

MACFACTS

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SUPPORT, SALES, TRAINING, & SERVICE

(972) 783-9787 • (214) 336-7162 - Cellular

e-mail address - support@machelpdesk.com

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

a Macintosh Solutions Provider company

INDEX

Page 2

For Your Information
"Time Machine delivers
when you do your part"

Page 3

NEWSLINE

Page 4

Ask the Tech

Page 5

Opinion

Page 6

Product Review
"New iMacs"

Page 7

Hints & Tips

Page 8

Comments

Page 9

'One More Thing...'

A MESSAGE FROM DRU

Well, here we are again getting ready for the fall holidays. Has this year run at double-time or is it just me? Nevertheless, have a happy and safe Halloween.

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Need a good computer for next to nothing? Have I got a deal for you...I'm up to my armpits in pre-loved G4 towers, e-Macs, and even a few laptops. So if you need a 2nd (or 3rd or 4th) computer for your home or office, if you need a computer for a 'senior' parent, or a 7-year-old 2nd grader, or you want to learn how to write programs for the Mac, these Macs might be right up your alley. Call me at the office at 972-783-9787 for more info.

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One for the Band - Just a brief note, again, to let y'all know (at this, the beginning of the holiday season) that live music enlivens ANY party or holiday gathering (private or corporate). My band, [LoveSong](#), is accepting bookings for such events. You can go to our [web site](#) or our [You Tube page](#) and see

what we sound like and listen to the types of music we play. High quality, low cost music can be yours if you book early. Don't be left in the quiet! Call today! 972-783-9790.

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Well, actually, two for the band - If you missed us on October 26th at Neuhaus Café (or got closed out - We DID squeeze over 80 people into a 60 seat house!), mosey on over to the [neuhaus café](#) (N.W. corner of Preston and Royal) on Saturday, November 21st. Where, once again, my band [LoveSong](#), will be performing from 7:00 pm - 10:00 pm. The best part...no cover charge! The next best part - great food and drink. But the best part is great romantic music from the 20s to Today.

♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥

Carve-A-Pumpkin - Dashboard Widget!



From the creator of Build-A-Snowman comes...Carve-A-Pumpkin. With 22 different items to mix and match, you can design a pumpkin to get your dashboard in the fall mood. A knife is not needed! Just a little time and imagination. A mouse is all you need and a few minutes to make a pumpkin you always wanted. The widget can be easily placed anywhere on your dashboard to give it some fall decor. All the fun of a Jack-O-Lantern, Without The Mess! Download here - <http://www.apple.com/downloads/dashboard/justforfun/carveapumpkin.html>

PAGE 2 - FOR YOUR INFORMATION

Maximize your iMovie editing space

by Jeff Carlson,

Editing video is a task ideally suited to large monitors and lots of screen real estate. You want to see your video large, but still have plenty of room to view the project's clips. Unfortunately, most of us don't own a 30-inch Apple Cinema HD Display.

The designers of iMovie were sympathetic, however, and included several options for maximizing the editing environment for any screen size. Whether you want to focus on your project instead of your video library, or just want to recover some elbow room while editing, the following techniques will help.

1. Preset layouts. The standard iMovie '09 layout balances the main elements of the interface: the Project Editor, the Viewer, and the Event Library. But when you're looking for clips, you may want to use more of the window to view your Event Library. Choose Window -> Viewer -> Small (or press Command-8) to make the Viewer (and the Project Editor) smaller and increase the size of the Event Library and Event Browser.



iMovie's preset Viewer sizes make the Project Editor or the Events Browser easier to work within. This is a large viewer (Command-0)



This is a medium viewer (Command-9).



This is a small viewer.

When you're building and organizing your project, choose Window -> Viewer -> Large (or press Command-0) to increase the size of the Viewer and the Project Editor. This mode is also great for adjusting the Ken Burns Effect on imported still photos.

To return to the normal view, choose Window -> Viewer -> Medium (or press Command-9). In any view, you can also click and drag on the toolbar that bisects the top and bottom sections of the window to change the Viewer size.

2. Change the icon size. In addition to providing more space for specific areas of the interface, you can view more (or fewer) items by changing the size of the clip icons; this allows you to see more of your movie or video library, or to use larger icons for finer control over what appears in the Viewer as you move the mouse pointer over a clip. Drag the Icon Size slider, which affects the icons in both the Project Editor and the Event Browser.

