



MAC FACTS

from

Mac Help Desk

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🍏 Apple Solution Experts 🍏

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A Message from Dru

Sorry this took so long to get to you. It's been a strange month here at Mac Help Desk. Just a quick word of caution for Halloween - Watch out for the crazies! Maybe this *would* be a good year to go trick or treating with your kids and keep the walking to your neighborhood. Try out the Malls (for trick or treating). Be safe!

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New client/friends from September: Alan Stone Salon, Charles Orth, Jay Anderson, and Antigua. They're small in number, but they're mighty!

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1st Saturday is November 3rd. Now is the time to start shopping for those high-tech holiday gifts. More to come about where to go and at what time, but the upshot is, it's well worth it!

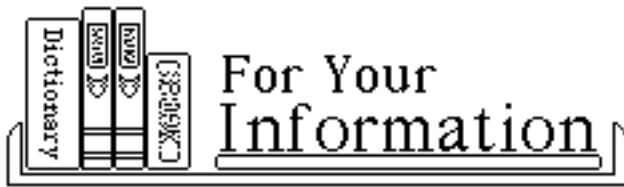
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The CDs have arrived. Well, actually I'm burning them myself. What CDs? Why the CDs for my band, *LoveSong*. The CD is called *Passion's Spark* and if you want a taste you can hear a few cuts to temp you at <http://www.machelpdesk.com/lovesong/demo.htm>. They make excellent holiday gifts and can purchased through the web site or by calling me at the office.

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If you liked the CD, you'll love *LoveSong* in person - Having a Corporate or personal holiday party? How's about 'live' music for a change? For an very affordable fee, you can have LoveSong! Live, danceable music. Live music that's fun! Hear all your favorite love songs (and holiday songs, too!). Whether you're having 20 or 2000, a live band will liven up any holiday party! Call Dru at 972-783-9787 to reserve your date. Don't delay. The calendar is filling up fast.

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Is Microsoft the Enemy?

Dan Knight

Last week I made the case that PC users are not the enemy. For the most part, they are not choosing Windows as an alternative to the Mac; instead, they generally see Windows as the only choice.

PC History

The roots of this go back to the August 1981 launch of the IBM PC. In those days, it was widely known that nobody ever lost their job by choosing IBM. Unlike all the other personal computers -- and there were plenty of brands back then -- the IBM label told the business world that it was time to computerize. Within a year, IBM became the dominant player in the personal computer industry.

IBM was unsure about the PC market, so they designed a computer using off the shelf parts and sold three different operating systems for it. The buyer could choose cassette tape or floppy disks for storage, a text-only display and/or a low resolution color display, whether they wanted parallel and serial ports, how much RAM they needed, etc. Let the market decide.

Microsoft was savvy enough to license DOS to IBM on a nonexclusive basis, which allowed them to sell MS-DOS to Compaq, Columbia, and all the other upstart companies that emerged to build IBM compatible computers. It didn't take long before the term "PC" went from meaning personal computer to indicating an IBM compatible DOS computer in the mind of the public.

Not only did the IBM standard dominate the PC industry; Microsoft controlled the operating system.

Beyond DOS

Windows 1.0 (1985) was pretty bad, and 2.0 wasn't much better. Microsoft almost got things right with Windows 3.0, but it took 3.1 (1992) before Windows became a serious choice for PC users and an acceptable alternative to the Mac OS in the mind of PC users.

Microsoft leveraged their virtual ownership of the DOS market by offering very generous deals to PC makers who would include both MS-DOS and Windows. They also coded the Windows installer to claim it was incompatible with DR-DOS, the leading alternative to MS-DOS. Windows wasn't incompatible, but this was just part of Microsoft's strategy for killing off the competition.

Microsoft Applications

Before Windows, Microsoft was known for BASIC, DOS, some games, and some less than popular productivity software. WordPerfect owned the word processing market, Lotus 1-2-3 was the spreadsheet standard, and dBase II was the database of choice.

