

<[Tom] TOMFERNANDEZ> Room is now listen-only.

<[Bart] FBARTON> OK, let's get things started.

Just a few operating practices I would like to have observed during this conference.

- 1) The /RAise command will be used to form a queue for presenting questions or comments to Mr. Gasee. Tom Fernandez will be managing this queue and notifying each person as their turn comes up. Since the room will be in Listen mode he will allow each user as their turn comes to pose their question or comment to Mr. Gasee. This should allow the maximum number of questions/ comments to be presented to Mr. Gasee for his response.
- 2) When you have finished with your comment/questions PLEASE use the abbreviation GA (Go Ahead) to indicate you are through typing and Mr. Gasee can proceed to answer your comment or question. THIS IS VERY IMPORTANT since it will allow the minimum delay between questions and answers thus allowing for more questions.
- 3) PLEASE limit your questions to one per "turn." If time allows, more than one question will be accepted from each of you but in order to allow as many users to at least ask one question limit each opportunity to one question or comment.

With these "rules" out of the way, I'll proceed with my introduction of Mr. Jean-Louis Gasee. It's a pleasure to introduce Mr. Jean-Louis Gasee, former Senior Vice—President for Research and Development for Apple Computer and recently appointed President of Apple's Apple Product Division.

Anyone familiar with Apple Computer and the Apple Macintosh microcomputer have come to know Mr. Gasee as one of the more vocal proponents and "evangelist" for the Macintosh. His enthusiasm and belief in the capabilities and future potentials of the Macintosh are more than obvious.

With that, I'd like to present Jean-Louis Gasee, President of Apple Computer's Apple Product Division.

<[JLG] JL.GASSEE> Thanks and good evening everyone. I'm ready!

<[Tom] TOMFERNANDEZ> Go ahead M.GINSBERG

<M.GINSBERG> Mr. Gasee, could you please tell me why Apple products don't have a one year warranty???? Thank you

<[JLG] JL.GASSEE> Good question. Our warranty policy is based on our current analysis of failure modes. The most critical part of the product life is the early one. After a ...1 to 3 months period we see few failures, which could lead one to conclude ... that we might as well offer one year warranty, or that it does not matter much in fact. We constantly review this situation and it is currently in the capable hands of my friend Allan Loren, President of Apple USA Sales and Marketing.

<[Tom] TOMFERNANDEZ> Thanks...next question will be from Bob Daniel

<[Bob] B.DANIEL> Mr. Gasee. What are Apples plans for A/UX now that IBM (and OSF) decided to enter the UNIX market. Will Apple stick with System V or conform to OSF? I am a UNIX developer and hope to see UNIX standardized on all systems.

<[JLG] JL.GASSEE> Our plan is to make most Macintosh applications including the Finder and HyperCard ... run on A/UX. That is the most important want we hear from the marketplace. As far as OSF, System V discussions we'd like to see what OSF really yields. GA

<[Tom] TOMFERNANDEZ> Thanks. ...before the next question, I'd like to remind everybody to type "GA" when they're finished with the question. OK Bruce, your turn

<[Bruce] B.SELZLER> First, thank you for spending time here with us. What can you tell us

about new product announcements for the coming year? GA

<[JLG] JL.GASSEE> Well ... I like my job, you know and I'd like to keep it, especially this brand new one ... for a little while. Now, you can expect a lot more peripheral and networking announcements in the not so ... distant future, as well as seeing us aggressively utilize the 68030. Also you will see us continue to improve the System and Finder as well as ... HyperCard with a major set of enhancements. GA

<[Tom] TOMFERNANDEZ> Thanks....the next question is from Bill Louden, General Manager of GENie

<[GENie - Bill] LOUDEN> Mr. Gassee. As a Mac II user, I can't say enough about how impressed I am with that machine. Yet, the difficulty of obtaining SIMM upgrade chips is frustrating. (I have had an order in for a 4 Meg. upgrade for over 5 months.) What light can you shed on better availability for SIMMs in the future? GA

