

# MACFACTS

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**a Macintosh Solutions Provider company**

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'One More Thing...'

## A MESSAGE FROM DRU

Just so you know - The office will be closed from Wednesday, July 23<sup>rd</sup> through Monday, July 27<sup>th</sup>. I'll be in Boston visiting my family. It seems almost like yesterday that I took my last vacation in December 2006! ☺

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July 20<sup>th</sup>, 1969 @ 9:51 Central Daylight Savings Time. Remember where you were on that July morning forty years ago? I'll give you a second to try and remember. I can tell you *exactly* where I was—Glued to the TV set in my folks bedroom watching Neil Armstrong take 'one small step for man, and one giant leap for Mankind.' See more here - <http://www.kottke.org/09/07/the-giant-apollo-11-post>

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### SIZZLIN' SUMMER SALE CONTINUES!

Added this week. Just in time for back to school—**iBook G4**, 1.42

GHz processor, 512MB RAM, 60 GB Hard drive, WiFi, SuperDrive, 14" screen, Mac OS X 10.4.11. Only \$450! WOW!!!!

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**eMac** - 700MHz G4 processor, 384 MB RAM, 40 GB Hard drive, CD-RW, 17" Screen, Mac OS X 10.3.9. Keyboard, mouse. Great 2<sup>nd</sup> (3<sup>rd</sup>, 4<sup>th</sup>) computer...or for kids...or for Seniors. Specially your for \$225.

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**New, Lower Price - G5 Tower and 20" LCD Display** - Dual 2.3 GHz G5 Processors; Mac OS X 10.5.7; 2.5 GB of RAM; 500 GB Hard Drive; SuperDrive; Apple Keyboard & Mouse; 20" LCD Display (1680 x 1050). Airport Card (WiFi) available. And more! Was \$1175. Now \$1099.

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For those of you out there who aren't yet initiated, let me introduce and recommend the **Apple Corps of Dallas**, the oldest Mac User Group in the country. We meet on the second Saturday of every month at the Richardson Civic Center in Richardson, TX at the junction of Central Expressway (75) and Arapaho Rd. Meetings consist of early morning SIG (Special Interest Group) sessions with the Final Cut Pro (video), Garageband (music), and Social Networking groups, followed by the General Meeting featuring special guests, raffles and give-a-ways, business and fun; followed by more SIGS (Mac Help Desk, Filemaker Pro, Graphics/Art & Photography and more).

Next meeting is Saturday August 8<sup>th</sup>. Early SIGs start at 9 am. Main Meeting is at 10 am. Late SIGs start about 11:30 am. Kid friendly. FREE!

# PAGE 2 - FOR YOUR INFORMATION

## The dos and don'ts of international electricity

by Chris Rawson

Whether you're moving to another country or just visiting, chances are pretty good you're going to be bringing a lot of electronics with you. Chances are also pretty good that whatever country you're going to is going to have an electrical system with a different voltage or frequency than your home country, and probably differently-shaped outlets, too.

When traveling abroad, this vast array of voltages, frequencies, and plug types can be confusing, and whether you're packing a \$200 iPod nano or a \$2000 MacBook Pro, it can lead to a great deal of trepidation as well. The traveling geek's worst nightmare goes like this: you plug your very expensive, potentially irreplaceable electronics into some weird Romanian outlet, and suddenly sparks start flying. You try to unplug your precious device as quickly as you can, but the damage is done -- with a whiff of ozone, hundreds or thousands of dollars worth of equipment has just become a glorified brick.

Happily, most modern electronics shouldn't experience this issue, and that includes all recent Macs and iPod/iPhone power adapters. Here are a few dos and don'ts when it comes to international electricity.

### Do:

-- check the voltage, frequency, and plug type of the country you're visiting before you leave. This one is really a no-brainer; you don't want to go on a three-month backpacking trip across Europe with U.S. plugs on all your power adapters.

-- check your power adapter for its acceptable range of voltages and frequencies. In recent years, most higher-end electronic devices, including Macs, have come with "universal" power bricks that work in a voltage range between 100 - 240 Volts and a frequency range from 50 - 60 Hz. The power adapter for your device should have this information listed on it somewhere; on Apple adapters, it's usually on the "bottom" of the power brick, opposite the corner with the plug adapter. Apple's desktop models and peripherals like the Time Capsule have universal voltage as well, and those details should be printed on the exterior of the enclosure.

