IDVD / European Union

OHIM - OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET

OHMI - OFFICE DE L'HARMONISATION DANS LE MARCHÉ INTÉRIEUR

TRADE MARKS AND DESIGNS

MARQUES, DESSINS ET MODÈLES

CERTIFICATE OF REGISTRATION

This Certificate of Registration is hereby issued for the Community trade mark identified below. The corresponding entries have been recorded in the Register of Community Trade Marks.

CERTIFICAT D'ENREGISTREMENT

Le présent certificat d'enregistrement est délivré pour la marque communautaire identifiée ci-dessous. Les mentions et les renseignements qui s'y rapportent ont été inscrits au registre des marques communautaires.

N° 001915206

IDVD

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The President/Le Président

Wubbo de Boer

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541

732

Apple Computer, Inc.
1 Infinite Loop, MS: 3TM
Cupertino, California 95014
US

740 BAKER & MCKENZIE
100 New Bridge Street
London EC4V 6JA
GB

270 EN FR

511 ES - 9 - Ordenadores, terminales de ordenador, teclados de ordenadores, impresoras, unidades de representación visual, terminales; módems; unidades de disco; dispositivos periféricos de ordenador; equipos de comunicaciones; telecopiadoras, contestadores automáticos, sistemas de recuperación de información telefónicos;adaptadores, tarjetas adaptadoras, conectadores y unidades;soportes memoria vírgenes para ordenadores, programas de ordenador, sistemas operativos, hardware, software y firmware de ordenador; dispositivos de memoria de ordenador; grabaciones de sonido, imágenes y datos; cámaras; fuentes, tipos de letra;diseños de letras y símbolos;chips, discos y cintas con programas y software de ordenador o para su registro;memoria de acceso aleatorio, memoria de sólo lectura;aparatos de memoria con semiconductores;equipos e instrumentos de comunicación electrónicos; aparatos e instrumentos de telecomunicaciones; juegos electrónicos y de ordenador;equipos de ordenador afines para su uso con los mismos;productos multimedia que incluyen cualquiera de los productos mencionados o para su uso con los mismos;productos interactivos que incluyen los productos mencionados o para su uso con los mismos; partes y piezas para todos los productos mencionados.

ES - 41 - Educación, formación, instrucción y esparcimiento en materia de ordenadores, productos multimedia, productos interactivos y servicios en línea, y distribución de materiales de enseñanza con los mismos;organización y dirección de exposiciones, talleres, seminarios y videoconferencias;publicación de productos de imprenta y de materiales de instrucción y de enseñanza.

ES - 42 - Promoción de intereses de grupos de usuarios de ordenador y servicios para usuarios de ordenadores en línea;servicios de consultoría, diseño, ensayo, investigación y asesoría en materia de ordenadores; investigación y desarrollo de hardware y software informáticos; alquiler de tiempos de acceso y servicios de acceso a un tablero de anuncios electrónicos por ordenador; actualización de software informático; servicios de tiempo compartido de ordenadores; alquiler con opción de compra y alquiler de ordenadores; impresión litográfica; servicios de diseño y trabajos de ingenieros [peritajes] asistidos por ordenador; análisis de sistemas informáticos; servicios de programación para ordenadores; servicios informáticos relacionados con productos multimedia y/o interactivos; provisión de bases de datos informáticas.

DA - 9 - Computere, computerterminaler, tastaturer, printere, skærmterminaler, terminaler; modemmer; diskdrev; perifert computerudstyr; kommunikationsudstyr; telefaxmaskiner, telefonsvarere, telefonbaserede informationshentningssystemer;adaptorer, adaptorkort, konnektorer og drivers;tomme computerlagringsmedier, computerprogrammer, operativsystemer, computerhårdware, -software og -firmware; hukommelsesenheder til computere; lyd- og billedoptagelser samt dataregistrering; kameraer; fonte, skrifttyper;skriftdesign og symboler;chips, diske og bånd med eller til computerprogrammer og -software;ram-lager, rom-lager;solid-state hukommelsesudstyr;elektronisk kommunikationsudstyr og -instrumenter; telekommunikationsapparater og -instrumenter; computerspil og elektroniske spil;relateret computerudstyr til anvendelse i forbindelse hermed;multimedieprodukter, der består af eller kan bruges sammen med alle førnævnte varer;interaktive produkter, der består af eller kan bruges sammen med alle førnævnte varer; dele og tilbehør til alle de nævnte varer.

DA - 41 - Uddannelsesvirksomhed, udbydelse af uddannelse, instruktion og underholdning inden for

computere, multimedieprodukter, interaktive produkter og onlinevirksomhed samt distribution af kursusmateriale i forbindelse hermed;arrangering og ledelse og udstillinger, workshopper, seminarer og videokonferencer;publikation af tryksager og af instruktions- og undervisningsmateriale.

DA - 42 - Fremme af interesser for computerbrugergrupper og computeronlinebrugerservice;konsulentvirksomhed, design, testning, forskning og rådgivning inden for computere; forskning og udvikling af computerhardware og -software; udlejning af adgangstid og udbydelse af adgang til elektronisk opslagstavle; opdatering af computersoftware; computertidsdelingsvirksomhed; leasing og udlejning af computere; litografisk trykning; computerstøttet design og konstruktion; analyse af computersystemer; tjenesteydelser vedrørende programmering af computere; computervirksomhed i forbindelse med multimedie- og/eller interaktive produkter; tilvejebringelse af adgang til computerdatabaser.

DE - 9 - Computer, Computerterminals, Tastaturen, Drucker, Anzeigeeinheiten, Terminals; Modems; Laufwerke; Computerperipheriegeräte; Kommunikationsausrüstung; Fernkopierer, Anrufbeantworter, Informationszugriffsysteme auf Telefonbasis;Adapter, Adapterkarten, Verbindungselemente und Treiber;unbespielte Computer-Speichermedien, Computerprogramme, Betriebssysteme, Computerhardware, -software und -firmware; Speichervorrichtungen für Computer; Ton-, Video- und Datenaufzeichnungen; Kameras; Schriften, Schriftarten;Schriftsatzgestaltungen und Symbole;Chips, Platten und Bänder mit oder zur Aufzeichnung von Computerprogrammen und -software;RAM, ROM;Festkörper-Speichergeräte;elektronische Kommunikationsanlagen und -instrumente; Telekommunikationsapparate und -instrumente; Computerspiele und elektronische Spiele;dazugehörige Ausrüstungen zur Verwendung mit Computern;Multimediaerzeugnisse, bestehend aus oder zur Verwendung mit beliebigen der vorstehend genannten Waren;interaktive Erzeugnisse, bestehend aus oder zur Verwendung mit beliebigen der vorstehend genannten Waren; Teile und Zusatzteile für alle vorstehend genannten Waren.

DE - 41 - Erziehung und Unterricht, Ausbildung, Unterweisung und Unterhaltung im Zusammenhang mit Computern, Multimediaprodukten, interaktiven Erzeugnissen und Online-Diensten und Verteilen der Kursunterlagen auf diesem Wege;Organisation und Durchführung von Ausstellungen, Workshops, Seminaren und Videokonferenzen;Veröffentlichung von Druckereierzeugnissen und Unterrichts- und Lehrmaterial.

DE - 42 - Interessenförderung für Benutzergruppen von Computern und Computer-Online-Benutzerdienste;Konsultation, Design, Prüfung, Forschung und Beratung im Zusammenhang mit Computern; Forschung und Entwicklung auf dem Gebiet von Computerhardware und -software; Leasing von Zugangszeiten und Bereitstellung des Zugangs zu einer elektronischen Mailbox; Aktualisieren von Computer-Software; Computer-Timesharing-Dienste; Leasing und Vermietung von Computern; Lithografien; computergestützte Gestaltung und Konstruktion; Analyse von Computersystemen; Erstellen von Computerprogrammen; Computerdienste im Zusammenhang mit Multimedia- und/oder interaktiven Erzeugnissen; Bereitstellung von Computerdatenbanken.

