

# Web watch

## An invitation to Apple Club

Mac enthusiasts now have an exclusive area on the Web that gives them numerous members-only benefits. With Apple Club, keeping yourself informed — and your Macintosh up to date — is fast and easy. Some of the advantages that Apple Club members enjoy include:

- Priority access, via dedicated Apple Club Web servers, to upgrades and other software for fast downloads
- Special discounts on software and other products
- Exclusive monthly e-mail from Apple chairman and CEO Gil Amelio giving the inside scoop on new Apple products, technologies, and more
- The opportunity to subscribe to Apple Computer's electronic publications and newsletters, at no extra charge to you
- Many other benefits exclusively for members

At \$19.95 a year (just pennies a day), Apple Club is an exceptional value. When you join, you get one of three CD-ROMs: *Apple Club*, with Apple software updates, content from the Apple Technical Information Library, and more; *Grolier Encyclopedia of Science Fiction*; or *Arôme's Vegetarian Delights*. To find out more, go to <http://club.apple.com>.

Here are a couple more Web sites you may find valuable:

<http://www.download.com>

CNET's continuously updated site gives you the latest on beta software and handy access to new drivers, Internet browsers and software, utilities, games, and much more. Software is organized by categories such as business, Internet, and games; "Hot Titles" ranks the most popular software. And the site is fully searchable.

<http://www.real.com>

Go to [www.real.com](http://www.real.com) to download the free RealPlayer so you can take advantage of Web sites using RealAudio™ and RealVideo for interviews, music, and the like. In addition to providing demos, tools, and tips, the site links you to cool sites: recent examples were Spike Lee video shorts and daily RealAudio dispatches from Mount Everest.



Product discounts and priority access to software downloads are just two benefits of Apple Club.

## Fun on the Internet

An emoticon — also called a *smiley* — is one of those little faces and pictures that punctuate much of today's personal e-mail and chat-room dialogue. With just a few keystrokes, you can show that you're happy or annoyed, surprised or bored; or you can hug someone: {Mom}. Lots of Web sites are devoted to the growing lexicon of emoticons and smileys. Just use your favorite search engine, such as Yahoo or Excite, to find them.

Here are some commonly used emoticons. You must drop your head to your shoulder to read most of them (shown below in red). You can read the Japanese-influenced ones (shown in blue) the right way up. Before you know it, you'll be making up your own.

:) or :-)

This is the classic smiley. It can punctuate a joke or tell someone you're happy.

;) or ;-)

This is how you wink at someone.

:-D

If you're *really* happy, laugh!

\*^\_^\*

If the winker is being friendly, this dimpled grin might be an apt response.

:( or :-(

If you're not so pleased, this is how to show it.

:-P

If the wink bothers you, just stick your tongue out, like this.

:-/

This is a good face if you're frustrated or puzzled.

^\_^;

If you're sweating over a crucial deal or anxiously awaiting some news, use this.

@-`-,—

This rose is especially useful for online romance.

@\_@

Whoops, you've made a major mistake — is your face ever red!

O:-)

When someone is nice to you, or you've done something saintly, this should come in handy.

=:-O

Oh no! This could mean an even bigger mistake. Or somebody just shouted "Boo!"

:~(

If life is getting you down, it's OK to cry a little.



# 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. (See our story on the new Mac® OS 8, page 12.)

## 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>. □



# Do you need a Workgroup Server?

■ **In a typical small business, the use of Macintosh computers in workgroups evolves in rewarding ways.** Desktop systems once greeted with skepticism come to be embraced, and soon everyone is lobbying for more memory and faster processors — and PowerBook computers they can use to dial in from the road. The LocalTalk® network that you installed to connect a couple of printers grows into a sophisticated Ethernet system. Colleagues now routinely log onto each other's systems with personal file sharing to exchange text and graphics. The computers that started as tools for individuals are bringing your entire workgroup closer together.

You've reached the stage where collaboration and communication are your goals, and the solutions lie in a network that includes not just single users but a dedicated server that lets them become clients to shared resources — a "client/server" environment.

