



MAC FACTS

from

Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

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🍏 Apple Solution Experts 🍏

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A Message from Dru

In the words of chef Emeril Lagassi, ‘This ain’t rocket science!’ I am continually amazed when someone purchases a new Mac that they try to use it in the exact same manner of the Mac they replaced. That’s a little like the pilot of a 747 sticking his head out the window and shouting ‘Contact!’ Or the guy who purchases a new automatic transmission car yet continues to shift the transmission manually. The point here is, if change is inevitable then lets do our best to make the transition as easy as possible. If you have a question, call me at the office or send me an e-mail. Also see the story below about whether you should switch to OS X.



Even in this economy we continue to grow. Here’s who joined us in April: Mary Stoddard, Perry Mah (of Edmondton, Canada), Sally Jones, Marilyn Thompson, Nathan Logan (of Bessemer, AL.), Patrice Whitford, Pat Hollingsworth (of Ogden, UT), Michael Chrane, Tommy & Carol Klie, Kathy Henderson, and Datamax,. We *do* get around and people *do* seem to find us. Thanks, all!

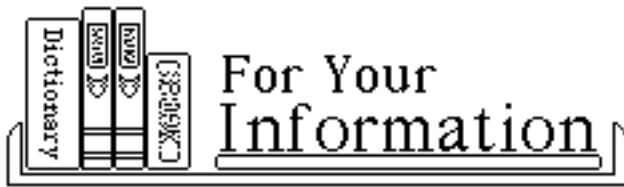


“Everything you wanted to know about the Mac, but didn’t know who to ask” is the topic of this months Apple Corps of Dallas Main meeting. We meet at the Lake Highlands High School on Whiterock Trail in Dallas. Admission is FREE. Membership is the best \$30/yr you’ll ever spend. ‘MacBasics’ and ‘Filemaker Pro’ Special Interest Groups(SIGs) starts at 9 am. Main meeting is at 10 am. Other SIGs start at 12 noon. Come on out and try to ‘stump the experts’. Prizes, fun, refreshments!



For those of you considering the purchase of a new Mac (graduation *is* just around the corner), just a reminder that you can get up to \$73.30 off of the cost of a new Mac, when purchased through Mac Help Desk, by just going over to the Mac Help Desk web site and clicking on ‘tell me how’. It’s your money, spend it wisely.





Under the Desktop: Should You Upgrade to Mac OS X?

It's easy to get caught up in the Mac OS X frenzy, but does it make sense to install this new operating system? David Morgenstern advises looking at your workflow and pain tolerance before taking the plunge.

By David Morgenstern

For years, the hit television series *Moonlighting* survived off the growing chemistry of its lead characters Maddie and David (portrayed respectively by Cybill Shepard and Bruce Willis). Fans clamored for the bickering pair to get together. But after the duo consummated their hitherto working relationship (off camera, of course), viewers quickly grew weary of the match -- and the show.

Apple Macintosh users -- now eyeballing the Mac OS X upgrade -- can appreciate that piece of television history. They understand that anticipation and its aftermath are a complex muddle of conflicting emotions. After all, Mac fans have been waiting for years for a modern operating system, and have watched its glacial progress at event keynote sessions and through the concluding round of beta versions. It has grown in our imaginations to the point where we looked forward to the thrill of running OS X on our Macs and snapping our fingers under the noses of those non-believing, smug Windows users. Finally, it's here in all its modern goodness.

Yet, at the same time, we're apprehensive -- and for good reason, because our experience tells us that even an ordinary software upgrade saps time -- to install, to familiarize ourselves with its new features, to update favorite applications. And OS X is the mother of all upgrades (despite its male-chromosome reference): It changes everything about the Mac, from the lowest-level interaction with hardware to the desktop interface. The new look and feel is familiar enough to be reassuring to longtime Mac users, but everything under the hood revolves around a Unix kernel -- the mother tongue of the supergeek nation. In other words, this upgrade looks to be a super time sink. (Readers running Windows 98 and 2000 systems shouldn't be smug. According to industry insiders, Windows XP will bring its own share of incompatibilities. For example, it will reportedly drop some support for the Plug and Play standard.)

