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Apple Home Learning Q & A (1/95)

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TOPIC -----

This article provides answers to commonly asked questions on Apple Home Learning (AHL).

DISCUSSION -----

- Q) Why is Apple entering the Home Learning market and what type of products will be offered?
- A) Apple is uniquely positioned to enter this market due to its leadership in creating high quality technology used in K-12 schools and, due to the phenomenal success of its Performa hardware line, strong name recognition and credibility in the home market. Apple has been very successful in working with schools to provide the best hardware and software solutions aimed at helping children succeed in all aspects of the curriculum. Realizing that students engage in many learning activities at home in support of their school experience, Apple wants to help students and their parents by providing them with high quality products that engage the learner as well as make learning fun.

AppleSoft's Home Learning line will engage children by using technology to tap into their love of learning. Children will like AHL products because they are fun, because they encourage the child to explore his world, and because they provide a meaningful interactive experience. For the young child, AHL software will be as much fun as playing a video game. And for the older child, AHL software will be an acceptable alternative to video game. AHL products will be designed first for the home user, with educator input to insure their educational value.

Apple's message to parents is that Apple delivers innovative software to bring the family a fun experience with educational value. Apple Home Learning products should be viewed as "health food for the mind." AppleSoft's At Ease gives children an alternative to the traditional

Macintosh desktop and makes it easier for children to access products included in the Apple Home Learning line. In addition, AHL products will be sold for both Macintosh and MS Windows operating systems.

Q) Why did Apple choose Scholastic? Who else are you working with?

A) Scholastic is one of the premier providers of educational materials to schools. Scholastic's products are well received by parents, teachers, and, most of all, children. Apple is currently working with other developers and will be making further product announcements in 1995.

Q) Why is Apple entering the consumer software business when Claris already has entered the consumer software business with their Clear Choice line of products?

A) Claris, a subsidiary of Apple, publishes Macintosh and Windows productivity applications, with special strengths in software for generalist users in education, small business and the home. Under its Clear Choice line, Claris also publishes a variety of software for the home market. AppleSoft's Educational Products Group will focus specifically on the Home Learning market.

Q) Does this mean Apple is competing with its own home learning software developers?

A) Apple will help bring new titles to the marketplace that help to round out the total of home learning products available to parents and children. Apple will primarily seek to work with leading developers and educators in creating home learning products.

Q) Isn't this an already saturated market?

A) The home learning segment of the software marketplace is among the fastest growing areas of the software business. There are many opportunities for developers to create products that fill a variety of needs. Apple has a unique opportunity to leverage its leadership in schools and in computers for the home to participate in this rapidly expanding segment of the software business.

Q) What channels is Apple focusing on? How will you sell it?

A) Apple Home Learning software will be sold through retail establishments including mail-order, superstores, mass merchants, consumer electronics stores, computer stores and software only establishments. AHL products will also be sold as part of hardware/software bundles and direct to K-12 schools.

Q) What's the first product and when? How many products this year?

A) The first product to come under the Apple Home Learning label is WiggleWorks, developed with Scholastic. WiggleWorks is an excellent example of a product that has the ability to engage children in learning the skills necessary to become good readers while, at the same time, provide children with a "fun" experience. WiggleWorks is unique in its combination of the engaging qualities of interactive books with educational value of a system that supports fundamental reading and writing skills.

WiggleWorks is a full system which supports young children in their

reading, writing, listening, and speaking development. The books which Scholastic commissioned for WiggleWorks are high-quality, cover multiple genres, connected to school curriculum, and many are by noted authors and illustrators. Apple will add to the Apple Home Learning line based on customer and market needs. AppleSoft expects to announce additional AHL products IN 1995.

Q) Are you taking on Microsoft Home?

A) No. As mentioned earlier, AppleSoft is not announcing the publication of a large number of products aimed at competing one-on-one with existing third-party products. AppleSoft will continue to work with Microsoft and other third-party developers to insure that the marketplace is filled with quality home learning products. Many of these products will be published by Microsoft, as well as other developers, some will be published by Apple.

Q) Is the AppleSoft Home Learning Group actively seeking developers for co-publishing/distribution?

A) Yes. AppleSoft is actively seeking further development partners for products that fit the Apple Home Learning strategy of providing children with learning experiences that make learning fun. Perspective developers can contact the AppleSoft Home Learning group through AppleLink address HOME.LEARNING

Q) What organizational infrastructure is in place to successfully sell, distribute and market these products to the retail channel?

A) AppleSoft has developed a complete two-tier software distribution and marketing system in the U.S., including direct relationships with all leading distributors and resellers. AppleSoft has also established software distribution in all major European, Pacific, North American and Latin American countries.

Q) What marketing/retail merchandising vehicles will AppleSoft use to position its products in the retail channel?

A) AppleSoft will use all its available creative resources to develop materials that drive demand in the retail channel. This includes attractive packaging, point-of-sale merchandising, collateral, demo disks, advertising, etc.

Q) Will Apple only acquire or will Apple also develop new products?

A) Apple plans to leverage widely recognizable names and properties whenever possible, as well as initiate innovative product development to create captivating products for children, teachers, and parents. AppleSoft will publish products developed by other developers as well as products harvested from Apple's internal development efforts.

Q) Why should competing third-party developers continue to work with Apple?

A) Our third-party developers are very important to our continued success. AppleSoft will continue to provide developers with information, technical support and marketing opportunities to help all developers become and remain successful.

Q) Why is Apple doing software products for Windows?

A) Apple's focus with the Apple Home Learning line is on strengthening the connection between the home and school. Apple computers clearly dominate in the school market. And while the penetration of Macintosh in the home continues to increase, largely due to the very successful Performa series, we do recognize that many families do have PC computers at home. Apple feels it's important to bring it's excellent educational technology and expertise to all children.

Q) Will there be any difference between your Mac and Windows products?

A) It depends on the product. There will be some minor user interface difference between the Mac and Windows versions of WiggleWorks.

Q) Will all of the AHL products be delivered for both Mac and Windows?

A) Not necessarily. Some products will take advantage of unique Macintosh capabilities that are not available on Windows.

Article Change History:

23 January 1995 - Corrected spelling errors

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