

# Apple and the NeXT era

None of us can predict what the new millennium will bring, but it's clear that computers and the Internet will play a tremendous role in all our lives. The combination of a Macintosh and the Internet will offer more possibilities than ever before. In particular, publishing, video editing, Web site authoring, and software development — in big businesses as well as small offices — will benefit from new levels of creativity and productivity.

The purchase of NeXT Software, Inc. is central to Apple Computer's commitment to more flexible and focused computing. It heralds a dynamic new era for Apple's system software; the combined strengths of Apple ease of use and state-of-the-art multimedia solutions with NeXT's industrial-strength performance and breakthrough software development environment mean Apple is well placed to advance industry standards.

## Rhapsody and Mac OS

The first, and perhaps most exciting, development arising from the NeXT acquisition is a new operating system, code-named Rhapsody. Rhapsody is destined to be an operating system of the future: a fast, highly stable, and powerful environment with full multitasking, symmetrical multiprocessing, multithreading, and cross-platform capabilities.

Because Rhapsody will have complete built-in support for the Mac OS, you can depend on a smooth transition. The new system software will support most existing files and software applications, and it will run on today's Power Macintosh computers — preserving your investment and allowing you to move to Rhapsody when the time is right for you.

A key improvement that will provide enormous benefit in graphic design, prepress, and publishing environments is Display PostScript™. Display PostScript makes it possible to view files accurately in PostScript format so you can create and edit images and documents on screen, secure in the knowledge that the printed results will be just what you intend.

Star of multimedia and the Internet



With Rhapsody, multimedia playback will be as dazzling as ever, and you'll have powerful authoring capabilities at your fingertips. Rhapsody optimizes the Apple QuickTime® Media Layer, the technology for synchronizing graphics, sound, video, text, and music. Similarly, built-in support for Java™ coupled with NeXT's mastery of Internet/intranet access and its application creation and delivery, will pave the way for greater innovation and ease of use, whether you're creating a personal home page or a business Web site.

Rhapsody also opens the door for new software that will enhance what you do now and let you do things you might not yet imagine. It will provide software developers with a new set of application programming interfaces based on NeXT's OpenStep™ development environment that will speed the development of innovative applications. Developers and technology managers are already creating powerful software to debut with Rhapsody's release in 1998.

At the heart of Rhapsody's cross-platform Internet capabilities is WebObjects™ technology, an open platform for writing applications — for customer service, for work flow, for online commerce — that communicate over the Web using open standards. Sophisticated applications can be put in your hands quickly, no matter what computer you use.

For the latest details on Rhapsody and Apple operating environments, go to <http://macos.apple.com>.

