




Apple and Education

The formula for success begins with a clear vision
and a good plan.

Name

Title here

Apple Computer, Inc.



**In order for technology
to enrich learning,
five key areas must
first be addressed**

Apple's K-12 Vision



TECHNOLOGY
INTEGRATION

NETWORKING
CONTENT
G

COMPUTERS

STAFF
DEVELOPMENT
T


Meeting the Technology Literacy Challenge

Have a vision and a plan that includes:

- Student access to modern computers
- Connected classrooms
- Educational software aligned to curriculum
- Professional development and training

Critical Issues

- Creating a vision for integration
- Choosing the right computer
- Selecting appropriate digital content
- Networking for communication, collaboration
- Providing professional development



1.

Creating a vision
and a plan for
integrating
technology
into the curriculum

The formula for success begins with a clear vision and a good plan.

Effective technology integration involves:

- Proven models of teaching and learning
- Pervasive technology presence and access
- Students as experts as well as learners
- Students as creators, contributors, users



2.

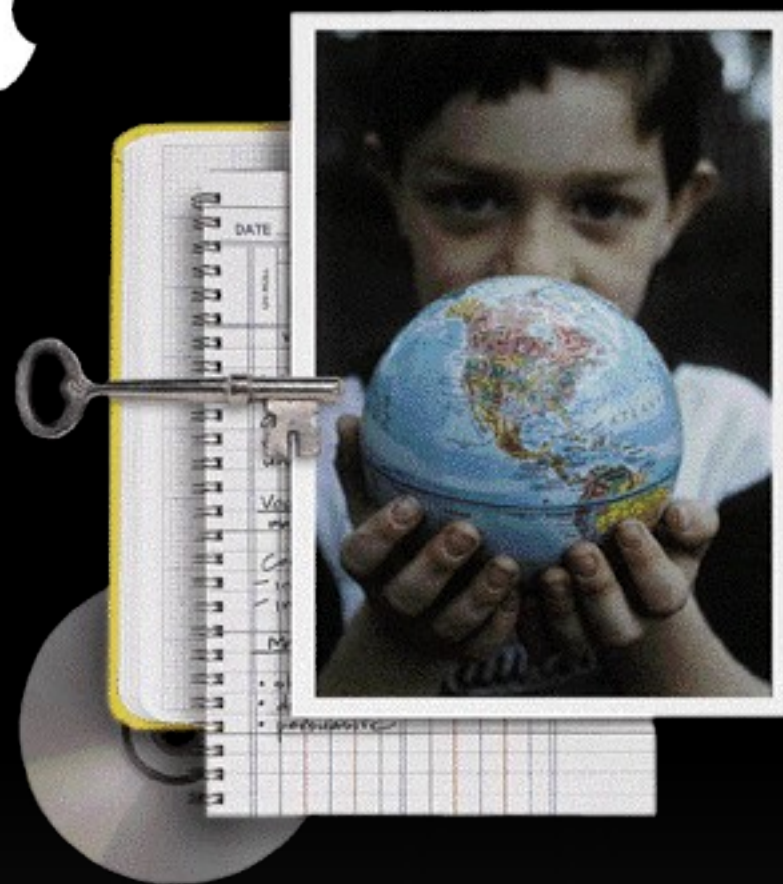
Selecting Digital Content

**Quality software and online resources offer
new opportunities for learning.**

Selecting Digital Content

Educators need digital content that:

- Supports learning objectives
- Readily aligns with curriculum
- Engages students, encourages productivity, fosters creativity, and leads to real-world problem solving



Apple Education Series

Apple Education Series

Primary and Elementary

- Preschool & Kindergarten Adventures
- Primary Curriculum Connections
- Primary Language Connections
- Elementary Creativity and Reference
- Elementary Curriculum Connections
- Elementary Desktop Tools

Middle and High School

- Middle School Connections: Language Arts & Social Studies
- Middle School Connections: Math & Science
- Advanced Reference Tools
- Math Tools
- Productivity Tools
- Academic Desktop Tools

Multiple Grade Levels

- Internet Curriculum Connections
- Student Desktop Tools
- Apple Web Page Construction Kit
- Multimedia Learning & Design Tools
- Writing and Publishing Tools

Apple Education Series Kits

Why do educators find these products so compelling?



