Today's Agenda
Introduce advanced features in iLife, iWork and Mac

iLife '08

iWork '08

Mac OS X

It's here. It's real.
It's amazing.

Mac OS X on Intel.

Time and Format

Session	Group	Topic
Session I : 12:50 ~ 13:40	Grade 7 & 8	Mac OS X advanced features, binding/log in to school network, Q&A
Session II: 13:50 ~ 14:40	Grade 9	iWork '08 introduction, Q&A
Session III: 14:50 ~ 15:35	Grade 10 & 11	iLife '08 introduction, Q&A

Apple, Education and Today

Stanley Chen
Apple Taiwan

The Challenge: Learning for a New Generation

Info, Communication,

Info, Communication,

phone   tiv   pda movie   :   web

ps2 & xbox   instant   bluetoot

blackberr   :   record

fa   book   email mt

pda games   :   cable tv

car dvd   t   cn   pager

video conf.   cd/dvd vhs

magazin   :   skype

ne   mobile   pen &   satellite

mp3 player radi   wi   computers cassette

myspace googl   rss   bloggin itune   VoIP

Now

phones tivo pda movies :* web movies
ps2 & x instant messaging bluetooth
blackberry box :P records
fax books emailmtv
pda games :) cable
car dvd tv cnn pagers
video conf cd/ vhs
magazines dvd skype
net mobile phones pen & paper satellite tv
mp3 radio wifi computers cassette
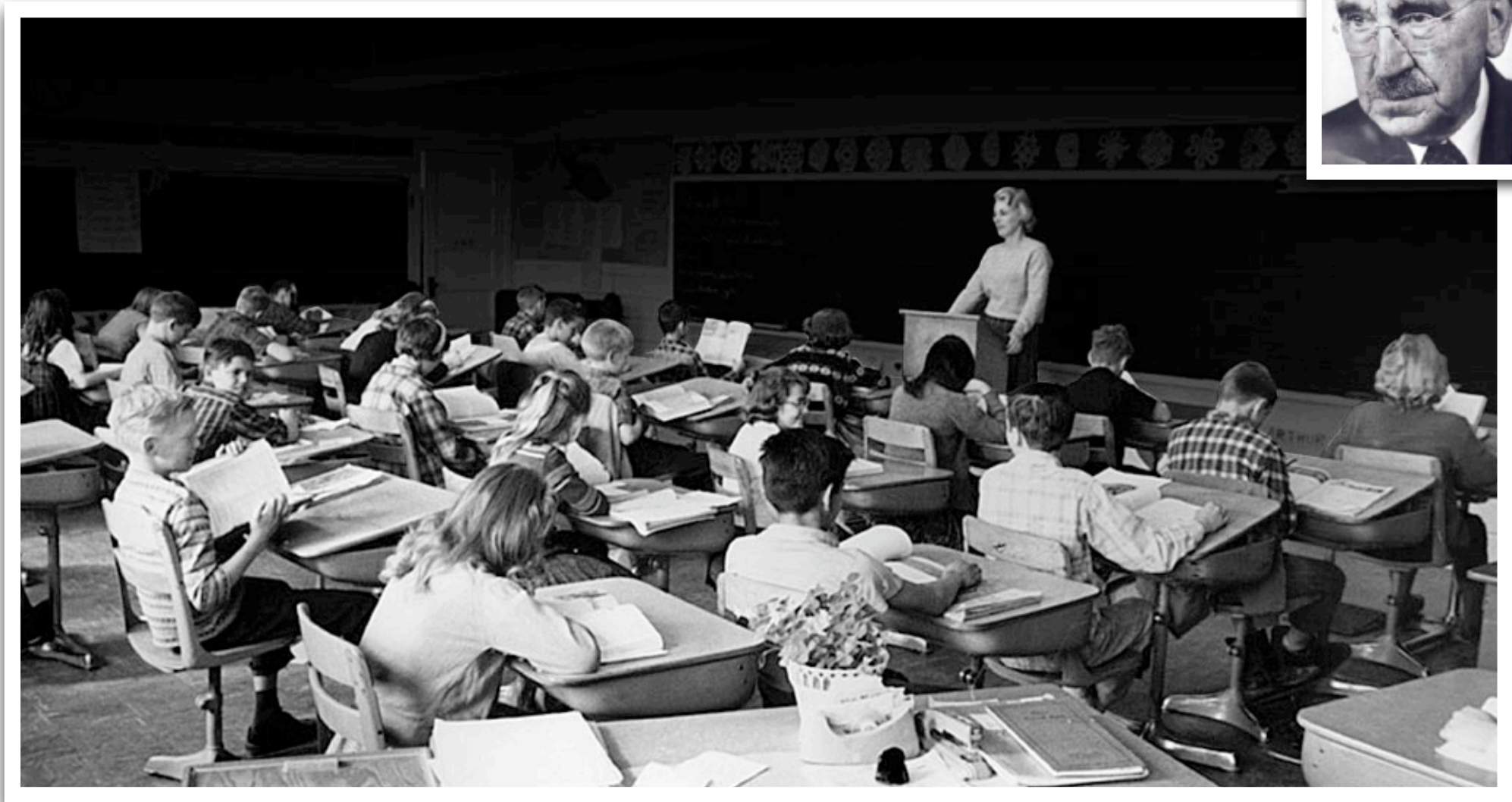myspace google rss blogging itunes VoIP
player