-- shop for plug adapters before you travel. You're going to save a lot of money and frustration if you shop around online from home. I don't know about the rest of the world, but I've seen stores here in New Zealand that charge anywhere from NZ\$10 to \$20 for a single plug adapter. In the U.S., you can buy an international travel kit from somewhere like Target for cheaper, but you can still do better than that; when I moved to New Zealand, I bought 15 universal-to-NZ plug adapters for about US\$30 from [dvdoverseas.com](http://dvdoverseas.com). I've been using them for about a year without any issues.

-- remember that "plug adapter" is not equal to "voltage converter". A plug adapter merely lets you plug your differently-shaped U.S. plug into a U.K. outlet, or what have you; it doesn't modulate the electrical input at all. For that, you'd need a voltage converter, a transformer in a box that will step down (or up) the voltage and frequency as necessary before it gets to your device.

-- buy a voltage converter if your device's power adapter isn't universal voltage. If you have a device that only works with 110 Volts and 60 Hz, even if

you've got a plug adapter that lets you plug your U.S. device into an outlet in Australia, the instant you do, it's ozone city. Unless your device's power adapter says "100 - 240 V, 50 - 60 Hz" somewhere on it, you need a voltage converter. All recently released desktop Macs, peripherals like the Time Capsule or Apple TV, and notebook or iPod power adapters should be universal voltage, as are many camera battery chargers. As far as game consoles go, the PlayStation 3's built-in power supply is universal voltage, but the Xbox 360, the DS, and the Wii's power adapters are all specifically geared to the voltage and frequency of the country where they were purchased, so you will need a voltage converter for them. You can buy country-specific power adapters for those devices, but the expense adds up quickly; if you have multiple devices, it may be cheaper to simply buy a single voltage converter for all of them.

### Don't:

-- buy the Apple World Travel Adapter Kit if you need multiple plug adapters for just one country. At US\$39 each, this is about the most uneconomical way to get adapters for your electronics, plus it only works with Apple's power adapters. Apple's adapter kit is great if you have just one device that you're taking to many countries, but if you have two Macs, two iPod power adapters, and a couple camera chargers, it's not the best option.

-- forget about wattage if you need to buy a voltage converter. If your device isn't universal voltage, a 100 Watt converter will do the job fine for most smaller devices if you only have one device to plug in, but if you have multiple devices, you'll need higher wattage.

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# PAGE 3 - NEWSLINE

## Apple's App Store Downloads Top 1.5 Billion in First Year

More Than 65,000 Apps; Over 100,000 Developers

Apple announced that customers have downloaded more than 1.5 billion applications in just one year from its revolutionary App Store, the largest applications store in the world. The App Store is also growing at an incredible pace with more than 65,000 apps and more than 100,000 developers in the iPhone Developer Program.

"The App Store is like nothing the industry has ever seen before in both scale and quality," said Steve Jobs, Apple's CEO. "With 1.5 billion apps downloaded, it is going to be very hard for others to catch up."

The revolutionary App Store has more than 65,000 apps available to consumers in 77 countries, allowing developers to reach tens of millions of iPhone and iPod Touch users around the world. The App Store works with both iPod Touch and iPhone including the new iPhone 3GS, the fastest, most powerful iPhone yet. Apple has shipped over 40 million of these devices that run apps from the App Store.

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## Apple Sells Over One Million iPhone 3GS Models

iPhone 3.0 Software Downloads Reach Six Million

Apple announced that it has sold over one million iPhone 3GS models through Sunday, June 21, the third day after its launch. In addition, six million customers have downloaded the new iPhone 3.0 software in the first five days since its release.

"Customers are voting and the iPhone is winning," said Steve Jobs, Apple's CEO. "With over 50,000 applications available from Apple's revolutionary App Store, iPhone momentum is stronger than ever."

The new iPhone 3GS is the fastest, most powerful iPhone yet, packed with incredible new features including improved speed and performance—up to twice as fast as iPhone 3G—with longer battery life, a high-quality 3 megapixel autofocus camera, easy to use video recording and hands free voice control. iPhone 3GS includes the new iPhone OS 3.0, the world's most advanced mobile operating system with over 100 new features such as Cut, Copy and Paste, MMS\*, Spotlight™ Search, landscape keyboard and more. iPhone 3GS customers get access to more than 50,000 applications from Apple's revolutionary App Store, the largest application store in the world where customers have already downloaded over one billion apps. iPhone 3GS offers twice the capacity for the same price with a 16GB model for just \$199 and a new 32GB model for just \$299.\*\* And iPhone 3G is available at the breakthrough price of just \$99 for the 8GB model—a huge milestone for the high end smartphone market.

