



# MAC FACTS

from

## Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

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### *A Message from Dru*

As we move from the fall to winter, it's time to start celebrating the Winter Festivals. This month we have *Ramadan*, the month of Muslim fasting (<http://www.holidays.net/ramadan/story.htm>). And at month's end, we have Halloween (<http://www.holidays.net/halloween/story.htm>). But wait!...it gets better...☺



More stuff!!! How does Apple do it? In the last 6 weeks it has introduced a barrage of new, improved, and incredibly exciting products. See NEWSLINE for the whole scoop. Maybe we should call this the "What's New" Issue". It's a biggie, but it's a great one.



"Survey says!..." The results of our survey are in:

14.29% of you are using Mac OS 9 (5 years after it's demise)

85.71% are using OS X (any version)

57.14% use Safari for your web browser

14.29% use Foxfile as your web browser

14.29% use Internet Explorer as your web browser

7.14% use Mozilla as your web browser

7.14% use Netscape as your web browser

Thanks to all that participated.



One mo' time, again! –A bit of phone protocol for those newbies (or other telephonically challenged) amongst us. When you call me at the office one of three things will occur. Either *I* will answer the phone or the *answering machine* will answer it. If I answer it, we can chat. If the machine answers it, you can leave a message that, in all likelihood, will be returned the *next business day*. But, he says with the lopsided grin of his, if you call during the day and I'm not there and you need to contact me immediately to, for example, 'reschedule or cancel an appointment'...in that instance you'll need to *page me*. Otherwise I won't get your phone call until *after* I've been to your place and said very unkind things about you to myself about you standing me up.





## **iTunes On Your TV**

by Jack D. Miller

Apple's Airport products are best sellers. They're easy to setup, easy to use, generally durable, and make owning a laptop a fun experience, at home or work.

I was skeptical of Airport Express. It's just another way to do wireless, right? Not quite. In fact quite different. With Airport Express, and a few clicks, your TV becomes a stereo. Here's how... First, you need a Mac. Any wireless enabled Mac running OS X will do (I'm using Tiger for this review), an Internet connection (in this case it will be Time-Warner Cable's "RoadRunner"), and Apple's Airport Express.

As an early Mac adopter, I already had an original Airport Base Station, so why the need for another wireless base station? Because Airport Express does music!

That's M - U - S - I - C, as in iTunes.

What you may not know about iTunes is that it comes with a little built-in feature called AirTunes. AirTunes lets you send your iTunes music through Airport Express (wirelessly, naturally) and into your stereo system for playback.

Waaaaay cool.

Except for just one thing. I don't have a stereo system. Got the Mac. Got wireless. Got iTunes. Got music. My "stereo system" consists of a little mixer and some honkin' speakers connected to a huge amplifier stuck in a back room where it can't bother anyone.

I can knock paint off cars that drive by too slowly. Unfortunately, it's a great system that's also connected to my desktop Mac and far away from the living room, where, frankly, it's much more comfortable to sit and listen to music.

But there's no need for another Airport, or even Airport Express, right? If you thought like that, as I thought like that, we'd both be wrong.

As you've figured out, my home office isn't a real good spot for listening to iTunes music while relaxing. Yeah, it's great to shake the paint off neighbors walls when the volume goes up, but ambiance is somewhat lacking, what with all the electronic devices sitting around.

The family room/living room is the right place, but no stereo in there; just a big Sony Wega TV. And an external audio connection.

Hmmmm. What to do.

Do you see what I see? It didn't take much effort after that. I hit the local Apple Store and picked up an Airport Express. Once back home and in the living room I was reminded again of why Apple leads innovation and design.

First, Airport Express looks like a PowerBook power adapter. It's small; about as thick as two decks of playing cards. It's white plastic, with little electrical prongs coming out one corner. There's also a USB connector to plug in a printer to be shared by wireless devices.

