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MAC FACTS

from

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🍏 Apple Solution Experts 🍏

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A Message from Dru

Whew! Finally got those pesky taxes done.

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The Apple Corps of Dallas' monthly meeting will take place on Saturday, April 20th at the Richardson Civic Center beginning at 9 am. Featured speaker for the month will be [Bob "Dr. Mac" Levitus](#). Bob is the author of over 38 Macintosh books, writes a weekly column for the Houston Chronicle, and hands out great tips on this [Mac OS X FAQ](#) website. He is one of the most engaging Mac speakers out there. You shouldn't miss this event! This is a FREE event and is suitable for children. For more info go to: <http://www.acd.org>. [I do encourage every Mac Help Desk client/friend to become a member of a Mac User Group, if not the Apple Corps of Dallas, then another. But DO join! - Ed]

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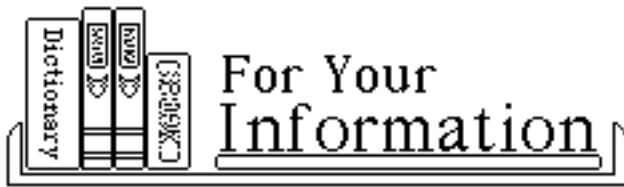
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As you know, I've made the jump to OS X. If you have a Mac that's capable of running OS X, I suggest that you do the same. The upgrade is fairly painless, and the learning curve is fairly shallow. See the article in *For Your Information* below for more info. Also check out Bob Levitus' web site Mac OS X FAQ (<http://www.macosxfaq.com/>)

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Spring is upon us and as we've seen on April 16th in Dallas and the surrounding counties, the weather can be disastrous. Let me recommend a piece of hardware you all need. It's called a 'surge suppressor.' Or maybe a 'spike protector'. What these devices do is to stop excessive voltage from coming through the electrical outlets and destroying your Macs (or monitors, or modems, or printers, or scanners, or...). The way they work is simple - when a 'too-high' jolt of electricity comes through the line, a breaker (or maybe a fuse) very quickly (like in 1/1000 of a second) turns off the electricity to your equipment. Hopefully, the suppressor will give up it's life to save your Mac. The cost of these pieces of equipment vary from a few dollars to a few hundred dollars. Here is NOT a place to skimp. But don't get crazy either. You should expect to spend between \$40 - \$60. Think of it as really cheap insurance!



OS X, the iMac, and the move forward...

By Tobey Maquire

Since I don't have a clear and concise point to make this week I thought I would try something new. A free-association column. I'm going to start off with a thought and just keep typing to see where it takes me. Make be kinda fun to see what happens...read on.

It no longer matters to me that Apple has not declared the transition to OS X complete. Because my copy of Adobe Photoshop is on the way (is that the doorbell now?) and I have upgraded all the applications I use on a daily basis, including Office, GoLive 6, Painter 7, Corel Graphics Suite 10 and Canvas 8, I have no use for Classic. The transition is complete, for me, and I can only assume that hordes of people who might have been waiting to make the switch are in the process of doing so.

Of course, some people, for whatever reasons, will never move to OS X and will stay with OS 9 till the cows come home. Fine, be that way, but just remember that while you stay behind most of us will move bravely into the new world, a world where OS X has provided software developers the opportunity to let their imaginations run wild and produce incredible applications that you will never be able to run. Whatever.

There are already 2 applications that I use everyday that will never be available to OS 9, simply because OS 9 cannot and will not ever have the ability to handle them. The 2 applications I am talking about here are iPhoto and Watson. Two very different applications but both possible only because of OS X. And this is only the beginning.

Perhaps one of the problems facing some Mac users out there is that the Mac they currently use won't run OS X as fast as they need it to, or won't run OS X at all. Or perhaps a lot of users can't afford to upgrade to OS X compatible applications. These are all good and valid reasons.

I have noticed that Mac users are divided in two different user types, there's the Mac user that use their Macs everyday, either in their work or as a serious hobby. The hobby might consist of making home DVD's, creating music, or working with Photoshop. Working with a Mac everyday could be just about anything, from running an EBay business to making movie trailers for Hollywood, and of course desktop publishing and creative design. Whether they use their Mac for work or hobby these people stay on top of the technology and get excited with new advances, even look forward to every Macworld Expo or any other Apple 'Press Event'. These are the people that will probably upgrade their Macs this year and move to OS X, or have already done so.

Then there are the other types. The people who, for whatever reason, bought a Mac instead of a PC to use as an Internet appliance. Surfing the web, sending and receiving email, shopping, and playing games. These are the types that might have joined the ranks of Mac users when the original iMac was released. These people may be perfectly happy with OS 9 (or OS 8!) and don't even think about moving to OS X or buying another Mac.

Let's face it though, even if these people wanted to move to OS X most of the iMacs that were sold just won't run it very well. Only the CRT iMacs sold in the last year are really capable of running

OS X at a decent speed. But when you think about six million CRT iMacs being sold in the last few years that's an awful lot of happy Mac users, most of which are content to use the iMac until it dies. Problem is, Macs don't die (generally speaking of course).

So what's Apple to do?

I was relaxing in my whirlpool tub the other day reading the latest edition of Esquire magazine. I was thumbing through the issue when I came across a 2-page spread of the new iMac. Even though I own one and there is one at the office I still stopped to read the Ad. And amazingly I stared at the photo of the iMac and thought to myself that it was the most beautiful computer I had ever seen. Even though I own one, use one, and have gotten used to using it I am still enthralled by it when I see it in a magazine.

