



MAC FACTS

from

Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

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A Message from Dru

The next person who asks me 'Is it hot enough for you out there?', I might just give them a straight answer. Yes, it *is* hot. It is Dallas. It is high summer. Get over it. Remember, you could be living (and sweltering) in Phoenix. ☺



Back to School Special. It's quickly getting to be that time of year that kids hate and parents look forward to - Back to School. Now is the perfect time to get your Mac tuned up, software and hardware upgraded, and overall made spiffy. When you make your appointments, let us know where your kiddos are going to school and we'll give you a 10% discount on any service we provide. What? What about us adults? OK, OK - let me know the school you're attending, or *attended*, and you'll get a 10% discount too! So there!



What with Apple selling over 6 million iPods in the last 3 months(!!!), it's no surprise that the entire Newsline section is about what's going on with Apple's iPod. It's been a very long time since Apple lead anybody in anything. It's gratifying to note that Apple commands an 88% market share in MP3 players (like the iPod) and the 2nd banana has a piddling 5% market share - almost the exact same percentages of Windows to Mac.



Speaking of iPods - Don't forget our newly named iPod music loading service - *iLoad your iPod*. Loading an existing iPod or a new one, makes a great gift for kids and adults alike. And prices start at a low \$1.09 per CD. Call the office to schedule your loading.



Y'all always hear me talking about the Apple Corps of Dallas (ACD). And with good reason, I might add. At the monthly meetings, which are still FREE to the public, you not only get to meet other Mac enthusiasts, but you get in-depth information on a variety of topics that you just can't get from books. Membership is a scant \$30/year. Next meeting is August 13th. Apple is the scheduled presenter. Meetings start at 9am and are held at the Richardson Civic Center, located at Hwy 75 & Arapaho (SW corner). If you are anything less than a Mac expert, you need to attend. I do! So should you.



Mac OS X Hints

The insiders' tips you won't get from Apple

by Rob Griffiths

Create Subgroups in Address Book

In both Panther (OS X 10.3) and Tiger (OS X 10.4), Address Book supports *nested* groups. That is, you can create a group and then place that group within another group. This is a great way to combine lists of people whom you occasionally need to contact en masse.

For instance, assume that you have two existing groups - Family for your relatives, and Friends for, well, your friends. If you sometimes invite all these people to parties, then with each invitation, you'd have to put both group names into your new Mail message's To field. You can save time by creating a third group in Address Book.

Click on the plus sign (+) under the Group column and name your new group "Friends and Family." Now drag both groups, Family and Friends, into the new group. To reach the whole gang, you can now simply address a new message to "Friends and Family."

In Panther, subgroups are basically like aliases in the Finder - when you delete one from a group, its original entry remains. Tiger, however, gives you choices: it lets you either remove the subgroup from the group or delete the subgroup *altogether*, so be careful.

Search Smart in Mail

In Apple's Mail, search options seem needlessly limited - you can search either all mailboxes or the current mailbox, but nothing in between. Here's a quick way to search exactly where you'd like.

Start by selecting the mailboxes you want to check: Command-click to pick noncontiguous mailboxes, or shift-click to pick contiguous ones. If you're running Panther, click on the magnifying glass next to the search box. When you do, you'll see that the top section of the pop-up menu now reads Search Selected Mailboxes. In Tiger, there's no pop-up menu. Instead, if you run a search after selecting multiple mailboxes, Mail will search only those mailboxes.

Avoid Account Mix-ups in Mail

If you use Mail to check more than one e-mail account - your work and your personal accounts, say - chances are you've sent messages from the wrong account by accident. Mail is actually trying to help you when it causes this annoying mistake. Normally it notices which mailbox is currently selected, and it uses this as your default sending account when you create a message. The mishaps begin if you work with your inbox selected so you can see all your mailboxes in one consolidated view. In that case, Mail uses whatever *message* is selected to determine the sending account.

You can, of course, select the correct account from the Account pop-up menu whenever you create a new message. You can save a bit of time, though, by making sure you've selected the proper account or message before you start a new message.

