



“Unix for the rest of us”

Кирилл Воронин, shortcut.ru

Доклад для встречи макюзеров 28.11.2009



Спасибо Андрею Антонову (на фото) за предоставленные компьютеры, книги, журналы



Часть коллекции Андрея Антонова - Pirpin, Twentieth Anniversary Macintosh, Apple II, моноблоки 80-х

Sends other UNIX boxes to /dev/null.

PowerBook G4 is now running every major application that we had on our Suns, AlphaStations and Sparcs – and running them faster.”

*Tobin, Ph.D., Professor,
Mapping Center, UCLA*

Mac OS X has accomplished in a short period of time what others have struggled to do for years: bring a widely accepted GUI (called Aqua) to UNIX.”

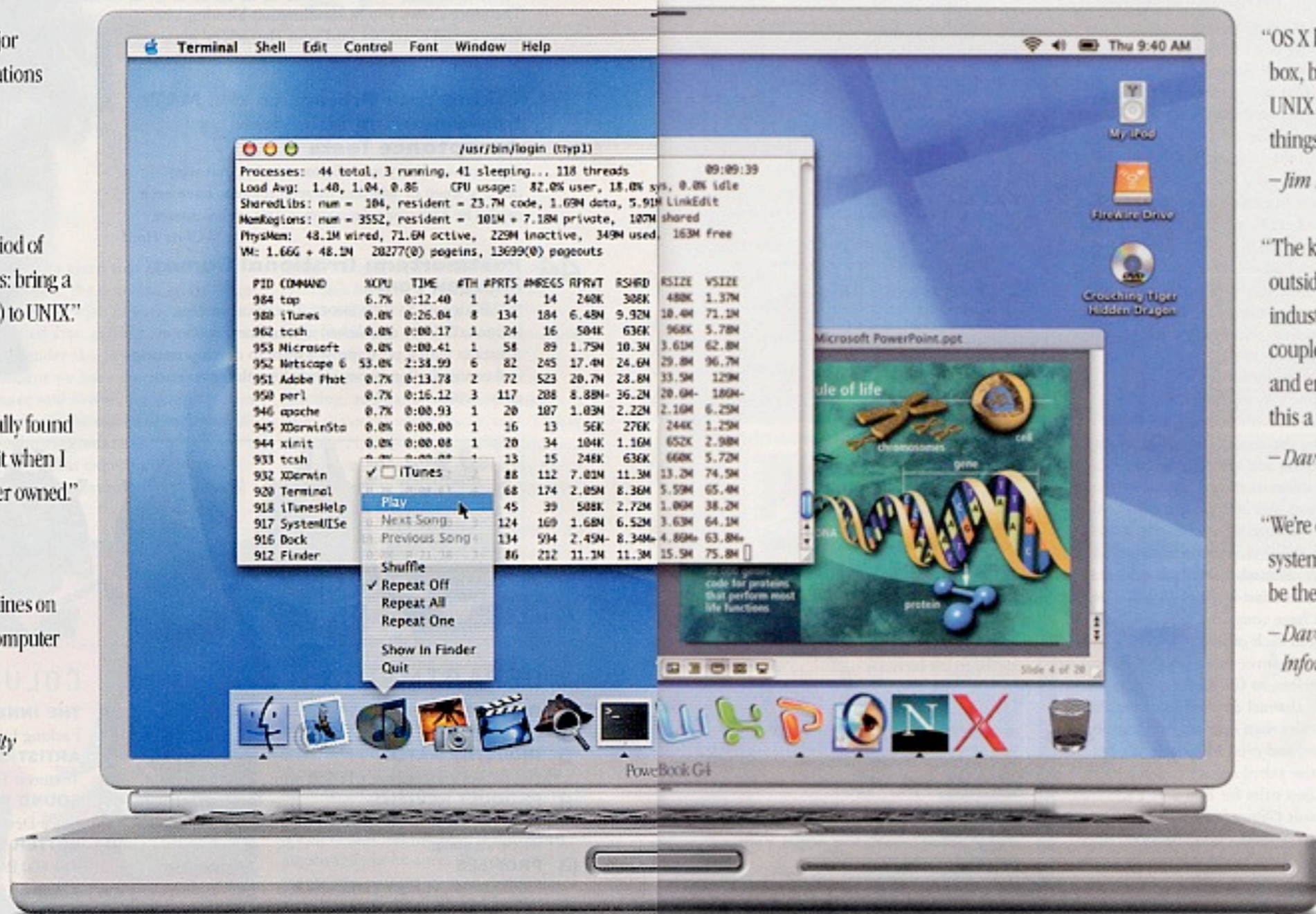
Reilly, O'Reilly Network

After two-and-a-half years of Linux, I've finally found a UNIX operating system. And I found it when I needed a Macintosh—the first one I've ever owned.”

Summel Jr., The Gamers' Press

When Mac OS X came along, I had three machines on my desk. Now with Mac OS X, I can use one computer for everything: coding, research, everything.”

*Michael Cherry, Associate Professor,
Department of Genetics, Stanford University*



“OS X has all the power you expect from a UNIX box, but none of the hassle associated with UNIX system administration. You can expect things to work and they do.”

—Jim Houriban, Tweak Films

“The keys to OS X are that it's UNIX inside and Aqua outside. This combination of stability, support for industry standards, and wide developer support coupled with Apple's Aqua graphical user interface and emphasis on graphic performance make this a truly great operating system.”

—David Coursey, ZDNet AnchorDesk

“We're old hardcore UNIX hackers, so a BSD-style UNIX system is mother's milk. Everything you expect to be there is there, and it works right.”

*—Dave Weininger, President, Daylight Consulting
Information Systems, Inc.*





Джобс и Скалли в 1984

BEHIND THE FALL OF STEVE JOBS

The board pressed C.E.O. John Sculley to seize the reins at Apple. When he did, Jobs tried to oust him. Now comes the hard part for the shaken company. ■ by Bro Uttal

HIGH ON THE LIST of Apple Computer's talents is "event marketing"—turning corporate announcements into extravaganzas that reap lavish press coverage. Lately, though, the press has been trumpeting events that the Cupertino, California, company would prefer not to publicize at all. From the end of May to the middle of June, Apple reorganized in a rush, fired 20% of its work force, announced that it would record its first-ever quarterly loss, saw its stock hit a three-year low of \$14.25 a share, and stripped Steven P. Jobs, Apple's 30-year-old co-founder and chairman, of all operating authority. John Sculley, 46, president and chief executive, ruefully remarked that Apple's moves were attracting as much attention as an episode of *Dynasty*.

Jobs's fate has aroused intense speculation. Not just another brash young entrepreneur, he is the Johnny Appleseed of personal computing, the leading broadcaster of "technology for the people." Until June, Jobs led the development and marketing of the Macintosh computer, an easy-to-use, technologically advanced machine on which Apple has staked its future. Many insiders are shocked by his removal; they fear Apple has lost the spirit and vision that made it into a business phenomenon. Says one: "They've cut the heart out of Apple and substituted an artificial one. We'll just have to see how long it pumps."

No players in the drama have explained publicly why Jobs came to grief. But several of them, promised anonymity, have revealed the essential details to *FORTUNE*. Though Jobs, a celebrated visionary, and Sculley, a driven corporate professional, are radically different personalities, they formed a strong bond. Sculley seems to retain an unusual affection for Jobs even today. "I decided to change my life and come to Apple," he says,



In calmer days last October, Apple Computer's chairman, Steve Jobs, and CEO John Sculley...

John Sculley through the cloistered quadrangle at California's Stanford University

"because of my admiration for Steve and what he had done. Our reorganization was the more painful because we are such close friends."

What emerges from Apple sources is a tale of adversity—a general slump in the personal computer business and disappointing sales at the Mac division—driving a wedge between Sculley and Jobs. Apple's board directors, with strong-minded outsiders such as Arthur Rock, the San Francisco venture capitalist, played an important part in Jobs' downfall. On several occasions, beginning last December, the board goaded Sculley to assert his authority over the company. Even then, Sculley put off acting, partly from prudence and partly out of concern for Jobs' feelings. But Sculley was forced to resign, thus neutralizing Jobs, when he learned that the chairman was plotting to depose him.

Viewed dispassionately, Apple's reorganization is a further step in an overhaul Sculley has been working on slowly since May 1, when Jobs wooed him away from the presidency of Pepsi-Cola USA, the beverage subsidiary of PepsiCo. From the beginning, Sculley says, his mission was to teach Apple to market and improve its response to retailers and customers. That meant merging the company's nine highly decentralized divisions, most of which had broad responsibility for a product line, into an organization structured according to such business functions as engineering, manufacturing, and marketing. One marketing group, for example, would handle advertising and promotion for all Apple products.