<[JLG] JL.GASSEE> Ah well, the questions become even more difficult now ... I'm optimistic about the long term prospects for DRAM availability as many vendors ... are putting a lot of FAB equipment on-line. However, the short-term prospects are not so good as the transition from ... 256 K chips to 1 Mbit DRAMs is proving more difficult than the industry expected ... with low yields at a time where the PC Industry enjoys a boom in units and ...in memory size per unit. It's painful but will be ultimately resolved. GA

<[GENie - Bill] LOUDEN> I am a patient MAC user, It'll be worth the wait (grin). Thank you. GA

<[Tom] TOMFERNANDEZ> OK Darian, your question please

<[Darian] D.ANTHNTHONY> Hi, I'm 14 and ever since 3rd grade My idols have been Jobs, Hertzfield, Atkinson, the whole Mac team. It's been my life dream to work at Apple. How could I get a job (in the future) preferably with R&d. GA

<[JLG] JL.GASSEE> Thanks, we need all the help we can get! You should send your resume to me when you're ready and we'll see if we have ... any openings. Mac or Apple systems or application programming will definitely help. GA

<[Darian] D.ANTHNTHONY> I'd die for a job there!

<[Claire] PRESS5> Mr. Gassee, What did you think was the most exciting third-party product at MacWorld Expo? ga

<[Tom] TOMFERNANDEZ> Thanks Darian. Mr Gassee, the next question will be from Claire Keaveney from The Macintosh Business Review

<[JLG] JL.GASSEE> Wow! Do we have enough space? I like several video products, Finale, Persuasion, the various film recorders, ... Quark Express 2.0, Microsoft Word 4.0, WriteNow 2.0, ORACLE, the new version of 4D ... Full Impact ... and the new Public Domain CD-ROMs from BMUG and BCS!!! Anything I missed and should try ? GA

<[Claire] PRESS5> I liked the AST video product. ga

<[JLG] JL.GASSEE> Yes, I saw it!!! GA

<[Tom] TOMFERNANDEZ> The next question is from Greg Corson

<[Greg Corson] GCORSON> On 3 occasions (over 3 months in between) I have had phone interviews with different Apple departments. After each interview they said they were impressed and wanted to talk to me in person. Human

resources would call me to confirm the arrangements and set the date within a week. In each case I was never called back, I called my interviewer at Apple many times and was assured each time things were under way for the visit but had been delayed. After several months of calling I gave up. Is there a reason for this? I wouldn't mind it so much if they had told me the job had been filled or that they had changed their minds about me, but to keep someone going for 3 or more months (particularly a professional with over 16 years of experience) seems fairly rude. After the third occurrence I wrote a reply to John Sculley describing the problem, I received no reply from there either. Is there a problem in your Human Resources department? (no sour grapes here...but if you DO need all the help you can get...) GA

<[JLG] JL.GASSEE>

I guess apologies are in order, please accept mine. I guess I'd like a copy of your letter to John, I'll make sure we answer. Thanks for your patience and the opportunity to do something about this situation. GA

<[Greg Corson] GCORSON>

I will send one...or a reasonable copy of it if I can't find the original...

<[Tom] TOMFERNANDEZ>

OK...thanks Greg....next is Mike Fraase

<[Mike/A&F] M.FRAASE>

Thanks, What do you perceive to be the paradigm shifter for hypermedia (other than HyperCard) and how soon before the fire's truly lit? ga

<[JLG] JL.GASSEE>

I think the availability of good video hardware and software tools is the most ... important next step. By software tools I mean authoring and editing tools ... as today's while nice when compared to what we did not have in the past, are still quite primitive ... Also, let's remember one key point: the user must feel that s/he flies the simulation ... otherwise, it's TV, which is in charge of relieving us from our thoughts ... not something that expands the reach of my body and my brains.