NEWSLINE

All iPods To Be Color & Photo Ready

Apple® announced that the iPod and iPod photo lines are merging, creating a single line of white iPods that all feature color displays with the ability to view album artwork, photos and play slideshows in stunning color. The simplified iPod lineup features a 20GB model, holding up to 5,000 songs priced at just \$299 and a 60GB model, holding up to 15,000 songs priced at \$399. Also starting today, iPods will offer an easy to use Podcast menu, including bookmarking within a Podcast and the ability to display Podcast artwork in color.

"iPod customers love to enhance their listening experience with color," said Greg Joswiak, Apple's vice president of iPod Product Marketing. "By simplifying our iPod lineup to include 20GB and 60GB models with color screens and the new Podcast menu, iPod and iTunes provide the world's easiest and appealing way to discover, subscribe, manage and listen to Podcasts."

iPod's color display provides a crisp, clear full color experience for users to take their entire photo library with them or for viewing album artwork, calendars, contacts and games. The 60GB iPod holds up to 25,000 digital photos, and the 20GB iPod holds up to 20,000 digital photos. Both models feature the ability to import photos from a digital camera with the optional iPod Camera Connector and let users combine their favorite music and photos to create slideshows for viewing right on their iPod or for sharing with family and friends on a big screen TV.

The new version of iTunes (version 4.9) enables anyone to quickly and easily find and subscribe to their favorite Podcasts so that every time there's a new episode, it's automatically downloaded to their Mac® or PC and Auto-Synced to their iPod. iTunes also makes it easy to manage multiple Podcast subscriptions with simple organization and display by episode and date.

iPod and iTunes are leading the digital music revolution. With over 16 million iPods sold as of June 30th this year, the iPod is the world's most popular digital music player, and the iTunes Music Store is the number one online music store with over 500 million songs purchased and downloaded worldwide.

Pricing & Availability. The 20GB and 60GB iPods for Mac or Windows are available immediately worldwide for a suggested retail price of \$299 (US) and \$399 (US) respectively. The new iPod U2 Special Edition also includes a color screen and is now more affordable at just \$329, and the 1GB iPod shuffle is now just \$129. The new Podcast menu is available starting today via a free iPod software update for all Click Wheel iPods and iPod minis from www.apple.com/ipod. All iPods are available through the Apple Store® (www.apple.com), Apple's retail stores and Apple Authorized Resellers.

Each iPod with color display includes earbud headphones, a USB 2.0 cable, a USB power adapter and iTunes for Mac and Windows computers. iPod shuffle includes earbud headphones, lanyard and iTunes for Mac and Windows computers. Optional accessories with the following suggested retail prices include the iPod dock kit for \$39 (US), in-ear headphones for \$39 (US), the iPod Camera Connector for \$29 (US) and FireWire® cable for \$19 (US). Laser engraving is available for iPod for free from the Apple Store (www.apple.com) and can include two lines of text with up to 27 characters per line.

iPod requires a Mac with a USB 2.0 port or FireWire*, Mac OS X version 10.2.8 or 10.3.4 or later and iPhoto® 4.0.3 or later; or a Windows PC with a USB 2.0 or FireWire port or USB 2.0 or

FireWire card and Windows 2000 with Service Pack 4 or later, or Windows XP Home or Professional with Service Pack 2 or later, and Adobe Photoshop Album 2.0 or Elements 3.0 or later.

Battery life and number of charge cycles vary by use and settings. See www.apple.com/batteries for more information. Music capacity is based on four minutes per song and 128-Kbps AAC encoding; photo capacity is based on iPod-viewable photos transferred from iTunes.

*Firewire options require an optional cable, sold separately.



Investors, analysts excited by iPod's growing success

Apple Computer Inc.'s surge in iPod sales in the third quarter surprised analysts and doused concern that demand for the music players has peaked.

The shares jumped 6.3 percent and at least five analysts raised their profit forecasts after Apple reported iPod shipments rose to a record 6.16 million last quarter, eclipsing the average estimate of 5.29 million. Credit Suisse First Boston analyst Robert Semple described the quarter as a "blowout" and UBS AG analyst Benjamin Reitzes said the results provided "significant relief."