Transforming Apple was a tougher task than Sculley first imagined. Under Jobs, the company had acquired a near-maniacal devotion to products: the chairman electrified Apple's sales corps with talk of "insanely great" new products, and he made stars of product managers. By the beginning of 1984, though, Sculley had managed to consolidate the company's divisions into just three: a sales division for all products, a division for the Apple I and II products, and one with the forthcoming Macintosh as its centerpiece and Jobs as its general manager.

The organization appeared to have been done first. Under Delbert W. Yocum, 41,

Уход Джобса из Apple в 1985

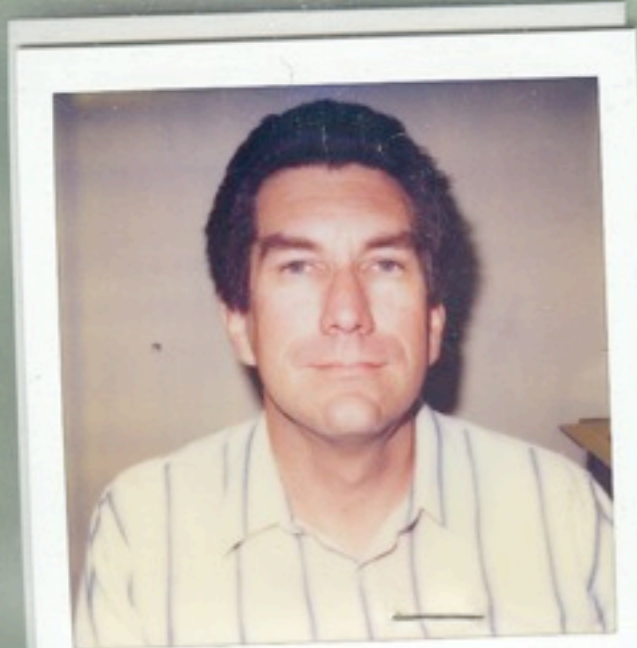
1 Megabyte

1 Megapixel

1 Million Instructions



Первые сотрудники NeXT



George Crow



Rich Page



Tom Carlisle



Bruce Blumberg



Susan Kelly Barnes



Steve Jobs



Lynn Takahashi



Bud Tribble

“Сложно представить, что компания в 2 миллиарда и 4300 сотрудников, не сможет соревноваться с шестью ребятами в джинсах”

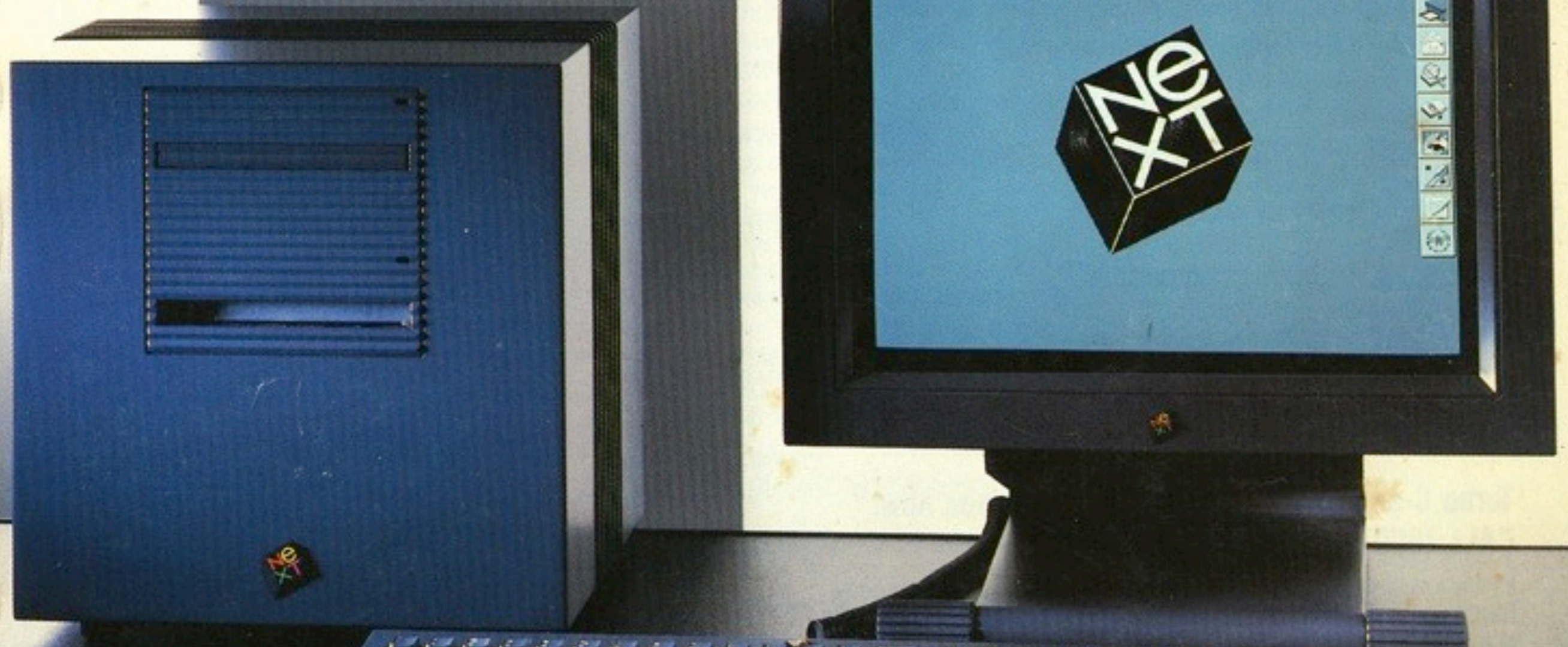
“У вас челюсть отвиснет”

Стив Джобс

Steve Jobs' new *"machine for the '90s"*

The NeXT Computer

- 25-MHz 68030 • Optical Drive
- Math and Digital Signal Processors
- 8 Megabytes of RAM
- Windowing Unix



12 Октября 1988 Джобс представляет NeXT Computer
(NeXTSTEP 0.8)

“Personal Workstation”

- Motorola 68030 CPU (25MHz)/Motorola 68882 FPU
- 8 MB RAM
- DSP, Звук CD качества, микрофон
- MegaPixel Display (17”, 1120x832)
- Магнито-оптика, SCSI
- Ethernet
- Frog Design



\$6500

Хорошо забытое старое

- **МегаPixel Display** – один кабель от компьютера (питание, видео, клавиатура, мышь, аудио)
- По одному из последовательных портов RS-422 передается питание на периферию
- **G4 Cube**

NeXTSTEP

- **UNIX (под капотом) - Mach, BSD 4.3**
Многозадачная,
многопользовательская
- **Display Postscript**
- **Сеть**
- **Интерфейс пользователя**
- **Interface Builder**

