



Apple's 2006 WWDC

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IT Insight podcast

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What did I expect from Leopard?

- Every new Mac OS X release includes two types of features
- User focused applications
New or updated APIs and tools for developers
- This model has been extremely successful for Apple because it generates greater sales and reduces the adoption time of new OS release





What did Apple announce at WWDC?

- New user oriented features
 - Time Machine
 - Spaces
 - iChat
- New APIs for developers
 - Core Text
 - Core Animation
 - Full 64 bits support
- Updated Developer tools
 - xCode 3.0
 - Interface Builder 3.0



New user oriented features

- Time Machine
 - A simple to use yet powerful backup system
- Spaces
 - Virtual desktops
- iChat
 - Across the board improvements
- Mail
 - HTML mail, through templates
- Many other small improvements



New APIs for developers

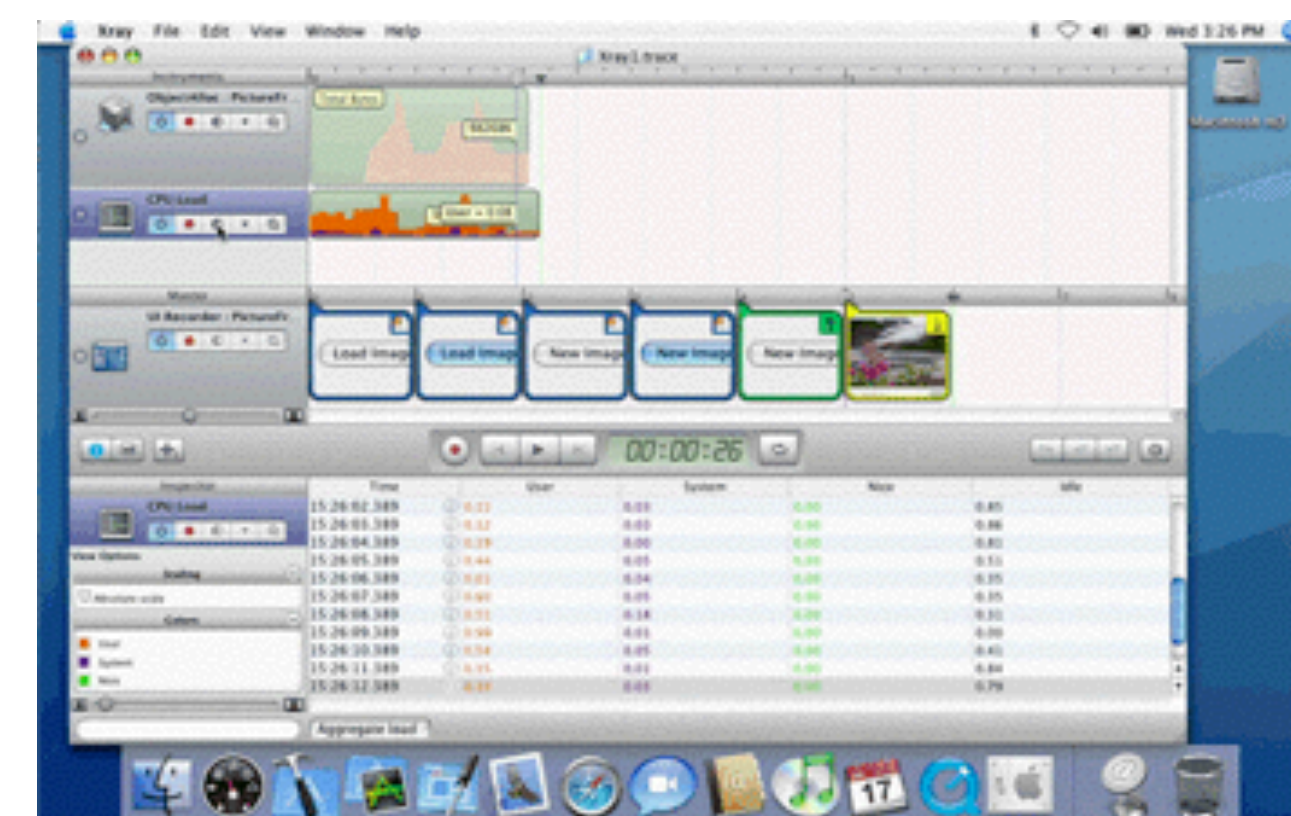
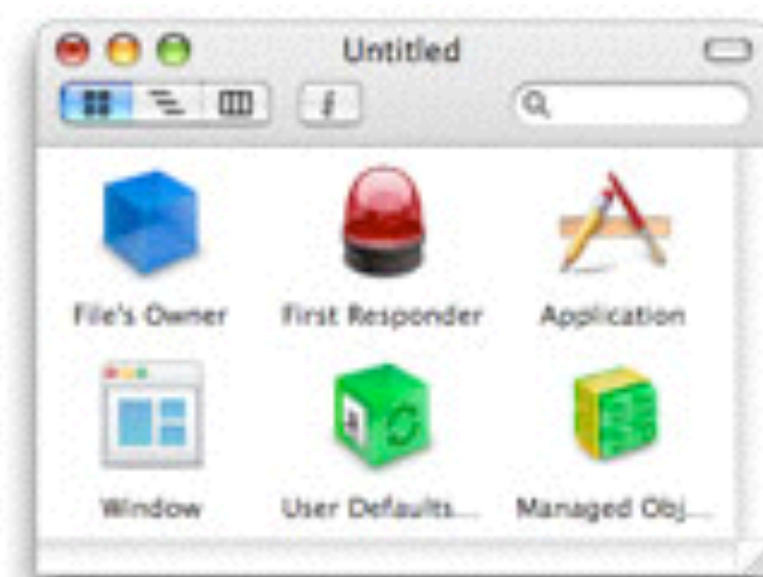
- Core Animation
 - A great API to easily animate multiple 2D layers
 - This should allow programmers to easily write flash-like applications
- Core Text
 - Better typographic control
 - Powerful yet simple API that allows programmers to lay out text within any region, defined using paths
- Full 64 bit support Additional “secret features”