Apple Education Series

- Suites of high-quality software
- Comprehensive teacher materials and student projects
- Alignment to national standards
- Backed by research
- Superb value

Apple Education Series Kits

How do educators benefit?

- Accelerating the incorporation of technology into the teaching and learning process
- Adapting to a wide range of teaching styles and learning situations
- Providing guidance on effective use of the Internet
- Fostering cross-curricular, collaborative, and real-world learning

Educators Are Talking



Heidi Clevenger

Technology Integration Specialist

Deer Valley Unified School District Glendale, AZ

Apple Education Series

Kit Benefits

“...with sample lessons, extension activities, home/school connections, and suggestions on how to bring computers and software into the

instructional process.”
— Mary Ann Buch
Director of Curriculum and Technology
Lockport City School District,
NYC

AppleWorks

**Best-selling productivity software among
K–12 educators and students**



- Powerful yet easy-to-use word processing, database, spreadsheet, graphics, and presentation software
- Cross-platform compatibility
- Very affordable!



“We use
AppleWorks
and love it! It is
small,
inexpensive, easy
to use,
and very
easy.”

—Robert F. Kirk, Ph.D.
Teacher, Hesperia
Unified School



“AppleWorks is an
incredibly
powerful application. It
gives
both students and the
instructor virtually any
tool needed to
increase productivity.”

— Donald R. Henderson
Technology Coordinator
Grossmont High School

“AppleWorks
opened
up my students
eyes
and minds to
how
fun learning can
be ”

—Cathy Junker
Technology Teacher
Kennedy Middle School



K-12 Education

www.apple.com/education

Online

The screenshot shows a browser window titled "Apple - Education" with the address bar containing "http://www.apple.com/education/". The browser's navigation bar includes "Back", "Forward", "Stop", "Refresh", and "Home" buttons. The website content features the "Think different." slogan at the top right. The main heading is "Education", with sub-sections for "K-12 Education" and "Higher Education", each with a "Choose your destination" dropdown menu. A central advertisement for the "PowerBook G3" is displayed, along with a "FETC Imagine" graphic. Below this is a horizontal navigation bar with four colored buttons: "Web" (green), "to the" (purple), "Edge" (blue), and "Contest" (orange). The main content area is divided into two columns. The left column contains articles such as "Apple Staff Development Online" (discussing web-based courses), "iMac 101 for Parents" (discussing college-bound freshmen), and "Web to the Edge Contest". The right column contains "Magazines" with an "Imagine" article (about the Skokomish and Quinault tribes) and an "Apple University Arts" article (about UCLA's Project Applesseed). At the bottom of the right column, there is a snippet for "Faster Java for Mac" (discussing performance improvements).

Teaching & Learning Resources



- Apple Learning Interchange (ALI)
- Apple Distinguished Schools
- Apple Education Series
- AppleWorks, Apple Network Administrator Toolkit, and other Apple software products

Apple Learning Interchange

Apple's online community for educators



- Participate in online forums and chats, projects, and staff development courses
- It's free, it's interactive, and you can sign up online
- More than 10,000 educators have joined

Seminars & Events

Information and links to current happenings in education

K-12 Education Think different

Seminars & Events

If you're a believer in lifelong learning, this is the place for you! Apple offers special seminars, briefings, and conference events that are a great opportunity to learn more about technology in the classroom, Apple products and services, and collaborate with fellow education professionals.

Learn More! Apple offers plenty of opportunities to learn about the latest Mac software and your technical questions answered, and your technology skills and goals are also for your classroom. Visit our [Apple K-12](#) site now for events and register online.

