

Future Competition. It appears that IBM's entry into the personal computer market will be positioned to compete directly with the Apple ///. As a result, the /// will be graded very carefully on price/performance, features and the overall system quality in both hardware and software. A high degree of integration of both applications and tools is essential to ensure that the machine provides the best solution set at the lowest possible overall cost to the customer. Funny mode does not provide that integration.

Long Term Effects - 1983...

In the long term, funny mode applications will deny their customers and authors the leverage available to those who write SOS based applications. In addition, funny mode has the danger of severely limiting the scope of the Apple ///B.

Leverage. By "leverage" I mean that all non-SOS environments will be denied both software performance improvements, and an entire range of products that fall into the category of "drivers," e.g. local networking applications, IBM communications, improved user interface technologies.

Apple ///B. In addition to reducing the manufacturing cost of an Apple ///, The Apple ///B has the potential to address and solve some of the most severe functional deficiencies of the Apple ///A machine: inadequate on board mass storage and video quality. Currently the Apple /// has an onboard 140K floppy disk. As soon as the Pippin and Twiggy products are available, customers will tend to use their onboard disks only as an expensive boot device. Thus, those customers who wish to have large mass storage devices will be paying significantly more for their total system than if the onboard floppy had adequate storage. Thus, a natural option for the designers of the Apple ///B is to seriously consider replacing the 390 drive with a Twiggy. Funny mode applications will not run on this machine, period. In addition, the video quality of the Apple /// does not contain enough vertical resolution to provide the user with a high quality screen image. Any change to the video will again undercut all funny mode applications.

Conclusion

OEMs, dealers, and most importantly our customers, perceive a computer system in a wholistic fashion. Ultimately, the system, with ALL its applications and environments molds and shapes the product and its image.

Allowing the proliferation of tacitly supported, low quality operating environments on the Apple /// will not help us in the shortrun and is certain to damage the medium and long term success of the Apple ///.

"pick a few things to do and do them well"

Wil Houde  
PCSD - Operational Philosophy  
June 17, 1981

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