There's an ethernet connector so your Airport Express can connect to the Internet (not required to play AirTunes via iTunes).

Importantly, there's a small stereo mini jack so you can plug Airport Express into your stereo system. In this case, there's no stereo system within 75 feet, so it had to be the next best thing. The Sony Wega TV. *(But if there were a close by stereo system, you could just as easily plug into the 'Aux In' on it. - Ed)*

Many good TVs have audio input connections on the back, so getting an adapter was a few bucks at the local Radio Shack store. I connected the adapter to the Sony TV's audio "in" connectors, then connected the adapter to the Airport Express.

That was it. Oh, Airport Express was plugged in to the electrical outlet but not to the Internet. Wireless from my laptop to Airport Express still works even if Airport Express isn't connected to the internet.

We're all set, right? So far I haven't "clicked" anything. I just plugged in Airport Express and connected it to the TV's "audio in" connectors. The TV also had an "input source" button and I selected Input 2 for Airport Express. No video. Just audio.

Here comes the fun part. This is why Windows users pull their hair out and shake their heads. Have you ever tried setting up a Wi-Fi wireless system on Windows? Someone should go to jail. Really.

I moved across the room and opened my PowerBook. It's wireless already (built in to Apple's PowerBooks), and opened iTunes. In the Mac OS X menu bar (top) I selected "Airport Express". That's click #1. With iTunes open, check the bottom right of the screen. Next to the Eject button, and the Show Equalizer button, you'll now see another button. Airport Express.

Click that button. That's click #2.

Select a song on iTunes and click (double-click) it. That's click #3.

iTunes music now is piped from the PowerBook, through the Airport Express, and into the TV, and out the TV's speakers. They're not great speakers and don't have the volume of my 300 watt amplifier in the back room, but they're quite good. Very good, actually.

The music is now in the living room so relaxing to tunes is much easier than the office. Is that cool or what?

Oh, by that point I had NOT opened the Airport Express manual. It's difficult to get much easier than that. Click, click, click, and music.

As you'd suspect, there's a bit more to it than that. If you're just using Airport Express to play music through your stereo or TV, security isn't much of an issue (maybe your neighbors will share their iTunes playlists with you, or, rather "to" you).

Once you plug the Internet connection into Airport Express then security is a concern. Install the Airport Express utility. Open the Airport Express Assistant (placed inside the Utilities folder, inside the Applications folder) and walk through setup. Passwords are a good thing. Don't forget it,

though. I did and had to reset Airport Express to use it again.

There's even more to Airport Express than that. It's small enough that it'll fit inside your laptop's carry case. Once you visit a friend's house (wired, of course), plug in Airport Express and you're connected. Many hotels now have broadband access in guest rooms. Plug in Airport Express and you can use your laptop anywhere in the room, the balcony (need the right kind of hotel, you know).

Apple does it again. It's an extension of wireless that fits the Mac lifestyle and is competitively priced at \$129.



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## NEWSLINE

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### **Apple Introduces Power Mac G5 Quad & Power Mac G5 Dual**

New Line Features Quad-Core Processing, PCI Express & Workstation Graphics

Apple today unveiled its new Power Mac® G5 desktop line featuring the Power Mac G5 Quad, providing quad-core processing with two 2.5 GHz dual-core PowerPC G5 processors. All Power Mac G5 models now feature dual-core processors, a new PCI Express architecture and higher performance graphics options including NVIDIA's Quadro FX 4500, bringing the industry standard for workstation graphics to the Mac.

"The Power Mac G5 Quad delivers the workstation performance our creative and scientific customers demand," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "With quad-core processing, a new PCI Express architecture, and the fastest workstation card from NVIDIA, the new Power Mac G5 Quad is the most powerful system we've ever made."

