



MAC FACTS

from

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A Message from Dru

It's late summer here in Texas (Fall for the rest of the world). The leaves are falling from the trees and the temperature is starting to drop below 75°.

With the days growing shorter and an autumn tingle in the air, it's time for an annual ritual of fall: setting the clocks back. The shift of an hour of light from evening to morning comes just in time for the tiny ghosts and goblins who go "trick-or-treating" next week. For one night, the shift will give folks an extra hour of sleep as clocks are set back one hour at 2 a.m. Sunday, local time. It also means this is the weekend some people get stuck working an extra hour - factory workers on the overnight shift, all-night convenience store clerks, bartenders, police and even musicians. For most people, though, it simply means remembering to set the clock back an hour before retiring Saturday night. Or, in the words of the Uniform Time Act, which set up the system of switching between daylight and standard times, clocks are "retarded" an hour at 0200 on the last Sunday in October.

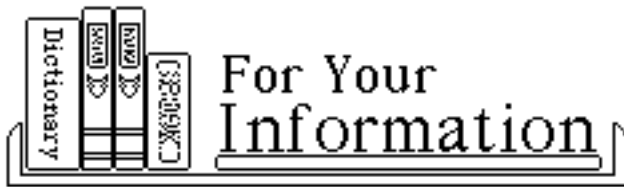
Daylight saving time returns on April 6. Something to look forward to!

As always - Please be careful if you and yours go out 'Trick-or-Treating' on Halloween (10/31). For those of you with small ones, many area malls offer the opportunity to 'T-or-T' indoors where it is safer, better lit, and warmer. And, of course, the malls will be happy to help you start your holiday shopping. ☺

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Braggin' rights – As many of you know (or should by this time), I've been 'on-air' on my radio show, *Mac Help Radio*, on Tuesday nights at 8 pm for a year. Well, things are beginning to happen at MacRadio.com (<http://www.macradio.com>). It appears that, as one of the only Mac radio networks out there, that we will be 'written up' in articles by MacAddict and MacWorld magazines in the coming months. And we're getting paid sponsors, too! If y'all get the chance, mosey on over every Tuesday night at 8 pm for my show (or every other night, except Wednesday, for any of the other fine shows) and join in the fun. Just point your internet browser to <http://www.macradio.com>.

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Never be suckered again! How to spot (and sink) an e-hoax

by C.C. Holland

There are days that I long for just one grain of salt. My well-meaning and otherwise intelligent friends seem to take everything they read in their e-mail in-boxes as the unvarnished truth. Case in point: a recent, alarmingly worded e-mail warning of a secret, time-delayed virus living inside your computer. I received at least a dozen copies of this note, which (surprise) turned out to be a complete fake.

My M.O. is to research these notes on my own and, if they're hoaxes, just trash them without letting my friends know they've been had. Pointing out their gullibility often sounds too much like gloating, and there's usually no pressing reason to react.

But this time, I noticed the hoax letter added a sneaky step by instructing people to delete a Windows operating system file. Imagine that: The folks who read and believed the warning were doing the work of a virus--messing up their systems—voluntarily!

Clearly, it was time to tell my well-meaning correspondents they'd been had, and to show them how to avoid being duped again. I'll share with you my tips for evaluating virus warnings and my favorite debunking Web sites. You'll never be a patsy again.

Five tip-offs that you might be looking at a hoax:

- It's forwarded from a friend of a friend of an acquaintance of your boss's second cousin's dentist
- It's badly punctuated with TOO MANY CAPITAL LETTERS and exclamation points!!!!!!
- It starts out by saying, "This is not a hoax!"
- It warns of dire results, such as crashing your entire hard drive or causing economic chaos
- It asks you to forward the letter to everyone you know.

To make doubly sure that you're not ignoring a legitimate threat, it's a great idea to take a minute to check with these authoritative sources.

Urban Legends Reference Pages. (<http://www.snopes.com/index.htm>) This site is my all-time favorite for debunking virus hoaxes, urban myths, and other chain letters that spread like wildfire around the Web. It's also a great place in which to lose track of time, because Barbara and David Mikkelson - who operate the site - employ a friendly and often very funny approach to writing up the various entries. You can look up a virus, myth, or legend by typing in search terms, or get a full listing of current virus warnings at the **Inboxer Rebellion page.** (<http://www.snopes.com/computer/virus/virus.htm>)

ZDNet Help & How-To's E-Hoax Central. (<http://www.zdnet.com/filters/zdhelp/>) Is it for real? Ask Dr. D. Bunk! This site lets you submit questions about warnings or other Internet rumors you might have seen. It also rounds up a weekly list of debunked e-hoaxes, all-time favorites, and a bunch of "Real McCoy" e-mails that might be worth your while. Plus, you get links to spam filters, netiquette guides, and more.