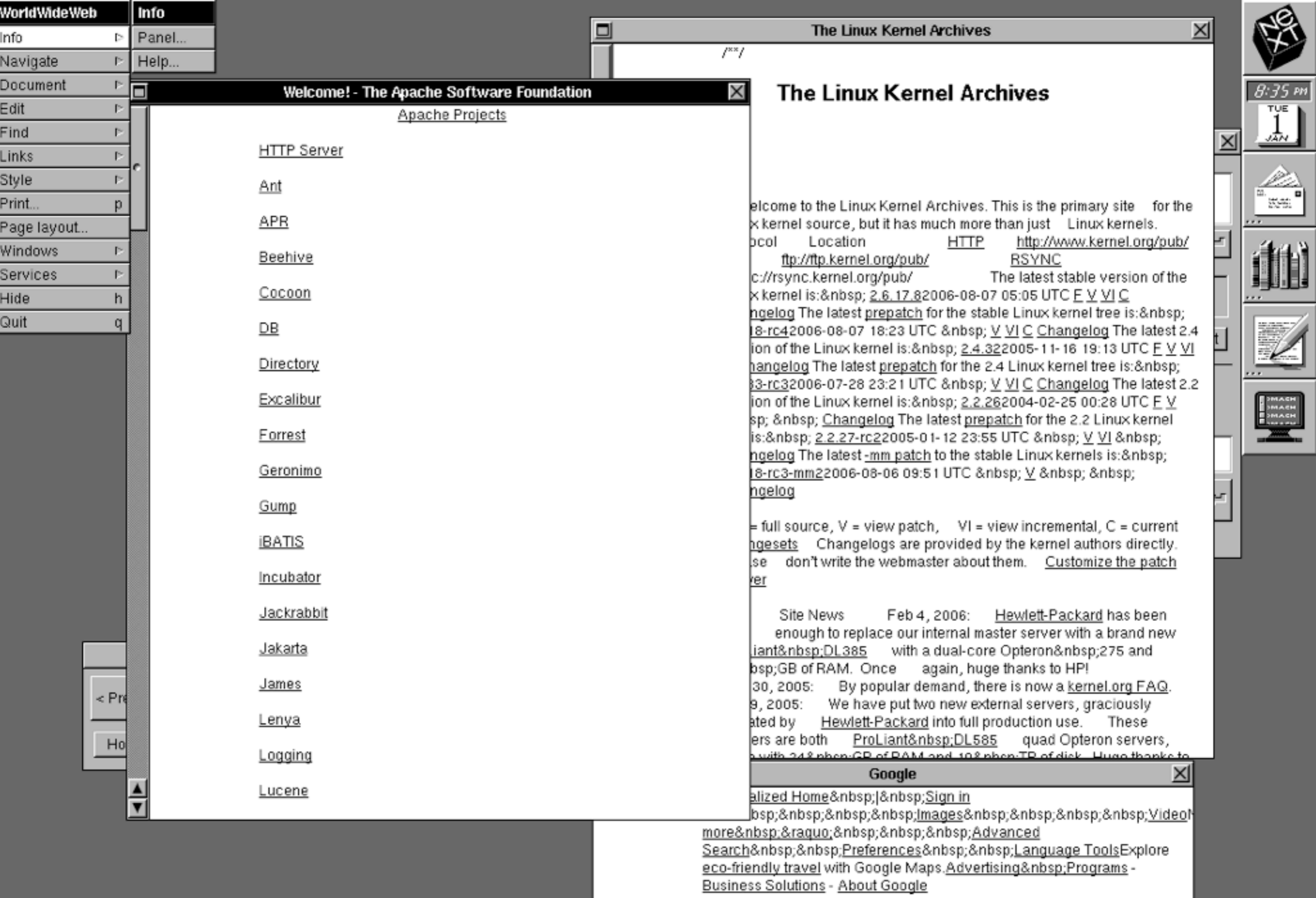
Программы

- Adobe
- Lotus
- Wolfram Research
- Frame
- WordPerfect
- Appsoft
- iD Software
- Lighthouse Design
- Omni Group
- Stone Design

Insignia SoftPC,
Ardi Executor



Компьютер Тима Бернерс-Ли



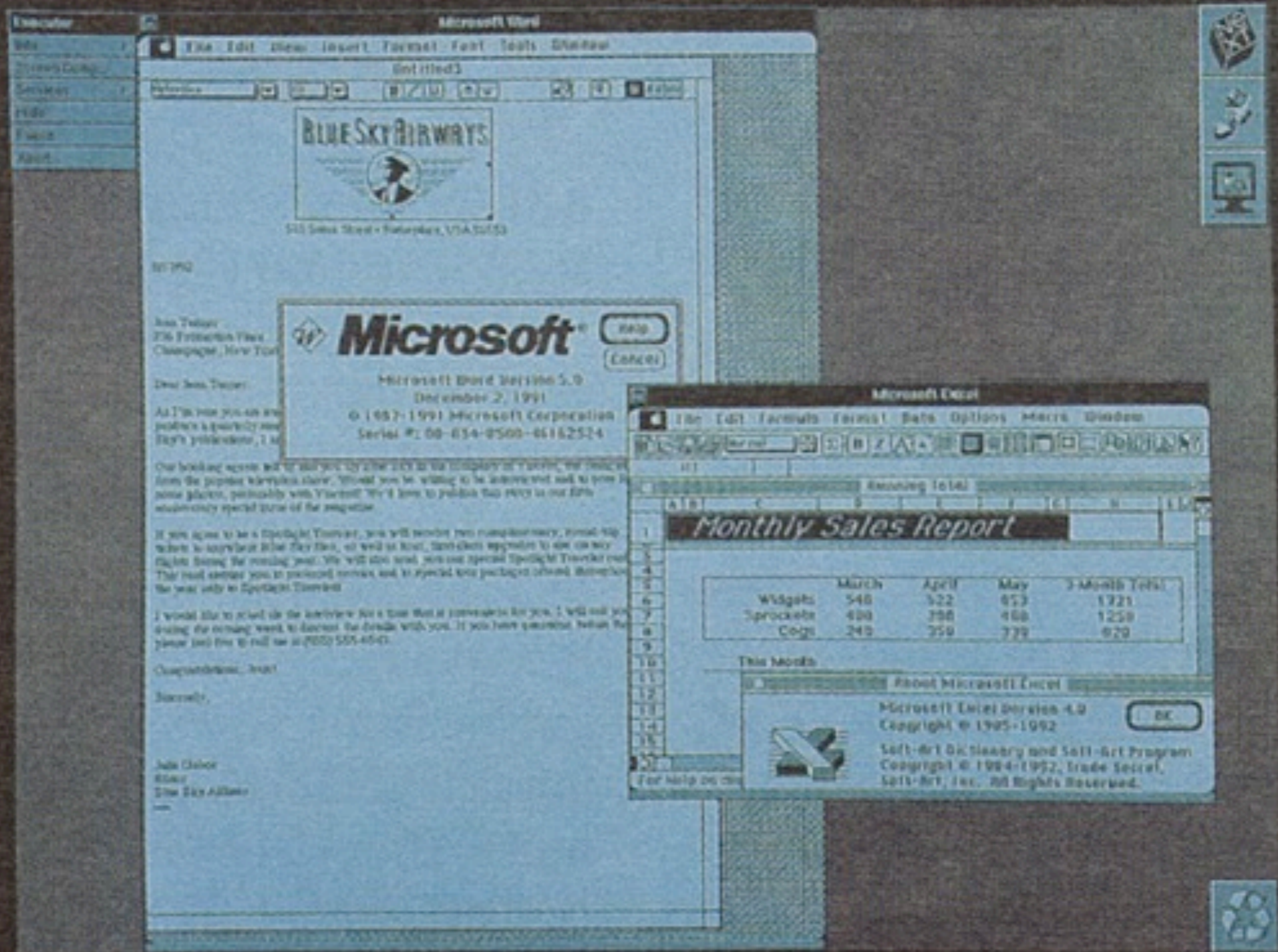
Первый браузер



Джон Кармак (тогда)



Серле и Шипли (сейчас)



555 Sunset Street • Berkeley, CA 94702

01/29/92

Ann Taylor
236 Princeton Place
Chapel Hill, NC 27514

Dear Ann Taylor:

As I'm sure you are well
known to our customers, I
hope you'll enjoy this letter.

Our holiday season was so busy that we had to close our doors for a few days. We're back now, and we're excited to have you back. We'll be offering you a special holiday package. We'd love to provide you with our 25% membership special during the season.

If you agree to be a Spotlight Traveler, you will receive two complimentary, round-trip tickets to anywhere in the United States, as well as hotel, car rental, and more. We'll also send you our special Spotlight Traveler card. This card entitles you to preferred service and to special rates on packages around the world. The year only is Spotlight Traveler.

I would like to send you the brochure for a time that is convenient for you. I will mail you during the coming week to discuss the details with you. If you have questions, please call me at (800) 555-4545.

Thank you very much.

Sincerely,

John Decker
Sales
Blue Sky Airways

 **Microsoft**

Microsoft Word Version 5.0
December 2, 1991
© 1987-1991 Microsoft Corporation
Serial #: 00-654-0500-66162524

Microsoft Excel

File Edit Formulas Format Data Options Macro Window

Monthly Sales Report

	March	April	May	3-Month Total
Widgets	548	522	653	1723
Sprockets	608	398	468	1250
Coys	245	258	329	832

This Month

About Microsoft Excel

Microsoft Excel Version 4.0
Copyright © 1985-1992

Soft-Art Dictionary and Soft-Art Program
Copyright © 1984-1992, Trade Secret,
Soft-Art, Inc. All Rights Reserved.