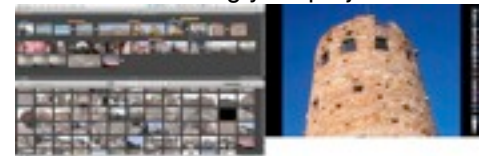
3. Hide the Events List. You don't need to see all of your events if you're

working on clips from just one. Click the Hide Events List button in the lower-left-hand corner to display only clips from the currently selected event.



Changing the Icon Size slider lets you view more icons (smaller) or gain finer control over viewing frames when skimming across them (larger)

4. Viewer on secondary display. If your computer does have an external display attached (such as one connected to a MacBook or MacBook Pro), iMovie includes a great advanced feature for taking advantage of both screens. First, make sure the Show Advanced Tools option is enabled in iMovie's preferences. Then, choose Window -> Viewer on Secondary Display. The preview of your movie is pushed to the other screen, and you get to use the entire top portion of the interface for editing your project.



The Viewer on Secondary Display reclaims a lot of editing space in the iMovie interface.

Sure, these options aren't the same as having a giant monitor to work on, but they're certainly a lot less expensive.

PAGE 3 - NEWSLINE

Apple's Profit Rises 47% as Sales Gain

Apple, in its recent history, has overcome nearly every obstacle thrown its way. Now it has surpassed another: the burden of high expectations.

Apple managed to surprise optimistic investors, posting a 47 percent increase in profit in the fourth quarter and handily beating Wall Street's estimates. Renewed sales of Macintosh laptops and the continued popularity of the iPhone around the world helped to lift Apple's bottom line.

"It's a pretty impressive quarter given that consumers are still trying to figure out whether they want to spend again," said Gene Munster, a securities analyst at Piper Jaffray.

Shares of Apple have already nearly doubled this year, and investors pushed up the stock throughout what appeared to be a profitable summer. On Monday, shares of Apple rose \$11.58, or 6 percent, in after-hours trading, after closing at \$189.96 in the regular session. Shares passed \$200 for the first time since late 2007. Wall Street has been impressed by rebounding momentum in the Mac business and Apple's leadership in the battle for smartphones — the versatile phones that make calls and run thousands of applications.

Moreover, the return of Steven P. Jobs, the chief executive, to the public spotlight at an Apple event in September to introduce new iPods has calmed fears about management turbulence at the company.

Apple, based in Cupertino, Calif., posted particularly strong gains in the computer segment while many of its rivals were still struggling to recover from the recession's impact on consumer spending. Apple said it sold

3.05 million Macs in the quarter, up about 17 percent from the 2.6 million it sold in the same quarter last year. Global PC sales rose 2.3 percent in the third quarter of the year, according to the market tracking firm IDC.

Mac sales were also helped by renewed back-to-school buying and the June introduction of Snow Leopard, the latest version of its Mac operating system. Macintosh sales have now grown faster than the rest of the PC market in 19 of the last 20 quarters.

Apple continued to mine gold from the summer introduction of a new smartphone, the iPhone 3GS. Apple sold 7.4 million phones in the quarter, up from 6.9 million units sold in the year-ago quarter and ahead of Wall Street's expectation of about seven million iPhones.

But there were indications that the company could have done even better. Timothy D. Cook, Apple's chief operating officer, indicated that demand for the 3GS exceeded expectations and that it took the company until "early October to get the supply and demand balanced in some countries."

Apple executives added that they planned to introduce the iPhone on Oct. 30 in China through a partnership with China Unicom, one of the country's largest mobile carriers. "This is the largest market in the world in terms of total phones, and it's very important we get started to make it as large as possible in smartphones," Mr. Cook said.

Not even the iPod, which has been slowly fading as a stand-alone business, could seriously hurt the quarter for Apple. The company sold 10.2 million iPods during the quarter, slightly behind the pace of the 10.4

million iPods that Wall Street had projected for the company.

But Apple took pains to point out that sales of the iPod Touch, which can run applications as the iPhone does, had doubled over the same period last year.

In the quarter that ended on Sept. 26, Apple said its net income rose to \$1.67 billion, or \$1.82 a share. That is up from \$1.14 billion, or \$1.26 a share, in the quarter a year ago. Revenue rose to \$9.87 billion, from \$7.9 billion last year.

