# ADC

## Apple Developer Connection

The Apple Developer Connection is the primary developer source for critical information, resources, and programs. Our purpose is to help you successfully develop, test, market, and distribute software and hardware products for Apple technologies.

### Developer Programs

Apple Developer Connection (ADC) programs offer a full range of services for new and experienced developers. Our programs provide you with convenient, affordable access to the tools and technical support you need to work efficiently and productively—reducing development time and costs. And our support doesn't end with the development process. ADC programs provide critical business information and comarketing resources to help you successfully market and distribute your products.

You'll get early access to Apple's latest technologies; a direct connection to Apple's developer support engineers; critical technical documentation, technical notes, sample code, and reference materials published daily on the ADC website; relevant worldwide news and information delivered to you in weekly email broadcasts; and of course, a monthly subscription of Apple tools, software and hardware development kits, system software, and more on CD-ROM.

What more could you want? How about an array of business programs to assist you in your marketing efforts? They're available to ADC program members. And as for late-breaking news, special offers, and time-sensitive promotions, you'll hear about those as they happen directly from the Apple Developer Connection.

Our Premier, Select, Online, and Student Membership programs are tailored to meet the varying needs of developers. Just visit our convenient online ADC Member Site, http://connect.apple.com, to register for the program that best meets your company's needs.

### Premier Membership

Our most comprehensive annual membership, the Premier Program (US $3500), equips professional developers with everything they need to successfully develop and market world-class Macintosh products. ADC Premier members receive free Mac OS X Developer Tools on CD, a monthly subscription to the Developer CD Series, access to prerelease software via web and CD, a full conference pass to Apple's annual Worldwide Developers Conference, eight technical support incidents, and generous hardware discounts. Premier members always receive the largest discounts on Apple comarketing programs and third-party technical, marketing, and business services.

### Select Membership

The Select Program (US $500) is an annual membership that provides developers with all the basics to successfully develop and market world-class Macintosh products. ADC Select members receive Mac OS X Developer Tools on CD, a monthly subscription to the Developer CD Series, access to prerelease software via web and CD, and discounts for Apple's annual Worldwide Developers Conference, as well as two technical support incidents plus the ability to purchase more. Select members generally receive significant discounts on Apple comarketing programs and third-party technical, marketing, and business services.

### Online Membership

Online members (US $0) receive the weekly Apple Developer Connection News broadcasts and can purchase ADC subscriptions, products, and services, such as the Developer CD Series or technical support incidents, on an à la carte basis. Online members may also download the Mac OS X Developer Tools free of charge.

### Student Membership

Designed specifically for university students around the world, the low-cost Student Program (US $99) makes it easy to get started developing products using Apple technologies. It's ideal for students just beginning to explore programming on the Mac or considering it as a professional career. Students receive Mac OS X Developer Tools on CD in addition to discounts on many other development products. ADC helps Student members stay connected with networking opportunities such as a student developer mailing list, Apple-sponsored job fairs, and an opportunity to attend Apple's annual Worldwide Developers Conference on a scholarship. The Student Program is also available as a gift membership.

### Enroll today! Visit the ADC Member Site at http://connect.apple.com.

For more information on all the current Apple Developer Connection programs and services, please visit our website at http://developer.apple.com/membership.