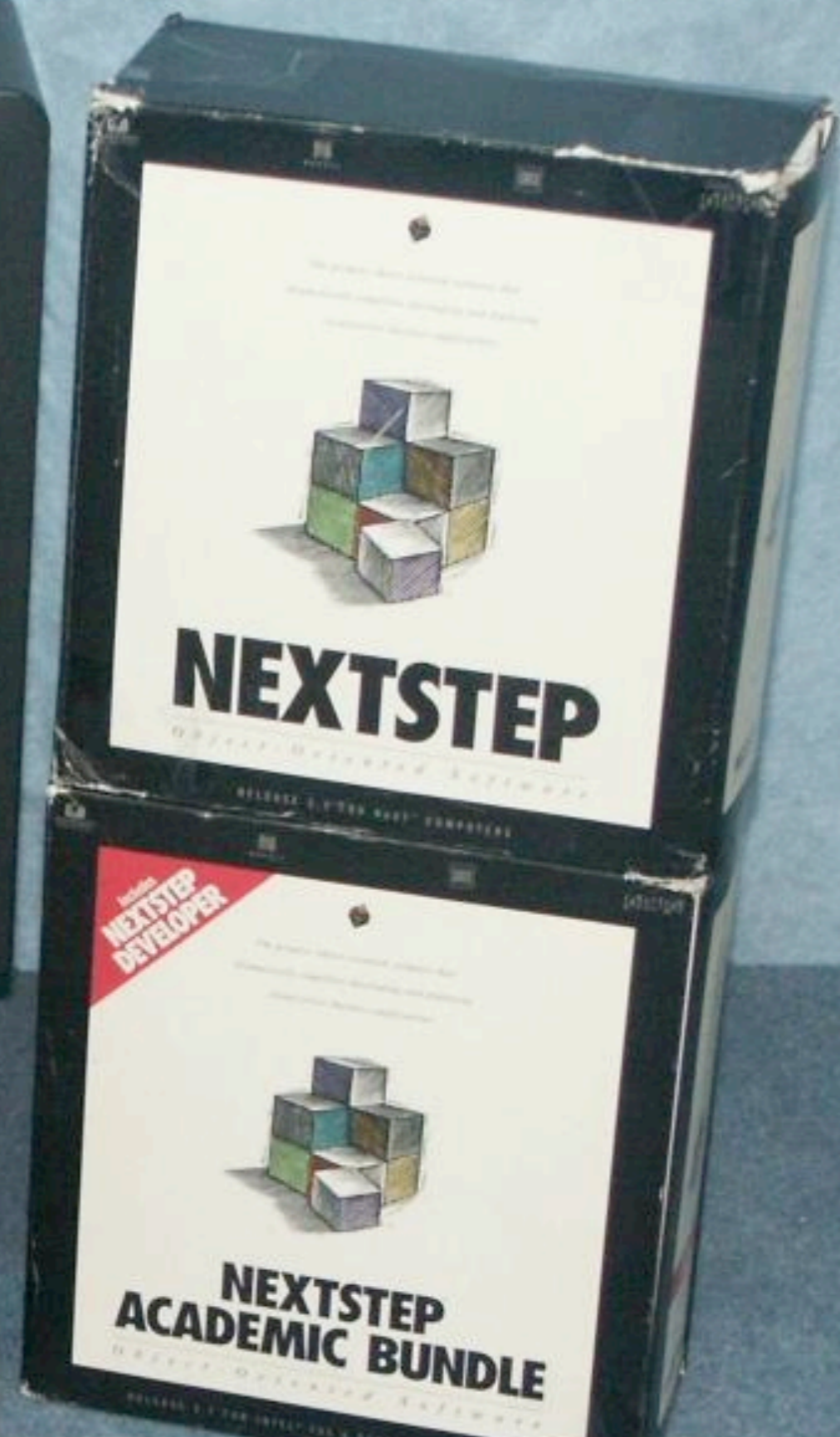
“Develop for it? I’ll piss on it.”

Билл Гейтс

**“Мощность Мака,
стоимость рабочей станции
Sun,
объем продаж –
суперкомпьютеров Cray”**



NeXTcube, NeXTdimension



NeXTstation, Turbo, Color

**“Я не должен был давать им
деньги. Это была самая
большая ошибка в моей
ЖИЗНИ”**

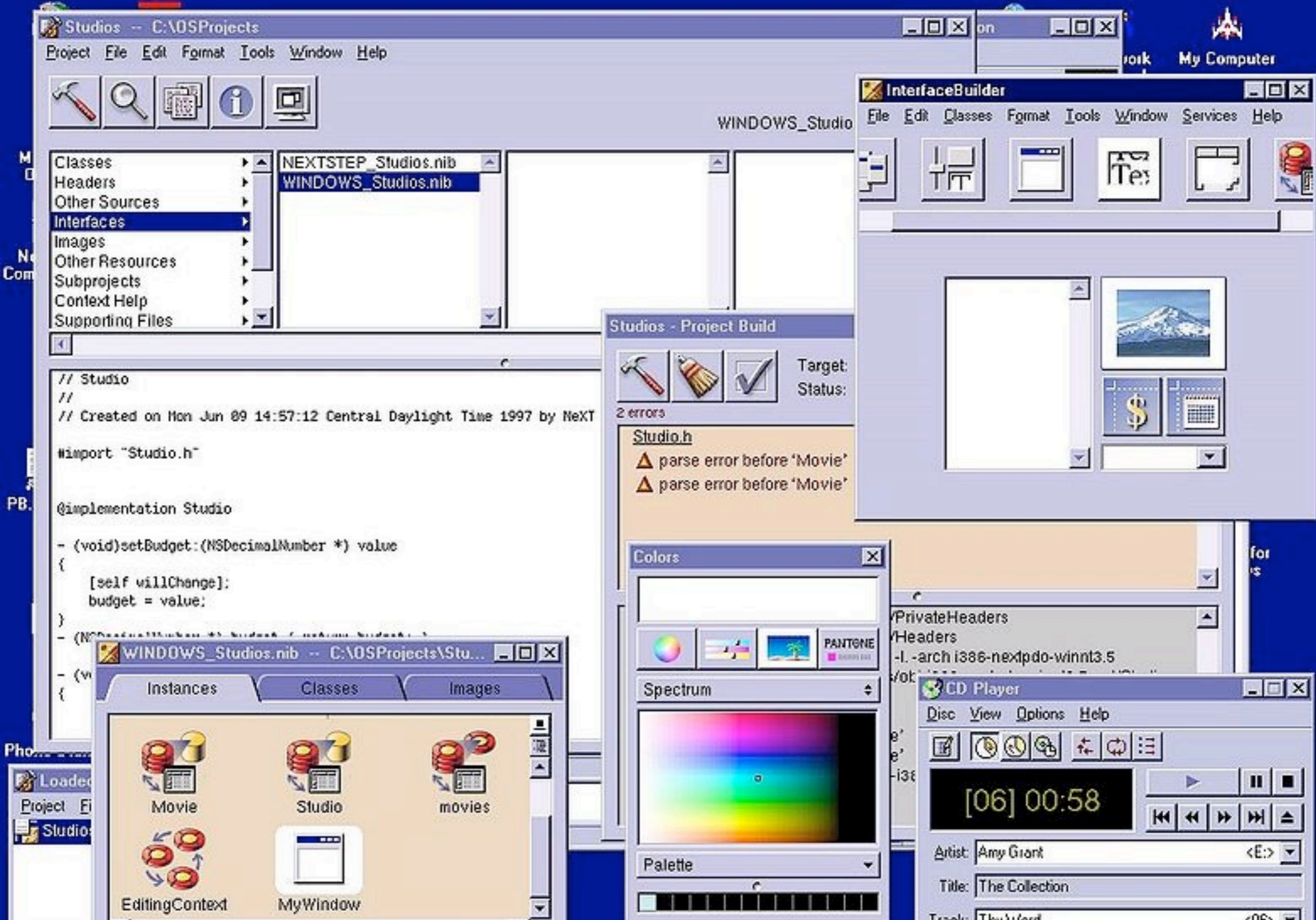
Росс Перо



В 1992 на NeXTWORLD Expo, объявлена версия
NEXTSTEP 486 (\$995)

Чёрный вторник

(10 февраля 1993 года)



OpenStep and OPENSTEP

“First appeared in NeXTStep”

defaults, open, .plist, .lproj, .app,
Basso.aif, /Library и ~/Library,
перетаскивание в Terminal,
loginwindow, .rtfd, Dock, Mail, Grab,
Адресная книга, Services, .pkg,
~~NetInfo~~, ~~lookupd~~, Колонки в Finder,
Get Info, Installer, TextEdit, .bom,
NetBoot, общесистемная проверка
правописания, WindowServer

FAT (Multi-Architecture) binaries

OmniWeb: fat file with 4 architecture(s)

OmniWeb (for architecture hppa): Mach-O executable

OmniWeb (for architecture sparc): Mach-O executable

OmniWeb (for architecture m68k): Mach-O executable

OmniWeb (for architecture i486): Mach-O executable

- File ▾
- Edit ▾
- Disk ▾
- View ▾
- Tools ▾
- Windows ▾
- Services ▾
- Hide h
- Log Out q

- Disk**
 - Eject e
 - Initialize...
 - Check for Disks


↑
⊘


↓
Delete


4435 messages (60.2MB) — 31 d

▲4399	Jan 18	To: li
4402	Jan 18	Eliza
4403	Jan 18	Eliza
4404	Jan 18	Eliza

File Viewer



paul



tmp



LocalApps

ibmsaa.art

68.6MB available on remote disk


home



paul


Adv.NetInfo.rtf

david ▾	Adv.NetInfo.rtf	
hard_disk.hdf ▾	AppMan.diagram2	
liz ▾	Apps ▾	
mailtest ▾	A.SoftPC.local...	
news-archive ▾	Barclays ▾	
orders ▾	Bargains.Propos...	
paul ▾	calendar	
	CISMail ▾	
	CISnews ▾	
	cmos.ram	

Attributes Inspector

Attributes ▾




Adv.NetInfo.rtf

Path: /home/paul

Link To:

Size: 30.2KB



Compute Size

Owner: paul

Group: wheel ▾

Permissions

Read	✓	✓	✓
Write	✓	✗	✗
	Owner	Group	Other

Changed

6:30 PM

SAT

22

APR

1995

Revert
OK

roughly:

s ago, Steve Jobs announced that he's been working on software that will run on all current Power PC Macintoshes. The initial release for developers will be based on the operating system acquired with NeXT, and with a development team mainly of engineers from NeXT, headed by Avadis Tevanian, formerly head of NeXT.

will run on all current Power PC Macintoshes. The initial release for developers will be based on the operating system acquired with NeXT, and with a development team mainly of engineers from NeXT, headed by Avadis Tevanian, formerly head of NeXT. The full release of Rhapsody will include additional toolkits from NeXT that will support System 7 applications.