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## Safari 4 Downloads Top 11 Million in Three Days

Apple announced that more than 11 million copies of Safari 4 have been downloaded in the first three days of its release, including more than six million downloads of Safari for Windows. Safari 4 is the world's fastest, most innovative browser and is built on the world's most advanced browser technologies including the new Nitro JavaScript engine that executes JavaScript nearly eight times faster than IE 8 and more than four times faster than Firefox 3. Safari quickly

loads HTML web pages more than three times faster than IE 8 and three times faster than Firefox 3.x.

"Safari 4 is an incredible success on Mac and Windows with more than 11 million downloads in the first three days," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "Safari users love the incredible speed and innovative features like Top Sites, Full History Search and Cover Flow."

Starting with the development of the open source WebKit browser engine, Apple has been leading the industry in defining and implementing innovative web standards. Safari 4 includes HTML 5 support for offline technologies and support for advanced CSS Effects, enabling an entirely new class of web applications that feature rich media, graphics and fonts. Safari 4 is the first browser to pass the Web Standards Project's Acid3 test, which examines how well a browser adheres to CSS, JavaScript, XML and SVG standards that are specifically designed for dynamic web applications.

Safari 4 includes Top Sites, for an incredible visual preview of frequently visited and favorite pages; Full History Search, to search through titles, web addresses and the complete text of recently viewed pages; and Cover Flow®, to easily flip through web history or bookmarks. Other innovative features include Smart Address Fields for automatically completing web addresses from an easy to read list of suggestions; Search Fields, to fine tune searches with recommendations from Google Suggest or a list of recent searches; and Full Page Zoom, for a closer look at any website without degrading the quality of the site's layout and text.

Download Safari [here](#)

## PAGE 4 - ASK THE TECH



**Q:** I bought an iPod Touch and put a (privacy locking) code on and forgot what it was. The Apple store told us to hit "restore" and I lost all my songs.

**A:** Problems with the iPod can be fixed. But sometimes it wipes out the iPod's music. Here are things you can try to get your songs back.

If you downloaded the songs through iTunes on a computer, you can reload them.

If you downloaded the songs via Wi-Fi and used the sync feature to give the iTunes program on your computer a list of what you bought, you should be able to restore the songs from the computer.

If you bought through the iPod's iTunes program and didn't sync with the iTunes program on your PC, then you've probably lost them for good.

You should also write down your passwords in a real-world notebook.

**Q:** When using the laptop during the day, should I keep it plugged in, or use it on battery power, and keep charging it back up?

**A:** Your laptop is perfectly happy being plugged in. Mac laptops have a power cut-off relay that bypasses the battery once it is completely charged (so you can't damage the battery).

**Q:** I have an 3G iPhone. Have actually bought and read the manual and have attended several classes. Attempted to sync with my eMac, but the only slot available is on the keyboard and I get "low power-use another slot" message. What gives?

**A:** When the USB 2.0 standard was established it stipulated how much power a device could draw from any particular USB port. The problem is/ was is that some ports are powered and some are unpowered. In your case (and in most Mac's cases) the ports that are internal to the Mac, i.e. the ones on the side, front, or back, are usually powered and the ports on the keyboards are unpowered. As you're seeing some devices require powered ports. Two solutions:

1. Rearrange your USB plugs to see if you can 'free up' a port on the side of your eMac for your iPhone;
2. Purchase an inexpensive powered USB hub. USB hubs work just like power strips. Unplug one device from the side of your eMac and plug the hub into that port. Then plug the rest of your devices into the hub.

**Q:** When I go to mail something in the Mail program, I get a lot of ball whirling, etc.

**A:** E-Mail constipation is a very common problem. It can be caused by problems with your Mail program or by problems with your service provider. I have found, in most cases, it's caused by keeping too many old e-mails in your Mail program.

There's very little justification in keeping thousands, and in some cases tens of thousands, of e-mails in your Mail program.

