



MAC FACTS

from

Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

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A Message from Dru

Well it's almost over - Wife, Carol, and I decided that a 4 bedroom, three bath, 3500 square foot house with a 12% mortgage was a bit over the top for two empty-nesters like us. So we sold the house and we've moved to a new smaller (1500 square foot) house. After almost a month of, just about, daily moving and more than a few trips with trucks ranging from 14' -24', we're almost done. I truly hate moving! Hopefully, I'll be able to find all my stuff :-/



The Apple Corps of Dallas meets this Saturday, April 10th. The meeting will be a presentation by Joe Muscara about *Freeway*, which is a Web Design Software "for the rest of us". This software is targeted at people who want to make web pages, but do not want to learn the more sophisticated and professional programs like GoLive and DreamWeaver. Freeway is a program developed by SoftPress (www.softpress.com/en). Apple Corps meets at the Richardson Civic Center (Hwy 75 and Arapaho). Meetings start at 9 am and are FREE!



Got Netsky? I have been being bombarded the last day or so by this nasty PC worm. Of course, we Mac users are immune to it's little delights, but we can inadvertently pass it one. If you get an e-mail from someone you don't know AND the subject line is (usually) one word or 'RE: something AND there's an attachment AND it's (usually) a '.pif' file...that's a missive from your friends in PC nirvana. Don't try to open the attachment (you can't anyway). Just trash the bugger. Yet another reason to own a Mac. For more info on Netsky, go here - <http://www.symantec.com/avcenter/venc/data/w32.netsky.u@mm.html>



Thanks to all of you who have showed up at the Coffee Haus in Plano for my band, LoveSong's gig on the 3rd. We did so well (and because so many of you showed up) we're going to do it again next month. So mark your calendars (or learn to use iCal ☺) for May 1st. 8pm - 10pm. 15th Place and Avenue K in Plano. No cover charge! Great coffee. Sexy, LoveSong music.



Need a laugh? Go to <http://www.google.com> (yes, that's right, Google). In the search box type in 'weapons of mass destruction' and click "I Feeling Lucky". Read the page!





How to Mitigate the Risk of Identity Theft

An Attorney's Advice

by Edward Siczka

Read this and make a copy for your files in case you need to refer to it someday. Maybe we should all take some of his advice!

A corporate attorney sent the following out to the employees in his company.

1. The next time you order checks have only your initials (instead of first name) and last name put on them. If someone takes your checkbook they will not know if you sign your checks with just your initials or your first name but your bank will know how you sign your checks.
2. When you are writing checks to pay on your credit card accounts, **DO NOT** put the complete account number on the "For" line. Instead, just put the last four numbers. The credit card company knows the rest of the number and anyone who might be handling your check as it passes through all the check processing channels won't have access to it.
3. Put your work phone # on your checks instead of your home phone. If you have a PO Box use that instead of your home address. If you do not have a PO Box, use your work address. Never have your SS# printed on your checks. (DUH!) You can add it if it is necessary. But if you have it printed, anyone can get it.
4. Place the contents of your wallet on a photocopy machine, do both sides of each license, credit card, etc. You will know what you had in your wallet and all of the account numbers and phone numbers to call and cancel. Keep the photocopy in a safe place. I also carry a photocopy of my passport when I travel either here or abroad. We've all heard horror stories about fraud that's committed on us in stealing a name, address, Social Security number, credit cards, etc.

Unfortunately I, an attorney, have firsthand knowledge because my wallet was stolen last month. Within a week, the thief(s) ordered an expensive monthly cell phone package, applied for a VISA credit card, had a credit line approved to buy a Gateway computer, received a PIN number from DMV to change my driving record information online, and more.

But here's some critical information to limit the damage in case this happens to you or someone you know:

1. We have been told we should cancel our credit cards immediately. But the key is having the toll free numbers and your card numbers handy so you know whom to call. Keep those where you can find them
2. File a police report immediately in the jurisdiction where it was stolen, this proves to credit providers you were diligent, and is a first step toward an investigation (if there ever is one).

But here's what is perhaps most important: (I never even thought to do this.)

course, I reduced everything I could to a geometry problem. And it turns out that geometry, at least as I practiced it back when I did practice it, was particularly useful for understanding the timing of digital circuits and the biorhythms of software. I believe that in today's world circuit libraries and object-oriented code such timing is something of a lost art, but the results back then were that my efforts, crude as they were, often got to the finish line first just because in computers, as in comedy, timing is everything.

