



# MAC FACTS

from

## Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

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🍏 Apple Solution Experts 🍏

Volume 12, Number 1

January 2002

### *A Message from Dru*

Happy New Year! Wow! Has this month flown by, or what? I wonder if this is a harbinger of things to come?

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February's goings on - Mark your calendars! February 2<sup>nd</sup> is 1<sup>st</sup> Saturday. More on this later, but February is usually a good month to shop. February 9<sup>th</sup> is the monthly meeting of the Apple Corps of Dallas. This month's presenter is Martha Whitehouse of Apple. She will be speaking about the recent MacWorld and will have a lot of 'i-goodies' to share with us. For more info on the Apple Corps go to <http://www.acd.org>

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If any of you are using, or considering using, OS X, let me recommend *The Missing Manual* by David Pogue. It's helping me a lot. It'll probably help you, too!

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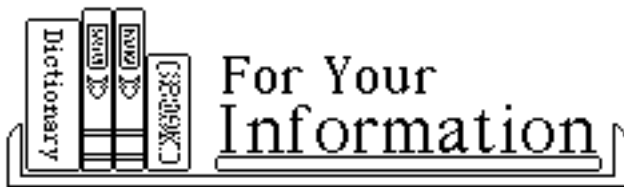
It seems like I just said this, but Happy Birthday to Us! This month marks Mac Help Desk's 12<sup>th</sup> birthday. Just think, next year we'll be a teenager! Oy! Thanks to one and all. Without your ongoing support we couldn't/wouldn't have lasted this long nor would we be continuing into the future.

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For those of you contemplating purchasing new Mac, just remember one thing - In many instance we can place a Mac to you at a cost below the MSRP (Manufacturer's Suggest Retail Price). It's your money...spend it wisely. [You DO remember that old joke, don't you? "Why did G-d create wasps?" "Someone had to pay retail!"]

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Mac Help Radio is on the 'air' every Tuesday night from 7 pm - 9 pm. Since we're 'netcast' as opposed to 'broadcast', you can listen in anywhere you have access to a computer. No radio necessary. Just go to <http://www.mactvnetwork.com/radio/tuesday>. Log in to our chat room and join the fun.



## E-Mail Filters

If you're like me, and I'm sure you are, you probably receive along with your regular e-mails a bunch of Spurious Promotion And Merchandise (SPAM) letters each and every day. SPAM has become the very bane of all of our existences. Having to read through all that crapola. And it just keeps coming. Well here's a few simple tricks to help cut down on all that unwanted junk.

### **It's all a Numbers game**

Back in the old days when we used to send stuff through the U.S. Post Office (now called 'snail-mail'), it would cost anywhere from 34¢ for 1<sup>st</sup>-class mail down to 22¢ per ounce for 'bulk' mail' to send a letter. As more and more retailer discovered the power of the mail, and wanted to send flyers, costs for the merchants escalated. Enter 4<sup>th</sup>-class mail. Low cost but low priority. Well, you can't have everything.

Merchants soon realized that the more flyers that they sent out, the more customers purchased their products. Ultimately they found out that, as a rule of thumb, they got a 1% return on the flyers that were mailed to their customers. So the race was on. The more people that they could mail to, the more sales they could make. And where did they get the names to sent to? Why from their loyal customers, of course. "Say, Mrs. Smith, thanks for your business. Would you happen to know of anyone else who might like our products?" And so the lists grew. And grew. And grew some more. The more names, the more sales. The more sales, the more names.

### **Enter the List Makers**

Eventually every time you purchased something, your name found it's way on to a list. Car buyers. House buyers. Dress buyers. Appliance buyers. And the lists grew. But there still weren't enough names. Soon your name was added to a list if you were even 'thinking' about purchasing an item. ['Win a free month's service if your name is selected'; 'Register to win a trip for two to Las Vegas!']. And the lists grew, again. Soon municipal names were added. So if you had a telephone. Or used gas or electricity. Or paid taxes. You were on a list. And then there were credit cards...

Soon there were companies who just edited and maintained lists. And they discovered that other companies would pay, dearly, for access to those lists. And a new industry was born - The buying and selling of your name and where you lived, and what you bought, and where you shopped, et cetera, et cetera, et cetera.

### **Enter the 20<sup>th</sup> Century**

This was all well and good for the merchants, but it was costing them a fortune for postal cost! Enter the Internet! Millions of address and no postage! All you needed was a computer and some software, a connection to the internet, and a computer geek and you could send millions of flyers a day.

And to be sure many merchants did. And many still do. But after a while the consumers (that's you and me) revolted. We didn't want all this unwanted mail clogging our mailboxes, but there was no way to stop it. Or is there?

