



MAC FACTS

from

Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

(972) 783-9787 • (214) 249-9543 - *Pager*

e-mail address - machelpdesk@comcast.net

Web site - <http://www.machelpdesk.com>

a Macintosh Solutions Provider company

Volume 14, Number 11

November 2004

A Message from Dru

Wishing you and yours a happy and safe Thanksgiving. As we sit before a meal, whether large or small, on Thanksgiving, please take a moment, however brief, to say a prayer of thanks. Despite everything that may be happening in our lives, whatever threats or terrors; loss of work or loved ones; success in business or relationships; ups; downs; goods; bads; for better or worse we live in the greatest nation this world has ever seen. We live in a nation that was founded on the concepts of 'life, liberty, and the pursuit of happiness.' We live in a nation that recognizes that each person be allowed to worship in the faith and the manner of their choosing. We live in a nation that is often divided, but unites to help its own and others of the world. We live in a nation where might doesn't make right and that all citizens have an opportunity to become whatever their destiny chooses. We live in a nation that may not be perfect, a nation that has a dynamic constitution (and a dynamic Constitution), and a nation that is a beacon of hope to every people locked in countries whose idea of human rights is allowing you to live for another day to serve the State. So take a moment with family and friends and count your blessings. We have much to be thankful for.



The office will be closed on Thursday November 25th for the Thanksgiving holiday.



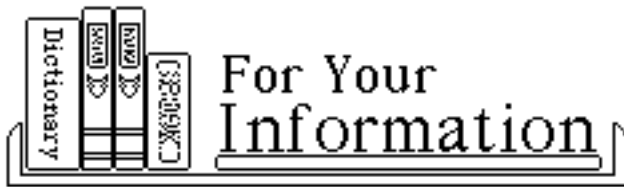
Party time? Live music enlivens any party. If you're planning a holiday gathering, I have just the band for you - LoveSong. According to *Dallas Music Weekly*, "LoveSong is one of Dallas' premiere small bands." For more info, or to book an event, go to <http://www.machelpdesk.com/lovesong>



Apple Corps of Dallas needs you to P-A-R-T-Y! Saturday December 11th, 9 am - 1 pm. Richardson Civic Center. It's our annual Holiday Party, Gaming Get-Together, and Swap meet. Come have a glass of cheer, meet lotsa great Mac folks of all ages (just like you), and shop (and swap) for Mac stuff. Best of all it FREE! So bring the entire family. For more info go to - <http://www.acd.org>



Happy Thanksgiving from all of us to all of you.



Reasons why many do NOT switch to Apple

by Guy Serle

OK, I admit this sounds like hysterical ranting but bear with me a moment.

First off, you must turn off your blinders. There are people out there who for whatever reason don't like Apple. Many of these people are well educated, know computers very well, and are able to put together more than two sentences without saying "um", "ya know", or "like" as thought gatherers before moving on to their next topic.

Their reasons for not buying or even trying the Mac OS range from replacing software that they are comfortable with, lack of Mac support for a favorite application, investment in their current hardware, lack of knowledge of the benefits of OS X in comparison to whatever version of Windows they are running, and so on. So be it. They will continue with their choice because it is what suits them. At least they have valid and well thought out arguments for staying with Windows. I wish them the best of luck and Godspeed. Then there is the second type.

These people, as well, are not stupid. Many of them are System Administrators or IT professionals of one kind or another. They depend on Microsoft for their very livelihoods and if Windows wasn't so screwed up from a security standpoint, many of them would not be in their chosen field. As long as Corporate America sticks to using the security hole ridden OS known as Windows, they have gainful employment. Look at it this way. It's a defense mechanism. If you were a seller of fruit (like, mangos.) that was infested with, say worms, wouldn't you put the best spin on it you could? You would be shouting out about the benefits of worm-infested Mangos. The extra vitamins and minerals gained by ingesting worm-infested Mangos. About how whole cultures consider them a delicacy. The ability to multi-task worm-infested Mangos into going fishing on weekends. Screaming that EVERYONE else is enjoying the versatility of worm-infested Mangos and that anyone who doesn't like them is most likely a communist and their sexual identity should be called into question.

