



# MAC FACTS

from

## Mac Help Desk

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**Apple Consultants Network**  
**An Apple Solutions Expert Company**

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Volume 12, Number 9

September 2002

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### *A Message from Dru*

Another month has come and, is just about, gone. What with the anniversary of 9/11 at the beginning of the month, and the Jewish High Holy Days toward the end, this has been a long one.

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Apple Corps of Dallas – For those of you who want/need/require the companionship of other Mac users the Apple Corps of Dallas (ACD) is for you. ACD meets either on the 2<sup>nd</sup> or 3<sup>rd</sup> Saturday of each month at the Richardson Civic Center (Arapaho & Hwy 75). Membership is NOT required to attend (although do we recommend joining) and this event is ‘family suitable’. October’s meeting will be held on the 12<sup>th</sup> and Apple Computer is our featured speaker. The Mail Meeting begins at 9 am and other meetings occur throughout the day. For more info and a complete schedule go to <http://www.acd.org>,

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Everyone who’s earning *too much* money raise your hands! Need a little cash to supplement your income? Part time? Full time? *The Richman Group* is hiring. Call me for details - 972-783-9790. Health, Wealth, Vim, Vigor, and Vitality can be Yours!

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Can you sing? Know someone who can? *LoveSong* is looking for a new singer. Longtime vocalist, Diane “Dee Dee” Cooper, has decided to call it quits and get married. For more info about the band go to <http://www.machelpdesk.com/lovesong>. If you’re interested call me at 972-783-9787.

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Progressive rant – It never ceases to amaze me when someone goes out and purchases a new computer (or car or fridge or house, spouse, oven, etc ) [for whatever the reason], brings it home, sets it up, transfers all the data from their old computer to the new and then bemoans the fact that the new computer doesn’t behave like the old one. Duh! It’s a NEW computer. It’s supposed to act different. That’s it’s job. You should *expect* it to be different by whatever criteria you’re judging by. It’s called ‘progress’ [the opposite of congress ☺]. If you didn’t want the changes, then you shouldn’t have purchased the device. One of the few unrelenting facts of our lives is that things change. Often too quickly. Sometimes way too slowly. But they will always change. There is only one state of being when there is no change (and even that’s not entirely true). And to be truthful, I’m too young to shuffle off this mortal coil.



## **Hollywood vs. the Internet**

By Mike Godwin

If you have a fast computer and a fast Internet connection, you make Hollywood nervous. Movie and TV studios are worried not because of what you're doing now, but because of what you might do in the near future: grab digital content with your computer and rebroadcast it online.

Which is why the studios, along with other content providers, have begun a campaign to stop you from ever being able to do such a thing. As music software designer Selene Makarios puts it, this effort represents "little less than an attempt to outlaw general-purpose computers".

At some date in the near future, perhaps as early as 2010, people may no longer be able to do the kinds of things they routinely do with their digital tools today. They may no longer be able, for example, to move music or video files easily from one of their computers to another. Their music collections, reduced to MP3s, may be movable to a limited extent, unless their hardware doesn't allow it. The digital videos they shot in 1999 may be unplayable on their desktop and laptop computers.

Programmers trying to come up with, say, the next great version of the Linux operating system may find their development efforts put them at risk of civil and criminal penalties. Indeed, their sons and daughters in grade school computer classes may face similar risks if the broadest of the changes now being proposed becomes law. The proposals include banning software, hardware, and any other digital-transmission technology that does not incorporate copyright protection.

Whether this scenario comes to pass depends mainly on the outcome of an emerging struggle between the content industries and the information technology industries. The Content Faction includes copyright holders such as movie and TV studios, record companies and book publishers. The Tech Faction includes computer makers, software companies and manufacturers of related devices such as CD burners, MP3 players, and Internet routers. In this war over the future shape of digital technology, it's computer users who may suffer the collateral damage.

Digital television will be the first battleground. Unlike DVD movies, which are encrypted on the disk and decrypted every time they're played, digital broadcast television has to be unencrypted to comply with the Federal Communications Commission broadcasting regulation.

The lack of encryption, coupled with digital TV's high quality, poses a problem for copyright holders. If a home viewer can find a way to copy the content of a digital broadcast, he or she can reproduce it digitally over the Internet (or elsewhere), and everybody can get that high-quality digital content for free. This possibility worries the movie and TV studios, which repackage old television shows for sale to individuals as DVDs or videotapes and sell cable channels and broadcast stations the right to air reruns. Who is going to buy DVDs or tapes of TV shows or movies they can get free, online through peer-to-peer file sharing? And if everybody is trading high-quality digital copies of Buffy the Vampire Slayer or Law & Order over the Internet, who's going to watch the reruns on cable TV? What advertisers are going to sponsor those shows?