Online Seminars: Want to learn in the comfort of your home or classroom? Check out Apple's ever-growing list of [online seminars](#).

Apple's in Your Back Yard? How can you [visit](#) your city with products or register for the location, time, and date of Apple seminars near you!

Educational Technology Event Calendar: For nearly two decades, Apple has been supporting your through the choice of local and national educational events. Here's a calendar showing some upcoming events you won't want to miss.

Event	November	December
Apple Events		
Apple Events	January	February
Apple Events	April	May

Webinars & Events | Events & Seminars | Education Events | Seminars & Conferences | Seminars in Schools | Seminars & Conferences | Webinars & Seminars | Seminars & Conferences | Seminars & Conferences

Apple Store | Mac Store | iPad Store | iPhone Store | Apple TV Store | Apple Music Store | Apple News Store | Apple Books Store | Apple Podcasts Store | Apple TV+ Store | Apple Arcade Store | Apple News+ Store | Apple Music+ Store | Apple News+ Store | Apple Music+ Store | Apple News+ Store | Apple Music+ Store

- Links to Apple Seminars and Apple Seminars Online
- Apple's presence at key education conferences
- Calendar of educational events

Apple Education Web Site

Address:

- Lesson plans and activities
 - Products and services
 - Seminars and events
 - Disability resources
 - Education price list
- ... and much more!



3.

Choosing Computers

Only powerful, easy-to-use computers allow educators to focus on teaching and learning.

Apple Product Line

Consumer

Pro

Desktop



Portable

1999



Apple Product Line

Student

Educator

Desktop



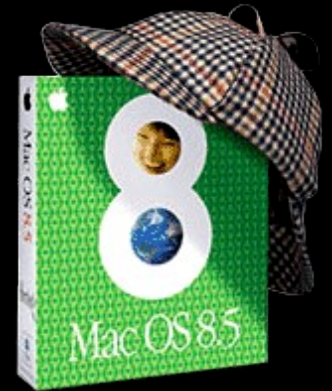
Portable

1999



Mac OS 8.5

Faster, smarter, far more clever



- The most advanced, best-performing, and easiest-to-use operating system in the world
- Powerful Sherlock search features
- Industry-leading network performance
- AppleScript for automating almost any task

iMac



Incredible Performance

Faster than more expensive Pentium II based systems

PowerPC G3

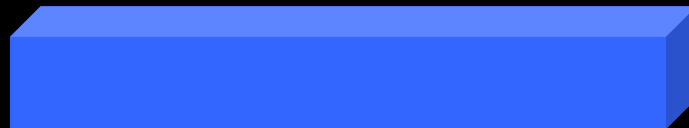
266 MHz



9.0

Pentium II

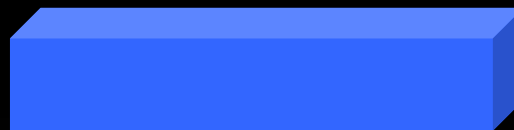
450 MHz



6.2

Celeron

333 MHz



4.7

BYTEmark processor integer performance

Based on BYTEmark integer index, a measure of processor integer performance © McGraw-Hill

Connectivity



- 10/100BASE-T Ethernet
- Two USB ports
 - Connect up to 127 devices
 - Hot plug and unplug
 - Over 100 peripherals including floppy disk drives, Zip drives, scanners, cameras
 - Serial-to-USB adapters available

iMac Setup

A few steps is all it takes



Outstanding

The award-winning and best-selling all-in-one system redefines speed, style, and simplicity