I see it this way, if your continued financial success depended on selling rotten Mangos, you would look on fresh fruit without worms as being a threat. Many of these types of people are afraid of Apple. Most of them condemn the platform without ever having really tried it. You won't change the opinions of these people. No matter what logic you apply, the moment Apple computers are mentioned; little invisible men start shouting BLAH, BLAH, BLAH in their ears until you go away.

Lastly, there are the Geeks and Freaks. I classify Geeks as people who (for whatever reason) enjoy spending a lot of time researching, buying and building their own computers. They will agonize for days over what graphics card to buy, what pin lay-out the processor slot uses on varied motherboards, what wattage rating the power supply should have. Whether or not the ATX tower they want allows for fluorescent lights to be installed (and if they can make the intensity of the light change based on hard drive usage) so the case will glow in the dark. They know intimately what resistors to clip to overclock their machine to the point of meltdown for that extra 3% performance gain. They claim they do it because they can build their own computer for less money than buying it from some corporate entity. This is bunk. They do it because they enjoy it. They like the smell of solder in the morning (It smells like...victory). They feel it puts them in a different league than

those who simply pop over to Best Buy or CompUSA and plunk down a credit card. If taken to its logical conclusion, they really aren't saving any money. The one thing never factored into these people's calculations is the time required to research, order, and piece together the Frankenstonian creations they build. Well, OK. If they consider their time worthless, who am I to argue?

The Geeks however seem to be split into two different camps. Some use Windows and have done the homework necessary to make it as secure online as is possible. They have all the various patches and updates backed up on CD-ROM, so when they start building another machine, they can spend the days and hours required updating their (most likely pirated OEM) copy of Windows for their next uber-wonder PC tower. Other Geeks prefer Linux. They will have six different versions of Linux installed with different desktop themes for each and will spend an exorbitant amount of time searching online and downloading various updates with exotic numbering schemes for each one. Neither side seems really concerned about whatever applications will be run on these machines. For them, it's the journey, not the destination. Needless to say, these two types of Geeks hate each other with a passion. I'm not really sure why. They have more in common than they might realize. Even discounting their obsession with building their own machines, they each spend a like amount of time fixing or patching their chosen operating systems. If these people ever manage to bury the hatchet and actually work together, the world will be in serious trouble. I think the majority of the idiots that write viruses are former Windows proponents turned Linux nut jobs. That's not to say that people that prefer the Linux Oses are crazy. Far from it. If I had to use X86 based computers for my own personal use, I would most likely use Linux myself. I'm not sure that exactly constitutes a glowing endorsement, but it's the best I can do.

Finally, there are the Freaks. Freaks spend a lot of time in their parent's basement haranguing other people online from the safety of their own Internet based anonymity about topics that in the greater scheme of things are stupid. Like games. For many of the Freaks, their one and only real reason not to consider an Apple Macintosh is because of the lack of games in comparison to Windows based computers. The fact that there are three different dedicated game consoles with a huge library of games (many with online play) doesn't deter them from their scorn of the Macintosh platform. They go on and on about trivial things like Apple's one button mouse (the fact that you can plug in almost any USB multi-button mouse and it just works doesn't seem to register), and mini iPod colors without really making much sense. Freaks will never ever consider a Macintosh for one primary reason. They're...um...Freaks. That covers it.

I haven't said anything about corporate and government purchases of computers mainly because these people have no soul. They buy whatever is on their schedule to buy and that's going to be Windows PCs. No one ever got fired for buying Microsoft (though some should be), so the safe choice is the best choice. The purchases make up the bulk of the difference between the sales of PCs versus Macs. These are typically bare-bones computers, minimal memory and hard drive space and most likely little more than terminals for the worker drones myself included. My office was kind enough to give me an XP based PC that is so locked down, I can't even write to my local drive. I can't make any settings changes. In other words, sit down, fire up MS Word, and shut up. If the Network goes down (Something that happens at least once a week), that is an excellent time for a coffee break.