With two 2.5 GHz dual-core processors, each with 1MB of L2 cache, the Power Mac G5 Quad delivers breakthrough performance on applications used extensively by creative professionals and scientists. For example:

- Final Cut Pro® 5 encodes SD video content up to 60 percent faster on the new Power Mac G5 Quad when compared with the Dual Processor 2.7 GHz Power Mac G5;
- Adobe Photoshop runs a series of 45 commonly used filters and actions 43 percent faster on the new Power Mac G5 Quad when compared with the Dual Processor 2.7 GHz Power Mac G5;
- Adobe After Effects renders video effects up to 69 percent faster on the new Power Mac G5 Quad when compared with the Dual Processor 2.7 GHz Power Mac G5;
- LightWave 3D renders animation up to 59 percent faster on the Power Mac G5 Quad when compared with the Dual Processor 2.7 GHz Power Mac G5; and

The scientific benchmark Bioinformatics Benchmark System (BBS version 3) completes a comparison of genomic sequences up to 39 percent faster on the Power Mac G5 Quad when compared with the Dual Processor 2.7 GHz Power Mac G5.

The Power Mac G5 line offers leading-edge expansion with industry standard PCI Express architecture, providing four expansion slots to support high-performance video and audio devices and multiple standard graphics cards to drive an array of up to eight displays. The Power Mac G5 delivers up to 16GB of 533 MHz DDR2 SDRAM and now features two Gigabit Ethernet ports - ideal for customers working in an Xsan® environment. Providing industry-leading connectivity and high-performance I/O, every Power Mac G5 also includes one FireWire® 800 port, two FireWire 400 ports, four USB 2.0 ports, two USB 1.1 ports, optical and digital audio input and output, and

built-in support for AirPort® Extreme and Bluetooth 2.0+EDR. The new Power Mac G5 line also includes Apple's next generation mouse, Mighty Mouse, featuring up to four programmable buttons and an ingenious Scroll Ball that lets users scroll in any direction - vertically, horizontally and even diagonally.

The new Power Mac G5 comes standard with either the NVIDIA GeForce 6600 LE with 128MB of video memory or the NVIDIA GeForce 6660 with 256MB of video memory, both provide support for dual-displays and Apple's breakthrough 30-inch Cinema HD Display, now priced at \$2,499. The NVIDIA GeForce 7800 GT with 256MB of video memory and the NVIDIA Quadro FX 4500 with 512MB of video memory are both available as build-to-order options. The Quadro FX 4500 is ideal for demanding animation, special effects and scientific visualization applications such as Alias' Maya and DeLano Research's PyMol. The Quadro FX 4500 can drive up to two 30-inch Apple Cinema HD Displays and includes a stereo 3D port to connect goggles for stereo-in-a-window applications.

**Pricing & Availability** - The 2.0 GHz and 2.3 GHz Power Mac G5 Dual are available now and the 2.5 GHz Power Mac G5 Quad will be available in early November through the Apple Store® ([www.apple.com](http://www.apple.com)), Apple's retail stores and Apple Authorized Resellers.

The Power Mac G5 Dual, with a suggested retail price of \$1,999 (US), includes:

- One (1) dual-core 2.0GHz PowerPC G5 processor;
- 512MB of 533 MHz DDR2 SDRAM expandable up to 16GB;
- 160GB Serial ATA hard drive running at 7200 rpm;
- NVIDIA GeForce 6600 LE with 128MB of GDDR SDRAM
- three open PCI Express expansion slots: two 4-lane slots and one 8-lane slot;
- dual Gigabit Ethernet ports;
- 16x SuperDrive™ with double-layer support (DVD+R DL/DVD±RW/CD-RW); and
- ships with Mighty Mouse and Apple Keyboard.

The Power Mac G5 Dual, with a suggested retail price of \$2,499 (US), includes:

- One (1) dual-core 2.3 GHz PowerPC G5 processor;
- 512MB of 533 MHz DDR2 SDRAM expandable up to 16GB;
- 250GB Serial ATA hard drive running at 7200 rpm;
- NVIDIA GeForce 6600 with 256MB of GDDR SDRAM
- three open PCI Express expansion slots: two 4-lane slots and one 8-lane slot;
- dual Gigabit Ethernet ports;
- 16x SuperDrive with double-layer support (DVD+R DL/DVD±RW/CD-RW); and
- ships with Mighty Mouse and Apple Keyboard.

