

Macworld SF 2009



Robert Huttinger

What is Macworld?

Apple

Vendors

Users



What is Macworld?



Macworld is Apple™

- Anticipation
- Keynote
- Products
- Special Guest



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Macworld is Vendors



- Big Names
- Smaller Business
- Startups

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Macworld is Users

Conferences

- Power Tools
- MacLabs
- MacIT
- Users Conference
- Market Symposium
- Creative Safari



Rob Griffiths - Senior Editor Macworld Magazine

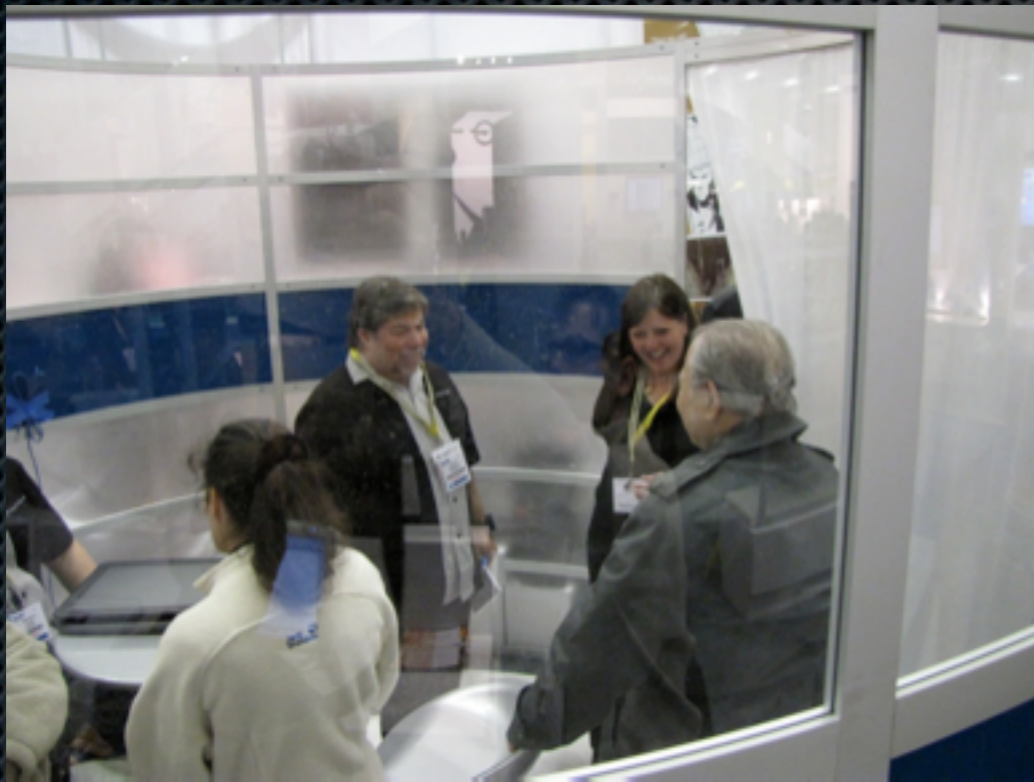
Macworld is Users



Networking

- Business
- Casual

Macworld is Users



Networking

- Business
- Casual

Macworld is Users



Networking

- Business
- Casual

Macworld is Users

Socializing

- Meet Ups
- After Parties
- Special Events



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Macworld is Unexpected



Welcome to Macintosh

Rob Baca * Josh Rizzo

Macworld is Unexpected



Welcome to Macintosh

Rob Baca * Josh Rizzo

Guy Kawasaki • Leander Kahney • Jim Reekes

Macworld is Unexpected



Welcome to Macintosh

Rob Baca * Josh Rizzo

Andy Hertzfeld • Steve Wozniak • Ron Wayne

Macworld in 2010?



Macworld notes...



Macworld notes...



Macworld notes...



Macworld Questions