



MAC FACTS

from

Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

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a Macintosh Solutions Provider company

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A Message from Dru

Hope all you Mothers out there had a Happy Mother's Day.



Important Meeting – On Saturday May 14th at 9:00 am, the Apple Corps of Dallas (the country's oldest Mac User Group) will be holding it's monthly meeting at the Richardson Civic Center, Hwy 75 @ Arapaho. This month's presenter is APPLE COMPUTER! Come see and hear all there is to know about Tiger [Mac OS X 10.4]. And Apple usually brings all kinds of other neat stuff, too. Admission is FREE.



If you need me...Call me! But if I'm not in the office (which, for some strange reason, occurs with amazing regularity), then 'page' me. The pager's number is 214-249-9543. Just numeric, no messaging. I get back to you ASAP.



It's about the size of a microwave oven. It can play up to 200 CDs or DVDs at one filling. It hums when it works. What is it?



It's my new CD Jukebox. Made by [Powerfile](#), this mid-sized gem is the heart of Mac Help Desk's *iPod Music Loading Service*. If you've got an iPod, and a ton of CDs, and not a lot of time (or inclination) to load all of your CDs into your iPod, call us and we'll do it for you. It's fast and inexpensive. As I've said, "If you never get around to loading your massive CD collection into your iPod, then what was the point of buying an iPod in the first place." For more info go to <http://www.machelpdesk.com/imls.pdf>



Have I got a deal for you... Want the best deals on the web for all things Mac (or Apple), Palm, Phones, Displays & TVs, Storage, or more??? Then run, don't walk, over to the **DealMac** web site at: <http://dealmac.com/>. It doesn't take a high-minded rocket scientist to figure out that these are some awfully low prices. For example: iMac G5/1.8GHz 17" w/wireless keyboard, mouse for \$1,179 shipped. With one cent shipping, it's the lowest total price we could find for this bundle.



Hands-on with Tiger (Mac OS X 10.4)

Spotlight

Spotlight is the crowning glory of Tiger, and it's simply amazing. You can track down data almost instantly, even on older Macs. Its smart searches make keeping track of files extremely easy, especially as you can set up and save searches based on criteria such as keyword, file type, and date created. Or you can really get picky and search by codecs, color labels, encryption types, etc.; Spotlight is that powerful. What's more, your saved search becomes a "Smart Folder" that shows all documents matching your criteria, updated instantly.

Spotlight's search window sits in the top-right corner of any Finder window. Or you can press Command-Space to call up a search field that drops down from the upper-right menu bar.

One thing to note: Tiger has to index your hard drive to implement Spotlight. That takes a while and the indexing begins immediately after you install Mac OS X 10.4 whether you wish it to or not. After that, Spotlight indexes in the background.

Dashboard

Overall, we love Dashboard's "widgets" or mini-apps. The feature is practical and also offers some seriously cool eye candy. Because Dashboard widgets are created with the same technologies used to build Web pages, third-party developers are releasing widgets by the dozens - and many of them are free.

Our favorite widget? That's hard to say. Chief Dennis Sellers loves the weather widget, so he can check out the prognosis for his daily runs and softball games. Don Foy's wife loves it as well.

About 20 widgets come with Tiger and you can download hundreds more. If you go hog wild and load up dozens of these mini-apps, you'll probably see a system slow-down.

Also, we've noticed that most widgets are of the consumer desktop type? We were expecting to see more control type widgets for administrators, geeks, and scientists. Things like server statuses, log readers with filtered displays, Xserve RAID performance, an ARD report of who is on-line, various Web server reports, etc. But perhaps they're in the works.

Then there's is functionality we wish Dashboard (and/or Sherlock) had, such as reverse phone number lookup (so I could look up a name/address from a phone number), Area Code look-up and Zip Code look-up.

Automator

Automator is Tiger's tool for the simple creation of automated tasks. It lets you streamline repetitive tasks by building actions called "workflows." It's simpler to use than AppleScript, but still takes a bit of getting used to. Spend the time to learn how to use it, and you'll more than recover those minutes by reducing the number tedious-but-necessary computing chores. Currently, Automator

works mostly with Apple's own software programs. However, it's an open tool, and third-party developers have already started developing new capabilities for it.

Parental Controls

Tiger's Parental Controls are a feature parents will love. You can set up separate user accounts for every member of the family - giving each account its own file storage location and personal settings. When setting up your child's user account, Mac OS X Tiger lets you specify any account as a managed account and limit the changes a child can make to your system. The controls work with Apple's built-in programs, including Safari, Mail and iChat, so you can filter out unwanted information. Tiger may be the most parent-friendly operating system ever released.

VoiceOver

It's also the friendliest Mac OS yet for the disabled. The spoken English interface to Mac OS X, Voiceover enhances the Universal Access capabilities of Mac OS X to provide a new way for the visually impaired to access the Mac through speech, audible cues and keyboard navigation.

VoiceOver reads aloud the contents of files including Web pages, Mail messages and word processing files, provides an audible description of your workspace and includes a set of keyboard commands that allow you to navigate the Mac OS X interface and interact with application and system controls. Embarrassingly, Windows has been more user-friendly to the disabled, but no more.