That easily beat the already optimistic expectations of analysts, who had projected that Apple would announce revenue of \$9.2 billion and net income of \$1.42 a share, according to a survey conducted by Thomson Reuters.

Looking ahead, Apple projected earnings for the December quarter of about \$1.70 a share and gross margins that fell short of analysts' predictions. Apple said that new products would have lower margins than their predecessors. Analysts are expecting earnings closer to \$1.91 a share, saying that Apple is notoriously conservative in estimating its future profits.

Asked about the wave of iPhone competitors like Motorola, Research In Motion and Palm, Apple executives took the opportunity to brag.

"We feel very good suiting up and competing against anyone," Mr. Cook said. "People are really just trying to catch up with the first iPhone that was announced two years ago, and we have long since moved beyond that."

PAGE 4 - ASK THE TECH



Q: Help! We have switched from Charter to AT&T and I tried to put an account with att.net on my mail preferences. The mail program wouldn't accept that, so I copied my aol "imap.aol.com" into the incoming mail server box. Now I'm getting several duplicates of every email!

A: Oops! Can't do that. Each Internet Service Provider has their own e-mail set-up for the incoming and outgoing mail servers. Usually you can go to the provider's help section and you should be able to find the instructions for 'Setting Up Your E-Mail' or something along those lines. Once you get AT&T properly configured, your duplicate mail problems should stop.

Q: My Powerbook G4 is not recognizing the WD 320GB external harddrive. I went inside the utility disk and it exists. I cant seem to be able to repair it. Not sure what to do to get my data back. Can you help?

A: In many cases when a hard drive drops off the desktop it's due to a corruption of the directory that tracks all the information on the hard drive. Many times you can fix those problems by using the Disk Utility program that comes with OS X. Sometimes, however, you'll need a program with a bit more horsepower. When you need an industrial strength fix-it program look to programs like Tech Tools Pro 4, Data Rescue II, or the venerable

Norton Utilities. Just start your computer from the the utility disk and follow the instructions. And be patient. It could take several hours (yes, I said hours) to run the full gamut of tests and repairs.

Q. I recently received this in an e-mail. Is it for real?

"You should be alert during the next few days. Do not open any message with an attachment entitled 'POSTCARD FROM HALLMARK,' regardless of who sent it to you. It is a virus which opens A POSTCARD IMAGE, which 'burns' the whole hard Disk C of your computer."

A: Many web sites offer a service that allows a user to send a customized "greeting card" (or "postcard") to a relative, friend, or acquaintance, delivered as a message containing a hyperlink which the recipient follows to visit the originating site and view the card. Sending out phony e-card notifications is therefore an effective method of camouflaging viruses and inducing unwitting recipients into clicking on links that install malicious programs onto their computers.

A wave of malicious messages (like the one reproduced above) sent out in June 2007 employed that very technique, arriving in inboxes bearing subject lines such as "You've received a postcard from a family member!" The messages contain URLs that recipients are supposed to visit to retrieve their e-cards, but those URLs actually point to servers hosting a variety of malware (including a variant of the Storm Trojan, "an aggressive piece of malware that has been hijacking computers to serve as attacker bots" since early 2007) that is furtively installed onto victims' PCs.

Two things though. First - Although the Postcard virus is real, it isn't a "BIG VIRUS COMING" (it's already been

around in multiple forms for a long time now), it will not "burn the whole hard disc" of your computer, CNN didn't classify it as the "worst virus" ever, and it doesn't arrive in messages bearing a subject line of 'Invitation.' And second - MACS DON'T GET VIRUSES! 99.999% of viruses that are sent over the internet only effect PCs.

My advise? When you get something like this in the mail don't panic! Do go over to Snopes.com and get the real facts.

Q: I have a new iPhone and don't know how to get it to do much ... please will you tell me how I begin to set it up to accept my email?

A: Actually, setting up the iPhone to send/receive e-mail is relatively easy. You'll need four pieces of info before you begin. 1) Your e-mail address (or addresses if you have more than one); 2. The POP server address (incoming mail) of your internet service provider; 3. The SMTP server address (outgoing mail) of your internet service provider; 4. You e-mail password.

On the iPhone's home page, tap on 'Settings'. Scroll down to the Mail section and tap on mail. From there just fill in the information you gathered before. Once complete you should be able to send/receive mail.