A few solutions - 1) You must be brutal in what to delete and what to keep. I get over 400 e-mail per day! If I kept

them all, I'd be hip deep in mail in very short order. I treat e-mails like memos. I keep this month's and last month's. Everything else goes away. You can do this automatically or manually. But it must be done.

"But!", I hear you say, "I really need Aunt Martha's incredible recipe for Baked Stuffed Eggplant!" No problem. Create a folder in your Documents folder and call it 'Saved E-Mails'. You can save any e-mail you receive to that folder by going to the SAVE AS button under File Menu in Mail. Once it's saved to the folder, delete it from the Mail program.

When properly done, your Mail program will zip along and you'll be able to keep all of those much needed, older e-mails stored safely away in your Saved E-mails folder and not in your Mail program.

**Q:** My hp c4280 printer does not space the lines correctly when I print checks. It did, but now it doesn't!!

**A:** It's probably a driver problem. The 'printer driver' is a small bit of code that lets your Mac 'talk' to your printer. Over the course of time, the driver can become corrupt. The easiest solution is to go to the HP web site and download the most current version of the printer driver for your particular printer. Also— be aware that the drivers are also Mac OS specific. So you'll need to know which Operating System you're using.

**Q:** I've downloaded over 1800 songs onto iTunes, and I haven't even touched my classical collection, or about 200 that I want to buy and download. Do you think I need an external hard drive?

**A:** Possibly. Current internal hard drives are capable of holding tens of thousands of songs. So an external may not be necessary.

## PAGE 5 - OPINION

### WHY CAN'T THE TECH INDUSTRY KEEP UP WITH APPLE?

by Gene Steinberg

During that Department of Justice antitrust trial against Microsoft, poor, beleaguered Bill Gates claimed that the company he co-founded only wanted the freedom to “innovate.” Now this innovate mantra has been part and parcel of Microsoft’s pitch to customers, competitors and government agencies for years, as most of you know.

The question that comes to the fore, though, is just what does Microsoft mean by that word. Now if we simply go by the conventional definition, we get: “make changes in something established, esp. by introducing new methods, ideas, or products.”

All right, that’s simple enough, and I’m sure that most of you will agree with the standard meaning. That is except for Microsoft, which seems to be unable to deliver “new methods, ideas, or products.”

Take Windows, which was nothing but a knock-off of the Mac OS, based in part on technology they actually licensed from Apple in a foolish deal crafted between Gates and then Apple CEO John Scully. In retrospect, Scully created a monster, one that came to dominate the PC industry in ways that were not always beneficial.

Over the years, Apple tried to litigate itself out of that unfortunate deal, without success, and finally gave up with that historic agreement between Jobs and Gates, where Microsoft invested \$150 million in its fiercest rival.

Almost every time a company announced some new operating

system initiative — and that included Jobs’ own NeXT Inc. before it was acquired by Apple — Microsoft would respond by saying, in effect, why bother because they will soon come out with the very same feature and maybe even make it better.

As Microsoft’s sordid history demonstrates, sometimes they did deliver a hollow imitation of the real thing, and sometimes the technology was never produced. There was, for example, no practical application of their alleged Cairo operating system, something they promised for years before it vanished from their press releases.

More recently, Microsoft pulled some of the same stunts with their failed Windows Vista. As the long gestation period grew longer and longer, promised features, such as a new file system, went by the wayside, as Longhorn morphed into Vista and was finally released.

I suppose some might call it a crippled system, since you had to pay hundreds of dollars more for the “Ultimate” version for all the functions to be activated. Out of the starting gate, it was sluggish and buggy. Comparisons to Windows XP, released back in 2001, were mostly negative.

Two years later, Windows 7 supposedly fixes the worst of Vista. But let’s not forget that computers have more or less caught up with Vista anyway, so performance issues aren’t quite as significant anymore. And in Microsoft’s best tradition of cribbing stuff from the competition, there’s even a pale imitation of Apple’s controversial Dock in Windows 7.

This isn’t to say that Apple doesn’t borrow a feature when it suits them, but they still try to present it in a new

and different way, which is certainly in keeping with the concept of innovation.

Microsoft’s hardware initiatives have fared worse. When it’s PlaysForSure partners couldn’t beat the pants off the upstart iPod, Microsoft abandoned them and built the Zune. It wasn’t even assembled from scratch. They just modified a Toshiba Gigabeat player, another failed product, and added a revised if busy interface.