The upgrade to OS X is seemingly daunting even to those well up on the digital food chain. I recently spoke to several resellers who specialize in servicing content creators. All said they were attempting (albeit with only marginal success) to steer customers away from Mac OS X, despite their deep ties to Apple and the Mac platform. The reason? Certainly, the best content-creation solutions they have to offer at this time are designed around Mac OS 9.x (for some it's Mac OS 8.6). Even more, the resellers want to avoid an added load of profit-sucking tech support calls -- particularly about a product they are still poorly prepared to support.

A Rocky Relationship

The decision to change should hinge on productivity -- or its lack thereof. Perhaps by their natures, longtime Mac users in the content-creation business may have some difficulty figuring the total return on investment (ROI) for the OS X upgrade. The bottom line is that upgrading to OS X will involve a considerable investment. The investment in time should include the hours spent learning something new and shaking out the initial bugs of an installation. You'd also need to factor in the

usual crop of incompatibilities that follow an installation and the considerable time consumed downloading the necessary patches, drivers, and updates.

This entire upgrade expense should be considered a separate investment that will result in some future return. Its total price tag comprises the hours needed for this process, the actual out-of-pocket cost for software updates, and depending on the Mac setup, even hardware upgrades.

Currently, the majority of any investment in OS X will be confined to the OS itself, since we're still waiting for native versions of most content-creation platform apps. But Adobe teased attendees of the recent Seybold show with a look at a forthcoming OS X-compatible version of InDesign. FreeHand users interested in making the OS X switch can rest comfortably knowing that FreeHand 10 supports the OS as a native app.

My bet is that most readers would find a major move to OS X too costly at this time if they judged it purely on the basis of ROI. Given that OS X overturns almost every hard-won trick and understanding of the platform, the smart move is to leverage for as long as possible your existing investments in a stable workflow and Mac OS knowledge.

Once in a Blue Moon

Still, Mac OS X is a significant event to the avid Mac community, and the urge to upgrade the latest, greatest thing can be difficult to resist. It's a primal impulse to Mac fans: Must run OS X! Ignoring its dearth of native applications, its often-slow performance, and hazy details about important technologies such as scripting, fonts, and rendering, exploring OS X is just plain fun.

Yet it's one thing to act on an urge and another to adopt OS X wholesale as a lifestyle. At a recent meeting of the Exploratorium Museum's Mac user group in San Francisco, I counted only two attendees out of 50 who were somewhat successfully living full-time with the new OS and its native applications. Both are professional Web programmers and one is a true Unix head -- natural fits with OS X's bundled Apache Web server and the BSD Unix underpinnings.

So pragmatically, the issue is how to manage your OS X transition with the least amount of pain and wasted time. After running OS X for a while, I'm enjoying the challenge of a new OS as well as the resulting inefficiencies to my workflow. Instead of installation advice, I offer a few brief tips that may minimize OS X's potential drain on your productivity:

1. Isolate OS X from your main workflow. Make your current Mac OS workflow the first priority and try to prevent the OS X education process from interfering with real work.
2. Run OS X on its own machine. If necessary, buy a used PowerMac G3 or iMac for the purpose. To avoid this additional hardware expense, some users place OS X on its own hard disk partition, and then when necessary, reboot under Mac OS 9.1 from another partition. However, using a separate machine will protect your data and productivity in case something goes very wrong.
3. Buy more RAM. We're used to giving content-creation applications plenty of RAM, but make especially sure not to skimp on any machine with OS X. While 128MB is the minimum configuration, I've heard tell that there's a real performance boost above 500MB.
4. Install your applications later. Become familiar with the new Aqua interface first, and then add applications, both "classic" and native OS X versions. Don't expect to replicate your old, accustomed desktop environment. Keep remembering that the issue isn't productivity for near-term work; rather, it's laying the foundation for a future transition.
5. Monitor the time you spend reading online message threads on OS X. While using message boards to glean inside info about a new OS is invaluable, it can go too far. I looked