Symantec's Hoaxes page. (<http://www.symantec.com/avcenter/hoax.html>) When in doubt, go to

the source. Symantec, a leading provider of virus protection and e-mail filtering software, makes a business of keeping up with these things. Its comprehensive page includes an A to Z listing of current hoaxes and links to security updates, e-mail jokes, and a virus encyclopedia, where you can search for the real deals.

McAfee.com's Virus Hoax page. (<http://vil.mcafee.com/hoax.asp?>) McAfee, a top security application service provider (ASP), also banks its success on knowing the score when it comes to virus warnings. This page also provides a full listing of known hoaxes; plus, you get access to the company's virus information library, a virus calendar, a virus glossary, and free anti-virus tips.

Hoaxbusters. (<http://hoaxbusters.ciac.org/>) This site offers great information from a surprising source: the U.S. Department of Energy. Originally set up as a service to employees, it's accessible to the public and provides three ways of searching for hoaxes: by category, by index, or by a full keyword search. You'll also find interesting information about some early e-hoaxes and tips on what to do if you receive a warning.

Each of these resources can help you determine whether to hit that Forward button and do a good deed...or send a reply to the sender that reads, "Dear friend: You've been had."

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NEWSLINE

Target Stores to sell iPod, sources confirm

October 24, 2002 - Apple will announce before November 3 that it has signed on Target as its second major US retailer to sell its iPod portable MP3 player, Think Secret has learned. Sources report Target will only be selling the Windows version of the product.

An official company representative of Target Corporation, based in Minneapolis, MN, confirmed by email to Think Secret that the company would soon be selling the iPod. Numerous sources also confirm that Target is gearing up to start selling the handheld device and that many stores already have the product in stock, as well as point-of-sale, countertop displays identical to those used in Apple retail stores and at many independent Mac dealers (display photo below). One Target store employee in the eastern US, who asked not to be identified, saw the iPod display arrive on Monday. "I took a double take when I saw the display wondering why an Apple product would be at Target," he said.

Calls to over 15 Target locations nationwide confirmed that nine of the stores already had the product, but had no official date that the product would be released for sale. A number of sources confirm Target will begin selling the product around November 3. Many store representatives simply didn't know about the product, explaining that very often a store as big as Target doesn't get confirmation of a product it might sell until a nationwide computer system tells store staff what the product is and what to do with it.

Apple recently signed a similar deal in early September with electronics chain Best Buy to sell the iPod at over 1,900 stores. Target Corporation, formerly Dayton Hudson Corporation, is a general merchandise retailer, comprised of three operating segments: Target, Mervyn's and Marshall Field's. Target, an upscale discount chain, has 1,107 locations across the US and is the fifth largest retail chain in the United States, based on revenues.

It would come as little surprise that Ron Johnson, Apple's senior vice president of retail strategy, could have had something to do with the Target deal. Before joining Apple in January of 2000, Johnson held various management positions at Target, most recently as Vice President of Merchandising for Target Stores.

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PowerBook's new PC rival--designed by Porsche

Retailer Best Buy is aiming to take a bite out of Apple Computer with the release of a new, wide-screen notebook designed by Porsche.

The VPR Matrix 200A5 is the third notebook Best Buy has created, and it's the best. It's also the first Windows notebook with a wide-aspect, 15.2-inch LCD with a 1,280x854 native resolution and a remarkable, high-fidelity digital audio system. The \$2,399 system also includes a 2GHz Pentium 4-M, 512MB of DDR SDRAM, a 40GB hard drive, a combo CD-RW/DVD drive, and integrated 802.11b wireless networking. It all comes in an eye-catching, silver-magnesium case that weighs 6.4 pounds and measures 13.9 inches wide, 10 inches deep, and 1.2 inches thick.

I'm not an audiophile, but I know high-quality sound when I hear it. That's definitely the case with the VPR Matrix 200A5, thanks to the Sonopür Digital Audio system, with its patent-pending 24/192 upsampling technology. This system dramatically enhances digital music and offers very rich sound.

The VPR Matrix 200A5 has many other nice touches, as well. You can load discs directly into the DVD/CD-RW drive slot--no tray slides out to grab your CD. You can also play CDs with the lid closed, using controls on the front edge. You'll also find two USB 2.0 and two FireWire ports.

What's the Porsche connection, you're wondering? The notebook was designed by Porsche Design GmbH, the Austrian firm founded by F.A. Porsche, grandson of the famous engineer. Chances are you missed the big coming-out shindig this week at the Porsche Design Boutique in Beverly Hills, attended by F.A. Porsche himself (along with Anthony Edwards, Herbie Hancock, and other "luminaries").

You can snap up the VPR Matrix 200A5 at Best Buy stores, online at BestBuy.com, and at Porsche Design Boutiques.

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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), please send them to me at <mailto:machelpdesk@attbi.com>. 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!