Microsoft Word existed as a DOS application, but it only became a major player as Word for Windows. Microsoft was able to leverage their familiarity with Windows and create the leading

word processor and spreadsheet for the new environment. As users moved to Windows, they often left WordPerfect and Lotus 1-2-3 behind in favor of Microsoft Word and Excel.

It took a bit longer for Microsoft Access to displace dBase II, but today the typical Windows user thinks of Word, Excel, PowerPoint, and Access (the main components of Microsoft Office for Windows) as pretty much the only options.

Mac users are not immune to Microsoft's charms -- Word is so popular on the Mac that it has a higher market penetration than Windows! Excel is the leading Mac spreadsheet, and PowerPoint the top presentation program.

Internet Explorer

The Web was invented ten years ago by Tim Berners-Lee at CERN, although the first browsers weren't released until January 1993. Mosaic, one of those early browsers, begat Netscape 1.0 in 1994 -- about the same time the computer using public became aware of this thing called the World Wide Web. Netscape became synonymous with Web browser.

It took Microsoft a while to realize that they were missing out on the next big thing, and when they did, they solved it in typical Microsoft fashion -- they bought an existing solution, then made it their own. Internet Explorer (IE) 1.0, released in August 1995, was essentially a licensed version of Spyglass. IE 2.0 followed in November, and 3.0 in August 1996.

Netscape was a commercial venture, and their browser was shareware. The license allowed free educational use and set a fee for business users, although most users never paid to use the program. Microsoft countered by making IE free, which eventually forced Netscape to do the same and go belly up.

IE and Windows

Microsoft drove the final nail in Netscape's coffin when it integrated the browser with the operating system, making it unnecessary for Windows users to even consider Netscape's browser. A clever licensing agreement with Apple at the lowest point in their history led to IE becoming the Mac's default browser as well, giving it a higher market share than Windows itself has (just like MS Word).

These are just some of the reasons the U.S. Department of Justice investigated Microsoft and declared them a virtual monopoly. Microsoft not only dominates parts of the personal computing industry, they also use dominance in one area to dominate the next area they target.

But Is Microsoft the Enemy?

Microsoft has managed to crush or marginalize almost every competitor, including DR-DOS, GEM (an alternative to Windows), OS/2, WordPerfect, Lotus 1-2-3, dBase, Netscape, and the Mac OS. Over 90% of computers sold today include Microsoft Windows, Microsoft Word, and Internet Explorer. About 5% run Linux, and about 5% run the Mac OS.

Of course, just because a company dominates an industry doesn't mean it's a bad thing. But Microsoft hasn't attained their position based on a superior product, but essentially by leveraging dominance in one market to take over another. That's what the whole Department of Justice investigation was about.

Doesn't Microsoft Make Good Products?

I readily admit to using IE 5.0 on my PowerBook. Although I often use iCab and sometimes use Opera, Internet Explorer remains my primary browser. (Yes, I also have Netscape 4.7x on my computer and use it occasionally. I've also tried Mozilla 6.1, but it went to pieces when I tried to change the theme.) I have to admit, IE 5.0 is a pretty good product.

At the same time, I have to admit that Internet Explorer is also the one application on my Mac most likely to lock up either itself or the whole computer.

I have Word on my Mac, but I only use it to open Word files so I can copy them into Claris Home Page. I haven't used Word for writing in years; my word processor of choice is AppleWorks.

I've also got a copy of Excel somewhere, but it's not even installed on my Mac. Ever since ClarisWorks 2 or 3, I've done all my spreadsheet work with ClarisWorks and now AppleWorks.

Yes, Microsoft makes good software. If they didn't, there'd be more Mac and Linux users in the world.

So What's the Problem?

The problem isn't the software, but the mindset. Microsoft is like the Borg; they want to assimilate and control everything. They started out making a BASIC interpreter that became the industry standard, then bought an operating system that they grew into an industry standard thanks to a licensing agreement with IBM (which grew out of IBM's need to put MS BASIC on the PC).

