



MAC FACTS

from

Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

(972) 783-9787 • (972) 783-7550 - *Fax/Modem* • (214) 249-9543 - *Pager*

e-mail address - machelpdesk@home.com

Web site - www.machelpdesk.com

Volume 8, Number 8

August 1999

A Message from Dru

Sorry that this has taken sooooo long to get to you. Now that I'm back on my own (again!), I actually have to work for a living. That means that 1 person is doing the work of two [if not more]. Hopefully, this will correct itself in a short time. Wait and see.



July lit up the sky with these new Mac Help Desk client/friends – Cheryl Rios, Jim & Robbi Hammett (of Ardmore, OK), Erik Schutz, Kay Polk, Jeff Schlueter, Sharon Weidman, Katherine Power, The Catering Company, Club Marketing Services, David Bell, Bill & Gladys Ervin, Mike Weldon, Steve Finegan, and Randy Price. Welcome one and all.



We will be closed Monday September 6th for Labor Day.



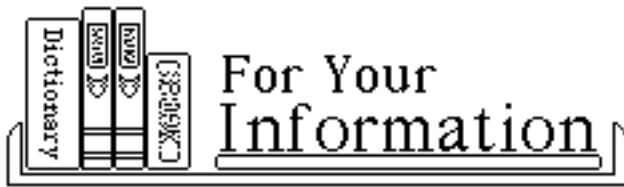
Would any of you be interested in classes (perhaps at the Apple Corps of Dallas meeting hall at Big Town Mall in Mesquite) in Word, Excel, Act!, MacBasics 101, Internet 101 or others? Maybe if there's enough I'll rent the hall and we could have a session or two over there (and maybe even save y'all some \$\$\$, too!) Let me know.



If you know of anyone who'd like to receive MacFacts, have them send me an e-mail and I'll take care of it ASAP.



Recently, Apple was picked by TV ad executives as having the 'Best Commercial of all Time'. That commercial was titled *1984* and was shown only once in January 1984 during the Superbowl. If you'd like to see that commercial or any of the other brilliant pieces that Apple has created in the last 15 years go to the Mac Advocate page at <http://www.TheMacAd.com/movies.html>. Some of my favorites are: Full Support, Crowd, Making It Easier, and HAL (this year's Superbowl entry).



More new stuff from Apple

By Gene Steinberg

If Steve Jobs is remembered for nothing else a few decades from now, rallying the troops will be one of his bigger talents.

Since Apple's iCEO took over, Apple Computer has shown growing sales figures and profits. More to the point, many folks who counted out the company as dead or dying (and that goes for many folks on Wall Street), have begun to change their tune. They take Apple seriously again, and with good reason.

Segue to the summer of 1999. Steve Jobs delivers the keynote address before a cheering throng at the Macworld Expo in New York and across the world, by way of Apple's QuickTime streaming audio and video.

The Apple consumer portable at last

After months of speculation, Apple's consumer portable is a reality, with delivery in volume promised in September.

Presented as an "iMac to go," the colorful iBook will come in translucent Blueberry and Tangerine. It'll sport a 300Mhz G3 microprocessor, 12.1-inch active matrix display, 32MB RAM standard, CD drive, regular PowerBook-style keyboard, 56K modem, high-speed Ethernet, USB ports, an ATI Rage graphics chip and 3.2GB hard drive. Aside from the cute case, none of this is especially earth shattering, and it would have been nice to see Apple come to realize that 32MB of onboard RAM just isn't quite enough. But the strikingly distinct looking iBook is definitely priced to go, with a retail price below that of most Dark Side laptops, just \$1,599.

And there are some fascinating features not duplicated in other notebooks, such as a transparent rubber-coated enclosure, to protect the cute little notebook, and a pullout handle for convenient carrying. With a claimed battery life of up to six hours, you may actually be able to take it along without case or battery charger. I can't wait.

An optional wireless networking card, the AirPort, was also announced. Apple and its dealers are now taking orders, so you may want to get in line.