<[Mike/A&F] M.FRAASE>

Agreed on the primitivity of the tools and the control aspects... And It must be usable and re-usable (not a one-shot experience) by normal people. GA

<[ed] ARTWRKS213>

Good evening, I'm in Graphics and I'm concerned about the limitation of the current system to handle increased fonts GA

<[JLG] JL.GASSEE>

How many would you like? ga

<[ed] ARTWRKS213>

I'm concerned about the limitation of the system to handle fonts. I'm in graphics and it would help if it could do more, GA

<[JLG] JL.GASSEE>

I'll pass your comment to Gifford Calenda. GA

<[Tom] TOMFERNANDEZ>

Mr. Gasee, the next question is from Scott Mac of

InfoWorld

<[Tom] TOMFERNANDEZ>

Mace

<[S.MACE] PRESS6>

Mr. Gasee, I've heard the IBM PS/2 won't support good 24-bit video cards like the Macintosh II can... Is Apple capitalizing on this advantage? ga

<[JLG] JL.GASSEE>

I did not know about the limitation you mentioned. We are committed to 24-bit support ... and you'll see us help first in system software and later in hardware. Start saving! GA

<[Tom] TOMFERNANDEZ>

Hahaha! Finished Scott?

<[S.MACE] PRESS6>

Thank you. ga

<[Tom] TOMFERNANDEZ> OK, the next question is from Bart Barton, Chief Sysop of this clambake

<[Bart] FBARTON> Mr. Gasee, with the emphasis Apple Computer appears to be putting on Macintosh's in the business/corporate environment are there any intentions on Apple's part whether obvious or subtle to reassure the regular users they've not been forgotten or de-emphasized in Apple's marketing strategies? GA. GA

<[JLG] JL.GASSEE> Well, that's interesting. The vast majority of our sales comes from either individuals by themselves, or are decided by individuals (as opposed to departments or purchasing organizations) ... inside large organizations. Apple's Marketing continues to be geared towards the individual, so is our ... engineering thinking. Networking, for instance, continues to be an extension of our ... user-centric perspective. GA

<[Bart] FBARTON> True, but all of the advertising appears to be geared toward business, especially television. This at least has made it appear the regular user... has been left out of the "loop" so to speak. GA.

<[JLG] JL.GASSEE> Fair perception, but please think of our continued commitment to the Macintosh Plus and also the what sells Apple Products is essentially word-of-mouth. I have 10 mins left. GA

<[Tom] TOMFERNANDEZ> Thank you, Janet Attard now has the floor

<[Janet] J.ATTARD> Mr. Gasee, first let me say I'm very impressed with the entire line of Macintosh computers... but have had a lot of trouble with my individual unit. I bought a Plus about a year ago and so far have had to have the logic board replace three times, the power supply once, and the logic board seems to be malfunctioning again... what is apple's policy on such repeated failures, and how long will Apple continue to support the Plus? ga

<[JLG] JL.GASSEE> Please call Jo Ann Vander Vennet in my office tomorrow and we'll take care of you. Now, we are committed to the Macintosh Plus, no if, no buts. GA

<[Tom] TOMFERNANDEZ> OK, Bill Louden

<[GEnie - Bill] LOUDEN> You mention that networking is a key element to the Mac. Can you elaborate on how you see an AppleTalk LAN fitting in (connecting) to other outside networks such as GEnie, CompuServe, Email etc.? GA

<[JLG] JL.GASSEE> If you look at what server companies such as 3-Com do, you'll see they are currently offering ... gateways to Mail and other services. That's part of the future. On the other hand I hope we'll see a growing number of products connecting you to your ... LAN by phone from your home or your hotel room when you are on the road. GA

<[GEnie - Bill] LOUDEN> Yes, we have connections now to 3com, Novell, DISOSS now. I agree; and await the Mac's presence too. Thank You. GA.