Mailboxes

- bbs_post
- Create
- Dataphile
- eof
- MagicCap
- MagicDev
- netinfo-talk
- nextdoom
- next-admin 5 ●
- next-classroom
- next-icon
- next-jobs
- next-managers
- NeXT-PPP
- next-prog
- nsfp-homebrew
- nugi
- nuukvic
- OmniWeb
- pdo
- ph7
- procmall
- PRsite
- quickbase
- Radium
- r-thompson 432 ●
- SafetyNet
- SarNet
- uk-next-announce
- uk-next-users 3 ●
- uk-riders
- uk-sun
- WebObjects

Name: OmniWeb.mbox

Delete
New

Open
Transfer

8:16 PM

SUN

19

JAN





























TextEdit Файл Правка Формат Окно Справка

О программе TextEdit

Настройки... ⌘,

Службы ▶

Скрыть TextEdit ⌘H

Скрыть остальные ⌘⇧H

Показать все

Завершить TextEdit ⌘Q

Новый 3

Списки

Изображения

- Импортировать изображение
- Сохранить снимок выделенной области экрана

Поиск

- Найти в Словаре
- Найти с помощью Google ⌘L

Сообщения

- Новая заметка с выбранным
- Новое e-mail с выбранным
- Настройки служб...

Цвета

Color picker window with a color wheel, search bar, and color selection tools.

Шрифты

Palatino

Palatino 48,0 пт.

И F T [Color] [Font] [Style] 315°

Коллекция	Семейство	Гарнитура	Размер
Все шрифты	OCR A Std	Regular	48
English	Onyx	Italic	13
Favorites	Optima	Bold	14
Recently Used	Orator Std	Bold Italic	18
Best	Osaka		24
Chinese	Palatino		36
Classic	Papyrus		48

+ - [Settings] [Search]





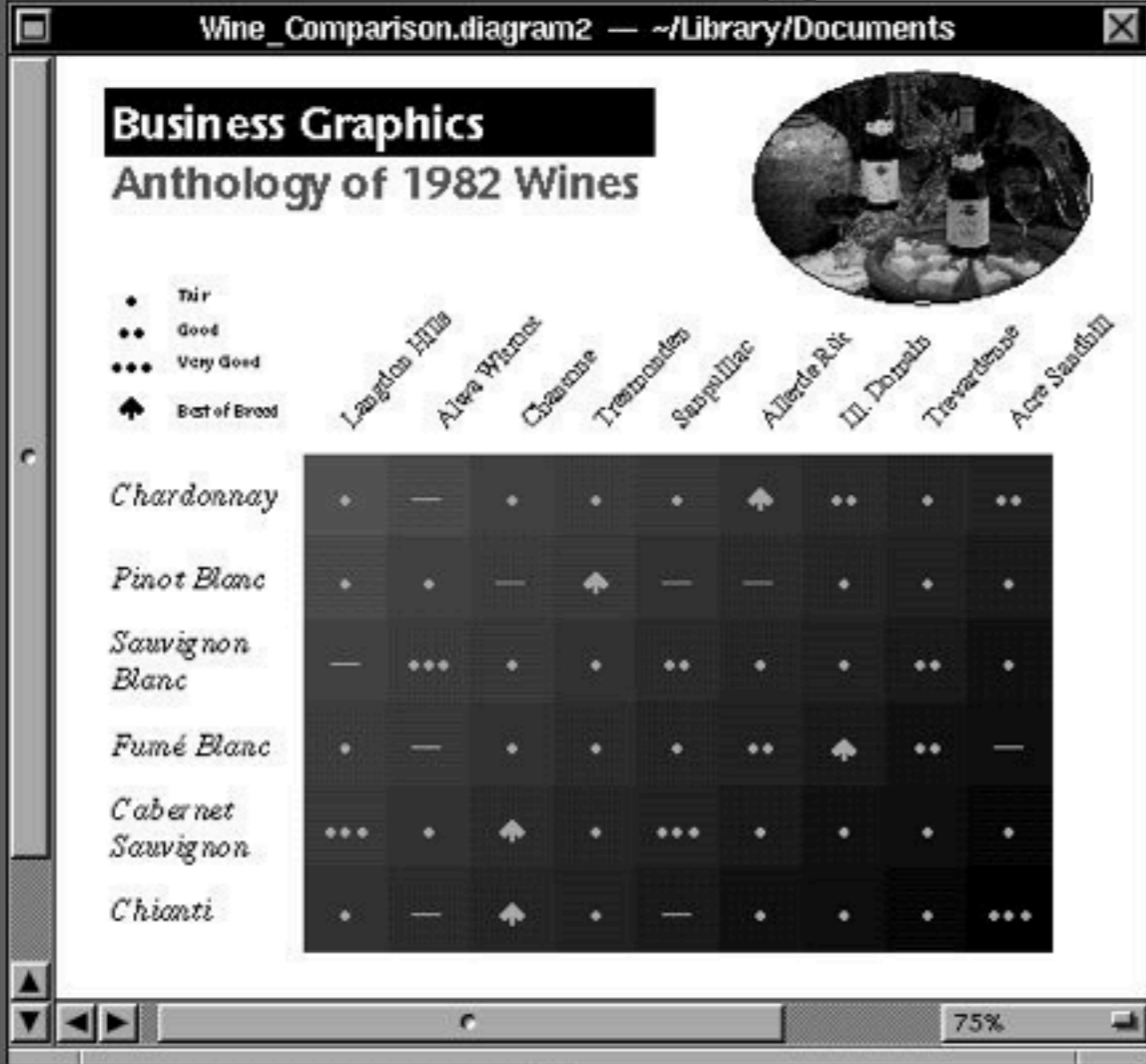
Diagram!	Tools	Palettes	Financial
Info	Inspector...	0	Update List
Document	Colors...	DataFlow	CashFlow
Edit	Raise Palettes	Financial	LenderNetwork
Format	Palettes	OrgChart	
Arrange			
Tools			
Windows			
Print...			
Services			
Hide			
Quit			

Annotations: Annotated_Inspector.diagram2 — ~/Library/Documents

Training & Documentation

Using Diagram!2's Inspectors

75%



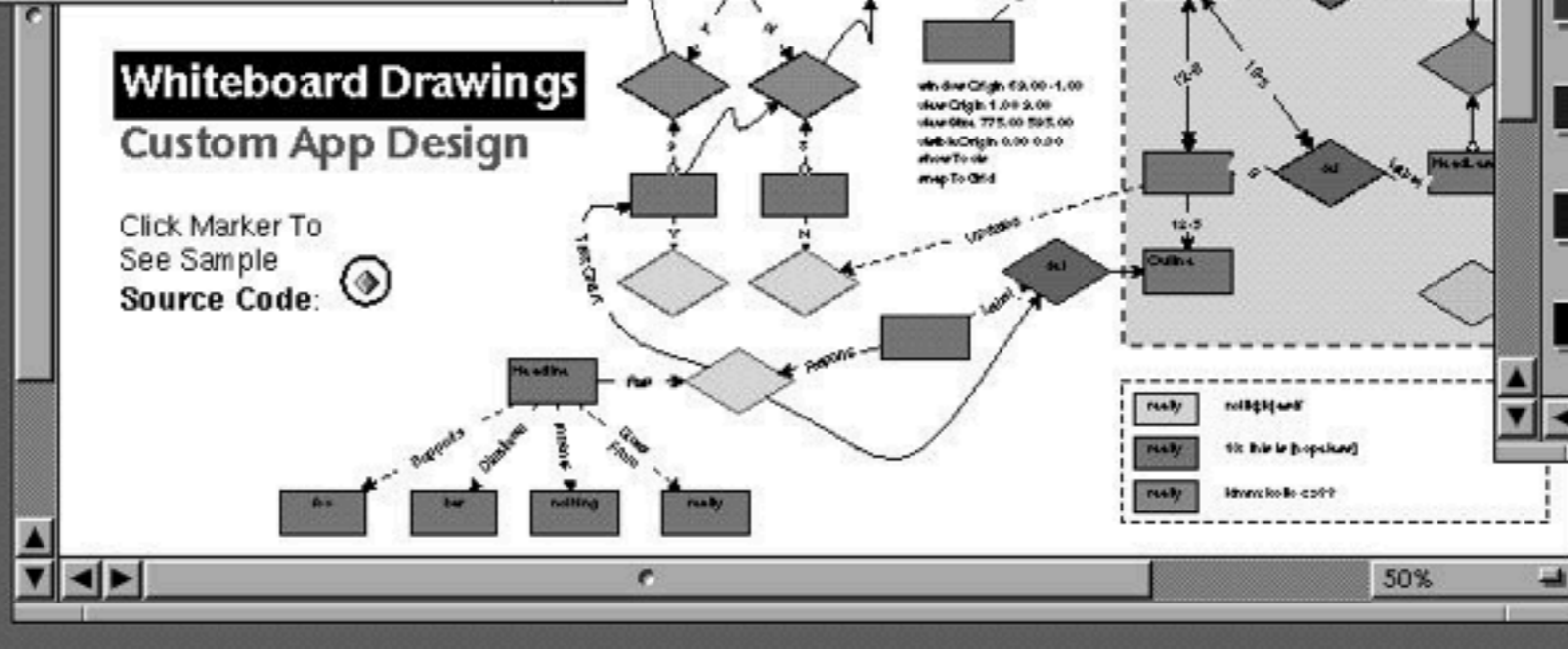
Parseable_File_Format — ...Documents

```

#IDG_TEXT-Version-2
# D2 Version: Built 11:48:03 1992

symbol 1
default
layer -1
shape "Rectangle"
location 20.00 20.00
size 60.00 30.00
framed
fillColor colorIndex 0
frameColor colorIndex 1
shadowColor colorIndex 2
lineWidth 1.00
filled
textPlacement top

