



## Higher Education and Research A Key Priority in Economic Recovery

“To give our children the chance to live out their dreams in a world that’s never been more competitive, we will equip tens of thousands of schools, community colleges, and public universities with 21st-century classrooms, labs, and libraries. We’ll provide new computers, new technology, and new training for teachers so that students in Chicago and Boston can compete with kids in Beijing for the high-tech, high-wage jobs of the future.”

President Barack Obama  
January 8, 2009

The \$787 billion American Recovery and Reinvestment Act of 2009 dedicates more than \$100 billion for K-12 and higher education. By spending strategically, colleges and universities have an unprecedented opportunity to contribute to America’s short-term economic recovery and long-term competitiveness.

### Federal Funds for Apple Solutions

The stimulus money will be distributed in 2009 and 2010, and includes funds for state stabilization, NSF and NIH research and lab modernization, and federal Title II preservice teacher grants.

### Apple in Education

Apple is the only company that provides a digital learning environment that includes hardware, software, operating system, and services. Because all of the components are designed to work together seamlessly and delivered by one company, Apple products are easier to use, manage, and maintain – saving you time and money, and maximizing your return on investment. Some of the most popular solutions for higher education include:

**MacBook:** Apple notebook computers are the #1 notebooks on campus today. Powerful, light, and durable enough for campus life, MacBook includes the Mac OS X operating system, award-winning iLife digital media applications, wireless access, a camera, and a full range of tools for creativity and collaboration. Mac OS X is based on UNIX and is recognized as the world’s most reliable, secure, and powerful operating system with ease of use that is a hallmark of Apple design.

**iPhone and iPod touch:** With fast wireless technology, support for enterprise features like Microsoft Exchange, and the new App Store, iPhone and iPod touch fit into your campus infrastructure and make learning on the go possible. iPhone and iPod touch put everything you want to learn, watch, or browse on one sleek Multi-Touch device.

**iTunes U:** iTunes U is possibly the world’s largest source of free educational content from multiple expert sources – colleges and universities, museums, and public media organizations – an engine for mobile learning.

**Professional Development:** Apple provides professional development, consulting, training, and certification for educators to promote globally competitive students by integrating technology into teaching and learning.

### Apple Can Help

For more information about using stimulus funds for Apple educational technology solutions and professional development, visit [www.apple.com/education](http://www.apple.com/education) or call 1-800-800-2775.

## Opportunities, Funding, and Apple Solutions



### Research Facilities

NSF and NIH facilities and instrumentation

The Mac helps researchers understand complex concepts through visualization, test multiple hypotheses through simulation, and access the vast amount of scientific and technical information available online. Apple's solutions for grid computing, cluster computing, and data storage are fast and stable, so researchers can focus on science and not on technology. Mac OS X, the world's most advanced operating system, is easy to administer and compatible with PCs. And with the ability to run Linux, Windows\*, and Mac OS X on a single machine, there's no limit to what can be accomplished in the lab.



### Faculty Research

NSF and NIH research grants

Apple delivers a single system optimized for science and research yet versatile enough for everything else. At the heart of this power and flexibility is Mac OS X, the world's most advanced operating system. Because all Mac computers can also run Windows\* and Linux, researchers can use scientific software from third parties and internally developed applications in addition to digital media and productivity software from Apple. From mobile devices like iPod and iPhone to notebook computers to desktop systems to clusters, Apple provides technology that supports simple to complex scientific workflows.



### Campus Technology

State stabilization

Every year, more students arrive on campus with their own technology – increasingly, a MacBook, iPod touch or iPhone – but they still seek access to technology on campus. Apple works with institutions to equip classrooms and high-end labs with technology for learning, and to create kiosks and workspaces in libraries and common areas for collaboration and communication. From iMac to Xserve to software to iTunes U for educational content distribution, Apple can help you provide the technology your students want and need for academic success.



### Student Computers

Parents' 529 contributions

Now that the stimulus package allows parents to use 529 savings plans to pay for computers and equipment for their children while they are enrolled in college, you have a unique opportunity to help your students and their families through Apple Academic Advantage. Apple Academic Advantage takes the guesswork out of students' technology decisions and provides a framework for organizing the purchase and use of student-owned Apple technology on your campus – so both you and your students can hit the ground running.



### Career and Technical Programs

State stabilization funds

High-demand careers in fast-growing fields – everything from film and video, science, computer science, and engineering, business and education – increasingly require proficiency in digital media. Apple is the only company with an end-to-end digital media solution, and comprehensive training and certification. Apple also can help you respond to the extraordinary growth of the mobile apps industry. The Mac, together with the free iPhone Software Developer Kit (SDK) download, has everything you need to teach your students how to create world-class mobile applications.



### Apple and the Environment

Our commitment to the environment is second nature. Every new Apple notebook is built using materials that are highly recyclable and free of many harmful substances present in other computers. Apple engineers also design the software and hardware to work together to maximize energy efficiency and minimize the carbon footprint. The packaging has been reduced, so boxes are easier to ship and there is less material to recycle. The result is exactly what we hoped for: the greenest family of notebooks ever made.

