



# MAC FACTS

from

## Mac Help Desk

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### *A Message from Dru*

As we move into late summer (Autumn, for everyone else), I am again reminded that the Jewish High Holydays of [Rosh Hoshana](http://www.jewfaq.org/holiday2.htm) and [Yom Kippur](http://www.jewfaq.org/holiday4.htm) are once again upon us. To all of our Jewish client/friends - L'Shana Tovah - May you be inscribed in the book of life, prosperity and health, for this year and many more to come. We will be closed on Thursday and Friday September 16<sup>th</sup> and 17<sup>th</sup> for Rosh Hoshana and on Saturday September 25<sup>th</sup> for Yom Kippur. Traditionally on Yom Kippur, Jews atone for their sins to G-d. But sins to their fellow man are a different matter. If I have offended you or caused you pain or suffering, if I have slighted you or caused ill will, if I have done any act that displeased you, please accept my humblest apologies.



Apple Corps of Dallas news (<http://www.acd.org>) - The next meeting will be on Saturday September 25<sup>th</sup> at the Richardson Civic Center. The presentation will be by Bob Levitus, aka "Dr. Mac". He will be making a presentation entitled "Dr. Mac's GarageBand 101 (or, So You Wanna Be A Rock 'n' Roll Star).

- Join Bob "Dr. Mac" LeVitus, author of "GarageBand For Dummies," for this entertaining demonstration, which he says, "should prove once and for all how easy GarageBand is to use,"
- Watch Dr. Mac create a song from scratch, in less than an hour, right before your eyes. If you want to know about making music with GarageBand, you'll want to be there

The main meeting starts at 10am (note the time change for this month only). The temporary schedule for this month only is:

- 8am - Graphics
- 8am - Genealogy
- 8am - Final Cut Pro
- 9am - Mac OS X
- 9am - Digital Photography
- 10am - Main Meeting
- Lunch with Bob Levitus at Spring Creek BBQ



One last time – For those who have dropped in to hear my band, LoveSong, play at the Coffee Haus in Plano, Thanks! And for those of you that haven't as yet, make a note of October 2<sup>nd</sup>. It'll

be our last night at the Coffee Haus. So if you love great coffee and hunger for incredible romantic music, that's the date. Hope to see y'all there.



## **New iMac is \$118 Cheaper Than A Dell**

by Chris Seibold

Let us begin with a small SAT-type exercise. No need to rush, the quiz has no time limit -

**Dell 4600C** is to a **Toyota RAV4** as the **Apple iMac** is to a:

- A) BMW X3
- B) Porsche Cayenne
- C) Honda CR-V
- D) Hummer H1

Well what was your answer? If you answered “C) Honda CR-V” you're correct, please send the results to the college of your choice for enhanced admission status. Why not the other cars? Truthfully you could probably make an argument for any of the vehicles but this is a contrived question so the reason the iMac and the CR-V are equivalent to the Dell and Toyota is due to the similarities in pricing. That conclusion cries out for an explanation, one is forthcoming. Let us extricate ourselves from the Apple universe for a moment and talk cars, specifically small sized, low priced SUVs. The Toyota RAV4 and the Honda CR-V are pretty much the same car. I know this because I actually drive a 2002 RAV4 and have spent plenty of time in a Honda CR-V. There are differences but they are minor, generally the cars do pretty much the same stuff with equal aplomb. The only substantial difference is the starting price. When I bought my RAV a few years ago the starting price was around \$16,000, pretty cheap for a new car. Naturally no one wanted the base model, you'd want to add the little amenities like nylon instead of piano wire seat belts, a steering wheel, and keys. Of course by leaving all these as options Toyota was able to get the base price down to a rock bottom wallet opening level (Toyota was kind enough to put all the usual options in a “quick order” package). Once you optioned everything that most humans require the price was about \$19,000. In perhaps the least shocking twist of all time Honda had a starting price for the CR-V of roughly \$19,000. Of course the Honda already came with all the stuff you needed to add to make the RAV4 drivable. Somewhere along the line Honda realized that most everybody was going to want things like gas pedals and windshields and included those items in the base model. The RAV4 remained wildly customizable while the CR-V was offered in just a few trim levels and they cost about the same. A consumer going only on the base price would easily conclude that the CR-Vs were much more expensive than the RAV4s. With cars, perhaps because they are such a large expenditure, this rarely happens. With computers it is a completely different thought process. Everyone knows that a Dell is much cheaper than the equivalent iMac right?