New developer tools

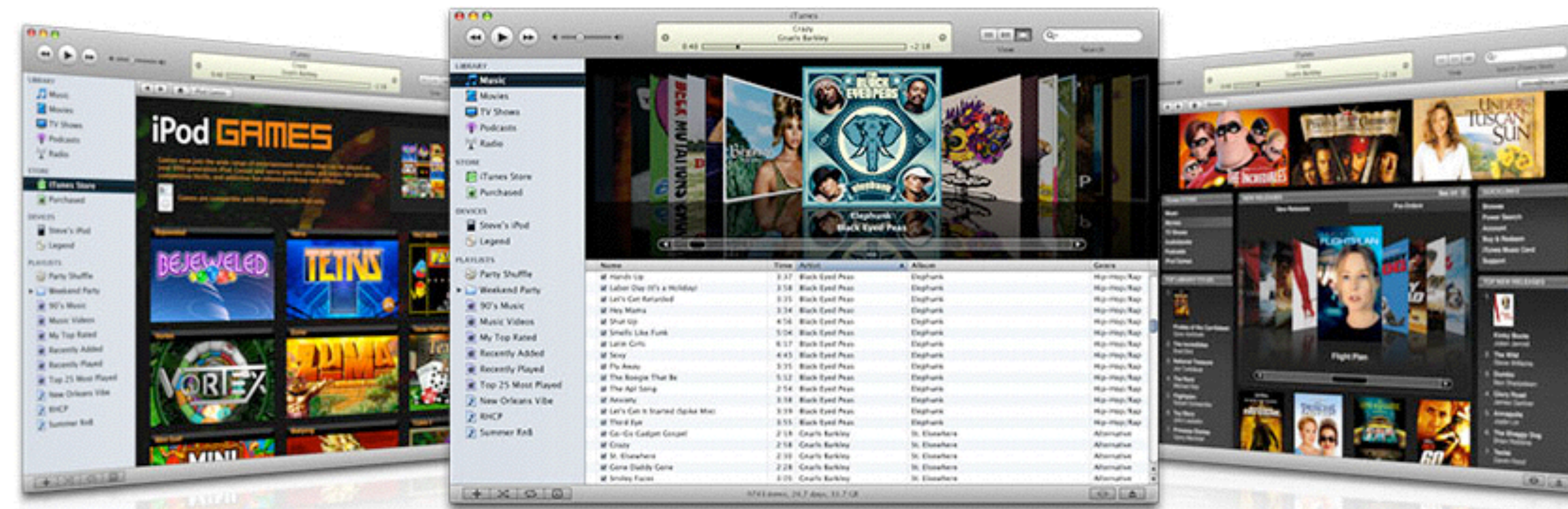
- XCode 3.0
 - Objective-C, C, C++ and Java development tool
- Interface Builder 3.0
 - Graphical User Interface editor
- XRay
 - Application analysis tool (memory usage, performance, user interface events, etc.)





Apple's strategy

- Despite all the talk about light clients, web services and Web 2.0 applications based on AJAX technologies, Apple sticks to its guns and bets its future on an OS that offers
- Better end-user experience
- Powerful APIs to perform tasks that cannot be easily performed within a Web browser (advanced multimedia applications)



How does Apple implement its strategy?

- Apple has a no-compromise strategy to improve its OS
 - Regular OS updates (12-18 months)
 - New APIs that add “free” functionality to applications
 - Obsolete APIs are quickly eliminated
 - Quickdraw is the latest example
 - This results in, that unlike Windows, Mac applications need to be updated often to maintain compatibility with the latest OS release
 - This is one of the reasons that explains why there are less applications for Mac OS X than for Windows since only successful applications can justify the continuous investments.
 - However, these applications are usually very good as they benefit from the latest OS innovations. As consumers use less and less applications, this trend has actually benefited Apple.