From the dominance of DOS came the dominance of Windows. Thence grew the dominance of Microsoft Word and Excel and Access. Later came the preeminence of Internet Explorer. In most areas, Microsoft controls 90-95% of the market.

The problem is the way Microsoft has used their dominance in one market to become top dog in another. The danger is what Microsoft can do as the premier software company in the world. And all our fears will be fulfilled with Windows XP, Passport, .NET, and Microsoft's latest license agreements.

Microsoft Tomorrow

Once upon a time we had atomistic personal computers. If we shared data, it was via printout or floppy disk. Then came modems and bulletin boards. Then came ethernet and the Internet. Today most personal computers are also networked computers, either around the clock or via modem.

Microsoft is using that to change the paradigm. They want control of your computer. They want to know what programs you use. They want to help you by managing your passwords. They want to make your life easier by letting your computer save documents and even run programs over the Internet. They want the right to automatically install updates to any Microsoft programs on your computer (especially on Windows computers).

The original vision of personal computing was personal control -- my computer, my choice of software, my data, my privacy. The Microsoft vision is centralized control -- your computer with our OS, our applications, our access to your data, our management of your privacy. Big Brother may very well be watching, especially with Windows XP, .NET, and Passport.

Paranoid? Maybe. Maybe not. However, showing their ability to throw around their weight, Microsoft has announced a new upgrade policy for businesses: They can pay a fixed annual license fees and receive automatic software updates or they can buy new software as it is released. Software

updates as we have known them will be a thing of the past if Microsoft pulls this off; you will either pay a fee and get the upgrade (whether you want it or not -- those are the terms) or pay full price for the new version.

It's nothing short of extortion, and business users are up in arms. In trying to keep the cash cow producing, Microsoft may have given users a reason to stick with the operating system and applications they already have or seriously consider non-Microsoft alternatives for the first time in years.

Of course, as noted in *PC Users Are Not the Enemy*, most Windows users have never considered Macs or Linux. Windows has been the default choice for most users since at least 1995. It may be very hard for Windows users to think different, but in the face of Microsoft's Orwellian tendencies, now is the time to do so.

Where Do We Go From Here?

Microsoft and, to a lesser extent, Intel have made their millions by convincing the world to upgrade software and hardware every two to three years. That was part of the reason for Windows 95, Windows 98, and Windows 2000. Sure, they sound modern at first, but a year or two later they sound so dated.

In the same way, an old 66 MHz Pentium or 233 MHz Pentium II seem dated in comparison to the 2 GHz Pentium 4 -- or even the pedestrian 733 MHz Celeron. If nothing else, Moore's Law (in a nutshell, computers double in power every 18 months) makes last year's wunderputer seem dated.

And with new computers come new operating systems. As much as possible, Microsoft wants to make sure that will be Windows XP, a key component in their desire to keep milking the PC industry and PC users.

There are a few things we can do:

- Remind Windows users that newer versions of Windows tend to run slower than older ones. If they aren't buying new computers, they are probably best of not buying the new OS.
- Remind Windows users that if they don't need the newest OS, they may not need the latest GHz-plus computer. Older PCs have been doing the job for years, and they won't become slower if users avoid the power-sapping Windows upgrade
- Let them know that there are alternative operating systems available, particularly Linux. Not only does Linux provide the benefits of Unix, it's also free.
- Let them know that there are freeware alternatives to Microsoft Office, alternatives available whether running Windows or Linux.
- As Mac users, remind them that there is an alternative to Intel and Windows. The PowerPC provides impressive performance at lower clock speeds. The Mac OS integrates more tightly with the hardware than Windows. Microsoft Office runs on the Mac (except for Access -- I swear Microsoft keeps that one off the Mac to keep our market share down).
- Remind them that Windows is the target of over 99% of all viruses. Mention Nimda, Code Red, Love Bug, etc. Compared to Windows, Linux and the Mac OS may as well be immune to viruses. (They're not, but viruses are counted in dozens, not tens of thousands.)
- Explain the way Microsoft is changing everything with automated updates, new licensing terms, etc. Ask if they feel secure letting Microsoft know their passwords, manage their data, and track whatever you may do on their computer.