The best way to sort the matter out is to take the newly unleashed iMac and compare it to the equivalent Dell. In this manner we'll see what premium Mac users pay for the cool styling and space saving design. (Styling is subjective and you may actually prefer the look of the Dell but at least we'll just how much that styling is going to cost.)

### **iMac specs:**

17-inch widescreen LCD

1.8GHz PowerPC G5  
512K L2 cache  
600MHz frontside bus  
256MB DDR400 SDRAM  
NVIDIA GeForce FX 5200 Ultra  
64MB DDR video memory  
80GB Serial ATA hard drive  
Slot-load SuperDrive

Price \$1,499.00

### **Dell Dimension 4600C**

Intel Pentium 4 Processor (2.80GHz, 533 FSB)  
Microsoft Windows XP Home Edition  
256MB Dual Channel shared DDR SDRAM at 333MHz (2x128M)  
40GB2 Ultra ATA/100 Hard Drive  
17 in (16 in viewable, .27dp) E773c CRT Monitor  
CD or DVD Drive

Price \$799

The Dell is a cool seven hundred dollars cheaper but it lacks in some areas, to get a meaningful comparison we'll need to adjust a few things on the 4600C.

The most obvious difference is the monitors. The iMac has a very nice integrated 17" LCD monitor so let's add the 17" Dell 1704FTP Ultrasharp Digital Flat Panel display. It probably won't be quite as nice as the iMacs screen but it is as close as we can get.

**+\$409**

We also need to address the operating system. The Dell comes with Windows XP home but Dell recommends Windows XP pro. Apple recommends Panther. Let us heed the recommendations.

**+ \$79**

Look at those hard drive specs, twice the drive on the iMac! The ever-malleable Dell allows us to even the score with a 80GB Ultra ATA 100 (Dell recommended):

**+ \$30**

CD Drive. The Mac has a SuperDrive so the Dell gets an 8x CD/DVD burner

**+ \$129**

Rather by design or obscurity it is a fact: Macs are fairly secure, while PCs are fairly insecure. Dell is pushing a Norton Internet Security 15 month subscription. Hey, its Dell recommended!

**+ \$49**

The Dell comes with integrated video. This *isn't* something you want. Let's even up the video card spec by adding 64MB DDR NVIDIA GeForce4 MX<sup>a</sup> Graphics Card with TV-Out and DVI. It's not the same card the iMac features but it is the only alternative offered by Dell.

**+ \$70**

Besides decent styling the iMac also features something the Dell doesn't have: speakers. The cheapest speakers offered are the Dell A215s.

**+ \$10**

New total for the Dell? **\$1617**  
Mac total (no changes): **\$1499**

**The iMac is \$118 cheaper than the Dell**, not an insignificant amount, roughly equal to 15 movie tickets or one ticket if you also stop by the concession stand. What we learn from this exercise is that Macs aren't as expensive as current wisdom would lead you to believe. The difference in prices between the two premium computer makers is more or less the same difference in Toyota and Honda pricing schemes: One looks substantially cheaper but it is a mirage. Does that make the iMac a better value, objectively speaking, than the 4600C? The answer is yes if you want the all the integrated coolness and capabilities but what if you already have a flat panel display? What if, like most folks, you'll never burn a DVD? What if you love viruses roaming like mad over your computers internals? Then the iMac doesn't look like such a fantastic value; in fact it looks fairly expensive. Still if you're just looking to switch, the new iMac is hard to beat. *[For a head-to-head comparison of computers at various price points go to - <http://systemshootouts.org/> -Ed]*

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## NEWSLINE

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# Apple Unveils the New iMac G5

## World's Thinnest Desktop Computer Features High-Performance G5 Processors



Apple unveiled the new iMac® G5, featuring the high-performance G5 processor and a stunning new design that integrates the entire computer right into the flat panel display. The iMac G5 packs a complete computer system into a mere two inches of depth - the world's thinnest desktop computer. The new line offers 17- or 20-inch active matrix widescreen LCDs and G5 processors running up to 1.8 GHz starting at just \$1,299.

