




# 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

# 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

# K-12 Education

www.apple.com/education

# Online

The screenshot shows a browser window titled "Apple - Education" with the address bar displaying "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 graphic displays "The amazing PowerBook G3" next to a laptop and a magazine cover titled "FETC Imagine". Below this is a navigation bar with four colored buttons: "Web" (green), "to the" (purple), "Edge" (blue), and "Contest" (orange). The page is divided into two columns of text. The left column contains sections for "Apple Staff Development Online", "iMac 101 for Parents", and "Web to the Edge Contest". The right column contains sections for "Magazines" (featuring "Imagine"), "Apple University Arts", and "Faster Java for Mac".

Apple - Education

Address: <http://www.apple.com/education/>

Think different.

## Education

**K-12 Education**  
Choose your destination

**Higher Education**  
Choose your destination

The amazing PowerBook G3.

FETC  
Imagine

Web to the Edge Contest

**Apple Staff Development Online.** Bring the Internet into your curriculum, creating web sites anytime. ASDO is a suite of web-based courses-many appropriate for both Mac OS and Windows-to help educators use technology. [Mar 2]

**iMac 101 for Parents.** College-bound freshmen-you know the ONLY computer for college is iMac, but maybe your parents need a tutorial on its advantages. [Mar 1]

**Web to the Edge Contest.**

**Magazines**  
**Imagine.** Learn how students from the Skokomish and Quinault tribes share their heritage and see a ground-breaking school and community Mac connection in Winona, MN, in this resource for K-12 educators.

**Apple University Arts.** Read about UCLA's Project Applesseed, Java applets used as teaching tools and how Cornell uses Java to create a new way to "punch in."

**Faster Java for Mac.** Up to five times faster than previous versions of Java on Macintosh, MFC 2.1 - available now for free