EL - 9 - Ηλεκτρονικοί υπολογιστές, τερματικά ηλεκτρονικών υπολογιστών, πληκτρολόγια, εκτυπωτές, μονάδες απεικόνισης, τερματικά· διαποδιαμορφωτές (modem)· οδηγοί δίσκων· περιφερειακά ηλεκτρονικών υπολογιστών· εξοπλισμός επικοινωνίας· μηχανές τηλεομοιοτυπίας, αυτόματοι τηλεφωνητές, συστήματα ανάκτησης πληροφοριών μέσω τηλεφώνου·προσαρμογείς, κάρτες προσαρμογέων, σύνδεσμοι και οδηγοί·κενοί φορείς αποθήκευσης δεδομένων ηλεκτρονικών υπολογιστών, προγράμματα ηλεκτρονικών υπολογιστών, λειτουργικά συστήματα, υλισμικό, λογισμικό και υλικολογισμικό ηλεκτρονικών υπολογιστών· συσκευές μνήμης ηλεκτρονικών υπολογιστών· εγγραφές ήχου, μαγνητοσκοπημένης εικόνας και δεδομένων· συσκευές λήψης εικόνας· γραμματοσειρές, τύποι χαρακτήρων·σχέδια και σύμβολα τύπων·πλινθία, δίσκοι και ταινίες που περιέχουν ή προορίζονται για την εγγραφή προγραμμάτων και λογισμικού ηλεκτρονικών υπολογιστών·μνήμη τυχαίας προσπέλασης, μνήμη απλής ανάγνωσης·συσκευές μνήμης στερεάς κατάστασης·εξοπλισμός και όργανα ηλεκτρονικής επικοινωνίας· τηλεπικοινωνιακές συσκευές και όργανα· παιχνίδια για ηλεκτρονικούς υπολογιστές και ηλεκτρονικά παιχνίδια·σχετικός ηλεκτρονικός εξοπλισμός που χρησιμοποιείται με αυτά·προϊόντα πολυμέσων τα οποία περιλαμβάνουν ή χρησιμοποιούνται με οποιοδήποτε από τα παραπάνω είδη·διαδραστικά προϊόντα τα οποία περιλαμβάνουν ή χρησιμοποιούνται με οποιοδήποτε από τα παραπάνω είδη·

μέρη και εξαρτήματα για όλα τα προαναφερθέντα είδη.

EL - 41 - Εκπαιδευτικές υπηρεσίες, παροχή κατάρτισης, επιμόρφωσης και ψυχαγωγίας στον τομέα των ηλεκτρονικών υπολογιστών, των προϊόντων πολυμέσων, των διαδραστικών προϊόντων και των υπηρεσιών απευθείας σύνδεσης καθώς και διανομή σχετικού εκπαιδευτικού υλικού·διοργάνωση και διεξαγωγή εκθέσεων, εργαστηρίων, σεμιναρίων και εικονοδιασκέψεων·έκδοση έντυπου υλικού και παιδαγωγικού και εκπαιδευτικού υλικού.

EL - 42 - Προώθηση των συμφερόντων ομάδων χρηστών ηλεκτρονικών υπολογιστών και υπηρεσίες προς χρήστες ηλεκτρονικών υπολογιστών που χρησιμοποιούν απευθείας σύνδεση·υπηρεσίες παροχής συμβουλών, σχεδιασμού, δοκιμής, έρευνας και υποστήριξης σε θέματα ηλεκτρονικών υπολογιστών· έρευνα και ανάπτυξη υλισμικού και λογισμικού ηλεκτρονικών υπολογιστών· χρηματοδοτική μίσθωση χρόνου προσπέλασης και παροχή πρόσβασης σε ηλεκτρονικούς πίνακες ανακοινώσεων· ενημέρωση λογισμικού ηλεκτρονικών υπολογιστών· υπηρεσίες χρονομεριστικής μίσθωσης ηλεκτρονικών υπολογιστών· χρηματοδοτική μίσθωση και μίσθωση ηλεκτρονικών υπολογιστών· λιθογραφική εκτύπωση· υπηρεσίες σχεδιασμού και μηχανικής με τη βοήθεια ηλεκτρονικού υπολογιστή· ανάλυση συστημάτων ηλεκτρονικών υπολογιστών· υπηρεσίες προγραμματισμού ηλεκτρονικών υπολογιστών· υπηρεσίες ηλεκτρονικών υπολογιστών σε σχέση με πολυμέσα ή/και αμφίδρομα προϊόντα· παροχή βάσεων δεδομένων ηλεκτρονικών υπολογιστών.

EN - 9 - Computers, computer terminals, keyboards, printers, display units, terminals; modems; disc drives; computer peripherals; communications equipment; facsimile machines, answering machines, telephone-based information retrieval systems; adapters, adapter cards, connectors and drivers; blank computer storage media, computer programs, operating systems, computer hardware, software and firmware; computer memory devices; sound, video and data recordings; cameras; fonts, typefaces; type designs and symbols; chips, discs and tapes bearing or for recording computer programs and software; random access memory, read only memory; solid state memory apparatus; electronic communication equipment and instruments; telecommunications apparatus and instruments; computer and electronic games; related computer equipment for use therewith; multimedia products comprising or for use with any of the aforesaid goods; interactive products comprising or for use with any of the aforesaid goods; parts and fittings for all the aforesaid goods.

EN - 41 - Educational services, providing of training, instruction and entertainment in the field of computers, multimedia products, interactive products and online services, and distributing course materials therewith; arranging and conducting of exhibitions, workshops, seminars and video conferences; publication of printed matter and of instructional and teaching materials.

EN - 42 - Promoting the interests of computer user groups and computer online user services; computer consultation, design, testing, research and advisory services; research and development of computer hardware and software; leasing access time and providing access to an electronic computer bulletin board; updating of computer software; computer time-sharing services; leasing and rental of computers; lithographic printing; computer-aided design and engineering services; computer systems analysis; computer programming services; computer services relating to multimedia and/or interactive products; provision of computer databases.

FR - 9 - Ordinateurs, terminaux d'ordinateurs, claviers, imprimantes, unités d'affichage, terminaux; modems; unités de disques; périphériques pour ordinateurs; équipements de communication; télécopieurs, répondeurs automatiques, systèmes de récupération d'informations basés sur la téléphonie;adaptateurs, cartes d'adaptateurs, connecteurs et gestionnaires;supports de stockage informatiques vierges, programmes informatiques, systèmes d'exploitation, matériel informatique, logiciels et micrologiciels; unités de mémoire d'ordinateurs; enregistrement du son, des images et des données; appareils de prises de vue; polices de caractères;dessins et symboles typographiques;puces, disques et bandes contenant des programmes informatiques ou des logiciels ou destinés à l'enregistrement de ceux-ci;mémoires vives, mémoires mortes;appareils de mémoires à semi-conducteurs;équipements et instruments électroniques de communication; appareils et instruments de télécommunications; jeux informatiques et électroniques;et leurs équipements informatiques associés;produits multimédia comprenant les produits précités ou s'utilisant avec ceux-ci;produits interactifs comprenant les produits précités ou s'utilisant avec ceux-ci; pièces et parties constitutives pour tous les produits précités.

FR - 41 - Services d'éducation, formation, instruction et divertissement dans le domaine des ordinateurs, produits multimédia, produits interactifs et services en ligne, et distribution du matériel pédagogique y afférent;organisation et conduite d'expositions, ateliers, séminaires et conférences vidéo;publication de produits de l'imprimerie et de matériel d'instruction ou d'enseignement.

FR - 42 - Promotion des intérêts de groupes d'utilisateurs informatiques et d'utilisateurs de services informatiques en ligne;services de consultation, conception, essais, recherche et conseils en informatique; recherche et développement concernant le matériel informatique et les logiciels; location de temps d'accès et fourniture d'accès à un tableau d'affichage informatique et électronique; mise à jour de logiciels; services de partage du temps d'utilisation d'ordinateurs; location et crédit-bail d'ordinateurs; impression lithographique; services de conception et d'ingénierie assistées par ordinateur; analyse de systèmes informatiques; services de programmation informatique; services informatiques en matière de produits multimédia et/ou interactifs; fourniture de bases de données informatiques.

IT - 9 - Computer, terminali di computer, tastiere, stampanti, unità di visualizzazione, terminali; modem; unità disco; unità periferiche per computer; apparecchiature per comunicazioni; telecopiatori, segreterie telefoniche, sistemi di reperimento d'informazioni basati su telefono;adattatori, schede d'adattatori, connettori e driver;supporti vergini d'archiviazione per computer, programmi per computer, sistemi operativi, hardware, software e firmware; dispositivi di memoria per elaboratori elettronici; registrazioni audio, video e di dati; apparecchi fotografici; caratteri tipografici, serie complete di caratteri d'occhio;progetti e simboli di caratteri tipografici;chip, dischi e nastri contenenti programmi per computer e software o da utilizzare per la registrazione dei medesimi;memoria ad accesso casuale (RAM), memoria di sola lettura (ROM);dispositivi di memoria a stato solido;attrezzature e strumenti elettronici di comunicazione; apparecchi e strumenti per le telecomunicazioni; giochi per computer e giochi elettronici;relative attrezzature per computer;prodotti multimediali comprendenti i suddetti prodotti o da utilizzare con i suddetti prodotti;prodotti interattivi comprendenti i suddetti prodotti o da utilizzare con i suddetti prodotti; parti e accessori per tutti i prodotti summenzionati.

