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WWDC 2007 Keynote Live Coverage

Site News

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Steve Jobs delivers the Worldwide Developers Conference 2007 Keynote presentation at 10am PDT on Monday, June 11th. Live coverage and photos from the keynote will be available here

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Live Updates Updating Continuously

- 11:30 am** The [Apple Store \(UK Store\)](#) is still offline, although some international stores are up.
- 11:29 am** Thanks to Ben Stanfield from [MacSlash.org](#), [WildCowboy](#), [Szark](#) and [Silentwave](#) for their hard work on providing the live updates today, as well as the hard work of our mods/stuff: Colin (transcription coordinator), Knox (technical), jsw (photo approval), and longofest (sms, story updates. - Arnold Kim (arn)
- 11:26 am** Steve leaves the stage - Keynote Over

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Live Photos



Taken at 11:24



Taken at 11:24

- 11:25 am** Wrapping up - Thank You
- We're Done
- 11:25 am** Salesforce, google building apps this way
- 11:24 am** "this is a very modern application - we think it's going to be awesome" - Steve
- 11:24 am** "with all the web services built in, you can build fantastic applications for iPhone" - Scott Forstall
- 11:23 am** Steve back on stage
- 11:23 am** browsing chain of command at apple through address book
- 11:23 am** can link directly to built-in google maps app to find apple
- 11:22 am** Head of Apple iPhone software had some trouble typing with the iPhone on-screen keyboard.
- 11:22 am** can e-mail right from web app...can see map of where his office at apple
- 11:22 am** can direct dial from web-based directory app
- 11:21 am** card looks essentially the same between built-in address book and web app
- 11:21 am** took less than one person-month
under 600 lines of code
demoing search for "john"...looks just like built-in apps
- 11:20 am** custom app...corporate address book database using ldap
- 11:20 am** you can build custom apps tha have the look and feel of the iPhone
- 11:19 am** demoing iphone onscreen...all apps run within safari



Taken at 11:22



Taken at 11:22

[More photos](#)

- 11:18 am** going to show examples
- bringing up Scott Forstall - Vp iPhone division
- 11:18 am** just need web standards...you can go live on june 29
- 11:18 am** you can write amazing Web 2.0 apps that work exactly like apps on the iPhone
integrate w/ iphone services...can make calls, send e-mails, google maps, etc.
instant distribution, easy to update, secure same as amazon or bank....run safely on iphone with no sdk needed
- 11:17 am** Innovative new way for developing for mobile applications.
based on iphone having full safari engine...gives us tremendous capability web 2.0 + AJAX apps
- 11:16 am** Have been trying to come up with a solution to letting developers write Apps for the iPhone and keep it secure.
We've come up with a very sweet solution
- 11:16 am** What about developers?
- 11:15 am** 18 days from now
- 11:15 am** Ships June 29th - 6pm
- 11:15 am** ONE LAST THING:
iPhone
- 11:15 am** No developers outside of the conference will get Leopard Beta.
- 11:15 am** we know how to do it...releasing public betas today apple.com/safari
- 11:14 am** 500,000 downloads of Firefox a day. Over 1,000,000 downloads of iTunes a day. Over 500M downloads of iTunes to

- Windows machines.
- 11:14 am** "How do we distribute this? We don't really talk to these customers..."
- 11:14 am** Safari is twice as fast
- 11:13 am** Steve is now demo'ing iBench html test: Safari vs. Internet Explorer
- 11:12 am** new tab feature in all versions... drag them around
Can drag tabs off into their own windows
- 11:12 am** "I'm going to have to change computers here" (Windows comes up)
"this is odd"
- 11:11 am** Google/Yahoo seach built in
- 11:11 am** what we've got here is the most innovative browser in the world, but also the fastest browser on windows
- 11:11 am** javascript: ie 2.4 sec, ff 1.6, saf 0.9
- 11:10 am** "how good are we at bringing apps to windows?"
- benchmarking ibench
html performance ie 4.6 sec, ff 3.7, safari 2.2
- 11:10 am** bringing all of th safari innovations over
- 11:10 am** safari 3 on leopard...now runs on xp/vista
- 11:09 am** We have expertise with iTunes
- 11:09 am** Safari On WINDOWS
- 11:09 am** 18 Million Safari users
Marketshare has climbed to 4.9%
IE has 78%, Firefox 15%, others 2%
We Dream Big
- 11:08 am** Safari
- 11:08 am** ONE MORE THING