The Power Mac G5 Quad, with a suggested retail price of \$3,299 (US), includes:

- Two (2) dual-core 2.5GHz PowerPC G5 processors;
- 512MB of 533 MHz DDR2 SDRAM expandable up to 16GB;
- 250GB Serial ATA hard drive running at 7200 rpm;
- NVIDIA GeForce 6600 with 256MB of GDDR SDRAM
- three open PCI Express expansion slots: two 4-lane slots and one 8-lane slot;
- dual Gigabit Ethernet ports;
- 16x SuperDrive with double-layer support (DVD+R DL/DVD±RW/CD-RW); and
- ships with Mighty Mouse and Apple Keyboard.

Build-to-order options include up to 16GB of NECC or ECC DDR2 SDRAM, up to two 500 GB Serial ATA hard drives running at 7200 rpm, NVIDIA GeForce 7800 GT with 256MB of GDDR3

SDRAM, NVIDIA Quadro FX 4500 graphics card with 512MB of GDDR3 SDRAM, AirPort Extreme and Bluetooth module, Apple Wireless Keyboard and Apple Wireless Mouse, Xserve RAID and Apple Fibre Channel PCI Express Card.

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## Apple Introduces the New iMac G5

Features Built-in iSight Video Camera &  
Breakthrough “Front Row” Media Experience



Apple today unveiled the new iMac® G5 which features a built-in iSight™ video camera for out-of-the-box video conferencing and the debut of Apple’s breakthrough Front Row media experience. Front Row gives users a simple, intuitive and powerful way to play their music, enjoy their photo slideshows, and watch their DVDs and iMovies, as well as popular movie trailers from apple.com and music videos and television shows purchased from the iTunes® Music Store, on their iMac from up to 30 feet away using the new bundled Apple Remote. The new iMac G5 comes in a sleek, new design that is even thinner than its predecessor, and starts at just \$1,299.

“The new iMac G5 debuts our amazing Front Row media experience, and we think users are going to love it,” said Steve Jobs, Apple’s CEO. “Plus, the built-in iSight video camera delivers out-of-the-box video conferencing with friends and family, as well as hours of fun with our new Photo Booth application.”

Apple’s breakthrough Front Row media experience uses the bundled Apple Remote to let users enjoy the content they have on their iMac - including songs from their iTunes music library, slideshows of their photo albums in iPhoto®, videos including Podcasts, iMovies and DVDs, and popular movie trailers streamed from apple.com - all from up to 30 feet away. And with iTunes 6, users can now purchase and download music videos, Pixar short films and hit TV shows such as “Desperate Housewives” and “Lost” from the iTunes Music Store and watch them on their iMac using Front Row. Front Row is easily controlled using the Apple Remote, which has only six buttons, compared to remote controls for Microsoft’s Media Center which typically have over 40 buttons.

With its built-in iSight video camera, the new iMac G5 provides video conferencing right out of the box using Apple’s award-winning iChat AV software. The new iMac G5 also includes Photo Booth, Apple’s fun-to-use new application that lets users take quick snapshots with the built-in iSight video camera, add entertaining visual effects with the touch of a button, and share them via Mail, save them in iPhoto®, or use them as icons in iChat or Address Book.

The refined design of the new iMac G5 is now up to 1/2-inch thinner and 15 percent lighter than the previous generation. Delivering even greater value, the new iMac G5 line includes a 17-inch model with a 1.9GHz PowerPC G5 processor for just \$1,299 and a 20-inch model with a 2.1 GHz

PowerPC G5 processor for just \$1,699. Both models now come standard with a SuperDrive™ with double-layer support for burning professional-quality DVDs, 533 MHz DDR2 SDRAM memory expandable to 2.5GB, hard drive storage capacity up to 500GB, and ATI Radeon X600 PCI Express-based graphics with 128MB of dedicated video memory for outstanding graphics performance and realistic game play. System memory is easily upgraded via a convenient access door along the bottom edge.