IT - 41 - Educazione, formazione, istruzione e divertimento nel campo dei computer, prodotti multimediali, prodotti interattivi e servizi on-line e relativa distribuzione di materiale per corsi;organizzazione e conduzione d'esposizioni, workshop, seminari e videoconferenze;pubblicazione di stampati e di materiale per l'istruzione e l'insegnamento.

IT - 42 - Incentivazione dell'interesse di gruppi d'utenti di computer e servizi on-line per utenti di computer;servizi di consulenza, elaborazione, collaudo, ricerca e informazione in materia di computer; ricerca e sviluppo di hardware e software; noleggio di tempi d'accesso e fornitura d'accesso a una bacheca elettronica informatica; aggiornamento di software; servizi di time sharing per l'utilizzo di computer; leasing e noleggio di computer; stampa litografica; servizi tecnici di progettazione assistita da computer; analisi di sistemi informatici; servizi di programmazione per computer; servizi informatici riguardanti prodotti multimediali e/o interattivi; fornitura di banche dati informatiche.

NL - 9 - Computers, computerterminals, toetsenborden voor computers, computerprinters, beeldschermen, terminals; modems; diskdrives; computer-randapparaten; communicatie-apparatuur; telefaxapparatuur, antwoordapparaten, telefonische informatie-opvraagsystemen;adapters, adapterkaarten, connectors en drives;blanco computeropslag-media, computerprogramma's, computerbesturingssystemen, hardware, software en firmware; geheugeninrichtingen voor computers; geluids-, beeld- en gegevensopnamen; camera's; lettertypes, letterbeelden;drukontwerpen en symbolen;chips, discs en banden met of voor het opnemen van computerprogramma's en software;willekeurig toegangsgeheugen (RAM), uitleesgeheugen (ROM);halfgeleidergeheugenapparatuur;elektronische communicatie-toestellen en -instrumenten; telecommunicatieapparaten en -instrumenten; elektronische en computerspellen;daarmee verband houdende computerapparatuur;multimediaproducten bestaande uit of voor gebruik met alle voornoemde goederen;interactieve producten bestaande uit of voor gebruik bij alle voornoemde goederen; onderdelen en accessories voor alle voornoemde goederen.

NL - 41 - Onderwijs, opleiding, vorming en amusement op het gebied van computers, multimediaproducten, interactieve producten en on line diensten, en het op deze wijze distribueren van cursusmateriaal;het organiseren en houden van tentoonstellingen, workshops, seminars en

videovergaderingen;publicaties van drukwerken en van leermiddelen en onderwijsmateriaal.

NL - 42 - Het promoten van de belangen van computergebruikers en on line gebruikersdiensten;computeradvisering, ontwerp, testen, onderzoek en advisering; onderzoek en ontwikkeling van hardware en software; verhuur van toegangstijd en het verlenen van toegang tot een elektronisch computer-bulletin-baard; software-updating; diensten op het gebied van computer-timesharing; leasing en verhuur van computers; lithografie; computerondersteund ontwerpen en ingenieursdiensten; analyse van computersystemen; diensten op het gebied van computerprogrammering; computerdiensten met betrekking tot multimedia en/of interactieve producten; terbeschikkingstelling van computergegevensbanken.

PT - 9 - Computadores, terminais de computadores, teclados, impressoras, unidades de visualização, terminais; modems; unidades de disco; dispositivos periféricos para computador; equipamento de comunicações; telecopiadores, atendedores de chamadas, sistemas telefónicos de recuperação de informação;adaptadores, cartões para adaptadores, conectores e unidades impulsoras;suportes de armazenamento vazios para computadores, programas de computador, sistemas operativos, hardware, software e firmware; dispositivos de memória de computador; registos de som, imagem e dados; câmaras; fontes, tipos de impressão;desenhos de tipos e de símbolos para impressoras;"chips", discos e fitas contendo programas de computador e software ou para registo dos mesmos;circuito de memória viva, memórias somente de leitura (ROM);aparelhos de memória em estado sólido;aparelhos e instrumentos de comunicações electrónicos; aparelhos e instrumentos de telecomunicações; jogos de computador e electrónicos;equipamento informático relacionado para utilizar com os mesmos;produtos multimédia, incluindo os artigos atrás referidos ou para utilizar com os mesmos;produtos interactivos, incluindo os artigos atrás referidos ou para utilizar com os mesmos; peças e acessórios para todos os produtos atrás citados.

PT - 41 - Serviços de educação, prestação de formação, instrução e divertimento nos domínios de computadores, produtos multimédia, produtos interactivos e serviços em linha, e distribuição de material para cursos sobre os mesmos,;organização e direcção de exposições, grupos de trabalho, seminários e videoconferências;publicação de produtos de impressão e de material de instrução e de ensino.

PT - 42 - Promoção dos interesses de grupos de utilizadores informáticos e de serviços para utilizadores informáticos em linha;serviços de consultadoria, concepção, ensaios, investigação e assessoria informáticos; investigação e desenvolvimento de hardware e de software; leasing de tempo de acesso e fornecimento de acesso a um sistema servidor informático electrónico; actualização de software; serviços informáticos a tempo repartido; leasing e aluguer de computadores; impressão litográfica; serviços de desenho e de engenharia assistidos por computador; análise de sistemas informáticos; serviços de programação informática; serviços informáticos relacionados com produtos multimédia e/ou interactivos; fornecimento de bases de dados informáticas.

FI - 9 - Tietokoneet, tietokonepäätteet, näppäimistöt, tulostimet, näyttölaitteet, päätteet; modeemit; levyasemat; tietokoneiden oheislaitteet; viestintälaitteet; faksilaitteet, puhelinvastaajat, puhelinpohjaiset tiedonhakujärjestelmät;sovittimet, sovitinkortit, liittimet ja ajurit;tietokoneiden tyhjät tallennuslaitteet, tietokoneohjelmat, käyttöjärjestelmät, tietokonelaitteet, ohjelmistot ja laitelmistot; tietokoneiden muistilaitteet; ääni-, kuva- ja tietotallenteet; kamerat; fontit, kirjasinlajit;kirjasinmallit ja -symbolit;sirut, levyt ja nauhat, joilla on tai joille voidaan tallentaa tietokoneohjelmia ja -ohjelmistoja;ram-muistit, lukumuistit;puolijohdemuistilaitteet;elektroniset viestintälaitteet ja -välineet; televiestintälaitteet ja -välineet; tietokone- ja elektroniikkapelit;niiden kanssa käytettävät tietokonetarvikkeet,edellä mainituista tavaroista koostuvat tai niiden kanssa käytettävät multimediatuotteet;edellä mainituista tavaroista koostuvat tai niiden kanssa käytettävät interaktiiviset tuotteet; osat ja tarvikkeet kaikille edellä mainituille tavaroille.

FI - 41 - Koulutuspalvelut, koulutuksen, ohjauksen ja ajanvietteen tarjoaminen tietokoneiden, multimediatuotteiden, interaktiivisten tuotteiden ja online-palveluiden alalla sekä niihin liittyvien opetusmateriaalien jakaminen;näyttelyiden, työpajojen, seminaarien ja videokonferenssien järjestäminen ja ohjaaminen;painotuotteiden ja opetus- ja neuvontamateriaalin julkaiseminen.

FI - 42 - Tietokoneiden käyttäjille ja online-palveluiden käyttäjille tarkoitettu edunvalvonta;tietokoneisiin liittyvät konsultointi-, suunnittelu-, tutkimus- ja neuvontapalvelut; tietokonelaitteistojen ja -ohjelmistojen tutkimus.ja kehitys;

elektronisten ilmoitustaulujen käyttöajan liisaus ja tarjoaminen käyttöön; tietokoneohjelmistojen päivitys; tietokoneen osituskäyttöpalvelut; tietokoneiden liisaus ja vuokraus; kivipainanta; tietokoneavusteisen teknisen suunnittelun palvelut; tietokonejärjestelmien analyysit; tietokoneohjelmointipalvelut; multimediatuotteisiin ja/tai interaktiivisiin tuotteisiin liittyvät tietokonepalvelut; tietokantojen tarjoaminen.