<P.LEMIEUX2> Mr. Gasee, is the 68030 going to be supported on the Plus? Will System 7.0 and/or 8.0 run on a Plus, even with > 1Mb of RAM? Also, what about upgrades for Mac II boards to the 68030? And when? GA

<[JLG] JL.GASSEE> Lots of questions in one. The Macintosh Plus will not support the 68030. Please note that you can upgrade your Mac Plus memory beyond 1 MByte. That does not say that future system will necessarily

require more though. ga

<[Tom] TOMFERNANDEZ> Thanks ... next question is from Linda Kaplan

<[Tom] TOMFERNANDEZ> Linda, did you have a question?

<[Linda] L.J.KAPLAN>

<[Linda] L.J.KAPLAN> ATZ

<[Linda] L.J.KAPLAN> ATE0V1Q0S0=0S3=30S4=31S5=255S12=10

<[Linda] L.J.KAPLAN> disconnected.

<[GEnie - Bill] LOUDEN> oops.

<[Tom] TOMFERNANDEZ> Guess thats all for Linda

<[JLG] JL.GASSEE> One last question and I must go, thanks. GA

<[Tom] TOMFERNANDEZ> OK, Tom Hammer, your question for Mr. Gassee

<[Tom] HAMMER> Jean-Louis, first let me congratulate you on your well deserved promotion. Its great to see you leading Apple's product vision. Could you tell us what you are learning from Allan Kaye's Vivarium project and how will it affect those elegant intellectual tools Apple creates? GA

<[JLG] JL.GASSEE> Thanks for the kind thoughts, I'll try to deserve them .. The Vivarium project teaches us a lot about the children (and adults) want to ... interact and learn with computers. The usage of computers in schools is still in some form of dark beginning ... with a few notable exceptions and we need to move ahead. Also, pure user-interface issues are raised by this project. Thanks for the opportunity to chat with supporters and friends.

We are very busy making sure that your early support of the Macintosh continues to be justified.

Thanks and good night!!! GA

<[Bart] FBARTON> I'd like to personally thank Jean-Louis for taking the time to visit GEnie and the Mac RT and discuss various topics with us. Hopefully there will be time in the foreseeable future for additional visits and interesting insights into Apple Computer. And THANKS! to all of you who have taken the time to participate in this conference!!

<[Tom] TOMFERNANDEZ> Thanks Jean-Louis

<[JLG] JL.GASSEE> has left.

<[GEnie - Bill] LOUDEN> clap clap clap clap clap clap clap clap clap clap! Mac's forever! grin.

<[Bart] FBARTON> LONG LIVE THE MAC!!!!

WHO WAS THERE!!!!

Room 1, the General Club room.

| Job | City | Room | Sta | Mail-Address |
|-----|-----------------|------|-----|-----------------------|
| 2 | Newark,CA | 1 | N | [Norm] MACINFO |
| 3 | Plymouth,MN | 1 | N | S.NYGAARD |
| 4 | Lincoln,NE | 1 | N | [Mark] WALL-ST |
| 5 | Centereach,NY | 1 | N | [janet] J.ATTARD |
| 6 | New york,NY | 1 | N | [Linda] L.J.KAPLAN |
| 7 | Mobile,AL | 1 | N | [Vern R.] A2.VERN.R |
| 8 | Orange park,FL | 1 | N | C.PIPKIN |
| 9 | Cupertino,CA | 1 | N | [Tom] HAMMER |
| 10 | Seattle,WA | 1 | N | W7QG |
| 11 | San bnerardi,CA | 1 | N | J.ZIEMBA |