PAGE 5 - OPINION

Time Machine delivers when you do your part

By Bob Levitus

Time Machine is the virtually idiot-proof backup system included with Mac OS X 10.5 Leopard and 10.6 Snow Leopard.

The bad news is that it isn't turned on by default. To get its benefits, you must first perform a couple of simple tasks.

The first is to connect an external hard disk that's bigger than your startup disk; the second is to tell Time Machine you want to use that disk for Time Machine backups.

There are only two things to consider when you look for an external disk to use with Time Machine. The first is size: Your external drive needs to be at least 1.5 times the size of your boot drive. So, if your boot drive is 500GB, your external drive should be at least 750GB, and bigger — say, twice the size — is even better.

The second: the drive's interface, which is how the drive connects to your Mac. Since every Mac made in the past few years includes USB 2.0 ports, you can't go wrong with a drive that connects via USB 2.0. Or, if your Mac has FireWire 400 and/or FireWire 800, you can use

disks with these faster interfaces.

Some drives have more than one kind of interface and can connect via USB 2.0, FireWire or even eSATA (a ultra-fast interface that requires additional hardware for your Mac). Although they're usually more expensive, I prefer these drives to single-interface drives because I can use the fastest interface my Mac offers, and if one of my Mac's interfaces goes bad, I can switch to another and get on with my work.

When you connect your new hard disk to your Mac, a dialog box asks, "Do you want to use 'New Hard Disk's Name Here' to back up with Time Machine?" Click the "Use as Backup Disk" button, and Time Machine is enabled. It will start by backing up your entire startup disk, and once that's done, it will back up all modified files once an hour.

Finally, if you are afraid this is going to cost you an arm and a leg, you're wrong. I've seen 1,000 GB (i.e. 1 TB) external USB 2.0 drives for less than \$100. Professional data recovery services can cost \$2,000 or more, which makes \$100 sound like a reasonable price for peace of mind.

It's never been easier to set up and configure backup software. If you haven't done it yet, I urge you to do it before your startup

drive crashes, as it surely will someday, and your data is destroyed, as it probably will be when your disk bites the dust.

Bob "Dr. Mac" LeVitus is an authority on Mac OS X, the author of 50 computer books and a Mac consultant and trainer.

PAGE 6 - PRODUCT REVIEWS

Apple Unveils New iMac With 21.5 and 27-inch Displays

Features LED-Backlit Displays, Available Quad-Core Processors & the New Wireless Magic Mouse



Apple unveiled an all new iMac line featuring brilliant LED-backlit 21.5 and 27-inch widescreen displays in a new edge-to-edge glass design and seamless all aluminum enclosure. The new iMac line, starting at \$1,199, is the fastest ever with Intel Core 2 Duo processors starting at 3.06 GHz, and Core i5 and i7 quad-core processors for up to twice the performance. Every new iMac ships with a wireless keyboard and the all new wireless Magic Mouse, the world's first mouse with Multi-Touch technology pioneered by Apple on the iPhone, iPod touch and Mac notebook trackpad.

"The iMac is widely praised as the best desktop computer in the world and today we are making it even better," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "With brilliant LED displays and the revolutionary Magic Mouse, the new iMac delivers an amazing desktop experience that we think customers will love."

The new iMac features stunning LED-backlit displays with a 16:9 aspect ratio, ideal for watching high definition movies and TV shows from iTunes, or editing and watching your own videos or photos using iLife. The new 21.5-inch iMac features a high resolution

1920-by-1080 pixel display. The 27-inch iMac features a beautiful 2560-by-1440 pixel display that offers 60 percent more pixels than the previous 24-inch model. Both 21.5 and 27-inch displays use IPS technology to deliver consistent color across an ultra wide 178 degree viewing angle.

The iMac comes standard with a wireless keyboard and the new Magic Mouse featuring Apple's revolutionary Multi-Touch technology. Instead of needing mechanical buttons, scroll wheels or scroll balls, the entire top of the Magic Mouse is a seamless Multi-Touch surface. Using intuitive gestures, a user can easily scroll through long documents, pan across large images or swipe to move forward or backward through a collection of web pages or photos. The Magic Mouse can be configured as either a single button or two button mouse, according to the user's preference. The wireless keyboard and Magic Mouse work seamlessly with the iMac's built-in Bluetooth capabilities to provide a clean, cable-free desk top.