## **The heart of business communications**

With a server, you can build workgroup and companywide services such as e-mail, and enable the sharing of calendars, contact files, customer and vendor databases, and file libraries — the core of a growing "intranet." By using the server to consolidate services that are now spread piecemeal around your offices, you gain efficiencies never dreamed possible. For example, the server can answer fax calls and route faxes right to the appropriate desktop. It can serve as the dial-in point for group members at home or on the road. Even more important, the server enables the centralization of workgroup security and backup of critical information. Plus, servers can take on file sharing and print spooling; help you coordinate work-flow and tracking systems; and provide a secure, high-speed gateway to the global Internet, replacing all those desktop modems.

## **Critical factors**

Adding a server to your network can be as simple as adding AppleShare® IP 5.0 networking software to a desktop system. Many companies start out this way, building their servers one step at a time. You may, however, find it more effective to use an Apple Workgroup Server, along with one of three server software pack-

ages the company offers. The hardware is optimized for speed and functionality, the software has been extensively tested for compatibility and usability, and the packages include enhanced warranties and expedited service. This can give you a lot of peace of mind when you need a server that performs without hesitation day in and day out.

## **Workgroup Servers for every need**

Apple offers three levels of Workgroup Server hardware, all built around fast PowerPC RISC processors and the advanced PCI architecture (see opposite page for specifications). The affordable Workgroup Server 7250/120 is great for small workgroups or Web sites. The 7350/180 model is a strong performer in mid-size and large offices. And the 9650/233 is Apple's fastest and most powerful Workgroup Server. A range of options includes accelerated CD-ROM drives, multiple large-capacity hard drives, DAT drives for backup and archiving, and RAM capacities up to 768MB. The 9650/233 is particularly well suited for handling large files, such as graphics, audio, and video.

Apple Workgroup Servers continue the company's tradition of "growth without disruption" — you can choose a system that meets your current needs and budget and still gives you plenty of room to grow.

## **The right software solution**

You can select one of three Workgroup Server Solution software packages that suit a range of needs:

The **Applications Server Solution** features a great foundation for specialized third-party client/server applications, such as multi-user accounting, office groupware, or sales automation systems. It includes a group calendar and a contact database; the ability to send and receive faxes; a quick, powerful group reference system; and tools that make it easy for even a novice to manage the server from anywhere on the network.

The **AppleShare Server Solution** includes all the tools from the Applications Server Solution, plus software for file, print, and network communication services. The package is built around AppleShare IP 5.0, which brings Mac OS ease of use to the TCP/IP



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ext. 300



protocols that form the basis of communication on the Internet and other large networks. AppleShare IP 5.0 ensures that your server will be fully compatible with industry standards such as POP and SMTP for e-mail and FTP for file transfer. And it includes tools to help you open secure gateways between your workgroups and all the resources of the Internet and World Wide Web.

With the AppleShare Server Solution, you'll be able to unify your workgroups as never before. It includes AppleShare Client for Windows, which enables you to provide services for Windows users as well as Macintosh users. For those who routinely move large graphics files across the network (for example, publishing and multimedia groups), the included RunShare GSA accelerates graphics file exchange and prepress operations.

The **Apple Internet Server Solution** gives you all the software you need to create, manage, and publish a media-rich World Wide Web site. It's built on the foundation of StarNine's acclaimed WebStar 2.0.2 server software, and it includes comprehensive Web authoring tools and an extensive set of customizable Web site templates so you can be up and running right out of the box. And these aren't just simplistic home pages — you get all the tools and examples you need to integrate databases, support multimedia sound and animation, use CGI (Common Gateway Interface) scripts, provide user-navigable "image maps," and support multiple Web site domains from one server. Best of all, it's been gathered, assembled, and performance-tested for you, so you won't have to go through the weeks of trial and error that plague so many Web site launches.

In combination, Apple Workgroup Servers and Server Solution packages offer many ways to take charge of your network and accelerate the evolution of your workgroups. With powerful hardware, flexible software, and the ease of use and security of the familiar Mac OS, you'll be able to get your Apple server up and running in hours — and benefit from it for years.