```



UNTITLED-1.dpalette2

Edit 55%

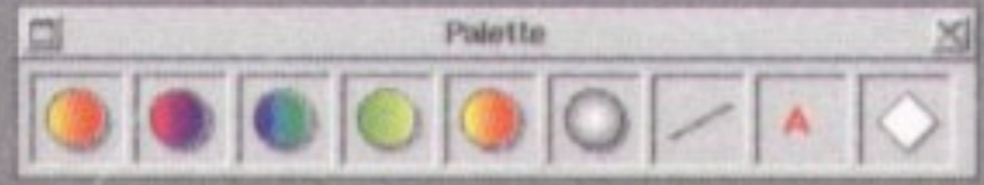
The image displays a software interface with several overlapping windows:

- The Solar System:** A window showing a list of planets (Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, Pluto) and the title "The Solar System" in a cursive font.
- MY GARDEN:** A window showing a colorful garden scene with a path, flowers, and a small figure.
- Stencil: Periodic Table:** A window showing a stylized periodic table with elements represented by colored circles and letters.
- process: Process 1:** A large window displaying a complex flowchart titled "VERY IMPORTANT PROCESS". The flowchart starts with "Mumbo Jumbo" and branches into two paths: "Type A" and "Type B".
 - Type A Path:** Disassemble Pantoum → Reticulate Splines → Grumble → Realign Vexotron → Review → Completion.
 - Type B Path:** Transforming Topiary → Snack → Deflustrate Valve Covers → Copasetic Phantasmagoricheeseake → Success → Completion.A yellow sticky note with the text "This is a neat note. Neat." is attached to the flowchart. A dashed box highlights the "Reticulate Splines" and "Grumble" nodes.
- Style Text:** A panel on the right showing text formatting options like font size, bold, italic, and alignment.

new release!

5

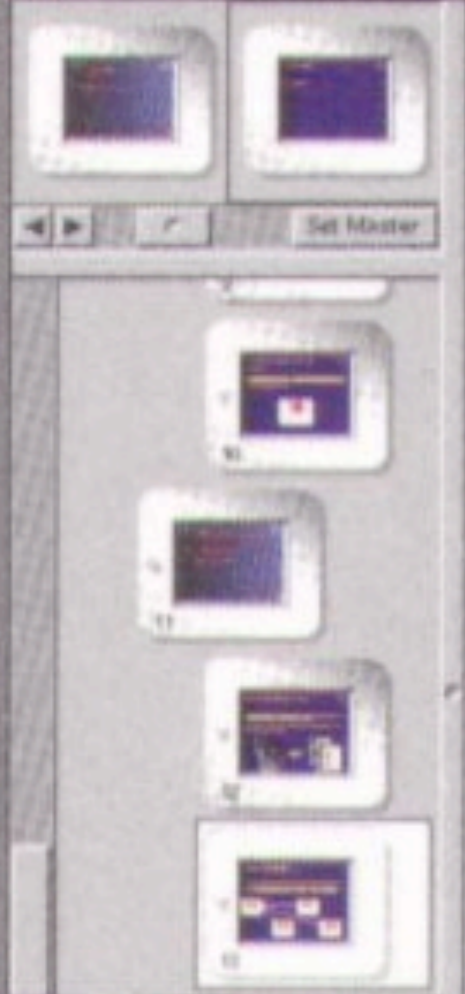
Concurrence	View
Info	r View Browser B
Document	r New Slide Show I
Edit	r New Outline O
Format	r New Outline Here H
View	r
Topic	r
Arrange	r
Tools	r
Windows	r
Print	p
Services	r
Hide	h
Quit	q



3:28:01
SUN DEC 1

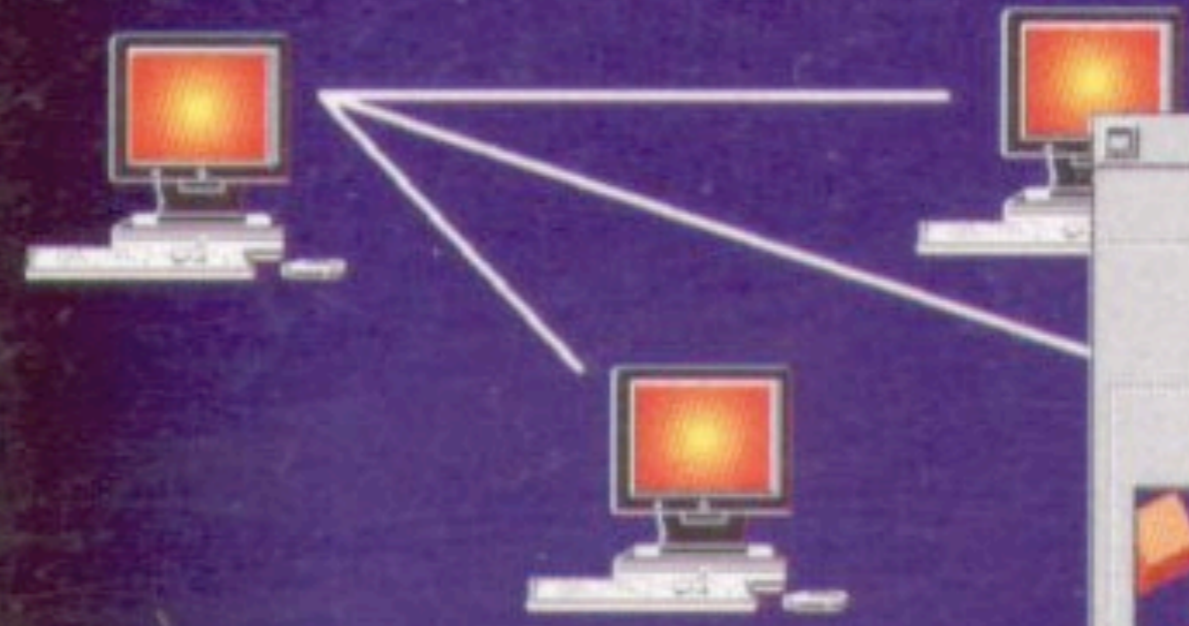


Concurrence Presentation.concur - NeXTDimension Slideshow - /me/Library/Concurrence



Prepare for Mailing...

Concurrence's Prepare for Mailing feature allows users to assemble entire presentations (outlines, and linked files, too), for transmittal to users on remote networks.



Concurrence Presentation.concur

- Full detail outline
- High Level outline
- NeXTDimension Slideshow

This slideshow shows NeXT color at its best, with a variety of graphical effects. On-screen presentation runs 4.5 minutes.