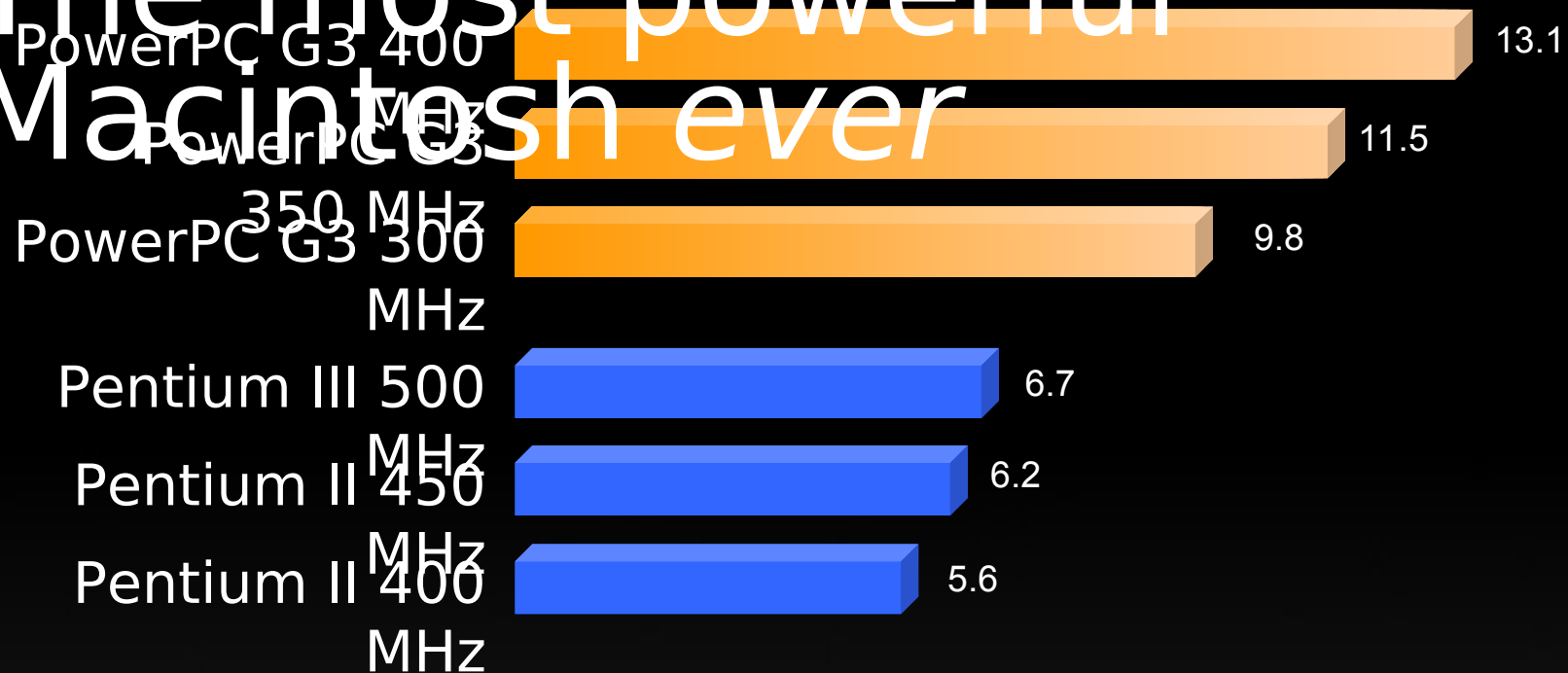
- Five dazzling colors
- 266-MHz PowerPC G3
- 6GB IDE hard disk drive
- Mac OS 8.5.1
- Universal Serial Bus (USB)
- 24x-speed CD-ROM drive
- 56k V.90 modem
- Great bundled software

Power Macintosh G3



Power Macintosh G3

The most powerful
Macintosh ever



BYTEmark processor integer performance

Based on BYTEmark integer index, a measure of processor integer performance © McGraw-Hill

Education AV Configuration

Delivering the power and versatility educators demand



- 300-MHz PowerPC G3 with 512K L2 cache
- 64MB of SDRAM
- 6GB Ultra ATA hard disk
- 24x CD-ROM
- Video-in/out and mirroring
- 17-inch (16-inch viewable) Apple Studio Display
- Avid Cinema video capture and editing software

Available to U.S. education customers only



PowerBook G3 Series

PowerPC Advantage



BYTEmark processor integer performance

Based on BYTEmark integer index, a measure of processor integer performance © McGraw-Hill

Apple Computers for Education



Performance
Connectivity
Compatibility
Mobility
Value



4.