Offering the latest high-performance I/O, the new iMac G5s include built-in 10/100/1000BASE-T Gigabit Ethernet for high-speed networking, built-in AirPort® Extreme for fast 54 Mbps wireless networking\*, built-in Bluetooth 2.0+EDR, a total of five USB ports (three USB 2.0) and two FireWire® 400 ports. The new iMac G5 includes Apple's Mighty Mouse, featuring up to four programmable buttons and an ingenious Scroll Ball that lets users scroll in any direction - vertically, horizontally and even diagonally.

Every new iMac G5 also includes iLife® '05, Apple's award-winning suite of digital lifestyle applications; Mac OS X version 10.4 "Tiger," the world's most advanced operating system; and a collection of productivity and entertainment titles including AppleWorks, Quicken 2006 for Mac, 2006 World Book, Photo Booth, Nanosaur 2 and Marble Blast Gold.

**Pricing & Availability** - The new iMac G5 line will be available next week through the Apple Store® ([www.apple.com](http://www.apple.com)), Apple's retail stores and Apple Authorized Resellers.

The new 17-inch 1.9 GHz iMac G5, for a suggested retail price of \$1,299 (US), includes:

- 17-inch widescreen LCD display;
- 1.9 GHz PowerPC G5 processor;
- 512MB of 533 MHz DDR2 SDRAM expandable to 2.5GB;
- 8x SuperDrive™ with double-layer support (DVD+R DL/DVD±RW/CD-RW);
- ATI Radeon X600 Pro with 128MB DDR memory;
- built-in iSight video camera;
- built-in AirPort Extreme wireless networking & Bluetooth 2.0+EDR;
- 160GB Serial ATA hard drive running at 7200 rpm;
- built-in stereo speakers and microphone; and
- ships with infrared Apple Remote, Mighty Mouse and Apple Keyboard.

The new 20-inch 2.1 GHz iMac G5, for a suggested retail price of \$1,699 (US), includes:

- 20-inch widescreen LCD display;
- 2.1 GHz PowerPC G5 processor;
- 512MB of 533 MHz DDR2 SDRAM expandable to 2.5GB;
- 8x SuperDrive with double-layer support (DVD+R DL/DVD±RW/CD-RW);
- ATI Radeon X600 XT with 128MB DDR memory;
- built-in iSight video camera;
- built-in AirPort Extreme wireless networking & Bluetooth 2.0+EDR;
- 250GB Serial ATA hard drive running at 7200 rpm;
- built-in stereo speakers and microphone; and
- ships with infrared Apple Remote, Mighty Mouse and Apple Keyboard.

Build-to-order options and accessories include up to 2.5GB DDR2 SDRAM, 250GB and 500GB Serial ATA hard drives, AirPort Express™ and AirPort Extreme Base Station, Apple Wireless Keyboard, Apple Wireless Mouse, Apple USB Modem and the AppleCare Protection Plan.

The new iMac G5 line is also available to education customers in the US and Canada through the Apple Store for Education at [www.apple.com/education/store](http://www.apple.com/education/store) or by calling an Apple education sales

representative at 800-800-APPL.

\* Actual speed will vary based on range from the base station, environmental conditions and other factors.



## Apple Unveils the New iPod

Fifth Generation iPod Now Plays Music,  
Photos & Video



Apple today introduced the new iPod®, featuring a gorgeous 2.5-inch color screen which can display album artwork and photos, and play stunning video including music videos, video Podcasts, home movies and television shows. The new iPod holds up to 15,000 songs, 25,000 photos or over 150 hours of video and is available in a 30GB model for \$299 and a 60GB model for \$399, with both models available in stunning white or black designs.