The Challenge

- Students learn differently than most teachers and parents did

- Teachers may not fully understand the way a student's mind learns

- Many students find traditional schooling "boring"

"...if we teach today as we taught yesterday, we rob our children of tomorrow."

—John Dewey

The Disconnect

Digital Native	Digital Immigrant
Prefer receiving information quickly from multiple multimedia sources.	Prefer slow and controlled release of information from limited sources.
Prefer multitasking.	Prefer single or limited tasking.
Prefer processing pictures, sounds, and video before text.	Prefer to provide text before pictures, sounds, and video.
Prefer random access to hyperlinked multimedia information.	Prefer to provide information linearly, logically, and sequentially.
Prefer to interact/network simultaneously with many others.	Prefer students to work independently rather than network and interact.
Prefer to learn "just–in–time."	Prefer to teach "just–in–case" (it's on the exam).
Prefer learning that is relevant, instantly useful, and fun.	Prefer to teach to the curriculum guide and standardized tests.

The 21st Century Student

The new normal

Creative – Mobile – Multitasking – Collaborative – Producers

They Want to Learn…

- With technology
- With one another
- Online
- In their time
- In their place
- Doing things that matt

Resetting Expectations for Excellence

A new generation of students expects a learning environment that integrates today's digital tools, accommodates a mobile lifestyle, adapts to individual learning styles and encourages collaboration and teamwork.