| | | | | |
|----|------------------|---|---|-------------------------|
| 12 | Northbrook,IL | 1 | N | ODESTATECH |
| 13 | Princeton,NJ | 1 | N | TOMMACKIE |
| 14 | Redlands,CA | 1 | N | [Bruce] B.SELZLER |
| 15 | Syracuse,NY | 1 | N | R.RICE2 |
| 16 | Santa ana,CA | 1 | N | [Jim] J.DUWALDT |
| 17 | Kansas city,MO | 1 | N | [Bob] B.DANIEL |
| 18 | Rockville,MD | 1 | N | CORENZWIT |
| 19 | Fairfield,CT | 1 | N | J.DEECKEN |
| 20 | Las cruces,NM | 1 | N | MCSANDBERG |
| 21 | Lubbock,TX | 1 | N | [Bart] FBARTON |
| 22 | Rockville,MD | 1 | N | [S.MACE] PRESS6 |
| 23 | Endwell,NY | 1 | N | S.FULK |
| 24 | Kansas city,KS | 1 | N | [Paul] P.CULLEN |
| 25 | Loves park,IL | 1 | L | [Tom] TOMFERNANDEZ |
| 26 | San diego,CA | 1 | N | [Richard] RPARCEL |
| 27 | Gainesville,FL | 1 | N | [Tyler] A2.TYLER |
| 28 | Huntington sa,NY | 1 | N | [Darian] D.ANTHNTHONY |
| 29 | Portola valle,CA | 1 | N | [JLG] JL.GASSEE |
| 30 | Salt lake cit,UT | 1 | N | SANDY.W |
| 31 | Miami springs,FL | 1 | N | J.W.WALKER |
| 32 | Santa barbara,CA | 1 | N | S.LEMKE |
| 33 | Potomac,MD | | N | [GEnie - Bill] LOUDEN |
| 34 | Cupertino,CA | 1 | N | [NANCY] N.NIEMANN |
| 35 | Racine,WI | 1 | N | [Keith] STATTFIELD |
| 36 | Berkeley,CA | 1 | N | [Randy @] B.MUG |
| 37 | South bend,IN | 1 | N | [Greg Corson] GCORSON |
| 38 | Des plaines,IL | 1 | N | M.GINSBERG |
| 39 | Wilton,CT | 1 | N | [David] DWEBB |
| 40 | Rockville,MD | 1 | N | [Claire] PRESS5 |
| 41 | Toronto,ON | 1 | N | [Rich] OUTER |
| 42 | Monroe,NY | 1 | N | MLEWIS |
| 43 | Hamilton,NY | 1 | N | [Chip] C.WELCH3 |
| 44 | Los angeles,CA | 1 | N | [ed] ARTWRKS213 |
| 46 | New rochelle,NY | 1 | N | E.G.-55 |
| 47 | Wilmington,NC | 1 | N | A2.DOUG |
| 48 | Drexel hill,PA | 1 | N | [Bob] B.FERRILL |
| 49 | Butler,PA | 1 | N | C.SCHAFFER1 |
| 50 | La mirada,CA | 1 | N | [Ca] C.KLEPPER |
| 51 | Oxford,MA | 1 | N | P.PALOMBO |
| 53 | Cary,NC | 1 | N | P.LEMIEUX2 |
| 54 | Newington,CT | 1 | N | CLAWRENCE |
| 55 | Roseville,CA | 1 | N | RCASTANEDA |
| 56 | Corvallis,OR | 1 | N | JSL |
| 57 | Indianapolis,IN | 1 | N | [Paul] PSNIVELY |
| 58 | Overland park,KS | 1 | N | [Dennis] OPEN-APPLE |
| 59 | New york,NY | 1 | N | B.SUND1 |
| 60 | Minneapolis,MN | 1 | N | GUY.T.RICE |
| 62 | Fort worth,TX | 1 | N | [A2Pro Tim] TIM.SWIHART |

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|----|------------------|---|---|----------------------|
| 63 | Radnor,PA | 1 | N | HOMCHICK |
| 64 | Hayward,CA | 1 | N | [Christine] CWYKOFF |
| 65 | Rockville,MD | 1 | N | KVSTEPHENS |
| 66 | Schnecksville,PA | 1 | N | V.GRASSI |
| 68 | Greenfield,MA | 1 | N | [Scott] DIANE..SCOTT |
| 69 | Rockville,MD | 1 | N | JILL.J |
| 70 | Mishawaka,IN | 1 | N | HOLBERT |