Microsoft admitted they hadn’t quite caught up with the iPod, but promised to do so in a year or two. That excuse might have worked if Apple stood still, but we know that isn’t quite how it played out. In any case, the Zune was a failure from Day One. There’s supposed to be a new version this fall that will have its variation on multitouch, shades of the iPod touch, and will add HD radio.

Now whatever advantages HD radio might offer over analog AM and FM, it has yet to prove itself as a sustainable format. Maybe that’ll happen, but I trust the folks behind that technology aren’t pinning their hopes on the next-generation Zune.

When it comes to the iPhone, competitors are struggling just to keep up. The smartphone didn’t really become a consumer-friendly device until Apple got involved. Up till then, such devices as the RIM Blackberry were mostly the playthings of businesses, though I suppose some consumers adapted them for more personal uses as they got cheaper.

RIM has attempted to adopt multitouch and other iPhone goodies for its own devices, and Palm is basically betting the company on the Pre. Apple’s true ace-in-the-hole, though, is the surprisingly popular App Store.

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# PAGE 6 - PRODUCT REVIEWS

## MacBook Pro Review: Why I'm Done With Netbooks

By Matthew Dillon

When I told my wife I was going to sell every computer I own and purchase a MacBook Pro so that I could simplify my life, I thought she'd say no. She didn't. We both agreed that 6 computers in the house was verging on obsessive.

I have owned and been disappointed with several netbooks since the craze began with the storied Eee PC 701. My arsenal of frustration has included the original Eee PC 701, an MSI Wind U100, the Eee PC 1000HA, and the Eee PC 1000HE. Sure, they performed exactly as described with the exception of not meeting their stated battery life, but the limitations of being a netbook made them difficult to use. After trying to find peace with the perfect netbook, I kept finding the keyboards too cramped, screens too small, and the Atom processor too weak.

Comparing a netbook to a notebook such as the MacBook Pro is like comparing a Geo Tracker and a Hummer; they're in two completely different categories. Unfortunately, I had succumbed to the myth that a netbook could meet my basic computing tasks while a home-based and more powerful computer would accomplish my intensive computing requirements.

I gathered together the computers I had in my house which included a few dead clunkers in the garage, an older Motion M1300 Tablet PC, an HP desktop running Windows XP circa 2001, an Eee PC 1000HE, and a 1.83 Ghz Intel Core Duo MacBook, and hit up craigslist and eBay to liquidate. I had the necessary funds available after about two weeks of auctions and sales. It was clear that I wanted a computer

with plenty of power and long battery life. I was seeking a notebook that would replace the need for both a netbook and a more powerful desktop.

### The Decision Process:

I had been a PC guy until about four years ago. I purchased my first iBook G4 on eBay, got hooked on OS X, and was slowly weaned from Windows XP/Vista. Apple's transition to Intel processors sealed the deal for my conversion as it gave me the flexibility to run both OS X and any version of Windows. The Mac suddenly became a machine of great design and function. A [CNN Money article by Andy Serwer](#) titled, "Best advice: Gates on Gates," features several great questions in an interview session with Bill Gates Jr. and Sr. In one of the questions, Bill was asked what he learned from Steve Jobs over the years. He answered that Steve's focus has been different than that of Bill and Microsoft; Steve has focused on user interface and design. These are the two things that heavily swayed me into the Mac world.

I sought the MacBook Pro largely because of its reputation as a top of the line machine with plenty of power and upgrade options. The new MBP's support large hard drives of up to 500 GB, up to 8 GB of RAM, 802.11n wireless, FireWire 800, the NVIDIA GeForce 9400M integrated graphics processor, an integrated SD slot, and a battery that's stated to last up to 5 years or 1,000 charge cycles. The MacBook Pro's unibody, aluminum case make it attractive and durable, a notebook that meets both style and purpose.

The MacBook Pro will be overkill if you only need a notebook for simple, Internet-based tasks, but I wanted a machine that will still be viable after owning it for a few years. Unlike a netbook or budget notebook that is

outdated six months after its purchase, the MacBook Pro will retain its value and provide the necessary power to meet all of my computing needs.