New Outline View New Slide View Open

Slide Inspector

Attributes ▾

Track Master

Skip When Playing

Transition

Wipe ▾

Up

Left Right

Down

Delay before Showing Next Slide

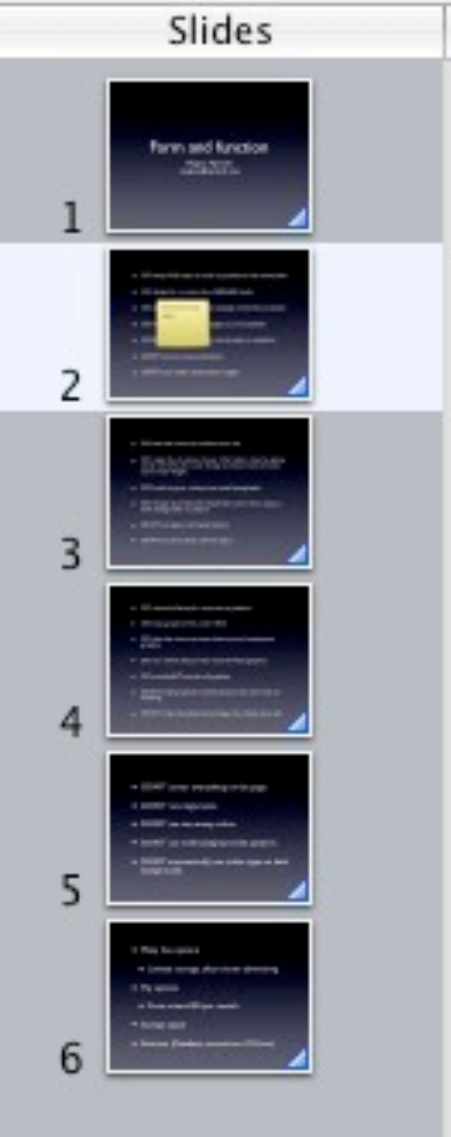
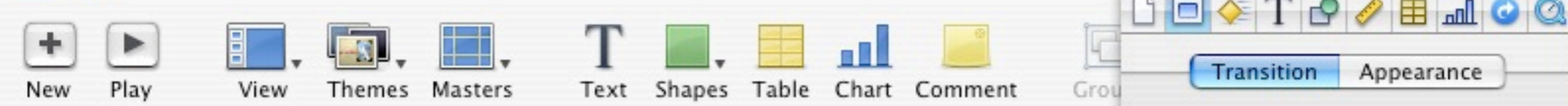
3:00 Seconds

Outline Boxes

Title Visible Body Visible

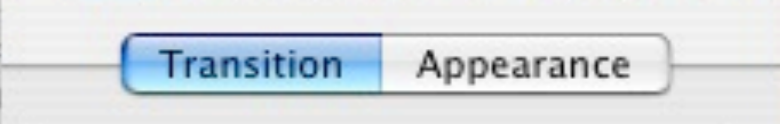
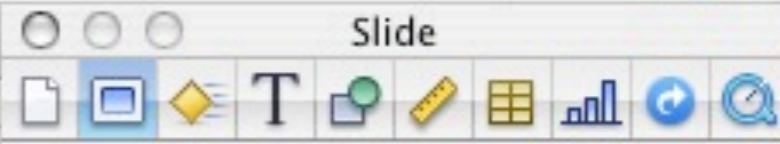
Resync All With Master Sound





- DO keep all file sizes as small as possible for fast downloads
- DO design for a screen size of 800x600 pixels
- DO put your most important message in the first screenful
- DO limit the length of your pages to 2-3 screenfuls
- DON'T design specifically for one browser or platform
- DON'T use too many animations
- DON'T use "under construction" pages

This needs to be revised.
//Chris



- DO keep all file sizes as small as possible for fast downloads
- DO design for a screen size of 800x600 pixels
- DO put your most important message in the first screenful
- DO limit the length of your pages to 2-3 screenfuls
- DON'T design specifically for one browser or platform
- DON'T use too many animations
- DON'T use "under construction" pages

Effect: Dissolve

Duration: 0.60 s

Direction: [Dropdown]

Start Transition: On Click

Delay: 0.5 s



Cocoa

- Objective-C
- NSЧТО-ТО
- App Kit, Foundation Kit, ... Kit

Jumping Wall



Apple в 90-е

- Спагетти-код
- Taligent? Pink? Copland?
IBM? Novell?
- NT? Solaris? Linux? Be?

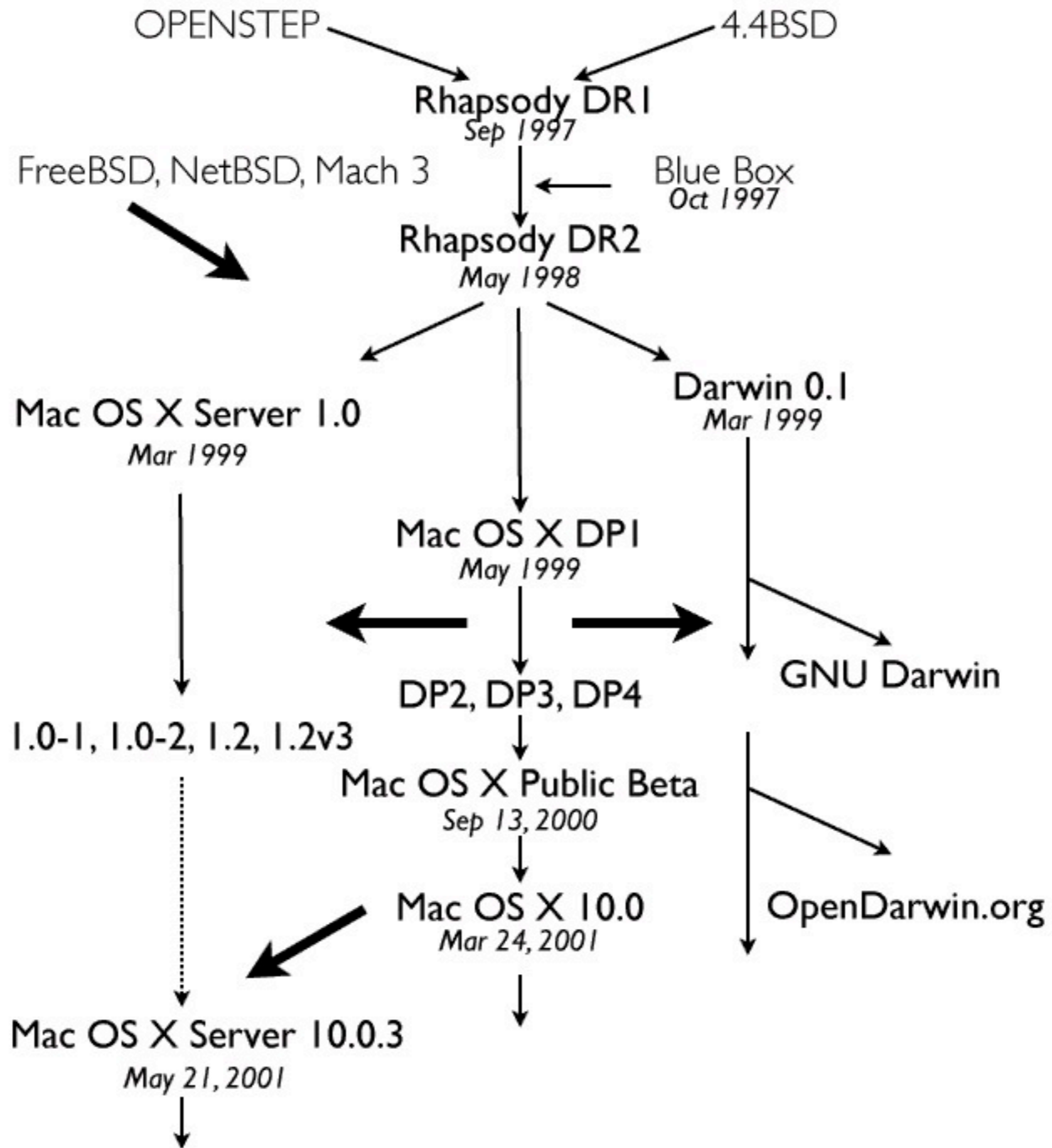


"We choose Plan A instead of Plan Be."