# Teaching & Learning Resources



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





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



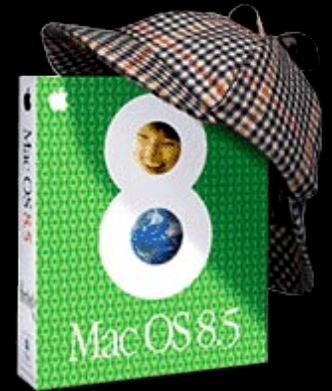
Portable

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

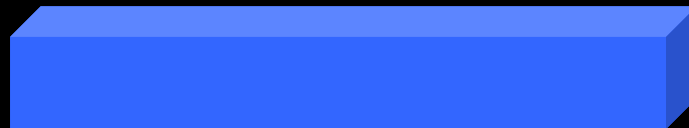
266 MHz



9.0

Pentium II

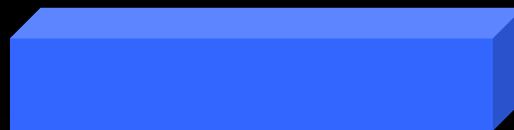
450 MHz



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**



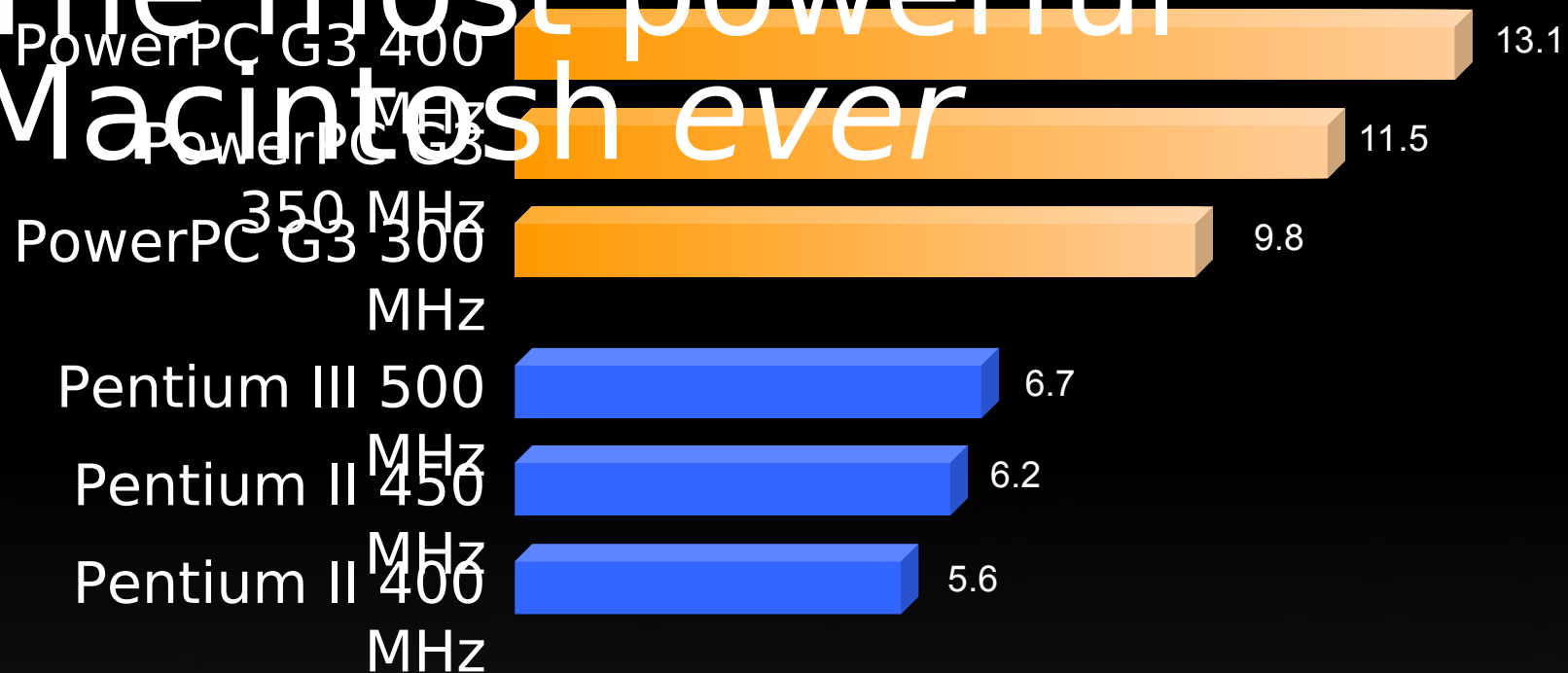
- Five dazzling colors
- 266-MHz PowerPC G3
- 6GB IDE hard disk drive
- Mac OS 8.5.1
- Universal Serial Bus (USB)
- 24x-speed CD-ROM drive
- 56k V.90 modem
- Great bundled software

# 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

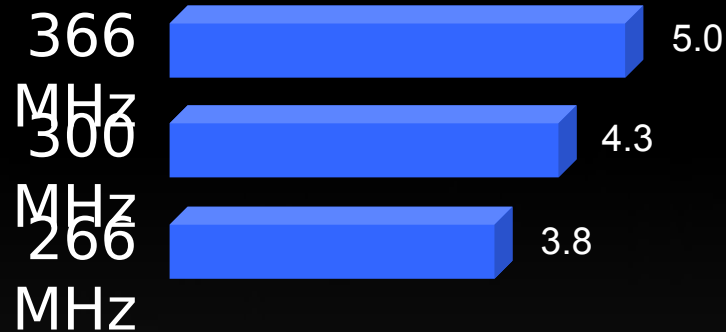


# PowerBook G3 Series

# PowerPC Advantage



Pentium II



**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



# Macintosh Server G3

# Macintosh

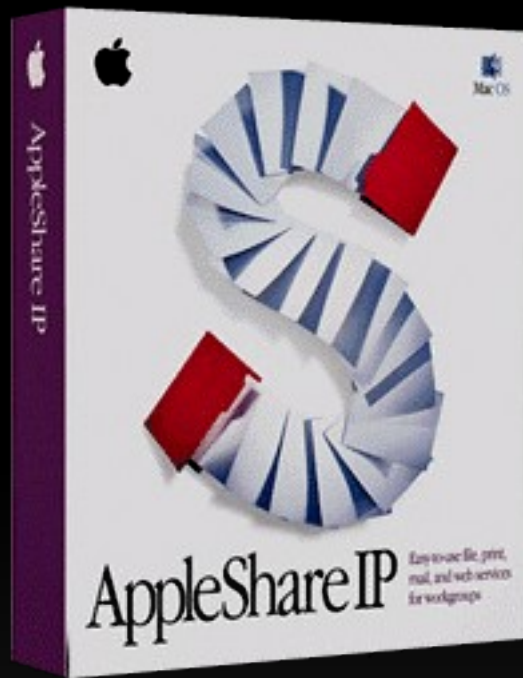
The powerful, affordable, and easy-to-manage server for your school's networking needs