Does Apple's strategy make sense?

- Short term
 - Sure, Apple is gaining market share
- Long term
 - Apple can only survive long term if it can prove that there is value in a high-performance client for web applications, which is something Microsoft does not seem to believe in
 - In order to reach that goal it needs to capture a significant market share from other OSs, before the trend becomes irreversible
 - Apple is building its Digital Hub strategy around the PC, making it once again relevant and irreplaceable



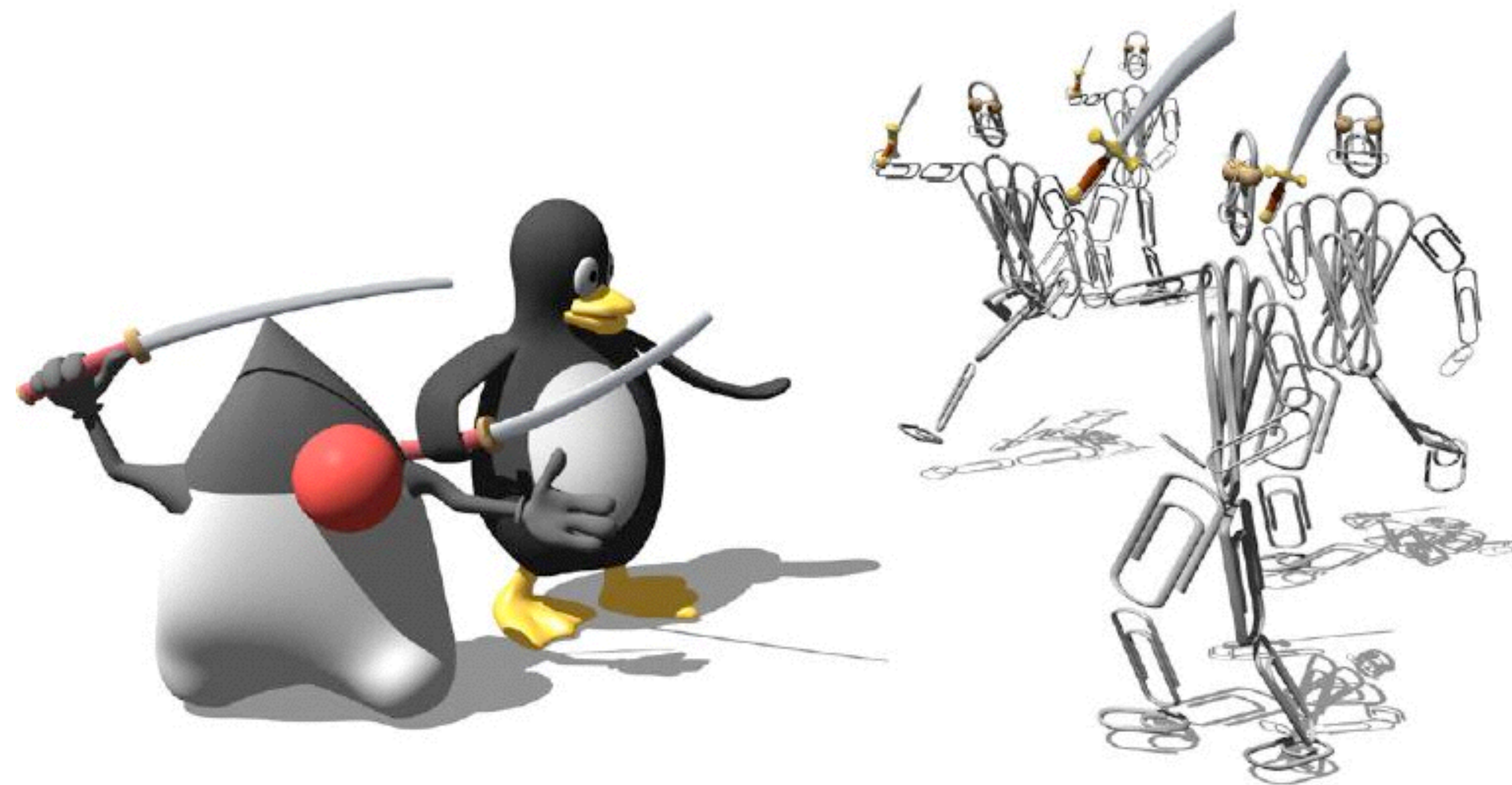
Why attend WWDC?

- It is a great opportunity to
 - Meet Apple Engineers
 - Meet fellow programmers
 - Learn about the trends that are shaping the Apple market



See you next year in San Francisco





For more information, please contact me at
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