SV - 9 - Datorer, datorterminaler, tangentbord, skrivare, bildskärmar, terminaler; modem; diskenheter; kringutrustning till datorer; kommunikationsutrustning; faxmaskiner, telefonsvarare, telefonbaserade system för informationshämtning;adaptrar, adapterkort, kontaktdon och drivrutiner;tomma datalagringsmedier, datorprogram, operativsystem, maskinvara, programvara och fast programvara; minnesenheter för datorer; ljud-, video- och datainspelningar; kameror; fonter, typsnitt;typutformningar och symboler;chips, skivor och band som innehåller eller är avsedda för upptagning av datorprogram och programvara;RAM-minnen, ROM-minnen;halvledarminnesenheter;elektroniska kommunikationsutrustningar och -instrument; apparater och instrument för telekommunikation; elektroniska spel och datorspel;relaterad datorutrustning för användning med dessa;multimedieprodukter som innehåller eller skall användas med någon av nämnda varor;interaktiva produkter som innehåller eller skall användas med någon av nämnda varor; delar och komponenter till alla nämnda varor.

SV - 41 - Undervisning/utbildning, anordnande av handledning, instruktion och underhållning inom området datorer, multimedieprodukter, interaktiva produkter och direkttjänster, samt distribution av kursmaterial därmed;arrangerande och hållande av utställningar, arbetsgrupper, seminarier och videokonferenser;publicering av trycksaker och av instruktions- och undervisningsmaterial.

SV - 42 - Främjande av datoranvändargruppers och direktanslutna användartjänsters intressen;datorkonsultation, utformning, provning, forskning och rådgivning; forskning och utveckling av maskinvara och programvara för datorer; leasing av åtkomsttid och tillhandahållande av tillgång till en elektronisk anslagstavla; uppdatering av datorprogramvara; tiddelningstjänster för datorer; leasing och uthyrning av datorer; litografisk tryckning; datorstödd formgivning och besiktnings-/inspektionstjänster; datorsystemanalys; datorprogrammeringsverksamhet; datortjänster rörande multimedier och/eller interaktiva produkter; tillhandahållande av databaser.

IDVD / Switzerland

Translation of the Trademark Registration Certificate for 500224 IDVD

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property
Einsteinstrasse 2 – CH-3003 Bern – Telephone +41 (0)31 325 25 25 – Fax +41 (0)31 325 25 26 – www.ige.ch

Certificate of the Registration of a Trademark

We confirm the following, which have been registered with the Swiss Trademark Register. The registration is valid for 10 years from the application date.

The trademark data were published in the Official Gazette No. 0126 on July 3, 2002 as follows:

Application date: April 10, 2001 Trademark: 500224

IDVD

Trademark Owner
Apple Computer, Inc.
1 Infinite Loope
Cupertino (CA 95014)
US-United States of America

Representative
Baker & McKenzie
Zollikerstrasse 225
Postfach 57
8034 Zürich

List of goods and / or services

9 Computer software for creating, distributing, receiving, playing, storing, organizing, processing, deciphering, encoding and decoding of audio-, video- and multimedia content..

International Classification
9

Registration date
June 19, 2002

Trademark Department

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property
Einsteinstrasse 2 · CH-3003 Bern · Telefon +41 (0)31 325 25 25 · Fax +41 (0)31 325 25 26 · www.ige.ch

Bescheinigung über die Eintragung einer Marke

Wir bestätigen Ihnen folgende Angaben, die ins schweizerische Markenregister eingetragen wurden.
Die Eintragung ist während 10 Jahren vom Hinterlegungsdatum an gültig.

Die Markendaten wurden wie folgt im Schweizerischen Handelsamtsblatt Nr. 0126 vom 03. Juli 2002 veröffentlicht:
Hinterlegungsdatum: 10. April 2001 Marke: 500224

IDVD

Markeninhaber/in
Apple Computer, Inc.
1 Infinite Loop
Cupertino (CA 95014)
US-Vereinigte Staaten v. Amerika

Vertreter/in
Baker & McKenzie
Rechtsanwälte
Zollikerstrasse 225
8034 Zürich

Verzeichnis der Waren und/oder Dienstleistungen
9 Computer Software zum Kreieren, Verteilen, Empfangen, Abspielen, Speichern, Organisieren, Bearbeiten, Entschlüsseln, Codieren und Decodieren von Audio-, Video- und Multimediainhalt.

Internationale Klassifikation
9

Prioritätsanspruch
23.10.2000 GB-Grossbritannien

Eintragung ins Markenregister
19.06.2002

Markenabteilung

IDVD / Norway

KONGERIKET NORGE
The Kingdom of Norway

Registreringsbrev

Certificate of Registration

Varemerkereg. nr.: 218482

Registered Trademark No.

I henhold til varemerkeloven av 3. mars 1961 er Deres varemerke registrert med opplysninger som angitt på etterfølgende sider.

This is to certify that in accordance with the Trademarks Act of 3 March 1961, the enclosed trademark has been registered at the Norwegian Patent Office.

Jørgen Smith
direktør

PATENTSTYRET®
Styret for det industrielle rettsvern

Registrerte opplysninger
(Registered data)

(111) Reg.nr.: 218482 **(151) Reg. dato: 2003.04.10**

(210) Søk. nr.: 200105020 **(220) Inn dato: 2001.04.19**

(180) Registreringsperioden utløper: 2013.04.10

(540)

IDVD

(730) Innehaver: Apple Computer Inc, 1 Infinite Loop, Cupertino, CA 95014, US

(740,750) Fullmektig: Bryn Aarflot AS, Postboks 449 Sentrum, 0104 Oslo

(511) Varer/tjenesteklasser:
KL. 9: Software til personlige datamaskiner for frembringelse, redigering, utarbeidelse og/eller avspilling av digitale versatile disker.

(300) Prioritet:
GB, 2000.10.23, 2249659

IDVD / Russian Federation

РОССИЙСКАЯ ФЕДЕРАЦИЯ

СВИДЕТЕЛЬСТВО

на товарный знак (знак обслуживания)

№ 253935

IDVD

Правообладатель: ***Эппл Компьютер, Инк. корпорация штата Калифорния, 1 Инфинит Луп, Купертино, штат Калифорния 95014, Соединенные Штаты Америки (US)***

Приоритет товарного знака **23 октября 2000 г.**

Зарегистрировано в Государственном реестре товарных знаков и знаков обслуживания Российской Федерации ***28 августа 2003 г.***

Срок действия регистрации истекает **20 апреля 2011 г.**

Генеральный директор Российского агентства по патентам и товарным знакам

А.Д. Корчагин

Перечень товаров (услуг) для которых зарегистрирован товарный знак:

09 - компьютеры/вычислительные машины, компьютерные терминалы/оконечные терминальные устройства, клавиатуры/клавишные панели, печатающие устройства компьютеров [принтеры], устройства отображения/дисплеи, терминалы/оконечные терминальные устройства; модемы; дисководы; компьютерные периферийные устройства/периферийные устройства вычислительных машин; оборудование связи; факсимильные аппараты, автоответчики телефонные, системы поиска информации на основе телефонов; адаптеры, адаптерные платы, соединители/блоки объединения/разъемы и драйверы/управляющие программы; средства хранения компьютерных пробелов/пустот, компьютерные программы /программы вычислительных машин, операционные/действующие системы, компьютерное оборудование/ оборудование вычислительных машин, компьютерное программное обеспечение/ программное обеспечение вычислительных машин и программно-аппаратные средства/встроенные программы; компьютерные устройства памяти/устройства памяти вычислительных машин; аудио-, видео- и информационные записи/записи данных; видео-, фото-, теле-, кинокамеры; шрифты, гарнитуры шрифтов, дизайны шрифтов и шрифтовые символы/знаки; микросхемы, диски и ленты/пленки, являющиеся носителями или предназначенные для записи компьютерных программ/программ вычислительных машин и программного обеспечения; запоминающие устройства с произвольной выборкой/оперативные запоминающие устройства, постоянные запоминающие устройства; полупроводниковые устройства памяти (твердотельные запоминающие устройства); оборудование, аппараты и инструменты для электронной связи; телекоммуникационные аппараты и инструменты; компьютерные и электронные игры; относящееся к компьютерам оборудование, предназначенное для использования вместе с ними; мультимедийные продукты, входящие в состав/содержащие в себе любые из вышеперечисленных товаров или предназначенные для использования с любым из вышеперечисленных товаров; интерактивные продукты, входящие в состав/содержащие в себе любые из вышеперечисленных товаров или предназначенные для использования любым из вышеперечисленных товаров; части и принадлежности для всех вышеперечисленных товаров.

Сведения об изменениях или дополнениях
отражаются в Приложении к свидетельству

Зак. 154
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IDVD / Singapore /

Published/Registered

DREW & NAPIER LLC

Advocates & Solicitors • Trademark & Patent Agents

11 July 2003

20 Raffles Place #17-00
Ocean Towers
Singapore 048620
Office Hours: Mon-Fri 9.00 am - 5.30 pm

RECEIVED
JUL 1 - 2003
TRADEMARK DEPARTMENT

Apple Computer, Inc.
1 Infinite Loop
Cupertino, California 95014
United States of America

Attention: Mr Thomas R. La Perle

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+65 9726 0573 (After Hours)
F +65 6533 0694/0765
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www.drewnapier.com

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YOUR REF

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Dear Sirs

TRADE MARK APPLICATION IN SINGAPORE
NO. T01/05574A IN CLASS 9 – "IDVD"
IN THE NAME OF APPLE COMPUTER, INC.