“The new iPod is the best music player ever - it's 30 percent thinner and has 50 percent more storage than its predecessor - yet it sells for the same price and plays stunning video on its 2.5-inch color screen,” said Steve Jobs, Apple’s CEO. “Because millions of people around the world will buy this new iPod to play music, it will quickly become the most popular portable video player in history.”

The new iPod plays music, audiobooks, audio Podcasts, video Podcasts, home movies, music videos and popular television shows like “Lost” and “Desperate Housewives.” The unrivaled combination of iPod and iTunes® 6 now provides customers with a seamless experience for buying, managing and playing video as well as audio content, including over 2,000 music videos, six short films from the Academy-Award winning Pixar Animation Studios, and five television shows from ABC and Disney Channel, including the immensely popular “Lost” and “Desperate Housewives.”

The new iPod combines all of the ground breaking features that have made the iPod the best music player in the world with revolutionary new features such as the ability to view video content on a larger stunning color display. The new iPod features Apple’s innovative Click Wheel for precise, one-handed navigation and the portable design is ideal for putting music, Podcasts, photos, audiobooks, home movies, music videos and popular television shows in a pocket for on-the-go viewing. iPod users can also watch their video content and slideshows of their photos on a television via optional Apple accessories.

Featuring seamless integration with the iTunes Music Store and the iTunes digital music jukebox, iPod features Apple’s patent pending Auto-Sync technology that automatically downloads digital music, Podcasts, photos, audiobooks, home movies, music videos and popular television shows onto the iPod and keeps them up-to-date whenever the iPod is plugged into a Mac® or Windows computer using USB 2.0. The 30GB model features up to 14 hours of battery life for music

playback and the 60GB model features up to 20 hours of battery life for music playback.\*

**Pricing & Availability** - The new iPods will begin shipping next week for a suggested retail price of \$299 (US) for the 30GB model and \$399 (US) for the 60GB model through the Apple Store® ([www.apple.com](http://www.apple.com)), Apple's retail stores and Apple Authorized Resellers. All iPod models include earbud headphones, USB 2.0 cable, case, dock insert and a CD with iTunes for Mac and Windows computers.

Optional accessories designed for the new iPod include: Universal Dock for \$39 (US), giving users easy access to a USB port for syncing, IR support to work with the Apple Remote and a variable line out and S-video connections for integration within the living room; Apple Remote for \$29 (US), providing wireless integration to the Universal Dock and quick and easy access to controls from across the room; Apple iPod AV cable for \$19 (US), enabling television viewing of video content in full-screen; the iPod Camera Connector for \$29 (US); and Apple Socks for \$29 (US) providing six vibrant color socks to dress up and protect your iPod.

iPod requires a Mac with a USB 2.0 and Mac OS® X version 10.3.9 or later and iTunes 6; or a Windows PC with a USB 2.0 port and Windows 2000, XP Home or Professional (SP2) and iTunes 6.



## **Apple Announces iTunes 6 With 2,000 Music Videos, Pixar Short Films & Hit TV Shows**

ABC's "Desperate Housewives" & "Lost" Episodes Available for Just \$1.99

Apple today announced iTunes® 6, the next generation of the world's most popular music jukebox and online music store. iTunes 6 lets fans purchase and download over 2,000 music videos and six short films from Academy-Award winning Pixar Animation Studios for just \$1.99 each. Also, in a landmark deal with Disney, iTunes is now offering current and past episodes from two of the most popular shows on television, "Desperate Housewives" and "Lost," as well as the new drama series "Night Stalker" and the two most popular shows from Disney Channel, "That's So Raven" and "The Suite Life of Zack & Cody," for just \$1.99 per episode. Customers can now purchase and download their favorite television shows from iTunes the day after they air on TV, watch them on their Mac® or PC, and Auto-Sync them onto the new iPod® for viewing anywhere. "We're doing for video what we've done for music—we're making it easy and affordable to purchase and download, play on your computer, and take with you on your iPod," said Steve Jobs, Apple's CEO. "Right out of the gate we're offering 2,000 music videos, Pixar's short films and hit primetime TV shows like 'Desperate Housewives' and 'Lost'."