Networking for Communication and Collaboration

**Connecting classrooms to one another
and the outside world fosters
collaboration and advances learning.**

Apple Networking

Benefits

Educators

- Easy-to-manage learning networks
- Lowest cost of ownership compared to Windows NT, Windows 95, and UNIX servers
- Internet-ready out of the box
- Supports open standards (TCP/IP, HTTP...)
- Network software options for different needs

Apple Servers

Extend and support our desktop platform

- Connect Users
E-mail, File Sharing, Networking
- Deliver Content
Web, Print, Digital
- Simplify Administration
Configuration, Total Cost of
Ownership



Macintosh Server G3

Macintosh

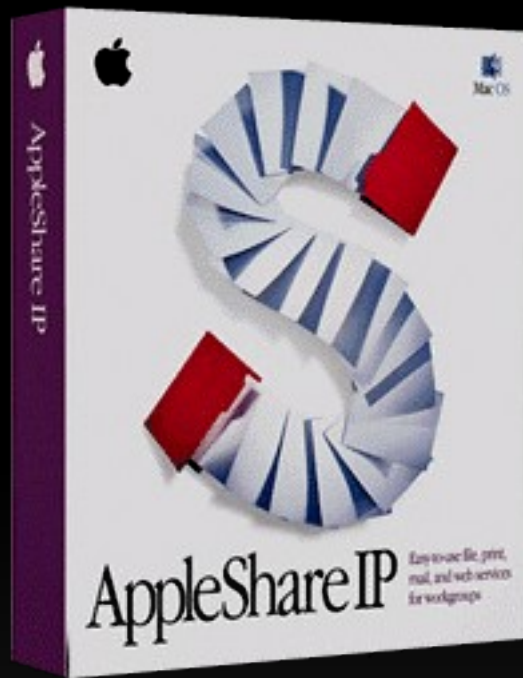
The powerful, affordable, and easy-to-manage server for your school's networking needs



- New Power Macintosh G3 architecture with faster processors, memory, disk I/O, and system bus
- Faster file sharing than Windows NT Server
- Up to 18 million web connections per day

AppleShare IP

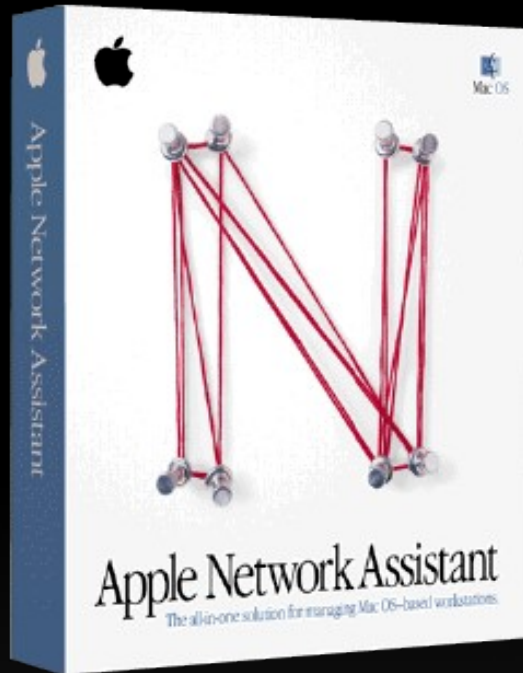
Managing your school's network has never been easier