The subject application was advertised in the Trade Marks Journal on **11 June 2003** and a copy of the advertisement is enclosed for your records.

The mark will be open to opposition for a period of two months from the date of the advertisement. If no opposition is encountered, the mark will proceed directly to registration. The Certificate of Registration will be forwarded to you as soon as it is received by us.

We now enclose our debit note which includes our charges for checking and forwarding the Certificate of Registration when it is issued.

Yours faithfully

DOCKET ☑
FILE ☑
TM ☐

PUBLISHED

Dedar Singh Gill/Michelle Tan
DREW & NAPIER LLC

Enc

CLASS 09

T01/05574A 20/04/2001 (09)

IDVD

Priority Date Claimed: 23rd October 2000 (United Kingdom).

Computers, computer terminals, keyboards, printers, display units, terminals; modems; disc drives; computer peripherals; communications equipment; facsimile machines, answering machines, telephone-based information retrieval systems; adapters, adapter cards, connectors and drivers; blank computer storage media, computer programs, operating systems, computer hardware, software and firmware; computer memory devices; sound, video and data recordings; cameras; fonts, typefaces, type designs and symbols; chips, discs and tapes bearing or for recording computer programs and software; random access memory, read only memory; solid state memory apparatus; electronic communication equipment and instruments; telecommunications apparatus and instruments; computer and electronic games; related computer equipment for use therewith; multimedia products comprising or for use with any of the aforesaid goods; interactive products comprising or for use with any of the aforesaid goods; parts and fittings for all the aforesaid goods.

APPLE COMPUTER, INC.

1 INFINITE LOOP, CUPERTINO, CALIFORNIA 95014, UNITED STATES OF AMERICA.

AGENT: DREW AND NAPIER LLC, P.O. BOX 152 ROBINSON ROAD POST OFFICE, SINGAPORE 900302

THOMSON & THOMSON

Thomson & Thomson
500 Victory Road, North Quincy, MA 02171-3145
Telephone (617) 479-1600 (800) 692-8833
Fax (617) 472-3471

Watch Notice

TRADEMARK DEPARTMENT
APPLE COMPUTER
MS 3 TM
1 INFINITE LOOP
CUPERTINO, CA 95014
USA

T&T Ref.: 9535600011
Date: July 8, 2003

*

MARK WATCHED: IDVD

REGISTERS WATCHED: Worldwide

CLASSES WATCHED: 9.38.41.42

SELECTED MARK: IDVD

REGISTER: Singapore
INT. CLASSES: 09

APPLICANT:
APPLE COMPUTER
CUPERTINO
United States of America

IDVD

FILING NUMBER: 01005574
FILING DATE: APRIL 20, 2001
PUBLICATION DATE: JUNE 11, 2003
PUBLICATION PAGE: 2003 25

OPPOSITION DEADLINE: AUGUST 11, 2003

We have taken all reasonable steps to ensure the completeness, accuracy and timeliness of this watch report. However, for various reasons, including the subjective nature of trademark watching, and the possibility of incomplete, inaccurate or late data provided by the various trademark offices and data suppliers, we cannot guarantee that this report is complete, error-free, or timely. AS A RESULT, WE DISCLAIM ALL WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Any liability arising out of this report is limited to a refund of the fee paid. Acceptance of this report constitutes an acceptance of the aforesaid terms, conditions and limitations. This report in no way constitutes a legal opinion.

Continued on page 2

TRADEMARK DEPARTMENT
APPLE COMPUTER

Watch Notice
Your Mark: IDVD
Selected Mark: IDVD
Reg./Filing Number: 01005574

T01/05574A 20/04/2001 (09)

IDVD

Priority Date Claimed: 23rd October 2000 (United Kingdom).

Computers, computer terminals, keyboards, printers, display units, terminals; modems; disc drives; computer peripherals; communications equipment; facsimile machines, answering machines, telephone-based information retrieval systems; adapters, adapter cards, connectors and drivers; blank computer storage media, computer programs, operating systems, computer hardware, software and firmware; computer memory devices; sound, video and data recordings; cameras; fonts, typefaces, type designs and symbols; chips, discs and tapes bearing or for recording computer programs and software; random access memory, read only memory; solid state memory apparatus; electronic communication equipment and instruments; telecommunications apparatus and instruments; computer and electronic games; related computer equipment for use therewith; multimedia products comprising or for use with any of the aforesaid goods; interactive products comprising or for use with any of the aforesaid goods; parts and fittings for all the aforesaid goods.

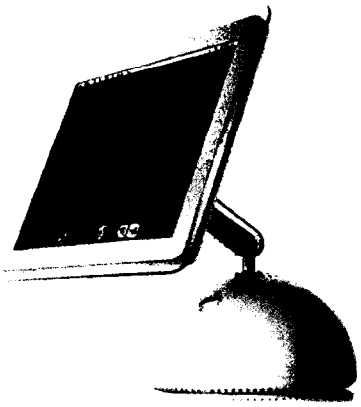
APPLE COMPUTER, INC.

1 INFINITE LOOP, CUPERTINO, CALIFORNIA 95014, UNITED STATES OF AMERICA.

AGENT: DREW AND NAPIER LLC, P.O. BOX 152 ROBINSON ROAD POST OFFICE, SINGAPORE 900302

F

The new iMac



Features

Revolutionary new design

- Sleek and light flat-panel display with a 15-inch active-matrix LCD screen
- All-in-one, space-saving design for easy setup
- Breakthrough adjustability for easy positioning and ultimate flexibility
- Easy access for quickly adding memory or an AirPort Card

Powerful performance

- 700- or 800-MHz PowerPC G4 processor with Velocity Engine
- NVIDIA GeForce2 MX graphics with 32MB of dedicated video memory
- CD-RW drive, Combo drive (DVD-ROM/CD-RW), or SuperDrive (DVD-R/CD-RW)
- 128MB or 256MB of RAM, expandable to 1GB
- 40GB or 60GB hard disk drive[1]

The ultimate hub for your digital lifestyle

- Mac OS X to make working and playing on iMac easier than ever
- iPhoto, iMovie 2, iDVD 2, and iTunes 2 software
- Apple Pro Speakers with internal digital amplifier[2]
- Five USB ports for connecting digital cameras, MP3 players, printers, scanners, and more
- Two FireWire ports for connecting DV camcorders, Apple's iPod, and high-performance storage devices
- 56K modem[3] and 10/100BASE-T Ethernet port for easy Internet access
- Ready for 11-Mbps AirPort wireless networking[4]

The all-new iMac is here. And it's unlike anything you've ever seen or experienced. With a brilliant flat-panel display and phenomenal performance, the new iMac is the first computer built from the ground up to be the ultimate hub for your digital lifestyle.

The new iMac looks like a computer from another planet—a planet with better designers. Its space-saving design allows for easy setup and amazing flexibility. With the touch of a finger, you can freely move the superslim active-matrix display to change its height, depth, and angle for the most comfortable and personalized viewing imaginable. What's more, the flicker-free display delivers nearly the same viewable area as most 17-inch CRT displays, with twice the brightness, sharpness, and contrast. And unlike most other flat-panel systems, communication with the display is always digital, so you get a distortion-free image that never needs adjustment. All this makes iMac extremely easy on the eyes—whether you're browsing the web, creating dynamic presentations, or playing your favorite game.

Inside lives a PowerPC G4 processor with Velocity Engine for ripping CDs, making movies, playing games, and burning DVDs faster than ever. The new iMac also comes with an NVIDIA GeForce2 MX graphics processor for amazing 3D gaming. Choose a fast CD-RW drive, a DVD-ROM/CD-RW Combo drive, or the ultimate in optical technology, a SuperDrive that lets you burn your own DVDs. You also get up to 256MB of memory (expandable to 1GB) and up to a 60GB hard disk drive[1] that lets you save over 4.5 hours of video or about 35 days of MP3 music.

Running Mac OS X and featuring award-winning applications, the new iMac provides a powerful and intuitive foundation for your digital lifestyle. With iPhoto, you can import and organize your digital photos, find images instantly, create slide shows with music soundtracks, print photos, or share them online with friends and family.[5] With iMovie, you can import video from your DV camcorder via FireWire; edit it; add special effects, transitions, titles, and music; then view your masterpiece full screen. On a SuperDrive-equipped iMac, use iDVD to create a Hollywood-style DVD with your movies and photos that can be played in most consumer DVD players.