"For the first time ever, hit primetime shows can be purchased online the day after they air on TV," said Robert Iger, CEO of the Walt Disney Company. "We're delighted to be working with Apple to offer fans a new and innovative way to experience our wildly popular shows like 'Desperate Housewives' 'Lost' and 'That's So Raven'."

"Apple is giving music fans a great way to own their favorite music videos," said Jimmy Iovine, Chairman of Interscope Geffen A&M. "The people at Apple fully understand the interaction between musicians and their audience."

Featured exclusive music videos are available from artists such as Beastie Boys and U2 along with more than two dozen classic music videos from Madonna. Music videos are available from hundreds of artists, including classic hits by Michael Jackson and Sting and current hits from Coldplay and Kanye West. The first ever video iTunes Originals is being released with an exclusive performance and interview from Death Cab for Cutie as well as an exclusive video album from

Brazilian Girls. Music fans can also purchase the Complete Stevie Wonder digital box set, which contains over 500 songs, a full color digital booklet and three bonus videos, available only on the iTunes Music Store. Movie shorts available from Pixar include “Boundin’,” “For the Birds,” “Geri’s Game,” “Luxo Jr.,” “Red’s Dream,” and “Tin Toy.”

New features in iTunes 6 include expanded online gift options which now allow customers to give specific songs, albums, music videos or their own iTunes playlists to anyone with an email address, a public beta of new “Just for You” personalized music recommendations and the debut of online customer reviews. Now more than 10 million iTunes music fans can read other customers’ reviews, post their own and rate their usefulness.

With Apple’s legendary ease of use, pioneering features such as integrated Podcasting support, iMix playlist sharing, seamless integration with iPod and groundbreaking personal use rights, the iTunes Music Store is the best way for Mac and PC users to legally discover, purchase and download music online. The iTunes Music Store features more than two million songs from the major music companies and over 1,000 independent record labels, 10,000 audiobooks, gift certificates and exclusive music not found anywhere else online.

**Pricing & Availability** - iTunes 6 for Mac and Windows includes the iTunes Music Store and is available as a free download immediately from [www.apple.com/itunes](http://www.apple.com/itunes). Purchase and download of songs from the iTunes Music Store for Mac or Windows requires a valid credit card with a billing address in the country of purchase. Television shows are available in the US only, and video availability varies by country. Music videos and short films are \$1.99 (US) each, and television shows are \$1.99 (US) per episode.



## Apple Introduces Aperture

First All-in-One Post Production Tool for Photographers

Apple today introduced Aperture, the first all-in-one post production tool that provides everything photographers need after the shoot. Aperture offers an advanced and incredibly fast RAW workflow that makes working with a camera’s RAW images as easy as JPEG. Built from the ground up for pros, Aperture features powerful compare and select tools, nondestructive image processing, color managed printing and custom web and book publishing.

“Aperture is to professional photography what Final Cut Pro is to filmmaking,” said Rob Schoeben, Apple’s vice president of Applications Marketing. “Finally, an innovative post production tool that revolutionizes the pro photo workflow from compare and select to retouching to output.”

“Until now, RAW files have taken so long to work with,” said Heinz Kluetmeier, renowned sports photographer whose credits include over 100 Sports Illustrated covers. “What amazed me about Aperture is that you can work directly with RAW files, you can loupe and stack them and it’s almost instantaneous - I suspect that I’m going to stop shooting JPEGs. Aperture just blew me away.”