“Just like the iPod redefined portable digital music players, the new iMac G5 redefines what users expect from a consumer desktop,” said Philip Schiller, Apple’s senior vice president of Worldwide Product Marketing. “With the entire system, including a gorgeous 17- or 20-inch display, just two inches thin, a lot of people will be wondering ‘where did the computer go?’ ”

The new iMac G5 makes the ultimate statement in design simplicity. The entire computer, including the power supply and slot-load optical drive, is built right into the display and rests on a sleek aluminum foot. All the I/O ports line up neatly along the rear right side for easy access, and with optional AirPort® Extreme and Bluetooth wireless modules, there’s no more cable clutter. With its elegantly thin profile, compact footprint and whisper-quiet operation (less than 25 dB), the

new iMac G5 is the perfect fit for any room in the home or office.

The new iMac G5 features the breakthrough performance of the PowerPC G5 processor, as well as numerous system performance improvements designed to help consumers turbocharge their digital lifestyle applications. The 17-inch models come with either a 1.8 GHz PowerPC G5 processor and a SuperDrive™ for burning professional-quality DVDs, or a 1.6 GHz PowerPC G5 processor and a Combo drive for watching DVD movies and burning CDs. The 20-inch model has a 1.8 GHz PowerPC G5 processor and a SuperDrive. With a completely redesigned system architecture, the new iMac G5 now offers up to a 600 MHz front-side bus, 400 MHz DDR memory expandable to 2GB, AGP 8X graphics and 7200 rpm Serial ATA drives up to 250GB. The new iMac G5 comes standard with high-performance NVIDIA graphics with dedicated video memory for outstanding graphics performance and realistic game play.

The new iMac G5 was designed to be the perfect computer for iLife® '04, Apple's award-winning suite of digital lifestyle applications. iLife '04, which comes with every new iMac G5, includes iTunes® for managing and buying digital music, iPhoto® for organizing and sharing digital photos, iMovie™ for digital movie-making, iDVD™ for creating and burning Hollywood-style DVDs and GarageBand™, a revolutionary music application that turns the iMac G5 into a professional-quality musical instrument and recording studio.

The new iMac G5 desktops offer a total of five USB ports (three USB 2.0) and two FireWire® 400 ports for easy plug-and-play connections to popular peripherals such as Apple's market-leading iPod® digital music player, digital video camcorders, digital still cameras and printers. Providing the latest in wireless communications, the new iMac G5 offers an optional internal Bluetooth module and includes a built-in antenna and card slot to support an optional AirPort Extreme Card for 54 Mbps 802.11g fast wireless networking\*. The new iMac G5 also includes built-in 10/100BASE-T Ethernet and a 56K V.92 modem for fast Internet access.

Mac OS® X version 10.3 "Panther" is pre-installed and delivers breakthrough features including iChat AV, an easy to use desktop video conferencing solution; FileVault, which uses the latest security standards and 128-bit encryption technology to ensure that data in the home directory is kept secure; Exposé™, a revolutionary new way to instantly view all open windows; Instant On, which wakes the computer from sleep in just one second; and Automatic Networking, which automatically switches the network connections between Ethernet, 802.11 wireless and modem. The new iMac G5 also comes with a collection of productivity, learning and entertainment titles including AppleWorks, Quicken 2004 for Mac, WorldBook Encyclopedia 2004 Edition, Nanosaur 2 and MarbleBlast Gold. Everything you need for your digital lifestyle is included right out of the box.

### **Pricing & Availability**

The new iMac G5 line will begin shipping worldwide in mid-September through the Apple Store® ([www.apple.com](http://www.apple.com)), at Apple's retail stores and Apple Authorized Resellers.