The iMac features improved graphics across the line with NVIDIA GeForce 9400M integrated graphics or ATI Radeon HD 4670 discrete graphics in the 21.5-inch model, and ATI Radeon HD 4670 discrete graphics or ATI Radeon HD 4850 discrete graphics in the 27-inch model. The new iMac line now also features 4GB of 1066 MHz DDR3 memory and capacity up to 16GB across four SO-DIMM slots. Every iMac features a built-in iSight® video camera, mic and stereo speakers integrated into the thin aluminum and glass design. iMac includes built-in AirPort Extreme 802.11n Wi-Fi networking, Bluetooth 2.1+EDR, Gigabit Ethernet, a total of four USB 2.0 ports, one FireWire® 800 port and a new built-in SD card slot.

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Apple today also announced that the Mac mini, the world's most energy efficient desktop, is now faster, offers more storage and comes standard with double the memory. Starting at \$599, the entry level Mac mini features a faster 2.26 GHz Intel Core 2 Duo processor and 2GB of DDR3 1066 MHz memory, a 160GB hard drive, five USB 2.0 ports, FireWire 800, NVIDIA GeForce 9400M integrated graphics and a SuperDrive®. The \$799 Mac mini features a 2.53 GHz Intel Core 2 Duo processor, 4GB of memory and a larger 320GB hard drive. Apple now offers a \$999 Mac mini that is specially configured with Mac OS® X Snow Leopard Server. Mac mini with Snow Leopard Server features two 500GB hard drives for a total of 1TB of server storage in the tiny 6.5-inch square by 2-inch tall Mac mini enclosure.



Apple Updates MacBook With LED-Backlit Display, Multi-Touch Trackpad & Built-in Seven-Hour Battery

Apple today updated its popular MacBook with a new, durable polycarbonate unibody design featuring a brilliant LED-backlit display, a glass Multi-Touch trackpad and Apple's innovative built-in battery for up to seven hours of battery life. Inheriting technology and design features from the MacBook Pro line, the new MacBook is an ideal consumer notebook for students and new Mac users, and is available for \$999.

Continue on page 9

PAGE 7 - HINTS & TIPS

Find recently-used apps and documents in Snow Leopard

Snow Leopard's Recent Items menu item—located in the Apple menu—has a simple new ability that may come in handy if you use this menu regularly. By default, the Recent Items menu displays recently-used applications, documents, and servers, letting you easily access these items again. In OS X 10.5, that was all you could do with this menu.

In 10.6, though, you can use the Recent Items menu to locate recently-used applications and documents in the Finder. If you hold down the Command key, then activate the Recent Items menu, you'll see that the description for the applications and documents change. Instead of showing simply, for instance, Safari, the menu will now display Show "Safari" in Finder. Select it, and the folder containing Safari (most likely, your Applications folder) will open in Finder.

While not terribly useful for applications, this trick can be a time-saver if you're trying to track down a recently-used document, but you're not positive where it might be located on your hard drive.

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Create Mail accounts manually in Snow Leopard

When setting up new accounts in Mail, OS X 10.5 included a feature that would, if enabled via a checkbox, attempt to automatically set up the new account based on the preliminary information you provide. In the Snow Leopard version of Mail, however, the automatic setup checkbox option is gone, and automatic setup is now the default.

While this works well most of the time, there may be times when you'd rather set up an account by hand. Gmail

accounts, for instance, will always be created as IMAP accounts when using automatic setup, and perhaps you'd prefer to use POP for your Gmail account. Also, in automatic mode, the setup wizard always tests the connections to the mail servers you enter. If you're setting up accounts while offline, or while on a costly and/or slow connection, you might not want these tests to be run.

The solution turns out to be simple: On the first Add Account screen, which appears after you click the plus sign on the Accounts tab of Mail's preferences, enter your name and e-mail address. Then hold down the Option key, and notice that the Create buttons changes to read Continue. Click the newly-existent Continue button, and you can set up your e-mail account manually, just as you could in OS X 10.5.

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See selection info in iTunes 9

Here's a quick iTunes 9 tip that may make your life easier if you burn a lot of CDs, or otherwise need to know the size of a selection in iTunes. In older versions of iTunes, if you wanted to know the play time for a group of songs, you had to drag those songs into a new playlist.

