer Technology Index 1995).

Application and component developers

For mainstream software development, the Power Macintosh not only is the highest-performance development platform, but also brings out the best in your products. The extensive variety of tools available on Macintosh systems includes integrated development environments, high performance compilers, powerful application frameworks and component software frameworks, object-oriented visual programming, and dynamic languages.

MPW from Apple

CodeWarrior from Metrowerks

Symantec C++ from Symantec

MacApp from Apple

***OpenDoc Development Framework (ODF)
from Apple***

Prograph CPX from Pictorius

Smalltalk Agents from QKS



**Application
& component
developers**

Solutions integrators

Solution tools for Macintosh enable developers to rapidly prototype and create custom solutions. The many powerful tools available to you include system-wide scripting languages, visual solution builders, and database development tools. These are complemented by hundreds of third-party extensions, software components, and scriptable applications.

AppleScript from Apple

***Oracle Power Objects
from Apple and Oracle***

FileMaker Pro from Claris

HyperCard from Apple

FoxPro from Microsoft

4th Dimension from ACI

**Solutions
integrators**

**Inte
devel**

Internet developers

Today, Macintosh users make up more than one-third of the people accessing the World Wide Web. One-fifth of all web servers run on Macintosh computers. In addition, Macintosh is the ideal platform for authoring interactive web content, thanks to a variety of multimedia and publishing tools, and tools for visual Internet development.

Internet
developers

Multi-
media
authors

Multimedia authors

Macintosh is the leading platform for multimedia authoring. Most of the tools for creating media objects such as video, sound, animation, and graphics are created first for the Macintosh platform.

Apple Media Tool from Apple
QuickTime and QuickTime VR from Apple
Photoshop and Illustrator from Adobe
HyperCard from Apple
mFactory from mTropolis
Director and AuthorWare from Macromedia
Oracle Media Objects from Oracle
SuperCard from Allegiant

Client/server developers

Most of the industry-leading client/server tools—middleware and networking, database access, query and browsing, decision support, and distributed system tools—are available on Macintosh. And next-generation distributed systems can be built with Macintosh using SOMobjects and other CORBA-compliant technologies.

Oracle Power Objects from Apple and Oracle
Developer 2000 from Oracle
PowerBuilder from Powersoft
JAM from JYACC
Forté from Forté Software
Entrada from Pictorius
Omnis 7² from Blyth

Client/
server
developers

Java from Sun Microsystems
Café from Symantec
JavaScript from Netscape
CodeWarrior for Java from Metrowerks
PageMill and SiteMill from Adobe
Tango from EveryWare Development
FrontPage from Microsoft
Entrada Authoring Tool from Pictorius
Roaster from Natural Intelligence
AppleScript from Apple
ShockWave from Macromedia
Digital Billboard from PowerProduction

1

Tools to help you take advantage of Apple technologies.

New Apple technologies create development opportunities for you. Technologies such as the new *Mac OS 8*, *OpenDoc* component software architecture, and *AppleScript* scripting language. As well as multimedia technologies like *QuickTime VR*. The tools to help you quickly capitalize on such technologies are available to you now. And more are in development.

"The main advantage [of MacApp] is that the developer can leverage tens of programmer-years of work, and have instant support for AppleEvents, the Scrap Manager, window management, event handling, printing and other modules. Our application was written in only a few days and contains less than a thousand lines of source code."

—Matthew Clark

*"Documentation Viewer Lite,"
MacTech Magazine, April 1996*

2

Tools to facilitate cross-platform development.

Apple leads the way in cross-platform development, with *OpenDoc*, *QuickTime*, and other technologies. And we work to ensure you have the tools to make cross-platform development fast and effective. So when you create an application on the Macintosh, you can easily *deploy your software* on multiple platforms such as Macintosh, Windows, UNIX, Pippin, and Newton. And leverage your investment in money and time.

"We had to deliver on both the Mac and the PC. Oracle Power Objects allowed us to do that with limited customization work. We have finished development in an astoundingly short period of time. Oracle Power Objects...saved us literally hundreds of lines of code."

—Douglas MacArthur

*Scientific Programmer,
MDL Information Systems*

3

Tools to increase your productivity.

Apple and third-party rapid application development tools can help you shorten your development cycle, and utilize your resources more efficiently. These *productivity tools* include application frameworks, integrated development environments, visual development tools, and automation tools such as a system-wide scripting language.

"Prograph allows me to develop applications much faster and more pleasantly than I can in C++. There are no header files to maintain, no 150-plus source files to be compiled when one constant changes, and so on."

—Hordur Thordarson

*Project Engineer,
Distant Design, Inc.*



Where to go from here.

<http://devtools.apple.com>



The power to be your best.

Apple Computer, Inc.
1 Infinite Loop, Cupertino, CA 95014 U.S.A.
(408) 996-1010

© 1996 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, AppleScript, HyperCard, MacApp, Macintosh, MPW, OpenDoc, Power Macintosh, QuickTime, and "the power to be your best" are trademarks of Apple Computer, Inc. registered in the U.S.A. and other countries. Mac, Mac OS, and QuickDraw are trademarks of Apple Computer, Inc. Claris and FileMaker are trademarks of Claris Corporation, registered in the U.S.A. and other countries. All other trademarks are owned by their respective companies.

Printed in U.S.A. 4/96 26M VHC/FB L01810A