- 11:08 am** "it's all the same... most people are gonna buy the ultimate version :)
- 11:07 am** crowd goes wild
- 11:07 am** Leopard shipping in October. Basic version, \$129. Premium version, \$129. Business version, \$129, Enterprise version \$129. Ultimate version, \$129.
- 11:07 am** Premium Version = \$129 ;)
- 11:07 am** Basic Version = \$129
- 11:07 am** Developers to receive full preview copy of Leopard today
- 11:06 am** That's just ten of over 300 new features
- 11:06 am** "we think this is really important"
- 11:05 am** "our goal was to make it so simple that people would actually use it"
- 11:05 am** demo...important presentation on architecture is gone "I'm freaking out right now"
Steve searches back through time until spotlight finds something having to do with architecture. He Quick Looks the document - "yes that's what I was looking for, safe and sound"
"I've saved the day with Time Machine"
- 11:03 am** Search back in time for lost files, preview with quick look, restore individual files or entire mac
- 11:03 am** Can plug in a drive to an Airport base station and backup more than one computer.

- 11:03 am** Time Machine has one click setup, automatically backs up everything, back up to local hard drive or server - even wirelessly
- 11:02 am** we're "walking time bombs"
- Time Machine makes it so simple that everyone will use it
One click sets up the whole thing
- 11:02 am** almost no one backs up automatically
- 11:01 am** Feature #10 - Time Machine
- 11:01 am** Now Phil puts his mouth on the face of Steve Ballmer (CEO of Microsoft) - sticks his tongue out, and the crowd loves it
- 11:00 am** Phil's mouth on the face of George Washington
- 10:59 am** now at Yosemite falls
Using Photobooth effects, Phil looks like "thermal" effect, then drinks from a cup upside down
- 10:59 am** Steve grabs an Excel spreadsheet - flips through the pages in the workbook.
Phil says backdrops are a lot of fun - steps out of frame -
Now Phil in the middle of a school of fish
- 10:58 am** Anything that works with Quick Look works with iChat Theater
- 10:58 am** Now sharing a video - quality is good.
Just drag video onto iChat window to share
- 10:57 am** Now demo'ing a Keynote presentation via iChat - see all transitions &

- effects over the iChat connection
- 10:57 am** Phil & Steve are talking via iChat
Phil is sharing an iPhoto slideshow right in iChat
- 10:56 am** Steve - ""i don't have a lot of buddies, just Phil Schiller
- 10:55 am** Better audio quality with new AAC-Low Delay codec, tabbed chats, photo booth effects, iChat theatre, and backdrops
- 10:55 am** Many heartwarming stories from iChat users about keeping in touch with family
- Bringing some of Photobooth to iChat
- 10:54 am** Feature #9 - iChat
- 10:54 am** "We want you guys to keep making widgets too" - Steve
- Sponsor**
- CrushFTP 4 isn't your average server. Leopard ready! HTTPS,SFTP,FTPS, WebInterface, zipped transfers, and WebDAV providing iDisk like functionality! [Buy Now](#)
- 10:54 am** Widgets are live - you can switch between tabs that were in the Yahoo clip section
All webclips update automatically
- 10:53 am** you can customize the borders and shading for Webclip widgets you've created
- 10:53 am** Steve shows rottentomatoes.com - ratings sidebar for movies out now and coming soon and make a new widget instantly
Dilbert - widget of

- Comic of the day
Looking at Google trends
- resizes auto-picked
area to seep top ten
searches instead of top
25
National Geographic
Photo of the Day widget
- 10:51 am** showing safari...browses
to yahoo, likes yahoo
"main story area"
Steve hits the "scissors"
button... Webclip
automatically finds
section of page, then
clicks to make widget
- 10:49 am** using safari to make
widgets from web pages
- 10:49 am** showing "web
clip"...demo
- 10:49 am** Search times, see
previews, and buy
tickets via Fandango.
- 10:48 am** Since you keep writing
widgets, we should do
our part.
New Widget - Movie
Times
- 10:48 am** Dashboard's been a big
hit. You guys have
written over 3000
widgets.
- 10:48 am** Feature #8 - Dashboard
- 10:47 am** You can rearrange apps
between spaces with
drag and drop
- 10:47 am** with the game running in
one space - audio only
comes on when space is
active
- 10:47 am** Multiple Desktops
demoed with Spaces,
with some more core
animation eye candy.
- 10:46 am** Demo - moves mouse
between spaces...game
in one space, safari and
mail in another
- 10:46 am** group applications in
spaces, easily move
applications between