In iTunes 9, that step is no longer necessary. Simply select your songs (using any combination of click, Shift-click, and Command-click), and as your selection grows, the status display at the bottom of the iTunes window will update in real time, showing the item count, total play time, and total size of your current selection.

If you're trying to fill a CD, either based on data size or minutes of play time, this new "live" status display makes it a much simpler process.

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See all of the Weather widget's weather modes

The Weather widget in OS X's Dashboard (in OS X 10.4 and later) displays a six-day forecast along with the current weather—complete with a large graphic representing the current conditions. As I check the Beaverton, Oregon weather this morning, for example, I see a large glowing sun, and a forecast high of 90F. Different weather conditions offer different graphics, so over time, you'll see a number of different images appear.

But what if you live somewhere where the weather rarely changes—Phoenix, for instance. Or what if you're just curious about the various different weather graphics available? Here's an oldie-but-goodie tip to let you see them all with just a couple of keypresses. Open Dashboard (F12), then open the Weather widget if it's not already visible (click the Plus sign, then click the Weather widget on the row of available widgets).



One of the many weather graphics. Once the widget is open, hold down Command and Option, then click on the graphic displayed at the top of the widget. With each click, the widget will cycle through an additional weather graphic; one example is shown at right.

You'll also notice that the town turns to Nowhere, and the forecast features round-number temperatures and minimal weather variety. Keep clicking until you've cycled through all the available graphics—and keep an eye out for the one animated graphic.

Continue on Page 9

PAGE 8 - COMMENTS

A Reply to Last Month's: Music Industry Wants Apple, Amazon to Pay Up

by David Thompson

I agree that the Music Industry, as well as the Movie Industry, has gone a bit overboard with pursuing "re-distributors" when they should go after the initial distribution.

As you have heard me say, at the turn of this century both industries had an opportunity to nip this in the bud, so to speak. In both cases, it would have involved dropping prices and changing distribution.

For the music industry: Release every song as a CD single. You could even charge \$2 instead of the \$1 that people pay online. I would pay \$2 (or maybe even \$3) for a song I want versus \$15 or \$20 (or more) for a dozen songs I don't want; which is rather much like only having a choice to buy fully-equipped models of cars rather than having choices on equipment packages. Quite frankly, I don't like to have to download music; I'd rather have a CD and then rip it myself for portability at the quality I want. CD stores would still be plentiful and they could have snippet playing abilities for people to sample. Retail would get a boost from the traffic. And people who don't have ready access to downloading songs would have a means of buying the music they want without going broke.

The plan would have to work out like:

1. Make the CDs all singles, with the exception of "collection" albums or works that follow a theme or story line throughout the album, such as Pink Floyd's *The Wall* or ELO's *Time* album.
2. Arrange snippet sampling, online, through stores, radio commercials, etc.
3. Granted, often there are songs on an album that might be hits but didn't

initially get played on the radio so people might have missed them if they didn't buy the whole album. But that is where distributors and radio stations need to pick up the slack, not consumers.

For the movie industry, they had started in the right direction and then dropped the ball. Go back to the first Video Stores. Initially, tapes didn't have copy protection because VCRs were pricey. If you owned one, you were not likely to own two. Rental stores didn't give you much time to keep a tape for any duplication efforts. But still, copying was happening. And as VCRs got cheaper and blank tapes did as well, the movie industry could have responded by dropping the price of the video tapes to, say, \$15 instead of \$30, so that their afford ability would stimulate sales and offset piracy. But, instead, they chose to fight theft by creating security. They got everyone involved on it as well:

1. Tapes were encoded with security impregnations that would scramble video if attempted to duplicate.
2. For this to work without interrupting the ability to view them, they got VCR and TV manufacturers to put in circuitry that supported detecting attempts to dub and passed the scrambled signal. Granted, I don't know the specifics, but I recall having TVs and VCRs before this change happened that, when the VCR source was hooked to the TV and a VCR target was hooked to the TV's outputs, the video the target VCR received was from that which was displayed on the TV. After the change, most TVs no longer had the video output ability and those that did simply passed the scrambled signal straight through the AV jacks instead of sending what the TV was displaying straight to the output; thus the target VCR recorded crap.

3. Of course, there were still ways to copy tapes. "Black boxes" as they were referred to were created by garage electronics nerds that de-scrambled the signal anyway. So the industry did then what both industries are doing now: policing it and seeking prosecution of anyone caught with dubbed tapes.