And listen to this. With iTunes, you can convert an unlimited number of songs from your CDs into MP3 files and organize your entire digital music collection.[6] Quickly create custom playlists that you can download to your iPod, burn on a custom CD, or play through the all-digital Apple Pro Speakers.[2] Want to get the most out of the Internet? As always, iMac gives you the fastest, easiest way to get online and includes a suite of powerful Internet applications built right into Mac OS X.

Down-to-earth ease of use. Out-of-this-world performance and looks. The new iMac lets you live your digital lifestyle in style.

Technical Specifications

Processor and memory
- 700- or 800-MHz PowerPC G4 processor with Velocity Engine
- 256K on-chip level 2 cache at full processor speed
- 100-MHz system bus
- 128MB or 256MB of SDRAM expandable to 1GB; one factory-installed 168-pin DIMM and one open user-accessible SO-DIMM slot

Storage
- 40GB or 60GB Ultra ATA hard disk drive[1]
- One of the following optical drives:
  - CD-RW drive (writes CD-R discs at 24x speed, writes CD-RW discs at 10x speed, reads CDs at 32x speed)
  - DVD-ROM/CD-RW Combo drive (reads DVDs at 8x speed, writes CD-R discs at 12x speed, writes CD-RW discs at 8x speed, reads CDs at 32x speed)
  - SuperDrive (combination DVD-R/CD-RW drive; writes DVD-R discs at 2x speed, reads DVDs at 6x speed, writes CD-R discs at 8x speed, writes CD-RW discs at 4x speed, reads CDs at 24x speed)
- Support for external FireWire and USB storage devices

Display
- Built-in 15-inch (viewable) TFT active-matrix liquid crystal display
- Millions of colors at 1024-by-768-pixel resolution
- Typical viewing angle: 120 degrees horizontal; 90 degrees vertical
- Typical brightness: 200 candela per meter squared
- Typical contrast ratio: 300:1

Graphics support
- NVIDIA GeForce2 MX graphics processor with AGP 2X support
- 32MB of dedicated Double Data Rate (DDR) video memory
- Three flicker-free screen resolutions: 640 by 480 pixels, 800 by 600 pixels, and 1024 by 768 pixels (optimum resolution)
- 24-bit true color at all resolutions for displaying millions of colors

Communications
- Built-in 56K V.90 modem (RJ-11 connector)[3]
- Built-in 10/100BASE-T Ethernet (RJ-45 connector)
- Built-in antennas and card slot for optional 11-Mbps AirPort Card; IEEE 802.11b compliant[4]

Peripheral connections
- Two 400-Mbps FireWire (IEEE 1394) ports[7]; 8 watts shared
- Three USB 1.1 ports on computer (shared on two 12-Mbps controllers); two USB 1.1 ports on keyboard
- Support for FireWire target disk mode for high-speed transfer of files between two computers

Audio
- Built-in speaker
- Apple Pro Speakers (9 watts each)[2]
- Internal 18-watt digital amplifier
- Apple speaker minijack for connection to Apple Pro Speakers
- Headphone jack
- Built-in microphone for speech recognition and audio recording
- Support for external USB audio devices

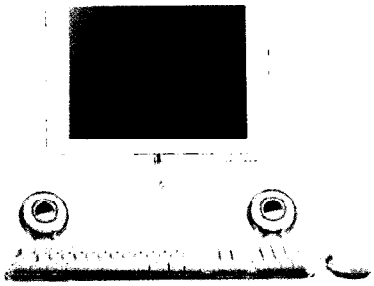
Video
- Mini-VGA output port (requires VGA display adapter)
- Support for video mirroring: external devices display an image identical to that shown on the built-in display
- Output resolutions: 640 by 480 pixels at 60 Hz, 800 by 600 pixels at 75 Hz, and 1024 by 768 pixels at 75 Hz

Keyboard and mouse
- Apple Pro Keyboard with 15 function keys, 4 arrow keys (inverted "T" arrangement), audio controls, and media-eject key; two built-in USB 1.1 ports; two-position tilt
- Apple Pro Mouse with optical sensor for precise cursor control

Electrical requirements and agency approvals
- Line voltage: 90V to 264V AC
- Frequency: 47 to 63 Hz, single phase
- Maximum continuous power: 130W
- Meets ENERGY STAR requirements

Environmental requirements
- Operating temperature: 50° to 95° F (10° to 35° C)
- Storage temperature: –40° to 185° F (–40° to 85° C)
- Relative humidity: 5% to 95% noncondensing
- Maximum operating altitude: 10,000 feet

Size and weight
- Height: 12.95 inches (32.9 cm) minimum; 20.0 inches (50.9 cm) maximum
- Width: 15.1 inches (38.3 cm) minimum; 16.3 inches (41.5 cm) maximum
- Depth: 10.6 inches (27.0 cm) minimum; 16.3 inches (41.5 cm) maximum
- Diameter of base: 10.6 inches (27.0 cm)
- Weight: 21.3 pounds (9.7 kg)[8]



Configurations

Order no.	M8672LL/B	M7677LL/B	M8535LL/B
Processor	700-MHz PowerPC G4	700-MHz PowerPC G4	800-MHz PowerPC G4
Memory	128MB	256MB	256MB
Hard disk drive[1]	40GB Ultra ATA	40GB Ultra ATA	60GB Ultra ATA
Optical drive	CD-RW	Combo (DVD-ROM/CD-RW)	SuperDrive (DVD-R/CD-RW)
Graphics support	NVIDIA GeForce2 MX with 32MB of DDR RAM	NVIDIA GeForce2 MX with 32MB of DDR RAM	NVIDIA GeForce2 MX with 32MB of DDR RAM
FireWire	Two ports	Two ports	Two ports
USB	Five ports	Five ports	Five ports
VGA video mirroring	Yes	Yes	Yes
Modem[3]	56K	56K	56K
Ethernet	10/100BASE-T	10/100BASE-T	10/100BASE-T
Wireless networking[4]	AirPort ready	AirPort ready	AirPort ready
Apple Pro Speakers	No	Yes	Yes

All models include Apple Pro Keyboard; Apple Pro Mouse; modem cable; Mac OS X v10.1, Mac OS 9.2, QuickTime, iMovie 2, iTunes 2, iDVD 2 (SuperDrive-equipped systems only), DVD Player, AppleWorks, Mac OS X Mail, Microsoft Internet Explorer, EarthLink, AOL, Quicken 2002 Deluxe, World Book Mac OS X Edition, Otto Matic, Mac OS X Chess, PCalc, Acrobat Reader, and FAXstf 10.0 Preview; Apple Hardware Test CD; complete setup, learning, and reference documentation; limited warranty; and 30 days of free Internet service through EarthLink.

Internet access requires an Internet service account; fees may apply. Product contains electronic documentation. Backup copy of software is provided on CD-ROM.

Service and Support

Your iMac comes with 90 days of telephone support and a one-year limited warranty. Purchase the AppleCare Protection Plan and extend your service and support to three full years. Only the AppleCare Protection Plan provides you with direct telephone support from Apple technical experts and the assurance that repairs will be handled by Apple-certified technicians using genuine Apple parts. For more information, visit www.apple.com/support/products or call 800-823-2775.

For More Information

For more information about this product or to find out where to buy Apple products, visit www.apple.com/hardware or call 800-538-9696. You can purchase Apple products from your authorized Apple reseller, the online Apple Store (www.apple.com/store or 800-MY-APPLE), or Apple's retail stores.

Visit the Macintosh Products Guide at www.apple.com/guide for the latest information on more than 18,000 hardware and software products for your new computer.

Apple offers iTools, a suite of services that uses the power of the Internet to help you get the most out of your Mac. Visit www.apple.com to sign up.

Build-to-Order Options

In addition to choosing from Apple's preconfigured systems, you can order an iMac with factory-installed options such as more RAM, AirPort wireless networking, and Apple Pro Speakers (for the CD-RW-equipped iMac) from your authorized Apple reseller or the online Apple Store. For up-to-date information, visit www.apple.com/store or call 800-MY-APPLE.

Other Options

Product	Order no.
AirPort Card	M7600LL/C
AirPort Base Station	M8209LL/A
Apple VGA Display Adapter	M8639G/A
iPod	M8513LL/A
Apple FireWire Cable (4-pin to 6-pin)	M8494G/A
Apple DVD-R Media Kit	M8405ZM/A
AppleCare Protection Plan	M7812LL/B

1 1GB = 1 billion bytes; actual formatted capacity less.