### What I purchased:

I qualified for Apple's student discount since I was pursuing coursework beyond my Master's at the local university. I decided on and purchased a 2.26 Ghz, 13 inch MacBook Pro with 2 GB RAM from the Apple Store. Included in the student discount deal, I received a second generation iPod Touch 8GB for free (after rebate). The MacBook Pro's grand total was \$1099 (originally \$1199) after discount.

Traditionally, I have purchased all of my Apple notebooks through the [refurbished Apple Store](#). Buying refurbished products is one of the best kept secrets when it comes to buying notebooks as they usually come with the standard warranty, new parts, accessories, and cost much less. I had purchased my two previous MacBooks as refurbished models and saved around \$250 on each one. I investigated the refurbished Apple Store and found that they had a 13 inch unibody MacBook (not MacBook Pro) for \$949, but the MacBook Pro with free iPod Touch student discount was clearly the better deal.

### Apple MacBook Pro Specs:

- 1 13 inch, Aluminum Unibody
- 2 160 GB Serial ATA Drive @ 5400 rpm
- 3 Backlit keyboard
- 4 Superdrive 8x (DVDRW/CDRW)
- 5 2 GB 1066MHz DDR3 SDRAM
- 6 2.26 GHz Intel Core Duo 2
- 7 Accessory Kit & Software

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# PAGE 7 - HINTS & TIPS

## 4 TIPS TO EXTEND YOUR LITHIUM BATTERY LIFE

Lithium batteries seem to be everywhere these days. We can find them in our cellphones, laptops, portable media players and etc. We all want to make our batteries last as long as possible, but some well intentioned advice from friends could be harming your lithium battery's life span.

1. **Battery Memory** – When I first got my new cellphone, my friend recommended to fully drain the battery before recharging it. His reasoning was connected to the idea of battery memory. Allowing the battery to fully discharge then recharging to max, supposedly gives you the complete battery capacity. Otherwise, if you simply charged from the half way point to max battery capacity, the battery would treat the half way point as the empty point, thus cutting your battery capacity in half.

Problem is battery memory doesn't apply to lithium batteries, this advice was meant for nickel based batteries. Fully discharging your lithium battery frequently can actually be quite harmful to your battery's health, possibly rendering it completely unusable if energy levels go too low.

The good news is today's lithium batteries have a safety circuit in place to insure the battery doesn't reach the point of no return. The safety circuit isn't fool proof though, if you leave your battery completely drained for a few days, even the circuit's protective measures won't save it.

2. **Battery Calibration** – There are some benefits to fully discharging your lithium battery periodically, for laptops this can be especially important. If you start to notice your battery meter becoming more and more inaccurate, it

may be time for some battery calibration. Allow your lithium battery completely drain, then charge until the battery is full again. This will calibrate your battery giving you more accurate readings. This should be done once every 30 charges or when you notice battery readings are off.

3. **Consequences of Heat** – Another enemy of lithium battery life is heat. If you were to leave your laptop plugged in and running for a year, you should expect the lithium battery capacity to be anywhere between 60% to 80% of it's original max capacity. This is why people that use their laptops as desktop replacements will notice greatly reduced battery life performance after one year of use. This issue can be resolved by removing the battery while using a corded power source. Now you may want to check with your manufacturer ahead of time to check for safety concerns, some manufacturers have mentioned problems such as moisture and dust collecting in the battery casing.

4. **Battery Storage** – If you don't plan on using your lithium battery for prolonged periods of time, then you'll want to reduce the charge level to 40% and place the battery in the fridge (not freezer). Storing the battery at 100% charge level applies unnecessary stress and can cause internal corrosion. On the other hand, if the charge is too low, the battery can become permanently unusable, due to battery self discharge. This is why manufacturers recommend storing your lithium batteries at 40% charge, rather than either extreme.

### Quick Overview

- 1 Try to avoid frequent full battery discharges.
- 2 For lithium battery calibration, periodically do a full battery

discharge every 30 charges to increase meter accuracy.

- 3 Avoid heat, heat is the lithium battery's enemy, the temperature in a car can easily rise 50F in a single hour, in some cases reaching 140F.
- 4 For proper lithium battery storage, be sure to have the battery charge level at 40% and place in the fridge (not freezer) for maximum battery longevity.

5 For additional information concerning batteries in general, I strongly recommend visiting [Battery University](#).

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### Opinion, cont.