4. As that the effort to pursue people duplicating and selling tapes cost more than the loss of sales, the industry eventually figured out that lowering the cost of the product reduces the likelihood of theft. People would buy tapes for \$10 since even personal time has a value and it took the same length of time to duplicate a tape as it did to play it. People would rent more movies at \$1 to \$3 rental prices instead of \$8 to \$10 prices. Ads on TV showed snippets (trailers) of movies that the individual might not have wanted to see at the theater but would be willing to rent or buy the tape for their home. It didn't matter that the quality on a TV was less than at the theater; it was convenient.

5. Illegal duplication and sales of tapes left our flea markets and now primarily happen overseas. Individuals may still duplicate a tape or, now, a DVD for their kids or their parents, but now it is primarily torrent servers, fraught with dangers to those who use them, that is the main source for people acquiring illegal movies. But the concept of "keeping honest people honest" can, and still does, pay off for the movie industry. If ripping was such a cut into their profits, they wouldn't be still offering to distribute their movies in the first place.

In a nutshell, every media industry has always had to deal with illegal duplication. Forgers of paintings. Xeroxing from library books. Cassette tape compilations from records.

Continue on Page 9

PAGE 9 - ONE MORE THING...

Reply, cont.

People sneaking camcorders into theaters to take home the latest (albeit a lower quality) movie to show to their friends. But if it were a severe problem, the industry would simply stop distributing them. What each industry does, eventually, is make it easier for the masses to access the media and at the same time find ways to identify those who access it illegally. Professionals who could recognize brush stroke techniques could identify forged paintings. Introduction of watermarks and stamp impressions into paper that couldn't be duplicated with copiers. Cassette tapes didn't have quite the quality of a record, but before the industry had to respond to that, the invention of the CD came about and the quality made cassettes go away, eventually. Theaters expanded their screens and sound systems to make going to the movies more attractive than renting it later and they have their attendants monitor the area for people using cell phones or camcorders to record the film.

But every media eventually hit upon the one big solution: make it cheaper. Museums for free or inexpensive viewing. Libraries actually have copying machines and simply post rules for personal use. Cassettes went away but MP3s came instead, however smart leaders created \$1/song downloads because that at least meant some income instead of no income. And theaters lowered ticket prices (unfortunately, not at the concession stands) and created more convenient ways to get the tickets and more comfortable ways to seat their patrons. Now, it is the music industry's turn. Charge whatever the heck you want for concerts, but don't price yourself out of the ballpark, so to speak, of most people or they will simply not purchase or, worse, illegally acquire what they want. It is either that or hire private detectives to stand around in Walmart

stores to observe people buying CDs and see if they tell their friend "Yeah, no problem. I'll duplicate this for you." The end only justifies the means if you are still in business.

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MacBook, cont.

"The new MacBook includes many of the great features found on the innovative MacBook Pro, such as an LED-backlit display, glass Multi-Touch trackpad and built-in long-life battery," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "With the only lineup of notebooks all featuring unibody enclosures, LED-backlit displays and long-life battery technology, there's never been a better time to switch to a Mac."

The new MacBook features a unibody, polycarbonate enclosure that makes it lighter and more durable. The new design includes a unique non-skid bottom surface and at just 4.7 pounds, the sleek MacBook slides easily into a backpack or briefcase. MacBook comes standard with a bright, LED-backlit display with the same wide-angle viewing technology used in the MacBook Pro line. The new MacBook has a 2.26 GHz Intel Core 2 Duo processor, 2GB RAM, a 250GB hard drive, and powerful NVIDIA GeForce 9400M integrated graphics.

The new MacBook includes Apple's innovative built-in notebook battery for up to seven hours of wireless productivity on a single charge, and up to 1,000 recharges. At nearly three times the lifespan of conventional notebook batteries, Apple's built-in battery results in fewer depleted batteries and less waste. Depleted batteries can be replaced for \$129, which includes installation and environmentally responsible disposal of your old battery.

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Weather Widget, cont.

(And yes, this trick still works in Snow Leopard.)

When you're done looking at all the pretty pictures, your Weather widget will still be stuck in Nowhereville, but that's easily fixed—just press Command-R to reload the Weather widget, and things will return to normal.

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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@tx.rr.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.