Apple Internet Connection Kit Update (9/95)

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TOPIC ---

This article provides marketing information for the Apple Internet Connection
Kit (AICK).

DISCUSSION --

Product Description

The Apple Internet Connection Kit is an integrated collection of Apple and
third-party software that allows a Macintosh computer user to connect directly
to the Internet quickly and easily. Designed as an all-in-one solution, the kit
facilitates registration with an appropriate Internet service provider, enabling
users to establish an Internet connection within minutes. It includes a "getting
started" guide, Apple Guide on-line support, third-party documentation, and the
following Internet applications:

• Apple Internet Dialer software for quick, on-line registration with a
  qualified Internet service provider
• Netscape Navigator browsing software for the World Wide Web
• Claris Emailer Lite, e-mail software
• Fetch FTP software for downloading files from FTP servers
• Aladdin Stuffit Expander decompression software
• NewsWatcher Usenet news reader
• NCSA Telnet for connecting to UNIX-based libraries and catalogs
• QuickTime VR Player software
• Adobe Acrobat Reader
• RealAudio Player

Positioning

For knowledgeable Macintosh users who want direct Internet access (as opposed to
access through an on-line service), the Apple Internet Connection Kit is a
collection of "best-of-class" Internet applications designed to provide the
quickest, easiest way to connect directly to the Internet.

Key Selling Points

- Ease of use. The Apple Internet Connection Kit contains all the Internet software a user needs, and it installs easily.
- Quick, direct Internet access. The kit includes software that makes registering with a qualified Internet service provider a quick, on-line process -- a matter of minutes rather than days. The user simply starts up the software and fills in the blanks, and the Apple Internet Dialer dials a service provider and registers the user. The service provider connects the user directly to the Internet within minutes. In addition, the service provider automatically configures the applications to the user's system, so each program can be used immediately.
- Best-of-class Internet applications. By bringing together the highest-quality applications available in all of the requisite Internet tool categories, the Apple Internet Connection Kit provides the optimal solution for Macintosh users who want to make effective use of Internet resources.
- All-in-one convenience. Designed as a complete solution for direct Internet connection and use, the Apple Internet Connection Kit includes all the software a Macintosh user needs to get connected to and navigate within the Internet. There's no need to seek out essential tools or embark on what can be a lengthy search for a qualified Internet service provider.
- Support. Because navigating "cyberspace" is a complex process, the kit offers a variety of support. It includes a helpful "getting started" guide, Internet-specific Apple Guide on-line help, and third-party documentation.
- Open Internet solution. Because Apple provides open solutions, customers can use other Internet tools with the Apple Internet Connection Kit.

Prospects

The Apple Internet Connection Kit is designed to be the fastest, easiest way for a Macintosh user to establish and use a direct Internet connection, but that doesn't mean it's for beginners. Likely prospects are knowledgeable, fairly technical Macintosh users who know enough about the Internet to value a direct connection, as opposed to connecting through an on-line service. (See the Q&A section on the next page for more information regarding the positioning of this kit relative to Apple's other Internet-related offerings.) More specifically, the Apple Internet Connection Kit is likely to appeal to those in small and medium-size business (including publishing firms and home business); university faculty, staff, and students; and government contractors, as well as technically savvy users in a variety of fields. (For less savvy Macintosh users, Apple offers eWorld, our on-line service.)

Competitive Advantages

Although the number of competitive products is increasing, the Apple Internet Connection Kit offers the following important advantages:

- Apple Internet Dialer. This software is designed to offer the quickest and easiest way to get set up with a qualified Internet service provider.
- Netscape Navigator. The inclusion of this best-of-class browser provides another important competitive advantage.

- Apple Guide and electronic documentation. These tools help users master their Internet applications more quickly.
- Support. The Apple Internet Connection Kit includes on-line help as well as telephone support from Apple through the Internet connection process; additional support will come from the Internet service provider selected by the user.
- Overall price/performance value. With its excellent software components, easy-to-use direct Internet connection, and support, the Apple Internet Connection Kit provides exceptional price/performance value over similar product offerings. In addition, applicable shareware fees are prepaid with the Apple Internet Connection Kit. Competitive products may require the customer to pay a fee for each application.
- Availability. The Apple Internet Connection Kit will be available for purchase in late August or early September (differs by country).

Competitive Products

The following products may be perceived as competing against the Apple Internet Connection Kit. When comparing these products with Apple's solution, remember that the Apple Internet Connection Kit includes best-of-class Internet applications, quick and direct Internet access, extensive on-line help, and exceptional price/performance value.