up from the monitor the other day and found that I had spent hours poring over posts! However, I particularly like the discussions on MacInTouch and there's a good installation tutorial by book author Derrick Story. If you really like e-mail list services, check out The Macintosh Guy. Instant spamification.

Easily Distracted

A warning: The search for OS X knowledge can become an easy excuse for procrastination. Something new, anything new, can prove a stronger attraction than the paying job at hand.

As usual, the wisdom of the Rabbis points to this pitfall on the road to learning: "Work is easy -- for those who like to work." By avoiding these easily rationalized excuses for dawdling, you can get a head start on OS X and keep your productivity up.



NEWSLINE

Apple to Open 25 Retail Stores in 2001

Apple announced that it will open 25 retail stores across the U.S. in 2001, with the first two stores opening this Saturday, May 19, at Tysons Corner in McLean, Virginia, and the Glendale Galleria in Glendale, California.

“The Apple stores offer an amazing new way to buy a computer,” said Steve Jobs, Apple’s CEO.

“Rather than just hear about megahertz and megabytes, customers can now learn and experience the things they can actually do with a computer, like make movies, burn custom music CDs, and publish their digital photos on a personal website.”

Knowledgeable salespeople will be able to demonstrate Macs® running innovative applications like iTunes and iMovie™, as well as Mac® OS X, Apple’s revolutionary new operating system. All of the Macs are connected to the Internet, and several are connected to digital lifestyle products that complement the Mac experience, such as digital cameras, digital camcorders, MP3 players, and handheld organizers.

The Apple stores will carry over 300 third-party software titles for professionals and consumers, including some of the best educational titles for kids. Many of the computers in the store will be running popular third-party applications such as Microsoft Office and Adobe Photoshop.

The Apple store is organized into sections to make it easy for both first time and computer savvy customers:

- Products—“Home” and “Pro” sections offer customers the opportunity to explore the full selection of Macintosh computers, displays and AirPort™, Apple’s revolutionary wireless networking solution.

- Solutions—Four separate sections allow customers to explore the latest digital lifestyle solutions. These solution areas show you how to get the most from your Mac—through making desktop movies, using a digital camera to create stunning prints or photo albums on your personal websites, putting your entire music library on a Mac and burning custom music CDs with your favorite songs, and letting your kids explore the latest education software and games while you

shop. Solutions also carries a wide assortment of the best third-party camcorders, cameras, MP3 Players, and PDAs.

- Genius Bar—Where everyone is invited to ask the Mac “genius” questions, connect to the local Mac community or receive service. The Genius Bar is staffed at all times by the most knowledgeable Mac people in the local community. If they don’t know the answer to a tough question, they can pick up the Apple “hot line” for immediate help from Apple headquarters.

- Theater—Where customers can watch demonstrations of Apple’s latest innovations, like our revolutionary new operating system, Mac OS X, on the store’s giant 10 foot diagonal screen.

- Software—Where customers have access to over 300 Mac software titles, including the best assortment of small business, entertainment, productivity, education, graphic, and web design titles.

- Etc.—The Etcetera area contains a targeted selection of key products customers will need to round out their solutions: printers, scanners, tablets, cables, paper, ink and other accessories.

Apple’s retail stores will carry inventory for every Apple and third-party product displayed to ensure immediate fulfillment.