So that got me to thinking. If someone like me, who owns the new iMac, and a new iBook and an iPod to boot, can get excited about an iMac Ad what are the rest of the six million CRT iMac owners thinking when they see it? Surely they have to be even more excited about than I am.

Apple needs these six million owners to want to buy a new iMac. They need them to not just for the sales figures, although that is a huge plus, but also to move the entire Mac user base to newer, faster, and more capable Macs that run OS X. Just how does Apple do that?

One way, and a relatively inexpensive way is to keep the image of the iMac in front of the CRT iMac owner. Let them see it no matter what magazine they pick, from Newsweek to Esquire, from Redbook to Oprah's "O". I believe that the more they see this work of art the more they will begin to think about the possibility of replacing their aging CRT iMac.

I can see people begin to think that they can give their old iMac to their niece, nephew, grandson, granddaughter, whoever. They begin to think of ways to justify the expense of moving up to a new Mac. In time I think they will, as long as Apple keeps the image in front of them and tied in to such cool applications like iPhoto.

One thing for sure is that eventually the CRT iMac will need some type of repair. Even if they bought AppleCare and the three-year warranty expires the iMac might need to be repaired. This is the perfect time to buy a new one and Apple employees, both corporate and reseller types, need to be able to help the customer justify the move to a new Mac instead of putting \$500 or more into a repair of a 1999 iMac.

Remember a few months ago when Bill Gates tried to fool the justice system by offering to put used computers into every poor school in the US? Thankfully the Judge knew what he was up to and didn't allow it to happen, but thinking about it now gives me an idea; Apple should consider a trade-in program.

This trade-in program would work something like this; Trade in your old iMac and get an instant \$700 off the price of new one. Apple could even offer different amounts for the configurations of the iMac you are trading in and the one you are buying. By doing this Apple can bring the older iMacs into Austin and refurb them. But instead of reselling them they give them to schools across the US, Canada, and even in Europe and Japan. These donations would be tax-deductible, create a ton of goodwill, get Mac into the hands of young users, and will help the casual user of an iMac to move into a new, faster, iMac which runs OS X. Everybody wins.

The power user is always going to upgrade whenever it can be afforded so Apple has this base of people that will always be early-adopters, and help push the technology forward. Most of you fall into this category, as do I. We'll buy the new hardware and we'll make the move to OS X with excitement, but Apple needs to help the other type of user make the transition. Some will do so

because they love the new iMac or want to share in the new technologies that OS X offers, and even large numbers of disenchanted PC users are finding their way to the Mac because of this new iMac, but the more casual user needs a small push in the right direction. A trade-in program would do wonders.

Well, there you have it, my free-association column. How'd I do?

NEWSLINE

Apple Reports Second Quarter Profit of \$40 Million

Apple today announced financial results for its fiscal 2002 second quarter ended March 30, 2002. For the quarter, the Company posted a net profit of \$40 million, or \$.11 per diluted share. These results compare to a net profit of \$43 million, or \$.12 per diluted share, in the year ago quarter. Revenues for the quarter were \$1.5 billion, up 4 percent from the year ago quarter, and gross margins were 27.4 percent, compared to 26.9 percent in the year ago quarter. International sales accounted for 45 percent of the quarter's revenues.

Apple shipped 813,000 Macintosh units during the quarter, up 8% from the year ago quarter.

"We've experienced incredible demand for the new flat screen iMac and shipped 220,000 this quarter. Feedback from customers using them has been off the charts - we've clearly got a winner here," said Steve Jobs, Apple's CEO. "Looking forward, we're making great progress on our transition to Mac OS X, we have some remarkable new products in development, and we plan to open an additional 20 Apple retail stores by the end of this calendar year."

"We're pleased to have delivered solid results while executing a challenging product transition," said Fred Anderson, Apple's CFO. "Our balance sheet remains very strong with \$4.3 billion in cash. We are targeting June quarter revenues to be up sequentially to about \$1.6 billion and EPS to be flat to up slightly compared with the March quarter."

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Mac OS X 10.1.4 Is Out!

Apple has just released its latest version of Mac OS X, moving the version up to 10.1.4. According to Apple's Release notes:

Version 10.1.4 delivers improved networking, security, and additional disc recording device support. Specific enhancements include:

* Disc Recording Devices:

- o Updated and new support for Fast 10 SCSI drives, including the Pioneer 201 drive.
- o Expanded support for SmartDisk, EZQuest, and LaCie disc recording devices.

* Networking Improvements:

- o Dial-up connections over PPP are more reliable and system responsiveness has been improved.
- o Significant improvement to file searching on local and remote volumes.
- o Apple Filing Protocol (AFP) services can be browsed on networks with 3Com routers.

* Security Update:

- o BSD-based TCP/IP connections now check and block broadcast or multicast IP destination addresses.

You can get the latest update to Mac OS X via Software Update in the System Preferences.

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Thanks for taking the time to read this month's newsletter. Hope you enjoyed it. If you have any comments or suggestions for stories (or would even like to write a story - hint, hint), please send them to me at machelpdesk@atbi.com. Feel free to share this newsletter with a friend. The newsletter archives are located at <http://www.machelpdesk.com/page6a.html>. Y'all come back now, y'hear!