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Press Release

Apple Introduces Internet Address Detectors

Technology Makes it Easier to Manage and Perform Actions with Internet Addresses; Extends Innovative Internet Capabilities Delivered with Mac OS 8

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CUPERTINO, Calif.--Sept. 8, 1997--Extending the innovative Internet technologies delivered with Mac OS 8, the highly successful operating system software release for Macintosh and Mac OS-based computers, Apple Computer, Inc. today announced the availability of Internet Address Detectors (IAD). IAD technology makes it easier for Mac OS 8 users to manage and immediately perform actions on Internet addresses within documents.

With IAD, a user can simply select an Internet address within a document and perform a series of actions with that address using a pop-up Contextual Menu. The Contextual Menu contains the recognized Internet addresses, each with a submenu of actions that can be performed with the address. For example, when a URL is selected, actions such as launching a web browser and connecting to the selected website can easily be taken.

"From our research, we know our customers want easier ways to work with the data in their documents," said Jim Gable, vice president of Platform and Technologies Marketing at Apple Computer, Inc. "In the past, just to access a website address in a document, customers had to carefully perform a number of actions, such as copying, pasting, and launching a browser. With IAD and Mac OS 8, customers now have an easier and more productive way of working with Internet addresses in their documents."

↑ IAD Utilizes Mac OS 8's Contextual Menus

IAD technology takes advantage of Contextual Menus, one of the new productivity features included with Mac OS 8.

<http://www.apple.com/pr/library/1997/q4/970908.pr.rel.internet.html>

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Contextual Menus provide a list of actions that apply to a selected icon, window, or text when it is clicked while holding down the control key. IAD utilizes Contextual Menus to provide a list of Internet addresses and the actions that can be taken with them.

↑ Apple Data Detectors Technology

IAD is the first product to use Apple Data Detectors (ADD) technology. ADD was developed by Apple based on a series of studies by Apple's research labs on how people work with their everyday computer applications and documents. This research found that taking an action based on information within a document, like a URL, is one of the most significant problems users face. ADD addresses this problem by working in two parts: detectors and actions. Detectors recognize data patterns, such as e-mail addresses, as well as dates, names, and stock quotes. Actions use the detected data to perform a desired task with it. IAD provides a set of ADD detectors and actions for working with Internet addresses in documents.

↑ Detectors and Actions

IAD detectors and actions include:

- **Email** -- Send an email message to the selected address using America Online, Claris EMailer, Cyberdog, Qualcomm's Eudora, Microsoft Internet Explorer, Netscape Navigator, or Internet Config default. The address may also be added to the user's Claris EMailer address book.
- **FTP** -- Download the selected file with America Online, Cyberdog, Dartmouth University's Fetch, Microsoft Internet Explorer, Netscape Navigator, or Internet Config default.
- **Host** -- Connect to any remote server on the Internet with Cyberdog, NCSA Telnet, or Internet Config default. The host may also be viewed as a website using America Online, Cyberdog, Microsoft Internet Explorer, Netscape Navigator, or Internet Config default.
- **HTTP** -- A World Wide Web address may be opened in America Online, Cyberdog, Microsoft Internet Explorer, Netscape Navigator, or Internet Config default. The address may also be saved as a "Shortcut" in Netscape Navigator.

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- **News** -- Usenet newsgroups can be read with America Online, Cyberdog, Microsoft Internet Explorer, Netscape Navigator, Northwestern University's NewsWatcher, or Internet Config default.

↑ Availability

IAD is now available free of charge via download from Apple's website at: <http://www.macos.apple.com/macos8/iad/>. To use IAD, Mac OS 8 must be installed on the user's Macintosh or Mac OS-based computer. IAD technology is supported by PowerPC processor-based computers only.

Apple Computer, Inc., a recognized innovator in the information industry and leader in multimedia technologies, creates powerful solutions based on easy-to-use personal computers, servers, peripherals, software, handheld computers and Internet content. Headquartered in Cupertino, California, Apple develops, manufactures, licenses and markets solutions, products, technologies and services for business, education, consumer, entertainment, scientific and engineering and government customers in more than 140 countries.

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Apple's home page on the World Wide Web:

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

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