Unique compare and select tools in Aperture allow photographers to easily sift through massive photo projects and quickly identify their final selections. Aperture is the first application that automatically groups sequences of photos into easy-to-manage Stacks based on the time interval between exposures. In an industry first, Aperture allows photographers to navigate through entire projects in a full-screen workspace that can be extended to span multiple displays, tiling multiple images side-by-side for a faster, easier compare and select. With Aperture’s Loupe magnifying tool, portions of images can be examined in fine detail without having to zoom and pan across large

files. In addition, a virtual Light Table provides the ideal canvas for building simple photo layouts, allowing them to be arranged, resized and piled together in a free-form space.

RAW images are maintained natively throughout Aperture without any intermediate conversion process, and can be retouched with stunning results using a suite of adjustment tools designed especially for photographers. Aperture's nondestructive image processing engine never alters a single pixel of original photos so photographers have the power and flexibility to modify or delete changes at any point in the workflow. As Aperture allows users to create multiple versions of a single image without duplicating files, photographers can experiment without risk of overwriting the master image or using up large amounts of hard drive space. Aperture images can also be launched directly into Adobe Photoshop for compositing and layer effects.

Aperture features a complete color-managed pipeline with support for device specific ColorSync profiles and a set of high-quality output tools for photographers to showcase their work. Print options include customizable contact sheets, high-quality local printing and color-managed online prints. Aperture provides a deceptively simple layout environment where photographers can quickly create and order custom professional-caliber books and publish stunning web galleries. Aperture makes it easy to back up an entire library of images with a single click and streamline complex workflows with AppleScript® and Automator actions.

**Pricing & Availability** - Aperture will be available in November through the Apple Store® ([www.apple.com](http://www.apple.com)), Apple's retail stores and Apple Authorized Resellers for a suggested retail price of \$499 (US). Full system requirements and more information on Aperture can be found at [www.apple.com/aperture](http://www.apple.com/aperture)



## Apple Reports Fourth Quarter Results

Apple Concludes Best Quarter & Best Year in Company History

Apple announced financial results for its fiscal 2005 fourth quarter ended September 24, 2005, reporting the highest revenue and earnings in the Company's history. Apple posted revenue of \$3.68 billion and a net quarterly profit of \$430 million, or \$.50 per diluted share. These results compare to revenue of \$2.35 billion and a net profit of \$106 million, or \$.13 per diluted share, in the year-ago quarter. Gross margin was 28.1 percent, up from 27.0 percent in the year-ago quarter. International sales accounted for 40 percent of the quarter's revenue.

Earnings per share benefited by \$.12 from several tax items related to net deferred tax assets, tax reserves, and a revision to the full year tax rate estimated in prior quarters.

Apple shipped 1,236,000 Macintosh® units and 6,451,000 iPods during the quarter, representing 48 percent growth in Macs and 220 percent growth in iPods over the year-ago quarter.

For fiscal 2005, the Company generated revenue of \$13.93 billion and a net profit of \$1.335 billion, reflecting annual growth of 68 percent and 384 percent, respectively, and representing the highest annual revenue and net profit in the Company's history.

"We're thrilled to have concluded the best year in Apple's history, with 68 percent year-over-year revenue growth and 384 percent net profit growth," said Steve Jobs, Apple's CEO. "This is the direct result of our focus on innovation and the immense talent and creativity at Apple. We could not be more excited about the new products we're working on for 2006."

"We're very pleased to report 48 percent year-over-year growth in Mac shipments in Q4, as well as our 10th consecutive quarter of record iPod sales," said Peter Oppenheimer, Apple's CFO.

“Looking ahead to the first quarter of fiscal 2006 which will span 14 weeks, we expect revenue of about \$4.7 billion. We expect GAAP earnings per diluted share of about \$.46, including an estimated \$.03 per share expense impact from non-cash share-based compensation, translating to non-GAAP EPS of about \$.49.”

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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, hint), please send them to me at [machelpdesk@comcast.net](mailto: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.