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MacX: Target Markets

Article Created: 9 October, 1992

TOPIC -----

Why was MacX developed, and what are its target markets?

DISCUSSION -----

X Window System was developed, and was initially adopted, by the technical and scientific community using UNIX workstations as their primary system for the development and deployment of X Window System applications. As a networked based client/server solution, X is now becoming more and more popular in large business environments as well as government agencies, universities and research institutes. Target market can more specifically described as follows:

- IS/MIS managers and programmers developing and using in-house and commercial X Window System applications for open systems. These applications can then be accessed throughout the whole organization using UNIX workstations, X terminals, or Macintosh computers running MacX.
- Target markets operate in multi-vendor environments where both UNIX machines and Macintosh computers for productivity applications are present.

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Keywords: <None>

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19960215 11:05:19.00

Tech Info Library Article Number: 10779