\* Sold separately.

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## Research Facilities A Stimulus for Education

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### Federal Funds for Apple Solutions

Use NSF and NIH facilities and instrumentation funds to modernize your research labs.

### Built for Science

Combining the power, security, and stability of UNIX with the ease of the Mac interface, Apple provides the ideal platform for scientific research. Flexible enough for individual researchers and scalable enough to support large collaborative efforts, Mac computers feature Mac OS X, the world's most advanced operating system. And because Mac runs Windows\* and Linux, you can use all your software.

**Cluster Computing:** The Apple Workgroup Cluster is an all-inclusive, high performance cluster that's simple to buy, set-up, use, and manage, and delivers incredible multiprocessing power for scientists who need more than their desktop systems can provide. You can also run your custom code developed with Xcode.

**Grid Computing:** Apple's Xgrid technology makes it easy to turn an ad hoc group of Mac systems into a low-cost supercomputer for individual researchers, supporting specialized collaboration and application development.

**Data Storage:** Apple storage solutions use Promise storage and Xserve technology giving you scalable, flexible, and cost-effective storage and data management, as well as fast access to your data.

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# Faculty Research A Stimulus for Education

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## Federal Funds for Apple Solutions

Use NSF and NIH research grants to upgrade technology in your research lab.

## One System for Science and Real Life

With workstation-class graphics cards, high-resolution displays, and an optimized graphics architecture built into Mac OS X, Apple is the ideal platform for scientific visualizations, simulations, online research, and collaboration. And because Mac OS X is UNIX-based, it runs a wide range of commercial and open source scientific applications. Mac OS X also provides a powerful and feature-rich developer environment that makes it easy to create custom applications and scripts.

## From Notebooks, Desktops, and Mobile Devices to Servers and Clusters

Apple offers a wide range of powerful computers in virtually every computing class. MacBook computers offer a great combination of power and mobility. The workstation-class 64-bit Mac Pro desktop computers deliver extreme computing and graphics performance. IT can build a backroom infrastructure with the powerful Xserve and high-capacity Promise storage system. And computing clusters provide supercomputer performance for complex scientific number crunching and visualization.

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## Campus Technology A Stimulus for Education

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### Federal Funds for Apple Solutions

Use state stabilization funds to upgrade your classrooms and common areas with state-of-the-art technology.

### Ready For 21st-Century Learning

Apple offers comprehensive lab solutions for your campus that will engage students creatively and motivate them to learn skills that are critical in the modern workplace. Every new Mac comes with Mac OS X, the most advanced operating system in the world, and the award-winning iLife suite of digital media applications so students can immediately begin creating podcasts, editing videos, composing music, producing photo essays, and more. Every new Mac also runs Microsoft Office, so exchanging files is easy. And Mac OS X comes with an amazing dual-boot feature called Boot Camp that lets students run Windows XP or Vista natively if there's a PC application they need to use.

### Labs For iPhone App Development

In response to the extraordinary growth of the mobile apps industry, more colleges are using the Mac to teach state-of-the-art mobile app development on campus. Together with the free iPhone SDK download, the Mac has everything you need to create world-class applications. The tools in Xcode are designed to work smoothly with the Cocoa frameworks so creating Mac or iPhone applications is simple, yet incredibly powerful, just like using your Mac. And with Apple's free iPhone Developer University Program, you can introduce curriculum for this emerging field of study.

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## **Federal Funds for Apple Solutions**

Parents can use savings plan 529 contributions to pay for computer technology and related equipment.

## **An Advantage for Your Students – and for You**

Apple Academic Advantage gives colleges and universities a chance to ensure that students come to campus with technology that provides them an advantage in their academic pursuits. The program includes options for recommending or requiring Apple products for your students – an essential step in turning technology for teaching and learning into a valuable institutional asset. The program also ensures integration of student technology into your campus infrastructure, allowing you to better manage the student computing experience, while reducing your IT support and maintenance costs.

## **A Customizable Program**

Each college and university is unique. That's why Apple Academic Advantage provides a framework with multiple options for meeting your specific needs. When you decide you want to recommend or require Apple products for your students – notebooks, desktops, or mobile devices – Apple works with you to design a program that's right for you and them.

## **Apple Can Help**

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## Career and Technical Programs A Stimulus for Education

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### Federal Funds for Apple Solutions

Use Perkins CTE and state stabilization funds to prepare your students for careers in the real world.

### Students Can Master Digital Media In A Mac Lab

A Career Tech lab of Mac computers lets students express themselves creatively and master professional communication skills with digital media. Only Apple has the hardware, software, IT infrastructure, and professional development necessary to help you build a studio where students can create, share, and collaborate. Students interested in careers in digital media can even become Apple Certified Pros, proving their proficiency and opening doors in a highly competitive workplace. The same Mac lab can also serve as a multipurpose dual boot lab, running Windows\* if you need it to, for other courses on campus.

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