

# APPLE COMPUTER, INC.

## THE CERTIFIED DEVELOPER PROGRAM

The primary goal of the CERTIFIED DEVELOPER PROGRAM is to attract and support DEVELOPERS who currently have or have under development high quality products which run on APPLE systems. We will make resources, information, and training available to assist the DEVELOPER in targeting expanded markets, provide tools and technical support to reduce the development cycle, and share our product and marketing strategies with him (her).

Through a variety of programs we plan to provide a unified and consistent mechanism for doing business with APPLE.

### APPLE SPONSORED CONFERENCES AND SEMINARS

These will be focused on specific groups and markets. Topics may include product and marketing strategies, market focus, market research studies, opportunities in non-U.S. markets and how to address them, etc.

### APPLE SPONSORED CLASSES

Both Technical, marketing, and business classes will be offered at different locations around the world.

### DISCOUNTS ON BOTH HARDWARE AND SOFTWARE

The CERTIFIED DEVELOPER will be eligible to participate in a program to annually purchase limited quantities of APPLE development systems.

### CO-MERCHANDISING PROGRAMS

Where appropriate, the CERTIFIED DEVELOPER will be eligible to participate in APPLE-sponsored national co-merchandising programs.

### HIGH LEVEL TECHNICAL SUPPORT

CERTIFIED DEVELOPERS can apply to become REGISTERED and for a nominal fee receive high level, fast response technical support. This support will include the use of Electronic Mail to answer questions general information.

We'd like to hear from you! If you have currently developed a product for Apple systems, send us a brochure and price list; If not, send us a business plan describing your product, anticipated forecast of sales for the next 12 months, and plans for distribution and marketing. (Be assured that this information will be held in strictest confidence.)

There is no fee involved in applying to become a CERTIFIED DEVELOPER . . . just a commitment to continue to create products for APPLE SYSTEMS.



Send information to:  
APPLE COMPUTER, INC.  
DEVELOPER RELATIONS M/S 23-AF  
20525 MARIANI AVENUE  
CUPERTINO, CA 95014