Apple Unveils All New iBook

Sleek New Portable Perfect for Today's Digital Lifestyle

Apple today introduced an all new iBook™—the lightest and smallest full-featured consumer and education notebook on the market today. Weighing just 4.9 pounds*, the new iBook features the first 1024-by-768 resolution 12.1-inch display in its class, FireWire® for video editing, and up to 5 hours of battery life. Starting at only \$1,299, the amazingly affordable new iBook fits perfectly in today’s active digital lifestyle.

The new iBook offers the choice of a CD, DVD or CD-RW drive for easily burning music CDs, or a “Combo” DVD-ROM/CD-RW drive for both burning CDs and watching movies on DVDs. New iBooks include both iTunes, the world’s best and easiest to use “jukebox” software, and iMovie™ 2, the world’s most popular and easy-to-use consumer digital video editing software. Every new iBook model has a brilliant 1024-by-768 resolution 12.1-inch TFT display that has as many pixels as a typical 14-inch notebook display.

“The new iBook is wonderfully small and light, and packs in all the amazing features you’d expect from Apple,” said Steve Jobs, Apple’s CEO. “With iMovie, iTunes and iTools, the new iBook builds on the incredible success of the original iBook and is designed to fit today’s digital lifestyle.”

Every iBook is powered by 500 MHz PowerPC G3 processors, and offer up to twice the onboard memory, twice the memory expansion, and twice the storage than previous models. iBook’s new stunning design is almost two pounds lighter and twice as durable than previous models, and small enough to easily fit into any backpack or computer bag. Made for students and consumers alike, iBook’s streamlined impact resistant polycarbonate enclosure has no doors protruding, latches or levers to break or accidentally catch.

The new iBook offers great features such as:

- fast PowerPC G3 processors running at 500 MHz with 256K backside level 2 cache;
- a crisp 12.1-inch (diagonal) active-matrix 1024-by-768 resolution TFT XGA display;

- a CD-ROM, DVD-ROM or CD-RW drive and optional “Combo” DVD-ROM/CD-RW drive;
- either 64- or 128MB onboard memory with increased RAM expansion to 640MB;
- one FireWire and two USB ports;
- AGP 2X Rage Mobility 128 with 8MB SDRAM;
- built-in 10/100 Ethernet and 56K modem;
- full-size keyboard;
- VGA and composite video output;
- AirPort™ ready with integrated antennas; and
- built-in microphone and stereo speakers.

Still the easiest way to get on the Internet, all models offer instant Internet access with a free 30-day trial with EarthLink; Mac® OS 9.1, featuring iTools, Apple’s unique suite of free Internet services; and support AirPort, Apple’s revolutionary wireless networking for cable-free Internet access. With an optional cable, every iBook also offers video out as either VGA or composite video.

Pricing and Availability

The new iBook will be available in mid-May from Apple Authorized Resellers, The Apple Store, and Mac Help Desk, Inc in three standard configurations:

iBook 500 MHz with 64MB SDRAM, 256K level 2 cache, 10GB Ultra ATA hard drive, CD-ROM drive, USB and FireWire, built-in 56K modem, 10/100BASE-T Ethernet and AirPort ready for an estimated retail price of \$1,299 (US);

iBook 500 MHz with 128MB SDRAM, 256K level 2 cache, 10GB Ultra ATA hard drive, DVD-ROM drive, USB and FireWire, built-in 56K modem, 10/100BASE-T Ethernet and AirPort ready for an estimated retail price of \$1,499 (US); and

iBook 500 MHz with 128MB SDRAM, 256K level 2 cache, 10GB Ultra ATA hard drive, CD-RW drive, USB and FireWire, built-in 56K modem, 10/100BASE-T Ethernet and AirPort ready for an estimated retail price of \$1,599 (US).

Build-to-order options include an additional 64- or 128MB RAM, a combination DVD-ROM/CD-RW drive, 20GB hard disk, and AirPort Card and AirPort Base Station.

* Depending on configuration.



Thanks for taking the time to read the 133rd edition of our newsletter. Feel free to ‘pass it along’. Any comments would be greatly appreciated