- spaces, easily move between spaces
- 10:45 am** Feature #7 - Spaces
- 10:45 am** Shows a shot of Boot Camp booted into Vista and displaying Solitaire and MineSweeper. Apple is very happy with Parallels and VMWare and helping as much as they can.
- 10:45 am** Boot Camp is built-in You can run XP & Vista at native speed - use as a complement to Parallels & VMWare
- 10:43 am** Feature #6 - Boot Camp
- 10:43 am** Apple TV ad with live movies playing, but it's live and interactive
- 10:43 am** not flash...flashy.
- 10:42 am** Demo is a bunch of video playing live and interactive. Can search through videos and it pulls them out from the background with flash animation.
- 10:41 am** Core Animation: Very simple to use, easy to add to applications.
- 10:40 am** Feature #5 - Core Animation
- 10:40 am** 64-bit version took 28 seconds, 32-bit version took 81 seconds to run filters on the 4GB photo.
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- 10:39 am** Demo is showing a 4GB photo loading. 32-bit App can't keep it all in memory, shows running several filters on both 32

- and 64 bit versions at once.
- 10:38 am** shootout between 32-bit and 64-bit apps....loading giant photo
- 10:37 am** First mainstream OS to go fully 64-bit. 1 version of Leopard for 64-bit and 32-bit apps.
- 10:37 am** Feature #4 - Leopard is 64-bit from top to bottom
- 10:36 am** Shows the new pixar rat movie Ratatouillie in order to show full-screen preview of QuickLook.
- 10:35 am** Quick look expands out from all finder views, window, list, column or Cover Flow
- 10:35 am** Can do full screen too
- 10:35 am** Steve finds a PDF, hits the space bar, and it pops up in a window without launching a viewer app
- 10:34 am** now showing demo of Quick Look
- 10:34 am** Let's you instantly preview files without opening applications. Works with all the popular filetypes, and plug-in modules are available for developers.
- 10:34 am** live file previews work with text/images/pdf, etc
- 10:34 am** New Feature #3 - Quick Look
- 10:33 am** Ends discussion on the "New Finder"
- 10:33 am** "Must be on another Mac" - hit "shared" and it finds it on another Mac
- 10:32 am** looking at work stuff remotely - drags presentation over
Now showing Spotlight

- over network - searching for "college"
- 10:32 am** Dialog box just popped up - World of Warcraft crashed
- 10:31 am** New tab in .Mac Just push "Start" - find Mac Pro at work
- 10:31 am** Browsing another Mac over network using Cover Flow
- 10:30 am** Showing apps folder in Cover Flow -
- 10:29 am** or slides of a Keynote Presentation
You can play video in Cover Flow
- 10:29 am** Cover Flow - showing scrolling through documents, can cycle through the pages of a PDF
- 10:28 am** Steve now demo'ing "Back to my Mac"
- 10:28 am** .mac serves as hub to allow you to always find your comps
- 10:28 am** .Mac knows your computer's IP address
- 10:27 am** Side-bar is also the place you'll find the "shared" items from the local network.
- Easily browse as if they were on your computer
- 10:27 am** "shared" section of sidebar
- 10:27 am** one click to see just stuff from today
- 10:27 am** New side bar has search built-in, populated with "smart searches" that can be customized by the user.
- 10:26 am** Works just like iTunes - view any folder contents this way

10:26 am "Back to my Mac" -
share even when not on
the same local network

New view button in
finder for Cover Flow

10:25 am Reviewing so far:
1) New Desktop
2) New Finder

sidebar, search other
Macs & Servers with
Spotlight
easy to browse shared
computers

10:24 am Steve grabs a PDF
Pop-up window allows
you to just click to
download

10:23 am Safari showing
Disneyland Paris

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Broken iPod? Exhausted
battery? We can send you
a no-obligations repair
quote. Don't want your
iPod repaired? We can buy
your broken iPod or return
it for shipping only. [Visit
iPod Mechanic](#)

10:23 am slo-mo expansion of app
launching grid
Stacks use Core
Animation

10:23 am Stack can be an app
launcher

10:23 am dedicated stack to
organize it all (vacation)

10:22 am playing iPhone
commercial - "I assume
you've seen that"

10:22 am planning a vacation

10:22 am showing qt videos from
stack

10:22 am opens safari, shows
reflections of dock icons
when window goes
behind dock

- 10:21 am** Stacks demo:
Newest doc goes on front of stack
- 10:21 am** Stacks fan out from dock, or pop up in a grid
Default stack called "Downloads" which will stay in the Dock
- 10:20 am** Leopard will have a consistent look
- 10:20 am** No more brushed metal interface
- 10:20 am** folders in the dock, they expand to show contents
- 10:19 am** consistent looks, made active window more prominent
- 10:19 am** prominent active window
- 10:19 am** Desktop is "more suited" to your own digital photos. The dock, more 3-D in nature, swoops out over new pictures, new semi-transparent menu bar, and "stacks" to clean up desktop.
- 10:19 am** Dock sporting new 3D look
Stacks - all of us have messy desktops
- 10:19 am** Looks transparent in menu bar & Dock - dock is narrower
- 10:18 am** New Feature - new Desktop
- 10:18 am** 21 Months between Tiger & Leopard
300 new features in Leopard - today we'll be seeing 10
- 10:18 am** Final look at leopard before October shipment
Tiger was already ahead of the competition
Today we're setting the bar higher and moving beyond Leopard
- 10:17 am** Makes it much easier to develop software