Don't bash Windows. They know Windows. Use it as a point of comparison. If they have a lot of crashes, tell them there are more stable operating systems. If they complain about the cost or system

requirements of Windows XP or Microsoft Office, explain that there are alternatives. If they have security concerns, let them know that other operating systems are more secure.

Most of all, if they're content with Windows and their current software suite, convince them not to upgrade. Between Passport, .NET, and Windows XP, the potential for Microsoft to abuse their power is too great. A lot of us wouldn't want the government to find it so easy to intrude on our privacy, let alone a corporation that seems to hold itself above the law in the U.S. and abroad.

Finally, if they are looking for a whole new computer, remind them that Windows is not the only game in town. They may find happiness with Linux or a Mac -- but only if they're willing to look beyond what Microsoft has to offer.



NEWSLINE

Apple Powers Up Titanium PowerBook G4 with New G4 Processors

New PowerBook Line Includes High Speed Graphics & Larger Hard Drives

CUPERTINO, California—Apple today introduced its new line of Titanium PowerBook G4 notebooks with faster processors, high speed graphics and larger hard drives. The new PowerBook G4 line offers a significant performance boost with new PowerPC G4 processors up to 667 MHz, a new system bus running up to 133 MHz, speedy new ATI Mobility Radeon AGP 4X graphics and built-in Gigabit Ethernet networking—the first time ever in a portable.

Creative professionals will benefit from the new larger hard drives up to 48GB and the new optional CD-RW slot-loading optical drives. The new PowerBook G4s now include both the new Mac OS X version 10.1 and Mac OS 9.2.1 pre-installed.

“The new Titanium PowerBook G4 is the world’s thinnest and lightest professional notebook and offers stunning improvements in both video and processor performance,” said Greg Joswiak, Apple’s senior director of Hardware Product Marketing. “We’ve made the fastest portable in the world even faster.”

The super-light, yet incredibly powerful new Titanium PowerBook G4 features:

- 1-inch thick Titanium metal body weighing just 5.3 pounds*;
- a stunning 15.2 inch (diagonal) TFT wide-screen active-matrix display;
- new 550 MHz or 667 MHz PowerPC G4 processors with Velocity Engine™ and 256K of on-chip level 2 cache, running at full processor speed;
- new 133 MHz system bus in 667 MHz model and 100 MHz system bus in 550 MHz model;
- 128MB or 256MB SDRAM, expandable to 1GB;
- slot-loading DVD-ROM drive or new slot-loading CD-RW drive option;
- new ATI Mobility Radeon graphics with AGP 4X and 16MB DDR video memory;
- new built-in 10/100/1000BASE-T Ethernet;
- new 20GB or 30GB Ultra ATA/66 hard drives standard, with drives up to 48GB optional;

- up to 5 hours of battery life on one Lithium-ion battery;
- AirPort® card now pre-installed on 667 MHz model, with antennas and slot for wireless networking on all models;
- USB, FireWire®, VGA and S-video output;
- new Mac OS X version 10.1, Apple's next-generation operating system installed, as well as Classic Mac OS 9.2.1; and
- a new small, lightweight power adapter.

Offering blazing performance, the new 550 MHz Titanium PowerBook G4 offers a 100 MHz system bus, while the 667 MHz model features a 133 MHz system bus. Tapping into that power, the new Titanium PowerBook G4 outperforms Pentium III-based 1.13GHz notebook systems on average by 48 percent**. Both models provide advanced graphics and fast 3D rendering with the ATI Mobility Radeon graphics processor with AGP 4X support and 16MB of fast DDR video memory.