### **Stopping a Stampede**

The reality is, is that the people who email you stuff don't know if the address that they bought from the list merchants are really any good. They're hoping they are, but they don't know for sure. If someone sends you an advertisement and you don't respond, most likely they'll assume that you didn't receive it. But they're crafty, these merchants. They might send you a dozen messages in a

few hours. At the bottom of those message is a little note, 'If you've received this message in error, or wish to be removed for our list, click here'. You're instructed to enter 'remove' or 'unsubscribe' into the subject line of an e-mail and send it off. Ka-Ching! They gotcha! Now they know that they have a good e-mail address. **1<sup>st</sup> rule - Never respond to SPAM.**

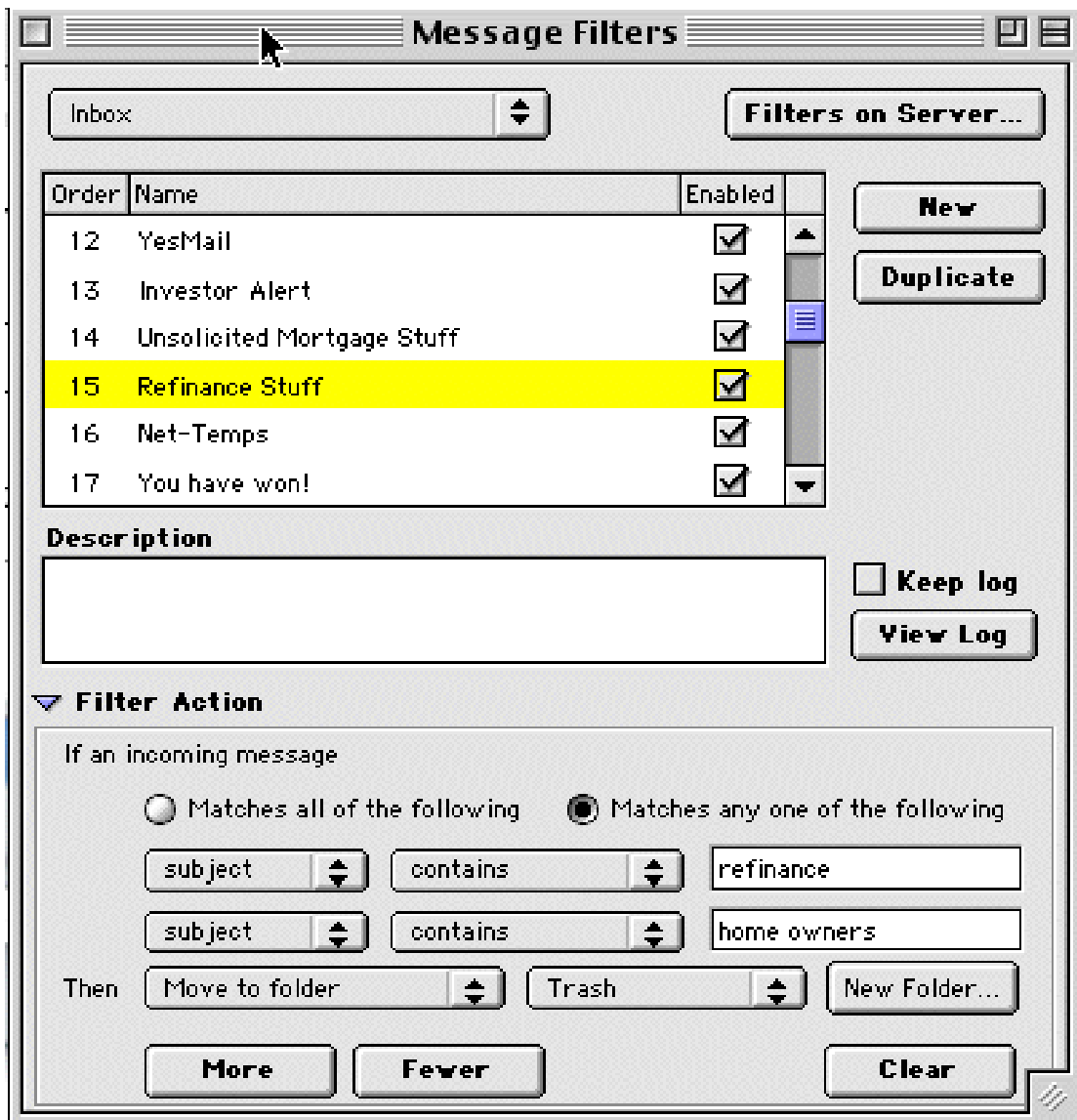
### Filters

If someone is really annoying you with SPAM, the best way to be rid of them is to create a filter in your e-mail program. I use Eudora as well as the e-mail client in Netscape, but the method to create a filter is virtually the same in every e-mail program.

In Netscape go to the EDIT menu>Message Filters. A window opens for your 'Incoming Mail' or 'Inbox'

Now say your receiving a lot of unwanted mail about 2<sup>nd</sup> mortgages, or refinancing your home, or debt consolidation etc. In that top window give you filter a name. I used 'Refinance Stuff'. The bottom half of the window is called 'Filter Action'. This tells the filter what to look for and what to do when it finds it.

Here's what my filter looks like:





Kodak prints and enlargements; and even create and order a custom-printed, linen-bound book of their photos.