- Web administration for easy remote management
- Easy PC file sharing as part of Windows NT network
- Sherlock server-side searching makes it easy to find content
- New firewall features protect the server from unauthorized access

Network Assistant 3.5

Powerful help desk tool for systems management



- Central management of remote workstations
- System profiling and software installation
- Screen sharing and control



Standard Configurations

Macintosh Server G3

350-MHz G3/1MB
cache

128MB SDRAM

One 9GB 7200-
rpm

Ultra2 LVD SCSI

All Server G3 configurations

400-MHz G3/1MB
cache

256MB SDRAM

Two 9GB 10,000-
rpm

Ultra2 LVD SCSI

HDs

10/100BASE-T Ethernet, 24X (max.) CD-ROM,
USB, FireWire,
Mac OS 8.5, AppleShare IP,
Apple Network Assistant (10 client), and
SoftRAID



Macintosh Server G3 with Mac OS X Server



- Based on new PowerPC G3 architecture with faster processors, memory, disk I/O, and system bus
- Unlimited-client license for NetBoot, Macintosh Management, and Apple file services
- Software preinstalled for easy setup and configuration

Rock Solid &

Operating system based on Mach 2.5

Fast

- Protected memory
 - System is fully protected from applications
 - 4-gigabyte virtual address space
- Preemptive multitasking
 - Multiple services can efficiently share system resources
 - No single task can fully consume the processor
- Full process management
 - Start, stop, and monitor system and application tasks



NetBoot

Macintosh network management made simple

- Manage multiple Macintosh computers on a network as if they were a single system
 - Great solution for classrooms and labs
- No setup required when adding new Mac systems
 - NetBoot support built into all iMac computers
- You can gain total control of the network
- Your Mac can be anywhere

How It Works

It all starts with a powerful server



How It Works

Boot from a single shared System Folder



How It Works

Plug-and-play for an entire computer network



How It Works

Control access to network resources

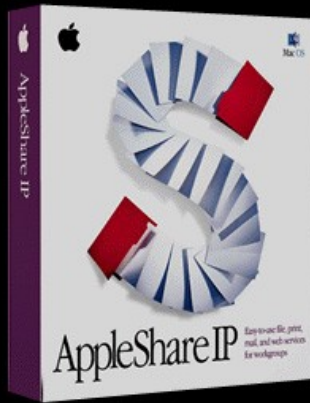




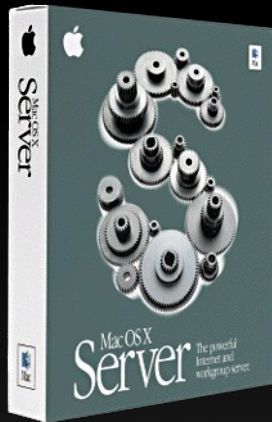
Macintosh Server G3 with Mac OS X Server

- 400-MHz PowerPC G3 with 1MB cache
- 256MB SDRAM (expandable to 1GB)
- Two 9GB 10,000-rpm Ultra2 LVD SCSI hard disks with single channel Ultra2 LVD SCSI card
- 24x-speed (maximum) CD-ROM drive
- Built-in 10/100BASE-T Ethernet and 4-port 10/100BASE-T Ethernet card
- Mac OS X Server CD, WebObjects 4.0.1 Developer CD, NetBoot Server CD, Third Party Solutions CD, and Apple Software Restore CD


A Great Servers for every need Complement



- AppleShare IP
The world's easiest-to-use general-purpose server



- Mac OS X Server
Innovative services with greater scalability



5.