Other hot Apple announcements

The positive news came thick and fast from Apple. Here are some more highlights:

- First announced a few weeks ago, Apple has confounded the Wall Street experts again, reporting their seventh straight quarter of profits, this time topping \$200 million. Apple also has more than \$3 billion in cash on hand, and plans to buy back \$500 million in stock over the next year. I just wish I had bought some Apple stock when it was \$13 a share.

- By the time Apple's iMac is 1 year old, come Aug. 15th, nearly 2 million of them will have been sold. According to Jobs, since Apple's hot-selling consumer desktop computer came out, some

4,000 new Mac applications have been announced. One intriguing new program is a 3D-action game, Halo, from Bungie software. It's designed for individual or group play and should reach the stores early in 2000. In light of all all this Jobs concluded, "Developers are committing to the Mac in a really big way."

- When the iMac first came out, Apple was criticized for switching to a new plug and play peripheral connection, called USB. Within a month after the iMac was released 25 USB devices were available, with products ranging from fancy input devices, to scanners, SuperDisk drives, Zip drives and digital cameras. By the end of 1999, some 250 USB devices are expected to be available. And that includes a cross-platform mouse from none other than Microsoft.

- Come October, Apple will introduce its next major upgrade to the Mac operating system, to be called Mac OS 9. The key new feature, demonstrated during Jobs' keynote address, was an upgraded version of Sherlock, Apple's Internet search tool. Sherlock II will let you divide Internet search sites into sets, and you'll be able to search for people and their e-mail addresses and do comparison shopping from your favorite Internet merchants, all from a simple interface. Increased system-level security is also said to be part of more than 50 improvements that will be offered with Mac OS 9.

- Some 10 million copies of Apple's QuickTime 4 have been downloaded since it was introduced earlier this year. And now Apple has announced QuickTime TV, which will extend and improve its streaming video technology. The keystone of Apple's strategy is making the server portion of QuickTime open source and free, so anyone can download it and alter it to work on other operating systems. Since Apple isn't charging license fees, they hope to, as Jobs states, "give Real [Networks] a real run for the money." Apple has also partnered with a Massachusetts-based company, Akamai, which will use its 900 Internet servers to rebroadcast QuickTime streaming audio and video around the world.

- Among the most interesting new products announced was IBM's ViaVoice, advertised as "the first continuous speech recognition software for the Macintosh platform." And true to the promise, IBM's general manager for its Speech Systems division, W.S. "Ozzie" Osborne, demonstrated just how well the program could work, by rapidly dictating a couple of sentences into a Mac equipped with the program before the keynote crowd. The software didn't miss a beat or a syllable, and seemed far speedier than some of the older dictation programs I've seen. It is expected to be out later this year. If it works as advertised, I may never use a keyboard again.

Steve Jobs often gets a bad rap for creating a "reality distortion field," which means he's a great salesman and you tend to believe what he has to say. But it's clear from these announcements that Apple doesn't have to distort reality. The facts speak for themselves.



NEWSLINE

PC Data Announces that Apple Is #3 In June, iMac #1!

PC Data has released its June sales information and Apple has once again had a great showing. Apple was the #3 retail and mail order company while the iMac came in as the #1 computer model.

In the overall retail and mail order market Compaq remained the leading OEM in June with market share of 29.1 percent on unit growth of more than 30 percent. Hewlett-Packard continued to pressure Compaq, garnering 24.7 percent of unit sales in June and unit growth above 170 percent. Apple maintained its position as number three in PC Data's sales figures, posting a June market

The iBook has no PC card slot - Built in modem, Ethernet, and wireless Internet connectivity just don't cut it.

The iBook costs too much - If you're not losing money in the consumer arena, you just can't make it

And finally: Those damn colors and good looks just won't do at all.

So let's make it clear right now. The iBook is doomed to failure. There is absolutely no way anybody is going to buy this thing. Disregard the fluke success of the iMac and look at the facts.

Just remember, you heard it here first.