- 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

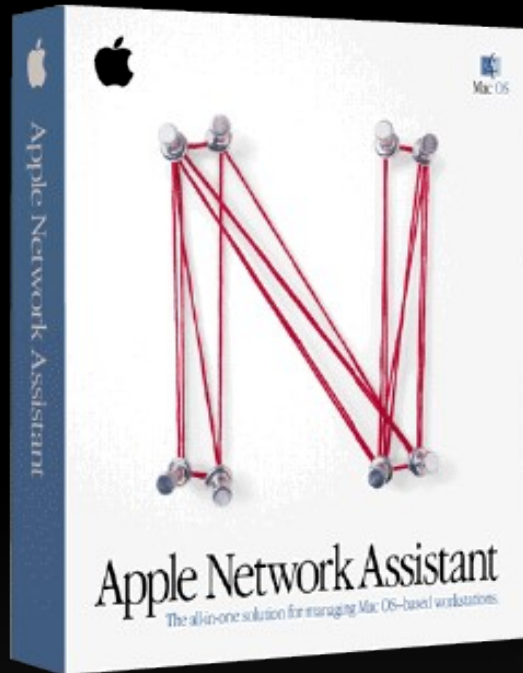
Managing your school's network has never been easier



- 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



# 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

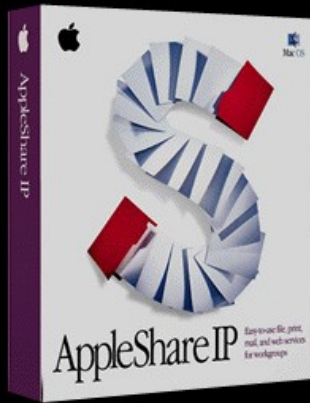


# How It Works

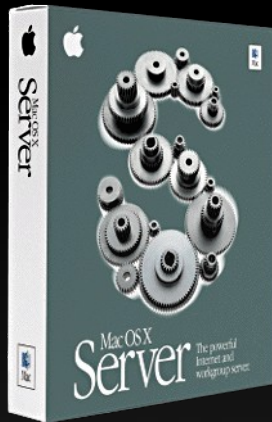
Boot from a single shared System Folder



# 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.

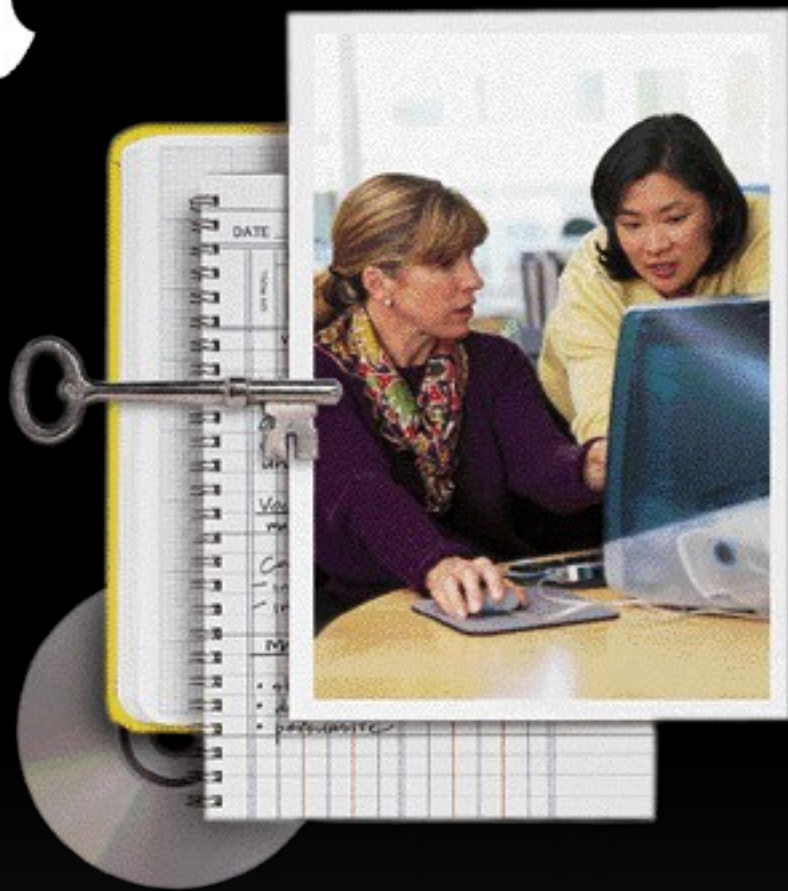
# Professional Development

**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



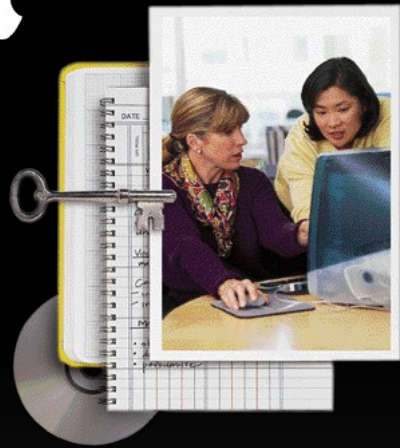
# Apple Staff Development

# 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 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.