Few predicted that there would be over 60,000 apps available and 1.5 billion downloads in its first year. So rather than try to do Apple one better, other companies are attempting to build their own imitations of the App Store.

This is not to say that there were none before. Palm, for example, has long had an online resource from which to buy applications for its handhelds. Only thing is that they were usually too expensive and of limited functionality.

Apple, you see, has the experience and vast infrastructure of iTunes to build on. Sure there have been occasional network issues, and their method of approving new apps can take far too long, and often lacks predictable outcomes. But they are improving, while other companies can't even keep up.

Other cell phone makers, like Microsoft, believe innovation is the practice of imitating another company's products in order to match or beat their success. But I prefer the traditional dictionary definition.

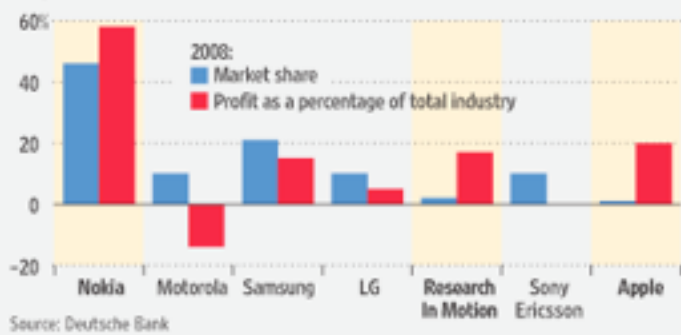
# PAGE 8 - COMMENTS

## Apple, RIM Outsmart Phone Market

No wonder they are called smart phones. Not only can these fancy phones send email, get directions and play music, they can generate huge profits for their makers.

### Ringing Up Profits

Apple, RIM and Nokia each earn outside profits compared with their cellphone market share.



At least for iPhone's manufacturer Apple and BlackBerry's Research In Motion. The two accounted for only 3% of all cellphones sold in the world last year but 35% of operating profits, according to Deutsche Bank analyst Brian Modoff. The disparity will become even starker this year when, he estimates, the two will take 5% of the market in unit terms but 58% of total operating profits.

The two companies' outsize share of profits underlines the shift in the wireless industry toward feature-rich devices accenting easy-to-use software and away from an emphasis on hardware. Smart phones account for only about 13% of total cellphone sales globally, but the segment is growing, despite a drop in the broader cellphone market. Apple and RIM had about 32% of the smart-phone market between them in the first quarter, estimates IDC.

Underlying the winners-take-all nature of the market are fat subsidies from phone carriers, particularly in the U.S., which lets manufacturers maintain hefty average selling prices even as consumers pay as little as \$100 a smart phone -- not much more than for many basic phones. The higher

subsidies reflect the carriers' ability to charge higher monthly plan prices for phones that can easily surf the Web or handle email.

The iPhone, which is exclusive to AT&T and whose users are the heaviest Web surfers, draws the fattest subsidy, at about \$400 a

phone, Mr. Modoff calculates. BlackBerries draw subsidies averaging \$200 from U.S. operators. Basic cellphones get a \$100 subsidy.

Manufacturers of basic phones make virtually nothing, unless they have enormous scale. Nokia, the industry leader, manufactured 46% of the units sold last year but earned 55% of the profits, Mr. Modoff calculated.

Even Nokia is hurting. It long has been the top smart-phone maker, but its share in that market has been declining. It reported a 66% drop in quarterly profits on Thursday. Some manufacturers like Nokia have seen their share slip, others have cut prices to preserve volume, and others are operating at a loss. Also suffering was Sony Ericsson, a joint venture of Sony Corp. and Telefon AB L.M. Ericsson, which posted its fourth quarterly loss on Thursday.

Both Apple and RIM have advantages with segments of the market that will make them tough to beat. The iPhone boasts thousands of consumer applications churned out by outside developers, while BlackBerry's email service is popular for its efficiency and security.

That hasn't stopped others from trying to jump in. Smart-phone pioneer Palm Inc., once counted out of the race, is getting attention for its new Pre device. But it is unclear how many developers will leap to write programs for a phone with limited distribution.

All this portends badly for computer companies trying to break into the cellphone market, like Acer or Dell. They will need to tout their scale, production prowess and slim margins to gain a foothold.

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## Electricity, cont.