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

- 17-inch widescreen LCD with 1440-by-900 pixels;
- 1.6 GHz 64-bit PowerPC G5 processor;
- 256MB of 400 MHz DDR SDRAM;
- Combo (DVD-ROM/CD-RW) optical drive;
- NVIDIA GeForce FX 5200 Ultra graphics processor with 64MB video memory;
- Two FireWire 400, three USB 2.0, two USB 1.1 ports;
- 10/100 BASE-T Ethernet networking, 56K V.92 Modem;
- Internal support for AirPort Extreme wireless networking and Bluetooth;
- 80GB Serial ATA hard drive running at 7200 rpm; and

Built-in stereo speakers and microphone.

The new iMac G5, for a suggested retail price of \$1,499 (US), includes:

- 17-inch widescreen LCD with 1440-by-900 pixels;
- 1.8 GHz 64-bit PowerPC G5 processor;
- 256MB of 400 MHz DDR SDRAM;
- SuperDrive (DVD-R/CD-RW) optical drive;
- NVIDIA GeForce FX 5200 Ultra graphics processor with 64MB video memory;
- Two FireWire 400, three USB 2.0, two USB 1.1 ports;
- 10/100 BASE-T Ethernet networking, 56K V.92 Modem;
- Internal support for AirPort Extreme wireless networking and Bluetooth;
- 80GB Serial ATA hard drive running at 7200 rpm; and
- Built-in stereo speakers and microphone.

The new iMac G5, for a suggested retail price of \$1,899 (US), includes:

- 20-inch widescreen LCD with 1680-by-1050 pixels;
- 1.8 GHz 64-bit PowerPC G5 processor;
- 256MB of 400 MHz DDR SDRAM;
- SuperDrive (DVD-R/CD-RW) optical drive;
- NVIDIA GeForce FX 5200 Ultra graphics processor with 64MB video memory;
- Two FireWire 400, three USB 2.0, two USB 1.1 ports;
- 10/100 BASE-T Ethernet networking, 56K V.92 Modem;
- Internal support for AirPort Extreme wireless networking and Bluetooth;
- 160GB Serial ATA hard drive running at 7200 rpm; and
- Built-in stereo speakers and microphone.

Build-to-order options and accessories include up to 2GB of RAM, 160GB and 250GB hard drives, AirPort Extreme Card, AirPort Express™ and AirPort Extreme Base Station, internal Bluetooth module, Apple Wireless Keyboard and Apple Wireless Mouse, and the AppleCare Protection Plan.

The new iMac G5 systems, including a new configuration without an optical drive, are 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.



## iTunes Music Store Catalog Tops One Million Songs

Apple® today announced that the iTunes® Music Store now has over one million songs available for download in the US, becoming the first and only online digital music service to offer consumers a million song catalog. The iTunes Music Store features music from all five major record labels and over 600 leading independent labels from around the world. With more than 100 million songs

downloaded and more than 70 percent market share of legal downloads for singles and albums, the iTunes Music Store is the world's number one online music service.

“The iTunes Music Store offers the world's most extensive collection of downloadable music with over one million tracks available,” said Eddy Cue, Apple's vice president of Applications. “With more than one million songs, over 600 independent labels and dozens of innovative features, iTunes is the ultimate destination for discovering and downloading music.”

The iTunes Music Store is available in the US, UK, France and Germany, has Apple's legendary ease-of-use, pioneering features, personal use rights and breakthrough pricing, and is the best way for PC and Mac® users to legally discover, purchase and download music online. The iTunes Music Store gives users the ability to play songs on up to five personal computers, burn a song onto CDs an unlimited number of times, burn the same playlist up to seven times and listen to their music on an unlimited number of iPods.

Apple offers a complete solution for discovering, buying, managing and listening to digital music anywhere with the unbeatable combination of iTunes, iPod® and AirPort Express™ with AirTunes™ which lets music lovers wirelessly stream music from their PC or Mac to a stereo located in any room in their home.\*

\* Actual range may vary



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.