The Content Faction has a plan to prevent this situation from developing - a plan Hollywood's

copyright holders hope will work for music and every other kind of content. The first part of the plan involves incorporating a "watermark" into digital TV signals. Invisible to viewers, the watermark would contain information telling home entertainment systems whether to allow copying and, if so, how much. But the watermark won't work without home entertainment equipment that is designed to understand the information and limit copying accordingly. Such a system has not been developed yet, but in theory it could apply to all digital media.

There are some problems with this scheme. If Princeton computer scientist Edward Felten is right, a watermark that's invisible to the audience yet easily detected by machines will be relatively easy to remove. If you can't see it, you won't miss it when it's gone. Which is why the components of new home entertainment systems probably would have to be designed not to play unwatermarked content. Otherwise, all you've done is develop an incentive for both inquisitive hackers and copyright pirates to find a way to strip out the watermarks. But if the new entertainment systems won't play content without watermarks, they won't work with old digital videos or MP3s.

The implications of a watermark system extend beyond the standard components of today's home entertainment systems: VCRs, CD and DVD players, TV and radio receivers, amplifiers and speakers. What tech industry pundits call convergence means that one other component is increasingly likely to be part of home entertainment setups: the personal computer. Emery Simon, special counsel to the Business Software Alliance (an anti-piracy trade group) says, "That's the multi-purpose device that has them terrified, that will result in leaking [copyrighted content] all over the world."

This prospect is what Disney CEO Michael Eisner had in mind when, in a 2000 speech to Congress, he warned of "the perilous irony of the digital age". Eisner's view of the problem is shared by many in the movie industry: "Just as computers make it possible to create remarkably pristine images, they also make it possible to make remarkably pristine copies."

Because computers are potentially very efficient copying machines, and because the Internet is potentially a very efficient distribution mechanism, the Content Faction has set out to restructure the digital world. It wants to change not just the Internet but every computer and digital tool, online or off, that might be used to make unauthorized copies. It wants all such technologies to incorporate "digital rights management" (DRM) - features that prevent copyright infringement.

The companies whose bailiwick is computers, digital technology, and the Internet tend to take a different view. Of course, Tech Faction members, which includes Microsoft, IBM, Hewlett-Packard, Cisco Systems, and Adobe, also value copyright. And many of them want to see a world in which copyrighted works are protected. But their approach differs.

In taped remarks at a December business technology conference in Washington, D.C., Intel CEO Craig Barrett spoke out against a bill proposed by Senator Ernest "Fritz" Hollings that would mandate a national copyright protection standard. The Content Faction says it needs such a standard to survive.

A few companies are so big and diverse that they don't fall easily into either faction. AOL Time Warner, which controls movie studios and other content producers under its umbrella, tends to favor efforts that lock down cyberspace, but AOL itself, along with some of the company's cable subsidiaries, tends to resist any effort to mandate universal DRM.

However, a technical/legal scheme that perfects control of digital content also creates new revenue opportunities: The music companies, for example, could rent or license music to us in a protected format rather than sell copies outright.

The Hollings legislation, dubbed the Security Systems Standards and Certification Act, is designed

to help content companies turn the potential peril of digital technology into profits. In the drafts available last spring, the bill would make it a civil offence for anyone to develop a new computer or operating system (or any other digital tool that makes copies) that does not incorporate a federally approved security standard preventing unlicensed copying. The bill would set up a scheme under which private companies met and approved the security standard. It would require that the standard be adopted within 18 months; if that deadline passed without agreement on a standard, the government would step in and impose one. In at least one version, the bill would also make it a felony to remove the watermark from copyrighted content or to connect a computer that sidesteps DRM technology to the Internet.

The Hollings bill applies to any digital technology, not just TV. It's clear why the bill's supporters want its scope to be so broad: If the watermark scheme works for digital TV, creating a system for labeling copyrighted works and for designing consumer electronics to prevent unlicensed copying, it should be possible to make it work for the rest of the digital world, including the Internet.

According to Capitol Hill sources, the Hollings bill is designed to promote consumer adoption of broadband services (such as cable modems and DSL), which has been slower than predicted. If Hollywood could be assured that its content would be protected on the broadband Internet, the theory goes, it would offer more compelling online content, which would inspire greater consumer demand for high-speed service.

This theory, which assumes that what people really want from the Internet is more TV and movies, is questionable, but it has a lot of currency in Washington. And as the debate over broadband deregulation shows, Congress wants to find a way to take credit for a quicker rollout of faster Internet service.

It was the Hollings bill that brought the war between the Content Faction and the Tech Faction out into the open. And in the near term it's the Hollings bill that is likely to be the flash point for the debate about copyright protection standards. A congressional hearing on Hollings' proposal was held in late February, but no bill has been formally introduced.

One way to understand the conflict between the Content Faction and the Tech Faction is to look at how they describe their customers. For the content industries, they're consumers. By contrast, the information technology companies talk about users.

If you see people as consumers, you control access to what you offer, and you do everything you can to prevent theft, for the same reason supermarkets have cameras at the door and bookstores have electronic theft detectors. Allowing people to take stuff free is inconsistent with your business model.