Safari 2.0

Safari 2.0 is faster than its predecessor and also includes RSS (Real Simple Syndication) capabilities to let you keep up to date on the latest news, info and articles from your favorite Web sites. As a newsreader, Safari is decent but not earth-shaking. You can bookmark RSS feeds you want to track, group them in folders in your bookmarks file, and save searches of feeds. There's a long list of feeds already bookmarked when you install Safari. You can choose those that interest you and drag 'em to another folder for quicker browsing.

When Safari encounters a RSS feed, it displays every headline and article summary right in the browser window. To read the complete article, click on the headline or summary to retrieve the Web page. Safari has a slider control for customizing the displayed length of each article summary and controls for sorting and filtering displayed articles by Date, Title and Source. That's cool, but Safari doesn't make multiple feeds particularly "browsable." For this you'll need a dedicated RSS reader such as NetNewsWire.

One overlooked feature of Safari 2.0 is that it lets you view PDFs (Portable Document Format, i.e. Adobe Acrobat) directly within the browser window. There's no more waiting for PDFs to download, then launching Preview to see 'em. This is a great enhancement to the Web browser.

Mail 2.0

Tiger's Mail app offers built-in Spotlight support, which we love. You can locate e-mail instantly and accurately, organize messages using Smart Folders and share, save or view emailed images easily. You configure internal Mail searches in the blue-gray bar just below the main toolbar in Mail. Also, when you click on the link to a file in an e-mail, Mail doesn't automatically open Safari, it just downloads it in Mail after asking where you want the file to be downloaded to. A pretty neat feature.



OPINION

iTunes Music Store Is For Music Fans. Yahoo, Real, & Napster 2.0 Are For Hackers-Crackers-Hoarder Geeks

First, everything under the Sun that could possibly play music was an iPod killer (It's a Pez dispenser and can play back two songs – iPod killer!), now anyone who opens a music store is an iTunes killer.

Here are just some the reasons why the new Yahoo Music Store is so not an iTunes Music Store killer but Real or Napster 2.0 might be a little more worried.

First, the music industry worldwide is huge. The business – especially the online digital one is small now but worldwide, once it's fully up & running can support several dozen stores if not more. And as journalists STILL get it wrong, the main digital music formats are ALL convertible with a few clicks of the mouse. While they are quick to call Apple's AAC M4p format "proprietary," for some odd reason they don't think MS's WMA format is 'proprietary.' That kind of thinking is analogous to saying a book in English is 'proprietary' to someone who can only speak and read Japanese. It's true in one sense but it's the wrong argument for the wrong point.

They also seem to think the success of the iPod and iTunes are millions of people consciously making a choice of AAC M4p versus WMA and surely, MS will fight back and win the day somehow ...

WRONG!

Music consumers crave CONVENIENCE above all else. Cost comes 2nd. The most convenient format always wins until a better one comes along. It's not about fidelity.

The one difference is we live in the connected-hacker-cracker age where if you don't provide a solution for your industry RIGHT NOW, one will be provided for you and no matter how hard you scream and kick, in macro-economic terms, consumers have all the information and they rule all – especially when it comes to digital content.

When the record labels were slow to come up with a viable digital format, one was concocted out of thin air. It was "free," and it is in many ways wrong but if you don't step forward, you lose your spot.

MS and WMA were out as a choice but the players were weak, bad hardware and/or bad software (WMA could not fast forward correctly, players required you to load tracks one at a time, et al) – it was not easier than buying a CD and ripping/converting it to Mp3 or for many, they just looked online and downloaded it. WMA's were already rejected as not much of a vessel for music – if it was advocated by anyone else, it'd be long dead like Liquid Audio. Just look online throughout the world – what format have consumers chosen? Mp3.

All (legal) consumers wanted was an opportunity to buy music and have it download fast and correct and in a format they could understand. Finally, Apple stepped up and the legacy of iTMS you know well. There were already a couple dozen WMA stores and a couple more have launches – all cheered by journalists as the one that will take down Apple but they got confused because they

are/were so focused on the file format, they did not realize what the need Apple was filling – of CONVENIENCE – not of a file format choice, blah, blah, blah ... if you ask most people what format the track they bought from iTMS is, they would shake their head. All they know is it downloads easy, it plays and they can move it around from computer to multiple iPods. Near instant gratification. There are cheaper WMA stores (walmart.com) and other offering higher fidelity but what is the most CONVENIENT way to buy music online – one guess.

It's not cost that made the iPod/iTunes combo a winner. By buying from walmart.com and almost every other portable player out there, you could save a few bucks but as long as Apple is not outrageously priced – it wins by CONVENIENCE.

Stop me if it gets confusing. You click BUY. In most cases, it downloads automatically. If your iPod is plugged in, it downloads to there also. You play. You're done. You can click to CONVERT to CD audio – playable on BILLIONS of devices worldwide and no additional restrictions. CONVENIENT and CONVENIENCE all wrapped up in one.