What this has to do with Microsoft's legal situation is simple. Forget about looking at Microsoft's legal problems as, well, legal problems, and start looking at them as a digital design problem. Business itself is just a big computer program with the computer being our economy or maybe our entire culture. There are inputs, outputs, variables, coefficients, values, and constraints. Most of these are analog, but if we forget for a moment the business of business and think only of the business of law, suddenly the design becomes all-digital. That's simply because laws are made up of yes's and no's which are effectively zeroes and ones - a binary system. Even the fuzzy logic of legal opinions can be reduced to digital values since someone inevitably wins while someone else loses, no matter how many words are involved in explaining the outcome.

Timing comes into this because doing work (even legal work) takes time, and the time required for some work is more flexible than for others. Think of it in hardware terms as discrete devices that can only work so fast, plunked into designs where something can't start until something before it ends.

Good design is like figuring out the timing of traffic lights such that driving a steady 38 miles per hour gets you green lights all the way through town. Bad design is like having to punch the accelerator or slam on the brakes over and over again to achieve that same average 38 miles per hour. REALLY bad design is not being able to go fast or slow enough to average 38 so you miss a few lights and finish later even though your car may actually be the fastest of all. Sometimes you go nowhere at all.

Now let's apply these admittedly poorly defined principles to anti-trust law and to Microsoft in particular. I have no idea whether anyone at Microsoft has done this same exercise, but I'd bet they have. Nor does it matter whether they've done the exercise or even thought of it, because the result will still be the same.

In anti-trust law the actors are individuals, companies, and regulators. The clock rate of the overall system was defined no later than the 1930s when the most recent anti-trust laws were passed. The primary data bus is provided by the U.S. Mail. And here's the most important part of all: coefficients were set too long ago to be effective in the case of Microsoft or any Microsoft-like entity. Finally, there is almost no way to optimize the system, which is filled with extraneous wait states and timing loops that slow it to a crawl because lawyers are paid by the hour. Justice may be blind, but she is also slow.

None of this should matter if we believe to be true the idea inherent in law that the courts can always redress infractions even in cases where victims are dead. Sure the system is slow, little Eolas tells itself, but all the while Microsoft is being assessed interest on that \$520 million punitive damage award, so if it isn't paid for years, that hurts Microsoft more than Eolas. At least that's the idea which is, of course, nonsense.

In practice, it doesn't work that way, and not just in America. Take this example of the European Union fining Microsoft. It looks tough, but Microsoft gets to appeal, remember, and this particular part of the EU bureaucracy has been reversed on appeal two out of the last three times. So whatever the fine, Microsoft has two-to-one odds of not having to pay it, or at least of having it substantially reduced. And while the fine looks like a lot of money, to Microsoft it isn't. That \$600 million is the amount by which Microsoft increases its cash hoard in TWO WEEKS. Even if the EU had hit

Microsoft with its maximum allowable fine of 10 percent of gross global turnover or about \$3 billion, it wouldn't have mattered. Paying a \$3 billion fine to keep moving a \$10 billion annual European cash machine that yields \$7 billion in annual profits is a no-brainer. Would you pay \$3 billion knowing that doing so would bring in a net profit of \$4 billion PER YEAR, especially given the likelihood that the final judgment would be reduced or eliminated entirely? OF COURSE you'd pay the \$3 billion, anyone in that position would. And nobody in that position, having paid the \$3 billion (or \$600 million) would put much effort into real compliance, since THAT'S the thing that threatens profits, not paying artificially-capped fines.

So Microsoft will pay the European fine, which will have no impact on their behavior. They will appeal the decision, which will freeze any real enforcement action and effectively authorize continuation for another two to five years of otherwise proscribed behavior while the appeal moves forward. And if its European appeal fails, Microsoft will still be \$8-20 billion ahead of where it might be had they actually attempted some version of compliance, which they won't. By that time, too, enough will have changed that Microsoft will have good grounds for arguing that it's a different world and just maybe all parties should start again from scratch.