A guide I've always followed is to add together the wattage of all the electronics I'll need to plug into the converter and multiply it by 2 to account for power spikes (unless you're using a CRT television/monitor or anything with a big electric motor in it - then multiply by 4 or 5).

-- buy power adapters from travel shops. The price markup is insane.

Bottom line: Apple's products should work on just about any electrical system you encounter anywhere in the world, and the only additional purchase you'll need to make is a plug adapter. Other devices like camera chargers and game systems vary by manufacturer; always check the info on the power brick before you plug it in overseas.

## PAGE 9 - ONE MORE THING...

**MacBook Pro, cont.****Design:**

The 13 inch MacBook Pro is similar in dimension, weight, and outward appearance as my white MacBook. The MBP's unibody design gives it a more solid feel than the plastic of the white MacBook. I had no complaints with the feel of the white MacBook, but I can certainly tell a difference after handling and typing on the MBP.

The MBP's LED screen appears crisper and brighter than the white MacBook. Both computers have the glossy screen, which I prefer, but the colors seem more vivid on the MBP. The black frame on the MBP's screen seems to draw the eyes inward, drawing attention to whatever image or movie is being displayed. Both computers are set to a resolution of 1280x800.

One item that is causing a small learning curve is the ginormous trackpad. This generation of MacBook Pros has done away with the trackpad button and replaced it with a large, clickable trackpad. To select an item you simply push down on the trackpad where you'd expect the button to be located. This larger trackpad allows for multitouch finger input, three finger swipes, pinching, and rotating gestures that are similar to the iPhone. My problem is that I keep dragging my thumb on the trackpad and interfering with the two-finger scrolling. This is a pretty small issue that's easily remedied.

The backlit keyboard isn't a necessity, but it sure does look cool. It has come in handy a few times when I wanted to check something quickly in a dark room. Even the lowest setting provides enough light to easily see the keys. This feature is the one that makes people "ooh and awe" the most. The keyboard is firm with no flex. It is very similar to the white MacBook but feels

much more solid. Some may find the MBP keyboard too stiff at first.

As many know, some plastic MacBook's have suffered from hairline cracks around the palmrest after a few years of use. Both of my white MacBooks, the 1.83 Core Duo and the 2.1 Core Duo 2, suffered from small cracks where the lid meets the palmrest. I am always meticulous with my notebooks, never slamming the screen closed or abusing them. I called Apple Care to see if they would assist although both were out of warranty. The customer support folks that I spoke with were very helpful as they consulted their database and determined the cracking was a defect. Both computers were fixed at Apple's expense, no cost to me. This level of service helped me decide to stick with Apple and purchase the MacBook Pro.

**Battery Life:**

Battery life was never an issue on my white MacBook. I could easily get 3.5+ hours on a full charge. The 13 inch MBP is advertised to achieve 7 hours on a full charge with its revolutionary battery technology, although I haven't had that experience. I have averaged a little over 5 hours which is still very respectable considering I'm surfing, watching videos, and occasionally listening to music. It would be entirely possible to get over 6 hours with Wi-Fi and Bluetooth off and the screen dimmed.

**Software:**

Apple's Migration Assistant software that easily transfers your desired data to a new Mac works flawlessly.

To be honest, I have never been as satisfied with a program that works so easy. All of my documents, music, photos, and applications were successfully transferred to my new MacBook Pro after following a few simple prompts. My main concern was

transferring over 3,000 digital photos from my personal album. The migration assistant set up my new computer exactly as my old one had been; sitting down at my new computer was just like waking it up from standby. Impressive.

To all those about to jump on the netbook bandwagon, I say wait. Netbooks are great mobile companions, but they are still underpowered and too small. It may have once been true that after six months a new computer becomes obsolete, but that process has slowed significantly. Computers manufactured in 2003 are still fully usable and in use at the public school where I work. I have family members that are able to have a full Internet experience with older PCs. However, the rate at which netbooks are becoming obsolete is much faster than traditional notebooks on the market. Monthly, new netbooks are being introduced with larger screens, better keyboards, more memory, better graphics, and cheaper prices. The line is beginning to blur between notebooks and netbooks. Understand that if you buy a new netbook today it will be outdated tomorrow.

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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, hint), please send them to me at: [machelpdesk@tx.rr.com](mailto:machelpdesk@tx.rr.com)

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Y'all come back now, y'hear.