2 Selected models.

3 Actual modem speeds lower; speed depends on connection rate and other factors.

4 Wireless Internet access requires AirPort Card, AirPort Base Station, and Internet access (fees may apply). Some ISPs are not currently compatible with AirPort. Range may vary with site conditions.

5 iPhoto may require Internet download; Internet access fees may apply.

6 iTunes is for legal or rightholder-authorized copying only. Don't steal music

7 Actual rates will vary.

8 Weight varies by configuration and manufacturing process.

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1 Infinite Loop
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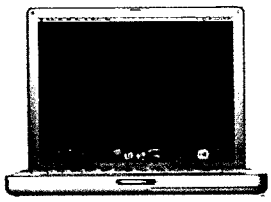
March 2002 L17637C



12-inch PowerBook G4

The 12-inch PowerBook G4 provides the most advanced and complete feature set of any ultracompact notebook.

Key Features

4.6 pounds. At just over an inch thick and a svelte 4.6 pounds,[1] the sleek aluminum design is so easy to carry, it will be your constant companion.

Video-out versatility. Support for DVI, ADC, VGA, S-video, and composite video lets you connect to your choice of flat-panel displays, monitors, projectors, and TVs.

Affordable DVD-burning studio. The slot-loading SuperDrive[2] lets you burn custom CDs and professional DVDs using the included iDVD, iMovie, iPhoto, and iTunes applications.

Leading digital connections. USB 2.0, FireWire 400, and Ethernet provide high-speed data connections to your peripherals and networks.

Advanced wireless. With built-in antennas, the 12-inch PowerBook is ready for an AirPort Extreme Card for superfast wireless networking.[3] Integrated Bluetooth technology delivers cable-free connections to PDAs and mobile phones.

5-hour battery life. Up to 5 hours of battery life means you can be continuously productive on long plane trips, around campus, or at a client site.[4]

Technical Specifications

Processor and memory
- 1GHz PowerPC G4 processor with Velocity Engine
- 512K SRAM on-chip L2 cache
- 133MHz system bus
- 256MB of PC2100 (266MHz) DDR SDRAM; one open SO-DIMM slot; support for up to 1.25GB

Storage
- 40GB 4200-rpm Ultra ATA/100 hard drive[5]
- One of the following optical drives:
  - Slot-loading Combo drive (DVD-ROM/CD-RW): reads DVDs at up to 8x speed, writes CD-R discs at up to 24x speed, writes CD-RW discs at up to 10x speed, reads CDs at up to 24x speed
  - Slot-loading SuperDrive (DVD-R/CD-RW): writes DVD-R discs at up to 2x speed, reads DVDs at up to 8x speed, writes CD-R discs at up to 16x speed, writes CD-RW discs at up to 4x speed, reads CDs at up to 24x speed

Communications
- Built-in antennas and expansion slot for optional 54-Mbps AirPort Extreme wireless networking card[3] (based on 802.11g standard; Wi-Fi Certified for 802.11g and 802.11b interoperability)
- Built-in Bluetooth
- Built-in 10/100BASE-T Ethernet (RJ-45 connector)
- Built-in 56K V.92 modem[6] (RJ-11 connector)

Expansion
- One FireWire 400 port at up to 400 Mbps[7]
- Two USB 2.0 ports at up to 480 Mbps

Display
- 12.1-inch (diagonal) TFT XGA active-matrix display
  - Support for millions of colors at 1024-by-768-pixel resolution
  - Support for resolution scaling to 800-by-600-pixel and 640-by-480-pixel resolution with millions of colors

Video and graphics support
- NVIDIA GeForce FX Go5200 graphics processor with AGP 4X support and 32MB of DDR SDRAM for 2D/3D graphics acceleration
- Dual display and video mirroring: Simultaneously supports up to 1024 by 768 pixels on the built-in display and up to 2048 by 1536 pixels on an external display, both at millions of colors[8]
- DVI output using included mini-DVI to DVI adapter
- VGA output using included mini-DVI to VGA adapter
- S-video and composite video output using mini-DVI to video adapter (sold separately)

Audio
- Audio line in (minijack)
- Headphone out (minijack)
- Built-in stereo speakers with midrange-enhancing third speaker
- Internal omnidirectional microphone

Battery and power
- 47-watt-hour lithium-ion battery with integrated charge indicator LEDs
- Up to 5 hours of battery life[4]
- 45W power adapter with cable management system
- Power adapter port

Security
- Kensington cable lock slot

Keyboard and trackpad
- Built-in full-size keyboard with 78 (U.S.) or 79 (ISO) keys, including 12 function keys, 4 arrow keys (inverted "T" arrangement), and embedded numeric keypad
- Solid-state trackpad for precise cursor control; supports tap, double-tap, and drag capabilities

Electrical and environmental requirements
- Meets ENERGY STAR requirements
- Line voltage: 100V to 240V AC
- Frequency: 50Hz to 60Hz
- Operating temperature: 50° to 95° F (10° to 35° C)
- Storage temperature: -13° to 140° F (-25° to 60° C)
- Relative humidity: 20% to 80% noncondensing
- Maximum operating altitude: 10,000 feet
- Maximum storage altitude: 15,000 feet
- Maximum shipping altitude: 35,000 feet

Size and weight
- Height: 1.18 inches (3.0 cm)
- Width: 10.9 inches (27.7 cm)
- Depth: 8.6 inches (21.9 cm)
- Weight: 4.6 pounds (2.1 kg) with battery and optical drive installed[1]

Configurations

Order number	M9007LL/A	M9008LL/A
Processor	1GHz PowerPC G4	1GHz PowerPC G4
Level 2 cache	512K	512K
Memory	256MB of PC2100 (266MHz) DDR SDRAM	256MB of PC2100 (266MHz) DDR SDRAM
Hard drive	40GB Ultra ATA/100[5]	40GB Ultra ATA/100[5]
Optical drive	Slot-loading Combo (DVD-ROM/CD-RW)	Slot-loading SuperDrive (DVD-R/CD-RW)
Display	12.1-inch (diagonal) TFT XGA	12.1-inch (diagonal) TFT XGA
Graphics support	NVIDIA GeForce FX Go5200 with 32MB of DDR SDRAM	NVIDIA GeForce FX Go5200 with 32MB of DDR SDRAM
Wireless support	Built-in Bluetooth; 54-Mbps AirPort Extreme ready[3]	Built-in Bluetooth; 54-Mbps AirPort Extreme ready[3]
Ethernet	10/100BASE-T	10/100BASE-T
Modem	56K V.92[6]	56K V.92[6]
Software	Mac OS X, Mail, iChat, Safari, Sherlock, Address Book, QuickTime, iLife (includes iTunes, iPhoto, iMovie, and iDVD[9]), iSync, iCal, DVD Player, Classic environment, Acrobat Reader, Art Directors Toolkit, EarthLink TotalAccess 2003 (includes 30 days of free service), FAXstf, FileMaker Pro 6 Trial, GraphicConverter, Microsoft Office v. X Test Drive, OmniGraffle, OmniOutliner, QuickBooks for Mac New User Edition, Developer Tools, Apple Hardware Test	
Service and support	90 days of free telephone support and one-year limited warranty	
Also included	Mini-DVI to DVI adapter, mini-DVI to VGA adapter, modem cable, power adapter, AC wall plug, power cord	

Build-to-Order Options

You can order a custom-configured PowerBook G4 from the Apple Store or an Apple Authorized Reseller. Options include additional RAM, larger hard disk drive, AirPort Extreme Card, additional batteries and power adapters, Apple flat-panel displays, external keyboards and mice, and third-party peripherals.

Apple Displays

- Apple Studio Display (17-inch flat panel), M7649ZM/B (requires Apple DVI to ADC Adapter)
- Apple Cinema Display (20-inch flat panel), M8893ZM/A (requires Apple DVI to ADC Adapter)
- Apple Cinema HD Display (23-inch flat panel), M8537ZM/A (requires Apple DVI to ADC Adapter)
- Apple DVI to ADC Adapter, M8661
- Apple Mini-DVI to DVI Adapter, M9321G/A
- Apple Mini-DVI to VGA Adapter, M9320G/A
- Apple Mini-DVI to Video Adapter, M9319G/A

Other Products

- Apple Portable Power Adapter, M8943LL/A
- 12-inch PowerBook G4 Rechargeable Battery, M9324G/A
- AirPort Extreme Card, M8881LL/A
- AirPort Extreme Base Station, M8930LL/A and M8799LL/A
- .Mac, M9036Z/A
- AppleCare Protection Plan, M8853LL/A

Extended Service and Support

Purchase the AppleCare Protection Plan to extend your service and support to up to three full years. The plan provides support for your Mac, the Mac OS, and many Apple consumer applications, so just one phone call can help resolve most issues. You can also enroll one Apple display for coverage, provided that the PowerBook G4 and display are purchased together. For more information, visit www.apple.com/support/products or call 800-823-2775.