The new Titanium PowerBook G4 continues to set the standard for mobile communications with both built-in Gigabit Ethernet (10/100/1000BASE-T) and 802.11-based AirPort technology for 11 megabit per second wireless communications. The new 667 MHz PowerBook G4 comes standard with both Gigabit Ethernet and AirPort wireless networking pre-installed. The new 550 MHz PowerBook G4 also includes Gigabit Ethernet and the ability to add AirPort wireless networking as an option.

PowerBook G4 customers can now choose to configure their system with a CD-RW drive to manage their digital music collection on the go using Apple's pre-installed iTunes™ software, the world's best and easiest-to-use "jukebox" software, and also burn customized music CDs or create data CDs for file sharing and backup with Apple's Disc Burner software. With Apple's iMovie™ 2, the world's most popular, easy-to-use consumer digital video editing software which comes pre-installed, or Apple's award-winning Final Cut Pro® professional video editing, effects and compositing software, the PowerBook G4 is the ultimate system for portable video editing.

Pricing & Availability

The new PowerBook G4 line is available immediately through The Apple Store, at Apple's retail stores, Apple Authorized Resellers, and through Mac Help Desk in two standard configurations.

The 550 MHz PowerBook G4, for a suggested retail price of \$2,199 (US), includes:

- 128MB SDRAM, expandable to 1GB;
- a 20GB Ultra ATA/66 hard drive; and
- AirPort ready with integrated antennas and card slot.

The 667 MHz PowerBook G4, for a suggested retail price of \$2,999 (US), includes:

- 256MB SDRAM, expandable to 1GB;
- a 30GB Ultra ATA/66 hard drive; and
- AirPort enabled with integrated antennas and pre-installed AirPort Card.

For a limited time, the two new standard Titanium PowerBook G4 configurations will ship with double the amount of RAM at no additional cost to the customer. For more information on Apple's Double for Nothing RAM promotion, please go to www.apple.com/promo/.

Additional build-to-order options for the new PowerBook G4 include: a CD-RW optical drive, 48GB hard drive; up to 1GB of SDRAM; the AirPort Base Station and AirPort Card; and the AppleCare Protection Plan.

* Weight includes battery and DVD drive, and varies by configuration and manufacturing process.
** Based on 9 commonly used actions in Adobe Photoshop 6.0.



Apple Enhances Popular iBook Line

New iBook Line Features Increased Performance, More Memory & Larger Hard Drives

CUPERTINO, California—Apple® today enhanced its popular iBook® line of consumer and education notebooks with faster PowerPC G3 processors up to 600 MHz, a new system bus running up to 100 MHz, larger hard drives up to 20GB and now 128MB of RAM standard across the line. The new iBooks are priced starting at \$1,299, and the popular top-of-the-line model featuring a DVD-ROM/CD-RW “Combo” drive is now priced \$100 lower at \$1,699. The new iBooks now include both the new Mac® OS X version 10.1 and Mac OS 9.2.1 pre-installed.

“The iBook is Apple’s best selling portable ever,” said Greg Joswiak, Apple’s senior director of Hardware Product Marketing. “Now available with more speed, more storage and more memory, the new iBooks are an incredible value starting at just \$1,299.”

Powered by a fast 500 MHz or 600 MHz PowerPC G3 processor, all iBook models now offer 128MB of SDRAM. For additional performance, the 600 MHz iBook includes a 100 MHz system bus. Featuring either a 15GB or 20GB hard drive, iBook customers can choose from a CD-ROM, DVD-ROM or DVD-ROM/CD-RW “Combo” drive for both burning CDs and watching movies on DVDs.