# **A|D|C** Apple Developer Connection

# Program Membership Benefits

| Membership Benefits | Online | Select | Premier |
|---|---|---|---|
| **Software** | | | |
| **Mac OS System Software** <br> The latest version of Mac OS system software provided to developers upon commercial release. | —* | ✔ | ✔ |
| **Mac OS X Developer Tools** <br> Apple Project Builder, Interface Builder, and AppleScript Studio plus utilities, documentation, and headers. Premier and Select members receive updates via CD-ROM. All ADC Members may download via Web. | ✔ | ✔ | ✔ |
| **Prerelease Software Seeds** <br> Prerelease software for early compatibility testing, bug reporting, and technology adoption available via Web and CD-ROM. | — | ✔ | ✔ |
| **SDKs and DDKs** <br> Development Kits for most Apple hardware and software technologies, including QuickTime, USB, FireWire, and many more. | ✔ | ✔ | ✔ |
| **Mac OS X Server** <br> Mac OS X Server delivers high-performance services for Internet and Web serving, file, print and networking to manage a network of Mac and Windows clients and is available with a license for development and testing. | —* | ✔ | ✔ |
| **WebObjects** <br> WebObjects is Apple's award-winning Application Server software. | —* | Discounted | ✔ |
| **Hardware** | | | |
| **Apple Hardware Discounts** <br> Approximate 20% discount on most Apple systems. Premier membership includes ten (10) system discounts per year. Select membership includes one discount per renewal year. | — | ✔ ** | ✔ ** |
| **Event Hardware Discounts** <br> 15% to 30% discount on Apple systems for exhibiting at major tradeshows. | — | ✔ ** | ✔ ** |
| **Technical Support and Training** | | | |
| **Developer Technical Support** <br> Code-level technical support from Apple's developer technical support engineers. Premier membership includes eight (8) incidents per membership year. Select membership includes two (2) incidents per membership year. | Available for Purchase | ✔ | ✔ |
| **Apple Worldwide Developers Conference (WWDC)** <br> Annual "must attend" conference for Apple developers around the world. More than 100 sessions covering major Apple technologies. Registration includes access to ADC TV (QuickTime streams of conference content). DVD-ROMs are also available. | Discounted | Discounted | ✔ |
| **ADC Compatibility Labs** <br> Access to ADC Labs in Cupertino, Beijing, and Tokyo for testing software or hardware on multiple Apple system configurations. Premier membership includes three (3) appointments per month. Select membership includes two (2) appointments per month. | — | ✔ | ✔ |
| **Developer Mailing Lists** <br> Forums for developers to discuss a variety of Apple technologies. | ✔ | ✔ | ✔ |

* Available at http://www.apple.com/store
** The Developer Hardware Purchase and Events Hardware Purchase Programs differ slightly in each region around the world due to local sales and distribution policies and may not be available in all regions. Visit http://developer.apple.com/membership/hardware.html or http://developer.apple.com/mkt/hwdiscounts.html for complete information.

| Membership Benefits | Online | Select | Premier |
|---|:---:|:---:|:---:|
| **News, Information, and Reference Material** | | | |
| **Apple Developer Connection News** <br> Apple's weekly email broadcast with the latest developer-related news and information. | ✔ | ✔ | ✔ |
| **Apple Developer Connection Website** <br> Over 50,000 pages of critical information with developer news and technical, business, and marketing reference materials and resources. Developer documentation includes overviews, tutorials, sample code, and more. | ✔ | ✔ | ✔ |
| **Developer CD Series** <br> Monthly subscription containing relevant information, software, SDKs and DDKs, technical documentation, tools, and reference material on CD-ROM. | Available for Purchase | ✔ | ✔ |
| **Member Discounts and Services** | | | |
| **Macintosh Products Guide** <br> List your products for free in Apple's online database of nearly 20,000 products for the Macintosh, visited by 100,000 customers daily. Advertising discounts are available for Premier and Select members. | ✔ | ✔ | ✔ |
| **Apple Comarketing Programs** <br> Developers may participate in a wide variety of comarketing programs to get their products in front of Mac customers including the Mac Logo program, the Apple Store Theater program, Apple Market Centers, and more. | — | ✔ | ✔ |
| **ADC Member Discounts - Technical** <br> An array of programs offering significant discounts on technical services. Programs range from Mac OS X migration and QA services to discounts for online training from R/Com and technical books from O'Reilly & Associates. Discounts vary by membership level. | — | ✔ | ✔ |
| **ADC Member Discounts - Business** <br> An array of programs offering significant discounts on business development services and marketing opportunities. Programs range from venture capital acquisition assistance to advertising discounts and channel distribution strategies and advertising discounts. Discounts vary by membership level. | — | ✔ | ✔ |
| **Estimated Annual Value** | — | $1,350 (US) | $7,000 (US)† |
| **Annual Fee** | — | $500 (US) | $3,500 (US) |

† Estimated annual value assumes Premier membership purchase of four Apple systems.
For more information on our programs and services, please visit our website at http://developer.apple.com/membership.