What about subscriptions? In theory, it all sounds good – who wouldn't want a million tracks in hand for \$10-\$15 bucks a month – sounds like the cheapest and best deal ever. But about the details? You listen to couple dozens, hundred or thousand tracks. You download them onto your computer; you create playlists and then possibly download them into your portable player. Repeat every month. It's one thing to spend a few hours arranging music tracks you OWN ... But to spend hours upon hours of arranging tracks of music you like enough to listen to but NOT to own? Think about that – are you willing to pay month after month for a track you like? Or would you rather just pay \$.99 and be done with it?

You are also essentially building a radio station every month and YOU have to pay for this hard work! Honestly, how large of an audience is there with that much free time?

Are there people this appeals to? Of course. People who have much more time than money and of course, people who are savvy enough to record the streams. Basically, these are hacker-crackers, they can't possibly find everything they want online for free – here's a chance to record 8-20 CD's a day via an app that will split them conveniently into Mp3 tracks – so after a free month on Napster 2.0, they'll have a couple hundred CD's – then switch to Real offering 25 free songs and now Yahoo at \$7 a month – now, more than ever, it's a complete money losing commodity market already. Yahoo is more than happy to break even because they would much rather sell ad and clicks than music but if this will draw you in, great.

So, for college students, dedicated music hoarders, mix-tape/CD fanatics, this is a dream come true – “legally,” they can access 1-million tracks to record for \$7 a month but for the remaining hundreds of millions of music fans who can barely fill about 20% of a 4GB iPod Mini, why would they pay monthly for songs they like and/or pay to “run” a radio station? If they want to listen to a bunch of music without commercials, satellite radio is all they need – satellite radio has hired programmers – why pay to run your own radio station?

Music fans are not a mass group that all want exactly the same thing. Most people want CONVENIENCE as we can see – the iPod lets them take their favorite music everywhere and now even in the car. A small group of fanatics and hackers do want access and the ability to record a stream but ultimately, this is an audience that just wants to belly up to buffet and dash out the back if they can. So not only do you have to lure them here, you have to keep them interested and hope that a) they don't notice they are paying every month for the same tracks and b) no one else tries to steal them away.

On the other hand, Apple is done when you click BUY. It's a completely different business for complete different customers. The commonality is music but that's it.



NEWSLINE

iMac G5 and eMac Lines Refreshed

Shortly after releasing new Power Mac G5 models, Apple announced updates to two of its consumer desktop lines, the iMac G5 and the eMac.

iMac G5 Improved - Apple bumped up the processor, graphics card, and built-in memory of the flat-panel iMac G5. As before, it's available in two sizes and three standard configurations. The low-end 17-inch model, at \$1,300, is outfitted with a 1.8 GHz PowerPC G5 processor (up from 1.6 GHz) with a 600 MHz frontside bus, 160 GB hard drive, and a slot-loading Combo Drive (DVD-ROM/CD-RW). The mid-range 17-inch model (\$1,500) and the 20-inch model (\$1,800) both include a 2.0 GHz processor (up from 1.8 GHz) with a 667 MHz frontside bus and an 8x dual-layer SuperDrive. The 17-inch configuration includes the 160 GB hard disk, while the 20-inch beastie is equipped with a 250 GB hard disk.

All three configurations now ship with 512 MB of RAM (with support for up to 2 GB), and an ATI Radeon 9600 graphics card with 128 MB of memory, as well as the original iMac G5's complement of ports: two FireWire 400, three USB 2.0, VGA output, and S-video output. All models also come with built-in AirPort Extreme and Bluetooth 2.0+EDR wireless networking; previously, the Bluetooth was a build-to-order option. Each runs Mac OS X 10.4 Tiger and includes iLife '05.

eMac Sees Boost -- The CRT-screen-based eMac continues to be Apple's quiet inexpensive workhorse, and that's even more true thanks to last week's improvements to the all-in-one computer. The new eMac configuration includes a 1.42 GHz PowerPC G4 processor, 512 MB of memory, a Radeon 9600 graphics card with 64 MB of memory, and an 8x dual-layer SuperDrive. The \$800 low-end configuration now sports an 80 GB hard disk, while the \$1,000 model has a 160 GB hard disk. They both ship with Mac OS X 10.4 Tiger and iLife '05.



Here we go again

Yahoo's entry into the online music market has resulted in another eruption of death knells for Apple's iTunes by the world media.

This happens every time a new player enters the online music market. Yahoo launched its new service with deeply discounted prices based on the rented music model. Its main competitors are Real Networks and Napster. Real Networks says more than 1 million people subscribe to its music services. Napster says it has 412,000 subscribers.

Reaction to Yahoo's music launch resulted in Napster's shares plunging \$1.70, or 26.8 percent, to close at \$4.65 on the NASDAQ Stock Market, where Real Networks' shares fell \$1.54, or 21.1 percent, to \$5.76.

Chief Financial Officer Roy Goodman of Real Networks' today said he felt the markets overreacted to Yahoo's entrance into music market. Goodman indicated the company had no immediate plans to change its pricing. "I don't think we will be lured unnecessarily or quietly into a price war," he said. He added: "Our view is that its going to be unprofitable for them and therefore unsustainable."

Napster Chairman Chris Gorog echoed Goodman's comments. "We think there has been a