- 10:17 am** Unprecedented in the history of Apple
23% are using Panther, with another 10% using older versions of OS X
- 10:16 am** 67% of them are using Tiger OS X 10.4
- 10:16 am** Tiger - the most successful release in Apple history
22 million active OS X users
- 10:16 am** Steve moves to discussion of Leopard
- 10:16 am** We did this in 10 days - John Carmack done - Back to Steve
- 10:15 am** we'll demo more at e3
- 10:15 am** unlimited ability to manipulate textures on object with little to no performance hit
- 10:15 am** build game first, then throw artists at it
- 10:15 am** Huge level of flex to change things in building a game
- 10:14 am** insanely detailed world covered in unique textures. 20 GB of texture covering the track.
- 10:13 am** We've been working in secrecy on next gen tech - this is the first time we've shown it
- 10:13 am** John Carmack coming on stage for id games
- 10:13 am** Bing done - back to Steve
- 10:13 am** "later on, Steve is going to wave his hand and make candles float through this room - that's one of the features of Leopard" -EA CCO
- 10:12 am** this room - that's one of the features of Leopard" -EA CCO

- 10:12 am** Madden 08, Tiger Woods 08 coming too
- 10:12 am** steve is going to wave his hands and make candles float
- 10:12 am** harry casting spells...nice effects
- 10:12 am** 3D Immersive environment - walking through Hogwarts
"The only thing better than living on a mac, is living at Hogwarts."
-Bing Gordon
- 10:11 am** Game Demo: Going down staircase entering great hall at Hogwarts
- 10:11 am** going to show a demo of Harry Potter running on OS X
- 10:11 am** All to be released simultaneously in July
- 10:10 am** Harry Potter & the Order of the Phoenix
- 10:10 am** Command & Conquer 3 coming in July
Battlefield 2142
Need For Speed Carbon
- 10:10 am** Bing Gordon = EA Chief Creative Officer (correction)
- 10:09 am** EA folks moving to the Mac in droves
- 10:09 am** Bing Gordon on stage - EA co-founder says he has two teenage daughters with MacBooks

Sponsor

Just released Parallels Desktop 3.0: run Windows applications on your Intel Mac; now with 3D acceleration for the latest PC games. [Buy Now.](#)

- 10:09 am** We're working on some great stuff for future products
Great news about games

- EA coming back to Mac
- 10:08 am** The Best is still to come
- 10:08 am** "working with apple is one of best things in my career and for itnel"
- 10:08 am** "our sincere thanks for your extraordinary partnership in switching to intel proceessors" - text of award that steve presented to him (correction)
- 10:08 am** processors" - text of award that steve presented to him
- 10:07 am** Steve presents a stainless steel award to Paul Otellini...designed by Ive
- 10:07 am** Paul Ottelini, Intel CEO on stage
- 10:06 am** happy that "most of you" have upgraded applications to Universal binaries. There are "Zillions of universal Apps out there."
- 10:06 am** Apple store is DOWN
- 10:06 am** Developers are incredible - one group to recognize: Intel
- 10:06 am** Intel Transition recap:
- 10:05 am** 1 engineer for every 4 attendees
- 10:05 am** Largest WWDC ever with over 5000 developers in attendance and 950,000 registered on Apple Developer Connection. WWDC will have 159 sessions, 94 hands-on labs, and 1200 Apple engineers on site.
- 10:04 am** 950,000 ADC members - up 200,000 from last year
- 10:04 am** Big WWDC/Golden Gate Bridge slide
5000 + attendees
Biggest WWDC ever

- 10:04 am** Welcome to WWDC
- 10:03 am** Steve on stage now
- 10:03 am** "Do they really believe you're steve?"
- 10:03 am** Mac guy shows up
- 10:03 am** Apple should wave the white flag.
- 10:03 am** iPod Killer - Zune
- 10:02 am** "Vista sold tens of dozens of copies
- 10:02 am** "I quit - I'm resigning and shutting down Apple
- 10:02 am** Turtleneck/jeans for PC man
- 10:02 am** PC guy pretending to be Steve Jobs in video says "I Quit"
- 10:02 am** Lights down
- 10:01 am** here we go
- 9:56 am** Ben Stanfield (correction) from MacSlash.org
- 9:55 am** Thanks to: WildCowboy, Szark, and Ben Stansfield working as transcribers. SilentWave on Photos. Get ready...
- 9:44 am** they've taken their seats
- 9:33 am** Approximately 30 minute from start of Keynote
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