Much the same thing is happening in the U.S., too. Microsoft is laboring under a consent decree ostensibly being monitored by Harry Saal and his team up in Redmond, but I'm hearing enough grumblings through friends of friends to believe that Microsoft isn't paying a lick of attention to complying with that agreement. Why should they? Compliance just slows the company down without providing Microsoft any advantage. While it may look like the company agreed to comply, what is really happening is *the company agreed to be bound by certain requirements, not necessarily to comply with them.* (My emphasis, Ed.) At the end of the day, they can always opt for what's behind door number three, which is the DoJ's punishment for noncompliance. But Microsoft knows that any such punishment won't be enough to reverse the gains of noncompliance, and that there is a good chance there will be no punishment at all.

Viewed as a digital system, Microsoft gains more from noncompliance than from compliance. Microsoft risks less through noncompliance than it would through compliance. Dynamic action gives Microsoft effective control of the master clock because wait states can always be added by hiring more lawyers. And if all else fails, Microsoft can always pull up stakes and move to some other country, the very threat of which would stimulate a frenzy of political ass-kissing that could ultimately result in Bill Gates being named king of somewhere or other, possibly even of the U.S.

Justice is blind, slow, and unequal. What makes this possible is a legal system designed for the late 18th century and operated by a government that effectively believes that while antitrust matters to individuals and companies its effect on nations cancels out. Only it doesn't if the companies involved are as big and powerful as Microsoft or Intel or Wal-Mart - companies of near-infinite resources and near-total fixation on executing a global strategy.

There are only two ways for a society to address such taking advantage of a legal system. One way is to drag that legal system into the 21st century, which isn't going to happen in America. The other way is to dramatically simplify the legal system along the lines of nomadic justice where there are no prisons nor even capability for collecting damages, so all correction comes down to death or maiming. That isn't going to happen, either, so Microsoft wins.

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NEWSLINE

iTunes Music Store Downloads Top 50 Million Songs

Apple® announced that music fans have purchased and downloaded over 50 million songs from Apple's iTunes® Music Store, not including songs redeemed from the currently-running Pepsi iTunes promotion. The 50 millionth song, purchased last Thursday afternoon, was "The Path of Thorns" by Sarah McLachlan. iTunes users are now downloading 2.5 million songs per week, which is an annual run rate of 130 million songs per year.

"Crossing 50 million songs is a major milestone for iTunes and the emerging digital music era," said Steve Jobs, Apple's CEO. "With over 50 million songs already downloaded and an additional 2.5 million songs being downloaded every week, it's increasingly difficult to imagine others ever catching up with iTunes."

Apple is the only company to offer a complete solution for buying, managing and listening to digital music anywhere with the unique combination of the iTunes digital music jukebox software, the pioneering iTunes Music Store and the market-leading iPod™ and iPod mini digital music players. All work seamlessly together to make the new digital music era accessible to everyone.

The iTunes Music Store offers Windows and Mac® users the industry's largest online music catalog of over 500,000 songs, industry-leading personal use rights and uniform 99 cents-per-song pricing. With exclusive tracks from more than 150 artists, the iTunes Music Store offers music from all five major music companies and over 300 independent music labels. Plus more than 5,000 audiobooks, online gift certificates, Apple's patent-pending "Allowance" feature which lets parents automatically deposit funds into their kids' iTunes Music Store account every month, Celebrity Playlists, iTunes Essentials and Billboard Charts.



Apple Moves iPod mini Worldwide Availability to July

Apple® announced that it is moving the worldwide availability of iPod™ mini to July due to the much stronger than expected demand in the U.S. far exceeding the total planned supply through the end of June. Apple expects to ramp up its manufacturing of the iPod mini to meet worldwide demand in the July quarter.

"The iPod mini is a huge hit with customers in the U.S. and we're sure it will be the same worldwide once we can ramp up our supply in the July quarter," said Tim Cook, Apple's executive vice president of Worldwide Sales and Operations. "The iPod mini adds further momentum to the iPod, which is already the leading digital music player in the world."

The iPod mini is the world's smallest portable music player to hold up to 1,000 CD-quality songs, and is encased in an ultra-portable, lightweight anodized aluminum body, available in five colors—silver, gold, pink, blue and green. iPod mini features the Click Wheel for effortless one-handed operation, along with the same award-winning user interface as the rest of the iPod family, and works effortlessly with Apple's iTunes®, the world's number one digital music service.



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, hint), please send them to me at machelpdesk@comcast.net 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.