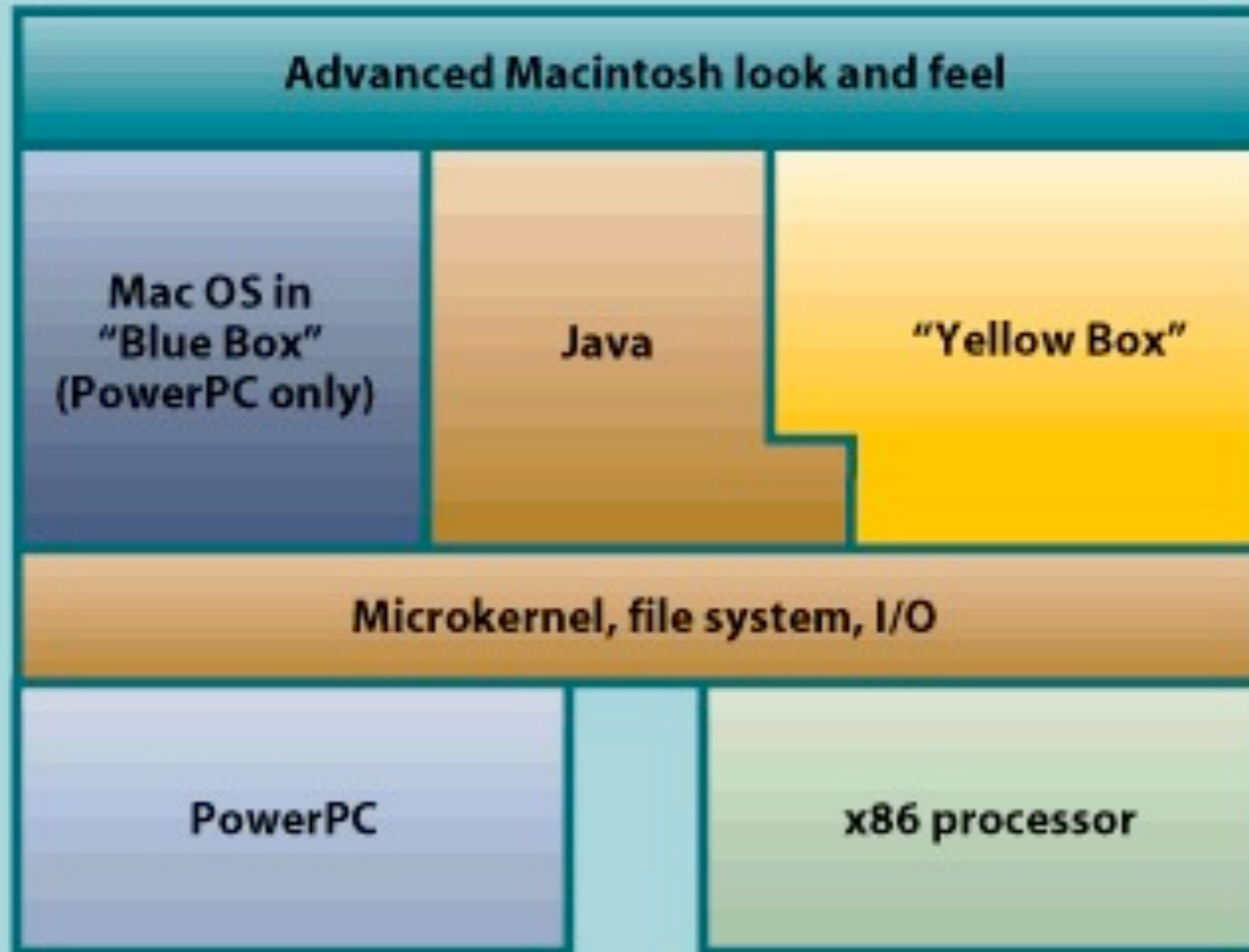
Амелио



Джобс и Амелио MacWorld 1997



Rhapsody OS Architecture



Yellow Box

for

Windows NT 4.0

The image shows a screenshot of the Windows NT 4.0 Start menu. The menu is open, displaying a list of folders and applications. The 'Apple YellowBox' folder is expanded, showing a list of applications. The Start menu bar on the left is labeled 'Windows NT Workstation'. The applications listed in the expanded folder are: About Apple Software, Bourne Shell, Draw, MailViewer, NeXplorer, Preview, TextEdit, and TIFFany3. Other items in the Start menu include Applications, Programs, Documents, Settings, Find, Help, Run..., and Shut Down... The Start button is visible at the bottom left.

- Apple YellowBox
 - About Apple Software
 - Bourne Shell
 - Draw
 - MailViewer
 - NeXplorer
 - Preview
 - TextEdit
 - TIFFany3
- Applications
- Programs
- Documents
- Settings
- Find
- Help
- Run...
- Shut Down...



Start

10 items, 1.6GB available on hard disk



NextApps

- me
 - NextAdmin
 - NextApps
 - NextDeveloper
 - NextLibrary
 - Rhapsody_Dev
 - RHAPSODY_INSTA.L
- Clock.app
 - Grab.app
 - MailViewer.app
 - Preferences.app
 - Preview.app
 - PrintManager.app
 - Terminal.app
 - TextEdit.app
 - Viewer.app
 - Workspace.app

7 items, 1.6GB available on



BuildDisk.app



HostManager.app



NetInfoMana...



NetInstallHel...



NFSManage...



SimpleNetwo...



UserManage...





HostManager.app

File Manager

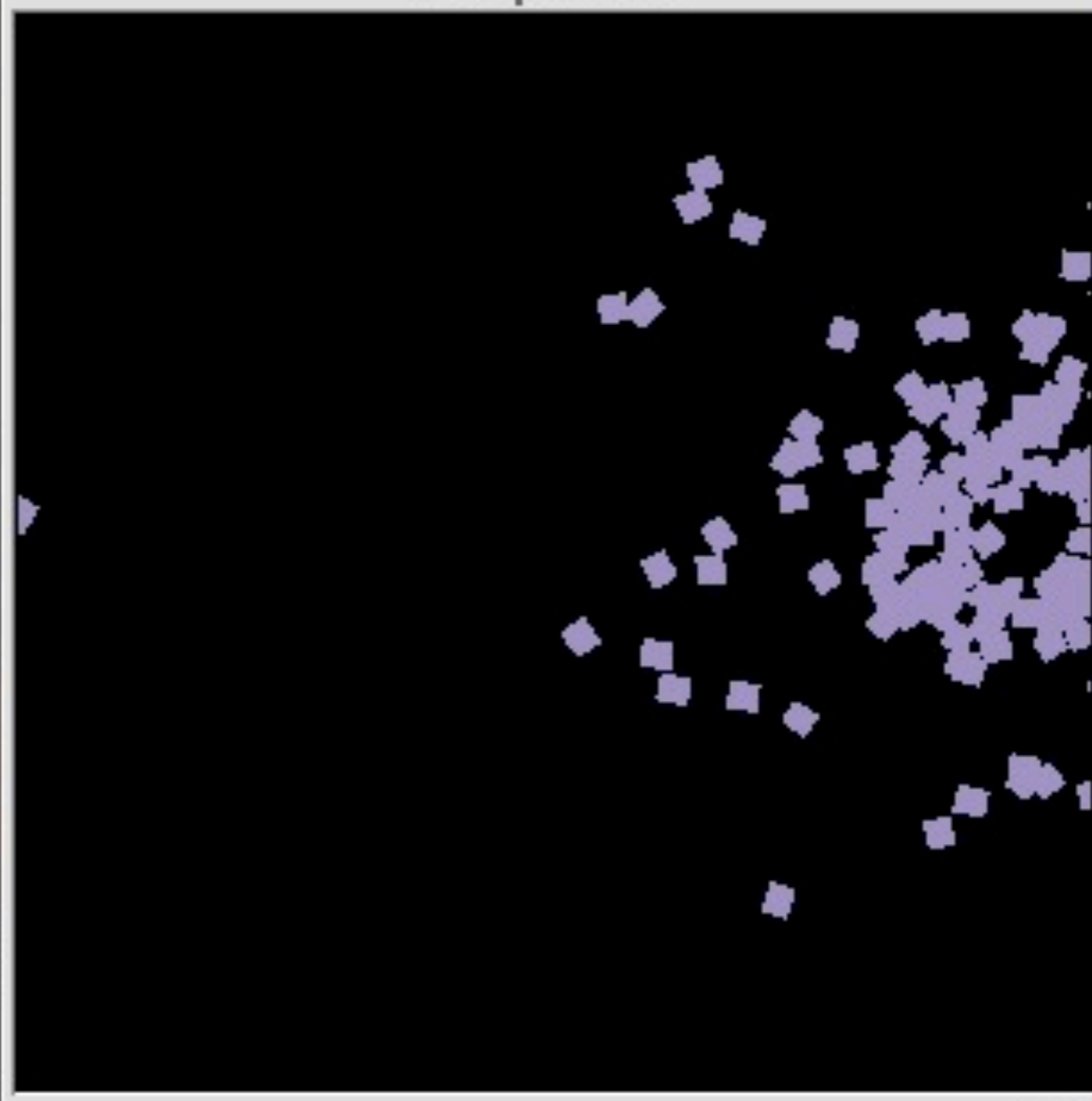


23 items, 1.5GB available on hard disk

bin
lib

linus2.gif

Sample View



/bin/csh (t

```
fritter.quadrum.ru> telnet 194.84.59.2
Trying 194.84.59.2...
Connected to 194.84.59.2.
Escape character is '^]'.

```

```
MkLinux for Power Macintosh. Bro
puter, Inc.
Developer Release 2.1 (Linux 2.0

```

```
okeh login: cyril
Password:
```

Connection closed by foreign host.



Trash



Finder

Computer Home Favorites Apps Docs Users

3.1 GB avail., 17 items

Applications
Mac OS X
Computer

AddressBook Calculator Classic
Clock GrabBag Internet Explorer
Key Caps Mail Music Player
PPP Connect Preview QuickTime Player
Sherlock Stickies System Preferences

Software Update checker

Update Now

Software Update was last run at 4:43 PM on 12/31/69.

Update software automatically

Click the lock to make changes.

Mac Help

Ask



Late-Breaking News

[About Mac OS X applications](#)

[About Classic applications](#)

[Français](#) [Deutsch](#)



**"You are holding the future of the
Macintosh in your hands".**

(Mac OS X Public Beta)



Полезные ресурсы

- nextcomputers.org
- nextcube.org
- levenez.com
- kevra.org/TheBestOfNext