For full details on Workgroup Server solutions, go to <http://servers.apple.com>. The Web site also profiles successful Workgroup Server users across a wide range of companies. □

### Workgroup Server 7250/120

- 120MHz PowerPC 601 RISC processor with floating-point processor and 32K on-chip cache; 2GB hard disk drive; 16MB RAM, expandable to 256MB; 256K Level 2 cache; one open expansion bay; internal 8X CD-ROM drive; three PCI slots for expansion cards; one SCSI DMA bus to support up to seven devices (three internal, four external); eight external ports

### Workgroup Server 7350/180

- 180MHz PowerPC 604e RISC processor with floating-point processor and 64K on-chip cache, mounted on a removable card; internal 4GB hard disk drive; 48MB RAM, expandable to 512MB; 256K Level 2 cache; one open expansion bay; internal 12X CD-ROM drive; three PCI slots for expansion cards; two SCSI channels: one internal Fast SCSI-2; one external SCSI-1

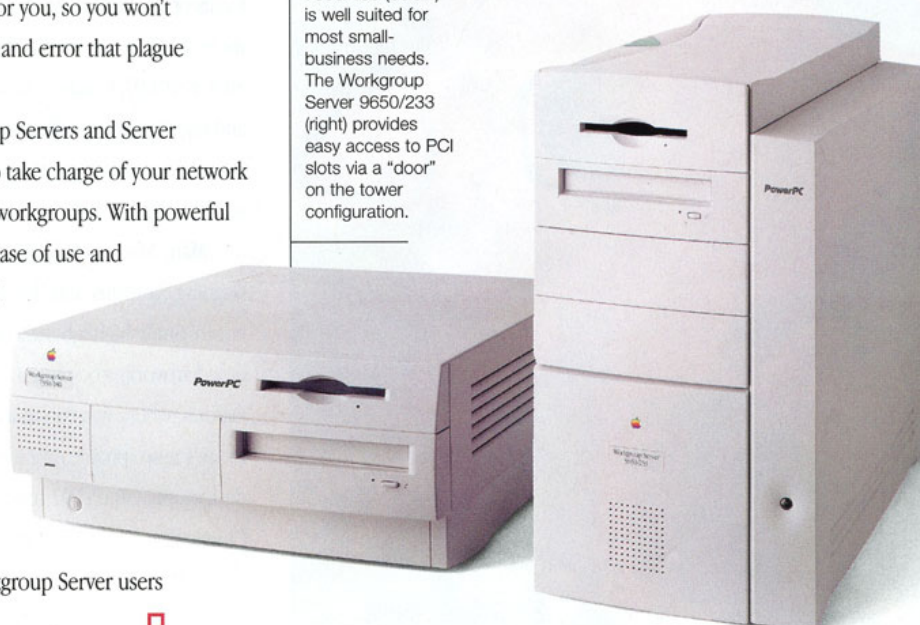
### Workgroup Server 9650/233

- 233MHz PowerPC 604e RISC processor with floating-point processor and 64K on-chip cache, mounted on a removable card; internal 4GB Ultra/Wide hard disk drive (optional dual 4GB Ultra/Wide drives); 64MB RAM, expandable to 768MB; 512K Level 2 cache; internal 12X CD-ROM drive; DDS-2 DAT drive (4GB uncompressed to 14GB compressed) in some configurations; six PCI slots for expansion cards; three SCSI channels: one internal Ultra/Wide SCSI-3; one internal Fast SCSI-2; one external SCSI-1

### All models

- **Networking:** Built-in Ethernet with 10BASE-T and AAUI; two serial ports for LocalTalk; support for TCP/IP networking software with Apple Open Transport; support for other networking topologies like Fast Ethernet and ATM; Token Ring optional (with PCI card)
- **Reliability and performance software:** Apple RAID Software to protect against data loss from drive failures and to optimize performance of multiple hard disks; Virex, for automated virus screening; Skyline/Satellite, for monitoring network and server traffic

The Apple Workgroup Server 7350/180 (below) is well suited for most small-business needs. The Workgroup Server 9650/233 (right) provides easy access to PCI slots via a "door" on the tower configuration.





# Apple

Small Business edition

- Best Power Mac for small business
- Put an Apple Workgroup Server to work for you
- Ultimate guide to the Small Business Web site

The  
new  
Mac

see  
page 11



a new era  
for  
system software  
Mac OS 8



- Sharper Image boosts sales with WebObjects
- Apple takes Batman & Robin from script to screen

The  
new  
Mac

see  
page 11

Peter Gabriel's  
interactive  
adventure

Apple



a new era  
for  
system software  
Mac OS 8