I also haven't mentioned Joe and Sally Station wagon. The typical suburban family in the U.S. has at least one computer somewhere in their house. They have 2.5 kids (there's a gruesome thought), and they bought into the hype that Microsoft has a place for them go (Where do you want to go to today?). Joe and Sally wanted to go to Hawaii. MS sent them to Baghdad. They bought the computer that the local neighborhood computer guy (most likely a Freak) told them they should buy. They use Windows at work and it is familiar. Not comfortable, just familiar. They buy it, use the color-coded cables to make all their connections, plug it into a phone jack (or becoming more common a Cable or DSL high speed connection), and without their knowing it, almost immediately get some kind of adware or Spyware on their computer.

These aren't bad people. Just misguided. They don't know how to program their VCRs (or stop that blinking "12:00" on the LCD display), much less set up their computers and be protected from all the bad stuff out there. If they get outside help, it's most likely not an IT pro that knows what he's doing. These are the people that should buy Macs. But they won't. Macs are seen as too expensive and different. They fear change and it prevents them from getting the computer that will do all the everyday tasks that they bought the computer for. I won't go into YARALCAC (Yet Another Rant About Low-Cost Apple Computers) here. But Joe and Sally won't buy a Mac until they are as cheap as the competition.

The last segment I'll mention are the various School Board Members at districts around the country that insist there is no reason to buy Macs since most businesses use PCs with Windows. Two things to bring up. First, do they honestly believe that elementary school children will still be using Win 98, Win 2000, or Win XP when they graduate from High School or College? Second, I question whether or not these Board members are actually human. Or maybe that's just me being petty and going for the cheap laugh



BITS AND BYTES

Google Calculations and Definitions

The Google search engine is constantly being improved and refined. One of the most recent additions to its repertoire is the capability to perform calculations. Safari's built-in Google Search bar makes this option even more convenient than opening OS X's Calculator application when you need to figure out some math.

In the Google Bar, type something like $14*82$ and Google will quickly return the correct product of 1148. Not only that, but Google can also perform more complex calculations such as $(5+3)*2$ (where the 5 and 3 need to be added before being multiplied by 2), or even conversions like 40 days in seconds (to find out how many seconds make up 40 days). For a detailed list of Google's calculation capabilities, visit <http://www.google.com/help/calculator.html>

Another new and useful feature of Google is Definitions. Now you have a dictionary built right into Safari. In the Google Search bar, simply type the word "define" preceding any word and the definition will appear in seconds, along with a list of related sites you might want to visit. Google will even offer spelling suggestions if you typed the word incorrectly.

The great thing about Safari's Google Search bar is that any improvements made to Google are automatically also improvements to Safari.



Harald van Arkel emailed us about an update to his Mac serial number analysis service:

We have updated our Apple serial number analyser with data on the iPod Photo. We also added the serial number ranges that are involved in various Apple "repair extension" programs so that if the machine fall in one of the ranges attention is draw to the appropriate extension program.

Go to - <http://www.chipmunk.nl/klantenservice/applemodel.html>

NEWSLINE

\$100 for bite of Apple? Stock ripe to double, analyst says

by Chris Johnson

Apple Computer shares surged to a four-year high yesterday after a Piper Jaffray analyst said the stock may almost double to \$100 within a year, citing a survey that shows the iPod digital music player is boosting sales of other Apple products.

In a Piper Jaffray survey of 200 U.S. iPod users, 13 percent who formerly used other brands of personal computers said they had already purchased a Macintosh or planned to within a year, Minneapolis-based analyst Gene Munster wrote in a note to clients yesterday.

He said Oct. 14 the shares might reach \$52 within a year. They surpassed that price two weeks later.

iPod shipments jumped almost fivefold in the quarter ended Sept. 25 to 2.02 million, helping Apple more than double profit to \$106 million. Apple has sold 5.74 million players since October 2001. Of the 200 iPod users surveyed, 199 said they were satisfied with the product, said Munster, who does not own Apple stock.