Apple in Education

Emphasis on Learning from the

Our original logo says it all

Over 25 Years of Apple & Education

Innovation & commitment from the beginning

'78 Personal Computing

One person
One computer

'84 Macintosh

Graphic user interface, mouse & accessibility

'85 ACOT

One at school
One at home

'94 Apple Distinguished Educators

A global community of innovative leaders

Over 25 Years of Apple & Education
Innovation & commitment continues

'97 Apple Learning Interchange

Igniting conversation, imagination, and improvement in education

'02 First State-wide 1 to 1 Program

One notebook for every student & every teacher
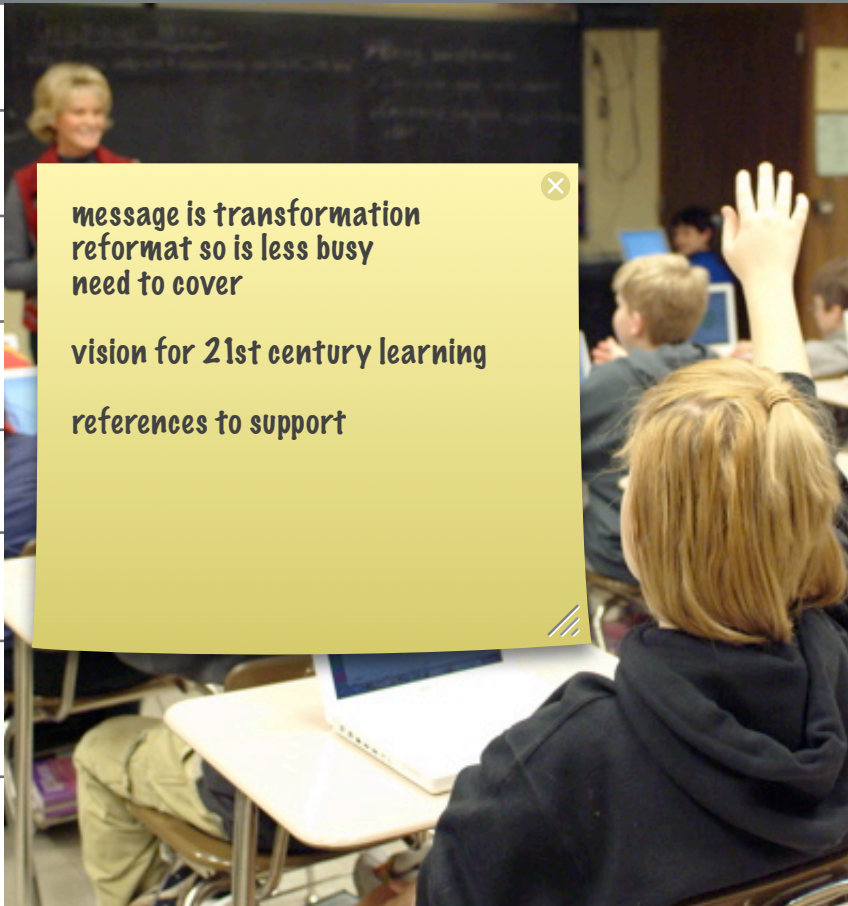
'03 iLife

Tools for digital expression

'0 iPod, Podcasting & iTunes U

Digital Learning

Learning–Focused Technology

Assisting in changing the paradigm of teaching & learning

	21st Century Learning
Activity	Learner–centered & interactive
Teacher role	Collaborator & sometimes learner
Student role	Collaborator & sometimes expert
Learning emphasis	Relationships and inquiry
Concept of knowledge	Transformation
Demonstration of success	Quality
Assessment	Criterion–referenced & performance portfolios
Technology use	Communication, collaboration, information access, & expression

message is transformation
reformat so is less busy
need to cover

vision for 21st century learning

references to support

We're More Than Great Technology

Today's Learning Environment Challenge

A new generation of students expects a learning environment that integrates today's digital tools, accommodates a mobile lifestyle, adapts to individual learning styles and encourages collaboration and teamwork.

21st Century Learning Environment

21st Century Learning Environment

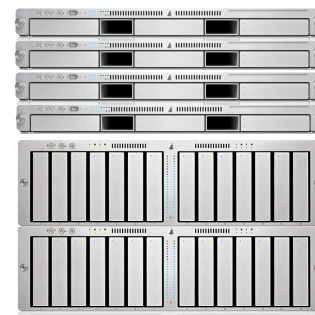## Only Apple can deliver all the resources educators need

Basic skills

Apple Digital Learning
Elementary Tools
Secondary Tools
Elementary Math
Secondary Math
Secondary Science
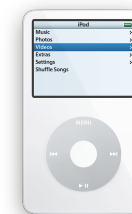Digital Media Creation Kit
Middle School Language

Creativity

Distribution

Access

Management

Professional Support

Apple Professional Services
Apple Professional Development, Training &

Apple Learning Services
Apple Learning

iPhoto   iMovie   iWeb   iDVD   GarageBand