"I was shocked," said Eugene Munster, an analyst at Piper Jaffray Cos., who predicted 5.5 million iPods would be shipped in the period after a survey of 20 small retailers. "We were talking to the wrong people."

Apple generated record iPod sales in a quarter that is typically less robust than other periods, aided by sales through Hewlett-Packard Co. and Wal-Mart Stores Inc. Apple, which made its name selling Macintosh computers, now gets a third of its revenue from the iPod, first unveiled by Chief Executive Steve Jobs in 2001. The gadget has attracted users ranging from Bono, the lead singer of rock band U2, to Queen Elizabeth II.

Profit in the quarter ended June 25 rose fivefold to \$320 million, or 37 cents a share, Apple said. Revenue climbed 75 percent to \$3.52 billion. Sales and profit rose to the highest-ever levels and beat analysts' estimates for the seventh- straight quarter. Macintosh shipments reached a five-year high.

Shares of Apple rose \$2.40 to \$40.75, after rising as high as \$42.01, the biggest intraday gain in six months. The stock had gained 19 percent this year after more than tripling in 2004.



Apple lands iPod deal with RadioShack

Exclusive - Apple Computer and RadioShack have entered into a strategic partnership that will deliver Apple's full line of iPods to the shelves of thousands of RadioShack electronics stores in time for this year's holiday shopping season, *AppleInsider* has learned.

According to industry sources, RadioShack, the nation's No. 1 electronics specialty retailer, has agreed to carry Apple's full mix of iPod digital music players at several thousands locations beginning the fourth calendar quarter of the year.

The Fort Worth, Texas-based retailer operates nearly 7000 stores, which combine to fall within five minutes of where 94 percent of all Americans either live or work. Of the 7000 stores, approximately 5000 are company-owned stores with the remainder being dealer/franchise-operated locations.

Sources say RadioShack will stock all versions of the Apple iPod at company-owned stores that fit the iPod demographic. Stores outside major metropolitan areas, and those catering to a slightly older demographic, will stock a smaller selection of the players.

A vast majority of RadioShack's franchise locations are also expected to begin selling Apple iPods in the coming months. However, sources said these locations would decide whether or not to carry the players, and what mix, on a per-store basis.

As one of the terms of the deal, RadioShack has agreed to purchase at least 450,000 iPods during the initial three-month period. Assuming iPods appear in only 70 percent of the company's stores, RadioShack would need to sell just shy of one iPod per store, per day to meet its contractual commitment. This leads sources to believe that RadioShack will likely sell a significantly larger number of the players by the end of the holiday shopping season.

Through both its online and brick-and-mortar retail stores, RadioShack currently carries a very small assortment of iPods from HP. The retailer sells a silver 6GB mini, 1GB shuffle, and 60GB iPod. However, in the case of 60GB HP iPod, RadioShack continues to list the player at its old retail price of \$449 (about \$50 above most advertised prices).

According to sources, RadioShack has been unable to reduce the cost of the player to fall in line with Apple's recent iPod price cuts because HP, due to its own iPod licensing agreement with Apple, cannot offer proper price protection on the players. As a result, sources say RadioShack jumped at the opportunity to work directly with Apple, knowing it would be offered an amicable price protection policy on the players moving forward.

Along with its current assortment of HP iPods, insiders say RadioShack has witnessed strong sales of iPod accessories and related gear. The retailer's partnership with Apple will further expand its accessory offerings to include the wide range of iPod accessories found in most Apple retail stores.

Apple recently ended its June fiscal quarter with a total of 25,000 worldwide distribution points for the iPod, an increase from the 21,000 points from the previous quarter. This was primarily due to the addition of 3,500 US-based Wal-Mart locations to its distribution network. The deal with RadioShack is expected to boost this figure to over 30,000 points by November.

If iPod sales at RadioShack boom - and they are expected to - sources say both companies will be open to a pilot program that will test sales of Apple's Macintosh computer line in the electronics stores. RadioShack currently markets computers from both HP and Compaq, but its arrangement with HP is said to expire at the end of the year. □



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.