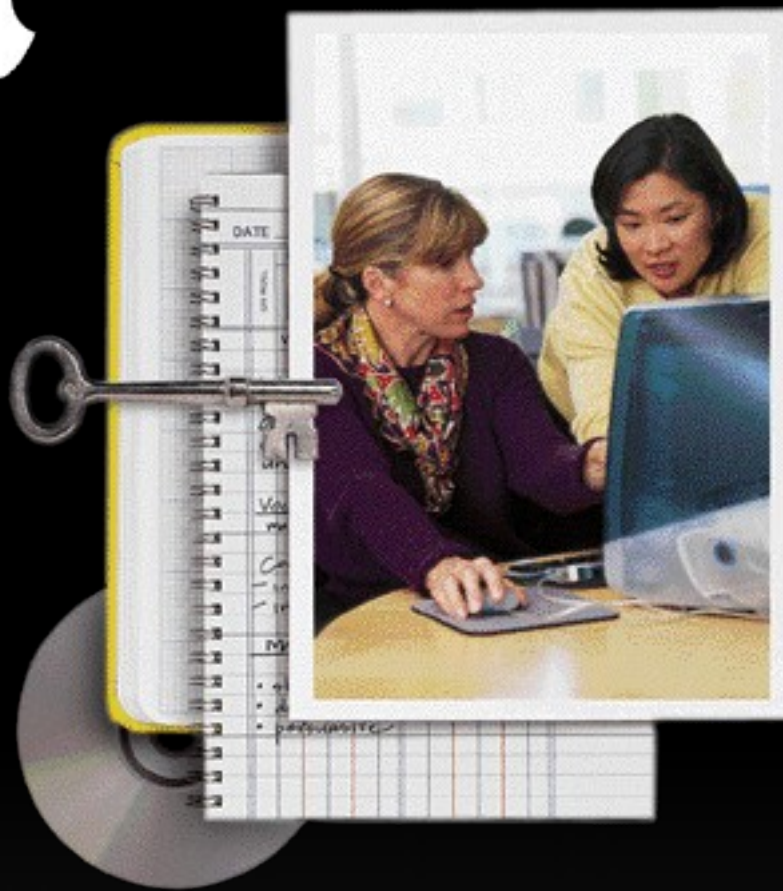
Professional Development

**Only prepared professionals effectively integrate
technology into the curriculum.**

“Only one in five
teachers
told a national
survey
they felt very well

prepared to work
in a

Teachers Report Need for More
Preparation
U.S. Department of Education,
January 28, 1999



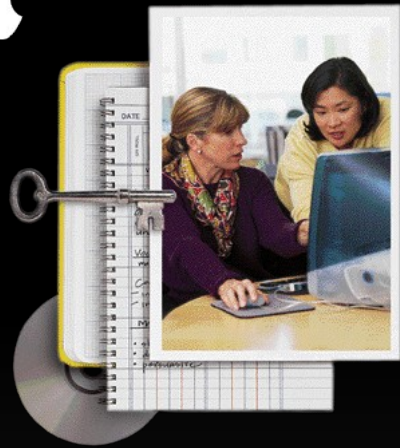
Apple Staff Development

What is Apple Staff Development?

A comprehensive package of courses and services covering:

- Fundamentals, Integration, Leadership, and Consulting

- A research-based program with a proven track record of enhancing technology integration.



Apple Staff Development

Apple Staff Development

Enhances understanding of the role of technology in teaching and learning.

- Provides proven strategies that improve student achievement.
- Includes a rich array of resources that teachers can implement immediately.
- Teaches a process for curriculum design using Units of Practice (UOPs).

Apple Staff Development

Online

On-site

Resources

Apple Learning Interchange

- Kits
- Train-the Trainer



Training

- Web courses

- Consulting
- Leader-led
- Customized
- Consulting

Apple Staff Development

- Provides relevant learning
- Models good practices
- Encourages learning by doing
- Is ongoing from foundation skills to integration and application
- Offers options for on-demand learning

Apple and

Meeting the Technology Literacy Challenge
and the needs of education

Education

- Providing student access to modern computers
- Connecting classrooms to one another and to the outside world
- Choosing educational software that is integral to curriculum
- Preparing teachers to use and teach with technology



Think
different.