Additional features of the new iMac line include:

- 2 FireWire® and 5 USB ports for fast, simple, plug-and-play connections to digital devices such as digital MP3 players, still cameras and DV camcorders;
- built-in 10/100BASE-T Ethernet and 56K V.90 modem;
- an internal 18-watt digital amplifier for great stereo sound and Apple Pro speakers on selected models;
- a collection of productivity and entertainment titles including Quicken Deluxe 2002; and Mac OS X version 10.1.2, Apple's next-generation operating system pre-installed as the default OS, as well as Classic Mac OS 9.2.2.

### **Pricing & Availability**

The new iMacs will be available starting with the release of the 800 MHz iMac with SuperDrive in late January. The 700 MHz iMac with the Combo drive will be available in February, and the 700 MHz iMac with the CD-RW drive will be available in March. All new iMacs will be available through Mac Help Desk, Inc., The Apple Store® (www.apple.com), at Apple's retail stores and Apple Authorized Resellers. Pricing and further details for each of the three standard configurations are listed below.

The 800 MHz iMac, for a suggested retail price of \$1,799(US), includes:

DVD-R/CD-RW SuperDrive optical drive;  
256MB SDRAM;  
60GB Ultra ATA hard drive; and  
Apple Pro Speakers.

The 700 MHz iMac, for a suggested retail price of \$1,499(US), includes:

DVD-ROM/CD-RW Combo optical drive;  
256MB SDRAM;  
40GB Ultra ATA hard drive; and  
Apple Pro Speakers.

The 700 MHz iMac, for a suggested retail price of \$1,299(US), includes:

CD-RW optical drive;  
128MB SDRAM; and  
40GB Ultra ATA hard drive.

\*SuperDrive model only; in CPU and Photoshop tests.



## Apple Introduces iPhoto

New Mac Software Makes it Easy to Save, Organize & Share Digital Photos

Apple today introduced iPhoto, the “missing link” in digital photography that makes it incredibly easy to save, organize and share digital photos. With its simple and elegant user interface, iPhoto makes it easy to import, edit and print digital photos, as well as organize and manage an entire photo collection containing thousands of photos. Designed exclusively for Mac® OS X, iPhoto is available as a free download at <http://www.apple.com/iphoto>

iPhoto takes digital photography to new levels with exciting ways to share digital photos. Users can now easily view their photos in full-screen, cross-dissolved slide shows accompanied by their favorite music; automatically create custom web pages of their photos; email their photos to friends and family; order professionally-processed Kodak prints and enlargements online; or easily create and order a custom-printed, linen-covered hard bound book of their photos online\*.

“Digital cameras are revolutionizing the way we take pictures. iPhoto revolutionizes the way we save, organize, share and enjoy them,” said Steve Jobs, Apple’s CEO. “Just as iTunes and iPod are changing the way people listen to music, iPhoto will change the way people manage and share their digital photos.”

### **Import, Edit, Save and Organize**

Importing, editing, saving, organizing, printing and sharing digital photos is a snap with iPhoto. Simply plug a digital camera into a Mac via USB or FireWire and iPhoto automatically imports, catalogs, stores and displays the photos on screen. Simply drag the mouse, and iPhoto magically grows or shrinks photos right before your eyes. Users can view individual shots in greater detail for precise cropping, or see hundreds of photos on the screen at once and quickly scroll through thousands to find the one they're looking for. iPhoto makes it easy to organize photos into digital albums—for birthdays, vacations, weddings or other occasions—for easy retrieval (for anyone familiar with iTunes, think “play-lists” for pictures), as well as add names, comments or keywords to favorite photos.

### **Sharing Digital Photos**

iPhoto brings a new level of simplicity and creativity to sharing digital photos with family and friends. With “one-click,” users can view a beautiful, full-screen photo slide show accompanied by their favorite music. Easily email photos, export photos to other applications or automatically create and publish a custom web page of photos on Apple’s iTools HomePage website.

iPhoto also makes printing photos quick and easy. With iPhoto’s intuitive print interface, printing photos on ink-jet printers is as simple as choosing the print size and number of photos printed per page, then pushing the “Print” button. That’s it. With iPhoto, users can also order professionally processed Kodak prints and enlargements online. Unlike traditional film processing, users can order just the prints they want, even up to a poster-sized 20” x 30” enlargement for just \$19.99(US).

Perhaps iPhoto’s most stunning feature is its built-in page-layout program. Simply choose one of the six supplied book designs and iPhoto will automatically create a custom book of photos. Each page can be easily customized to have one, two, three or four photos. Then order a custom-printed, linen-covered hard bound book of photos online, for just \$29.99(US) for the first 10 pages and \$3(US) for each additional page.

### **Availability**

iPhoto is available immediately as a free download from <http://www.apple.com/iphoto> . iPhoto requires Mac OS X version 10.1.2 and a Macintosh with a built-in USB port. A Mac with a 400 MHz PowerPC G3 processor and 256MB RAM is recommended. Online ordering services are available in the US and Canada, and require the English-language version of iPhoto. For a complete list of compatible digital cameras and printers, visit <http://www.apple.com/iphoto>.

\*Ordering services available in U.S. and Canada; requires English-language version of iPhoto.



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@attbi.com](mailto:machelpdesk@attbi.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!