But if you see people as users, you want to give them more features and power at cheaper prices. The impulse to empower users was at the heart of the microcomputer revolution: Steve Jobs and Steve Wozniak wanted to put computing power into ordinary people's hands, and that's why they founded Apple Computer. If this is your approach, it's hard to adjust to the idea of building in limitations.

In a basic sense, moving bits around from hard drives to RAM to screen and back again, with 100 per cent accuracy in copying, is simply what computers do. To the Tech Faction, building DRM into computers, limiting how they perform their basic functions, means turning them into special-purpose appliances, something like a toaster. This approach is anathema to the user-empowerment philosophy that drove the PC revolution.

The Tech Faction believes people should be able to do whatever they want with their digital tools, except to the extent that copyrighted works are walled off by DRM. The Content Faction believes

the digital world isn't safe unless every tool also functions as a copyright policeman.

At the heart of this argument are two questions: whether computer users can continue to enjoy the capabilities computers have had since their invention, and whether the content companies can survive in a world where users have those capabilities. What's been missing from the debate so far has been the users themselves, although some public interest groups are gearing up to tackle the issue. Users may well take the approach I would take: "If computers and software start shipping in a hamstrung form, mandated by government, I'll quit buying new equipment. Why trade in last year's feature-rich laptop for a new one that, while faster, has fewer capabilities."

The Content Faction may be right that what people really want is compelling content over broadband. It may even be the case that, if they were asked, most people would be willing to trade the open, robust, relatively simple tools they now have for a more constrained digital world in which they have more content choices. But for now, nobody's asking ordinary people what they want.

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## NEWSLINE

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### **Apple Announces Mac OS X-Only Booting For 2003**

Apple® announced that starting in January 2003, all new Mac® models will only boot into Mac® OS X as the start-up operating system, though they will retain the ability to run most Mac OS 9 applications through Apple's bundled "Classic" software. There are nearly 4,000 native applications now available for Mac OS X.

"We expect that 20 percent of our entire installed base will be using Mac OS X by the end of this year, making it the fastest operating system transition in recent history," said Steve Jobs, Apple's CEO. "Now it's time for Apple and our third-party developers to focus all of our resources exclusively on Mac OS X, rather than dividing them between two different operating systems."

All new Macs sold since January 2002 have had Mac OS X factory-set as the default operating system. Over 75 percent of customers using these Macs have elected to keep Mac OS X as their default operating system. Apple estimates that there are over 3 million Mac OS X users today, and expects to reach 5 million Mac OS X users—or more than 20 percent of the installed base—by the end of this calendar year.

"We're happy to see Apple take this next step to drive adoption of Mac OS X," said Kevin Browne, general manager of the Macintosh Business Unit at Microsoft Corp. "Mac OS X has really come of age with the release of 'Jaguar,' and we think the combination of OS X v10.2 and Office v. X for Mac provides our customers with the power and compatibility they're seeking."

"Apple is doing the right thing by making their Mac OS X system transition timeline perfectly clear," said Shantanu Narayen, executive vice president of Worldwide Products at Adobe Systems. "By accelerating Macintosh customer migration to OS X, Apple will make it easier for Adobe and other ISVs to deliver innovative publishing solutions on this robust platform."

Customers will be able to run older Mac OS 9 applications using the "Classic" software that will continue to be bundled with Mac OS X. The newly released Mac OS X v10.2 "Jaguar" operating system has an updated version of Classic which launches twice as fast; awakes from sleep much faster when AppleTalk® is turned on; can share the same desktop and document folders and Internet preferences as Mac OS X; and can access all Mac OS X file systems.

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## Farewell, iMac G3

(From the Rumor Mill)

The official demise of the original iMac has been rumored for several months. According to sources in the know, Apple will finally pull the plug on the colorful gumdrop that made many of us think a little different.

In January 2003, the iMac G3 will no longer be available through Apple's Online store, nor through Apple Retail. The cut-off apparently corresponds with Apple's public plans to disable the booting of OS 9 on all new machines.

"Of course, they should be available in traditional outlets until inventory is cleared," says our mole.

The January announcement will mark the first anniversary of the new Sunflower iMac G4.

"I'm surprised it lasted as long as it has," says our insider, noting the popularity of the eMac.

Previous information suggested Apple had planned to kill off the iMac G3 this July, but steady educational demand apparently allowed for an extension.

If this rumor pans out, the iBook will be the last remaining Apple product sporting a G3-engine.

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### Los Angeles Apple store sees 139,000 visitors in first month

*The Los Angeles Times* recently contained an Apple ad thanking the 139,000 visitors it received to its Los Angeles Apple store at The Grove in its first month. The ad states, "Whether you came because of the shopping, the free classes or the misconception that our Genius Bar serves something besides free advice, you've given us the warmest welcome we could ask for. Thank you." Last month, Apple ran a similar ad in *The New York Times*, in which the company thanked the 100,000 New Yorkers that visited its SoHo location.

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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!