- Internet Valet, from Software Ventures, is a collection of Internet access tools bundled with a free two-week Internet account. It includes MacTCP, MacPPP, Enhanced Mosaic, Eudora, NewsWatcher, Fetch, TurboGopher, and a Telnet-only version of Software Ventures's MicroPhone software.
- The Internet Starter Kit is a book with a collection of Internet access tools bundled with two weeks of free trial connect time. It includes MacTCP, MacPPP and InterSLIP, Anarchie, Eudora, MacWAIS, MacWeb, and TurboGopher.
- The Internet Membership Kit from Ventana offers Internet tools, Internet access via the IBM Internet Connection (service provider), and readable guides. The Internet tools are Eudora, Fetch, TurboGopher, and Nuntius; the two books included are Internet Roadside Attractions and The Mac Internet Tour Guide.
- Microsoft Network and Microsoft Plus! Internet Jumpstart Kit. For Windows software users, Microsoft is expected to ship the Microsoft Network and the Microsoft Plus! Internet Jumpstart Kit following the introduction of Windows 95 (scheduled for this summer). Initial release will not include a Macintosh client. The Microsoft Plus! Internet Jumpstart Kit provides easy sign-up and one-button access to the Internet via the Microsoft Network.

Questions & Answers

Question: What is the relationship between the Apple Internet Connection Kit and eWorld, Apple's on-line service?

Answer: The Apple Internet Connection Kit provides a complete, direct connection to the Internet. eWorld provides a friendly, accessible entry into the world of cyberspace and is an excellent solution for beginners. eWorld offers easy-to-use e-mail and a variety of bulletin boards, discussion groups, activities, and

informational resources accessed by users through a visual, "town square" metaphor. eWorld also offers an Internet e-mail gateway and access to the Internet's FTP servers, newsgroups, and the World Wide Web.

Question: What is the relationship between the Apple Internet Connection Kit and the Apple Internet Server Solution for the World Wide Web?

Answer: The Apple Internet Connection Kit is designed to turn a Macintosh computer into a full Internet client, with direct access to all Internet sites and services. The Apple Internet Server Solution allows users to publish their information on the World Wide Web for access by all clients, regardless of platform.

Question: Is the Apple Internet Connection Kit compatible with Open Transport?

Answer: Yes. The kit is designed to work not only with existing Macintosh, Macintosh PowerBook, and Power Macintosh computers, but also with the new Power Macintosh computers, which will include Open Transport.

Question: Does the Apple Internet Connection Kit support ISDN connections?

Answer: Yes. ISDN (with the appropriate hardware) gives users a high-powered connection choice. If users choose to start with a 14.4 Kbps or faster modem, and in the future find that they need a faster connection, they can move up to ISDN when they are ready.

Question: How will Apple support the Apple Internet Connection Kit?

Answer: Telephone support is available from Apple for technical issues involving installation and the Apple Internet Dialer. Once users are connected to the Internet, all technical support will be provided by the Internet service provider the user has registered with.

Question: Is the Apple Internet Connection Kit available for volume purchase?

Answer: Yes. The kit comes in a 20-user version, and site licensing is also available (send an e-mail message to: vol.license@applelink.apple.com).

Question: What if a customer wants to use a different browser or e-mail package?

Answer: Customers can opt to use any Internet applications they wish with the Apple Internet Connection Kit. Apple's goal in creating this kit was to provide all of the software necessary for an Internet connection, so that users would not be forced to collect their own Internet applications. However, if they wish to do so, they can add their preferred Internet application to the kit components.

Question: How can a user get the Apple Internet Connection Kit? Is it available on the Internet?

Answer: The kit is available through Apple's standard software channels, including retail outlets and catalogs. It is not available on the Internet at this time.

Related Products

In addition to the Apple Internet Connection Kit, Apple is delivering a series of Internet-related products, designed to meet the needs of a variety of users. Currently, the following products are available:

* The Apple Internet Server Solution. This Internet publishing solution consists of a Workgroup Server and a CD-ROM that contains all the software necessary to easily and affordably establish a World Wide Web site.
* The Personal Internet Solution Bundle. Designed specifically for use in education, this product consists of a Power Macintosh 5200/75 LC or a Macintosh LC 580, the software required for Internet access and use, Internet service, a 14.4 Kbps modem, CD-ROM-based reference tools, and discounts on educational materials. The modem and software are also available separately.
* eWorld. eWorld offers the best on-line service for Macintosh customers as well as valuable content. It now features World Wide Web access, an Internet e-mail gateway, and access to other Internet resources. Also, eWorld is now a site on the World Wide Web.

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