The iBook line offers an impressive set of features in every model, including:

- an impact resistant polycarbonate enclosure;
- a crisp 12.1-inch (diagonal) active-matrix 1024-by-768 resolution TFT XGA display;
- new 600 MHz or 500 MHz PowerPC G3 processors with 256K level 2 cache;
- new 128MB SDRAM standard, with expansion up to 640MB;
- ATI Rage Mobility 128 graphics controller with 8MB RAM and AGP 2X;
- 15GB or 20GB Ultra ATA hard drives;
- AirPort®-ready with integrated antennas and card slot for wireless Internet access;
- USB and FireWire® ports;
- VGA video out and composite video out with optional Apple AV cable;
- built-in 56K modem and 10/100BASE-T Ethernet;
- built-in microphone and stereo speakers;
- iTunes™ MP3 digital “jukebox” software and iMovie™ 2 digital video editing software;
- new Mac OS X v10.1, Apple’s next-generation operating system pre-installed, as well as Classic Mac OS 9.2.1;
- a new small, lightweight power adapter; and
- free 30-day Internet access with EarthLink.

Pricing and Availability

The new iBook is available immediately from The Apple Store®, Apple’s retail stores, Apple Authorized Resellers and through Mac Help Desk in three standard configurations:

- iBook 500 MHz, at a suggested retail price of \$1,299 (US), includes a

- 15GB Ultra ATA hard drive and CD-ROM drive;
- iBook 600 MHz, at a suggested retail price of \$1,499 (US), includes a 15GB Ultra ATA hard drive and DVD-ROM drive; and
- iBook 600 MHz, at a suggested retail price of \$1,699 (US), includes a 20GB Ultra ATA hard drive and DVD-ROM/CD-RW “Combo” drive.



Apple Presents iPod

Ultra-Portable MP3 Music Player Puts 1,000 Songs in Your Pocket

CUPERTINO, California—Apple® today introduced iPod™, a breakthrough MP3 music player that packs up to 1,000 CD-quality songs into an ultra-portable, 6.5 ounce design that fits in your pocket. iPod combines a major advance in portable music device design with Apple’s legendary ease of use and Auto-Sync, which automatically downloads all your iTunes™ songs and playlists into your iPod, and keeps them up to date whenever you plug your iPod into your Mac®.

“With iPod, Apple has invented a whole new category of digital music player that lets you put your entire music collection in your pocket and listen to it wherever you go,” said Steve Jobs, Apple’s CEO. “With iPod, listening to music will never be the same again.”

Next Generation Player

iPod represents the next generation of portable music players that store music on an internal hard drive, yet are only 20 percent of the volume of today’s hard drive-based players. iPod stores up to 1,000 CD-quality songs on its super-thin 5 GB hard drive, and features up to 20 minutes of shock protection for nonstop playback when running, biking or other activities.

iPod’s built-in FireWire® port lets you download an entire CD into iPod in under 10 seconds and 1,000 songs in less than 10 minutes—30 times faster than USB-based players.

iPod plays up to 10 hours of continuous music, powered by its rechargeable lithium polymer battery, and recharges automatically whenever iPod is connected to a Mac, using power supplied over the FireWire cable. Every iPod comes with a compact, FireWire-based power adapter for traveling. iPod’s high-capacity 5GB hard drive doubles as a portable FireWire hard drive for storing presentations, large documents, graphic images and digital movies.

iPod plays music in the popular MP3, MP3 VBR (variable bit rate), AIFF and WAV formats and can support MP3 bit rates up to 320-Kbps. Its upgradable firmware enables support of future audio formats. For CD-quality sound, iPod is equipped with a high-output 60-mW amplifier that delivers 20 to 20,000 Hz frequency response for deep bass and crystal-clear highs. iPod’s earbud-style headphones are built with neodymium magnets for enhanced frequency response and high-fidelity sound.

iPod also features a 160-by-128-pixel high-resolution display, with a white LED backlight to give clear visibility in daylight as well as low-light conditions.

Legendary Ease of Use

Apple has applied its legendary expertise in human interface engineering to make iPod the easiest to use digital device ever. Simply rotate iPod’s unique scroll-wheel with your thumb or finger to quickly access your entire music collection by playlists, artists or songs. The scroll-wheel makes it possible to hold and operate iPod with just one hand and features automatic acceleration when scrolling through long lists so you can find your music in seconds. iPod also features customizable settings such as shuffle, repeat, startup volume, sleep timer and menus in multiple languages