"People love them," Munster said. "They go into Apple stores and talk to their friends about Apple. That's going to create a 'halo' effect for their core business."

Shares of Apple rose \$6.18, or 11 percent, to \$61.35 yesterday. The shares have nearly tripled this year.

Of the 21 analysts who follow Apple, 13 have "buy" ratings on the shares, eight have "hold" ratings and none recommend selling the shares. Prior to today, none had price targets higher than \$61.

Munster, who rates the shares "outperform," raised his estimate for fiscal 2005 sales to \$11.5 billion from \$10.4 billion and lifted his 2005 profit estimate to \$1.52 a share from \$1.29. Nearly one of three Apple resellers Piper Jaffray surveyed said the quarter is "tracking above expectations."

The iPod music players, Apple's fastest-growing product, accounted for 23 percent of Apple's sales in the quarter ended in September, compared with 7 percent a year earlier. iPod sales rose to \$537 million from \$121 million.

Apple's sales of Macintosh computers increased to \$1.23 billion from \$1.2 billion a year ago. Despite the iPod phenomenon, Apple's recent upbeat earnings and an increase in iMac sales, worldwide market share fell to 1.8 percent from 2.1 percent worldwide in the third quarter, according to market research firm Gartner. In the same period, Apple's U.S. market share dropped to 3.2 percent from 3.6 percent.

Munster said his \$100 price is 37 times his estimate of fiscal 2006 earnings of \$2.17 a share, plus the company's cash per share. The \$52 price was based on 29 times his estimate of 2005 earnings of \$1.29, plus cash on hand.

"Demand is picking up, which means the numbers could prove to be conservative," Munster said.

"There could be over the next several years 50 million or 100 million iPods in the market."

Apple has 92 percent of sales of hard-disk-drive music players, New York-based analyst Darcy Travlos of Caris wrote in a note to clients yesterday. Apple's iPod sales in the October-December quarter should exceed the 3.6 million sold in the prior nine months, she said in an interview.

That should spur sales of the latest version of the iMac, an all-in-one design in which the computer is contained behind the monitor, she said. It was released in mid-September.

"I think this is just the beginning of a ramp for Apple," said Travlos, who rates the shares "buy" and doesn't own them. "What we're going to see is continued demand and acceptance for iPod, and it is slowly going to creep over into the iMac market."



Apple Store Opens In London

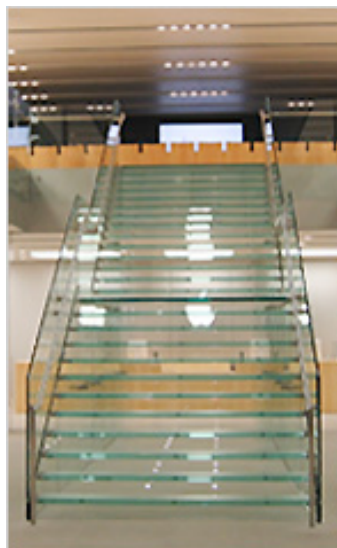
By William Rowe on November 20, 2004 12:42 PM

Apple opened its first European retail store in London's Regent Street today [20 November]. The store will offer two floors where customers can buy and learn about its latest products and services and Apple has promised dedicated sections for music, movies and photography.

It will also house a Genius Bar which is not, as some may speculate, a chocolate snack, but an area where visitors can put questions to so-called 'Mac Geniuses' about the firm's offerings.

An area designated The Studio will allow customers to get free one-on-one help with their creative projects from trained Apple staff who specialize in photography, publishing, movie-making and music.

The shop will also boast two specially equipped studio classrooms and a 64-seat cinema where customers can attend workshops, demonstrations and other special events.



Like the New York and LA stores, London also features an incredible glass staircase. Also like it's US counterparts, the line of people waiting to get into the store started forming at 3 am and by the 10 am grand opening it was estimated that there were over 5,000 people in line and the line stretched over 1 mile! – Ed



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