For More Information

For more information about this product or to purchase Apple products, visit the Apple Store online (www.apple.com or 800-MY-APPLE), an Apple Store near you, or an Apple Authorized Reseller.

Visit the Macintosh Products Guide at www.apple.com/guide for the latest information on thousands of hardware and software products for your Mac.

Internet access requires a compatible Internet service provider; fees may apply. Product contains electronic documentation. Backup copy of software is included. [1]Actual weight varies by configuration and manufacturing process. [2]Available in selected models. [3]Wireless Internet access requires AirPort Extreme Card, AirPort Base Station or AirPort Extreme Base Station, and Internet access (fees may apply). Achieving data rates up to 54 Mbps requires that all users have an AirPort Extreme Card and connect to an AirPort Extreme Base Station. Some ISPs are not currently compatible with AirPort and AirPort Extreme. Range may vary with site conditions. [4]Battery life depends on configuration and use. [5]1GB = 1 billion bytes; actual formatted capacity less. [6]Compatible ISP and telephone services required. Your ISP may not support all V.92 features. Modem will function according to V.90 standards if V.92 services are not available. Actual modem speeds lower; speed depends on connection rate and other factors. [7]Actual rates will vary. [8]Some third-party DVI displays may not support all resolutions. [9]iDVD requires Apple SuperDrive.

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Power Mac G4

Features

Blazing speed

- Dual 1-GHz PowerPC G4 processors or a single processor running at up to 933 MHz
- Integrated Velocity Engine vector processing unit for high-speed parallel processing
- Dedicated L3 cache with throughput up to 4GB per second (933-MHz and dual 1-GHz systems)
- UNIX-based core operating system that increases system stability and responsiveness
- Symmetric multiprocessing to take full advantage of dual processor systems

Next-generation graphics

- Ultrafast AGP graphics cards from NVIDIA and ATI for stunning 3D capabilities
- Optional NVIDIA GeForce4 Ti card for the ultimate in 3D graphics technology
- Dual display support for connecting two displays from a single graphics card[1]
- Mac OS X for superior 2D, 3D, and video graphics, plus built-in font management, PDF imaging, and ColorSync

Ultimate expansion and connectivity

- Four PCI slots with throughput of up to 215 MBps
- Memory expansion up to 1.5GB[2]
- Support for up to three internal hard drives
- Two FireWire ports and four USB ports for connecting professional digital devices
- Gigabit Ethernet for high-speed networking

Power to burn

- SuperDrive (DVD-R/CD-RW) or CD-RW drive
- Data DVD and CD burning for up to 4.7GB of data on a single optical disc
- iDVD and iTunes software for authoring video DVDs and audio CDs quickly and easily[3]

Breakthrough applications

- Suite of powerful, easy-to-use Apple software for working with your movies, music, and pictures
- Optional Final Cut Pro and DVD Studio Pro software for professional DV editing and DVD authoring
- Thousands of available applications that benefit from the advanced features of Mac OS X

The new Power Mac G4 is a digital powerhouse designed to accelerate your workflow like never before. With more processing power and next-generation graphics capabilities, it's the ultimate tool for fast-thinking creative and scientific professionals who need a computer that keeps pace with their ideas.

Apple has taken the fastest PowerPC G4 processor ever created—and then doubled it—to introduce the phenomenal new dual 1-GHz Power Mac G4. Add Velocity Engine vector processing technology, an ultraefficient system architecture, and the UNIX-based power and stability of Mac OS X, and it's no wonder that the Power Mac G4 outperforms even the fastest Pentium-based systems.[4]

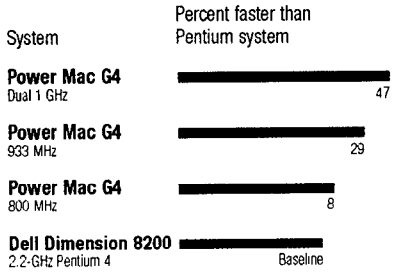
We've raised the bar on graphics performance as well, with powerful all-new graphics processors and dual display support across the line.[1] The ATI Radeon 7500 and NVIDIA GeForce4 MX deliver high-resolution graphics processing capabilities for dazzling 3D images with unprecedented detail; fast, fluid motion; and photorealistic textures. For the ultimate graphics experience, configure your Power Mac G4 with the NVIDIA GeForce4 Ti. Featuring 128MB of Double Data Rate (DDR) memory and capable of a staggering 4.9 billion textured pixels per second, this incredible new card is the fastest graphics processing unit on the planet.

Massive expandability and easy connectivity let you customize your Power Mac to suit your workflow. Use the four high-performance PCI slots to add video, audio, SCSI, and other specialized capabilities, and the extra drive bays and RAM slots to extend the system's storage and memory. Built-in Gigabit Ethernet, FireWire, and USB provide easy connectivity to high-speed networks and professional devices, including cameras, audio components, and media servers.

Whatever work you do, the SuperDrive and Apple's innovative software make it easy to produce, share, and archive your projects on CDs and DVDs. With Apple iDVD software, you can turn video and pictures into DVD-based sales materials, educational resources, or digital portfolios that play on most consumer players. Or burn data DVDs and CDs right from your Mac OS X desktop to store up to 4.7GB of data on a single optical disc.

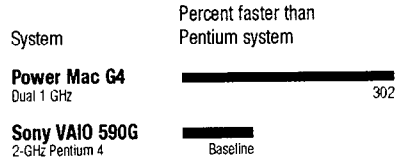
All the advanced Power Mac G4 capabilities come together seamlessly in Mac OS X. Thousands of great applications are already available to take full advantage of this powerful new operating system, which delivers bulletproof reliability, improved system performance, and leading-edge technologies for 2D, 3D, and video graphics. Check out Final Cut Pro for professional digital video editing and other leading software titles from Adobe, Macromedia, and Microsoft. No matter what you're working on, the exceptional new Power Mac G4 is designed to help you do more, faster—giving you what you need most: more time.

Photoshop Performance



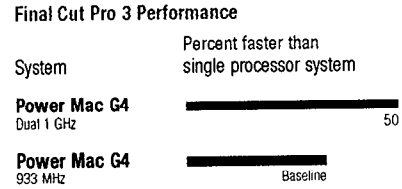
The Power Mac G4 with dual 1-GHz processors is 47 percent faster than PCs with a 2.2-GHz Pentium 4 processor in Photoshop tests of 9 commonly used operations.

DVD Video Encoding Performance



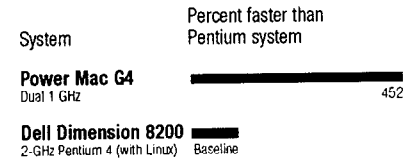
The new dual 1-GHz Power Mac G4 using Apple iDVD 2 software encodes video in MPEG-2 format four times faster than the PC with a 2-GHz Pentium processor using Sony MovieShaker software.

Final Cut Pro 3 Performance



Final Cut Pro 3 renders video 50 percent faster using a Power Mac G4 with two 1-GHz processors, compared to the Power Mac G4 with a single 933-MHz processor, demonstrating the performance advantage of dual processors.

BLAST Performance



The dual 1-GHz Power Mac G4 running A/G BLAST, the popular open-source biotechnology tool, delivers five times the performance of a PC with a 2-GHz Pentium 4 processor running NCBI BLAST (based on common searches with word size of 40).

Longer bars indicate better performance.

Technical Specifications

Processor
- 800- or 933-MHz PowerPC G4 processor or dual 1-GHz PowerPC G4 processors
- Velocity Engine vector processing unit
- Full 128-bit internal memory data paths
- Powerful floating-point unit supporting single-cycle, double-precision calculations
- Data stream prefetching operations supporting four simultaneous 32-bit data streams
- 256K on-chip L2 cache running at processor speed
- 2MB DDR SDRAM L3 cache per processor, with up to 4GB per second throughput (933-MHz and dual 1-GHz systems)
- 133-MHz system bus supporting over 1-GBps data throughput

Memory
- 256MB or 512MB of PC133 SDRAM
- Three DIMM slots supporting up to 1.5GB of PC133 SDRAM using the following[2]:
  - 128MB or 256MB DIMMs (64-bit-wide, 128-Mbit)
  - 512MB DIMMs (64-bit-wide, 256-Mbit)

Storage
- One of the following hard disk drives[5]:
  - 40GB 7200-rpm Ultra ATA
  - 60GB 7200-rpm Ultra ATA
  - 80GB 7200-rpm Ultra ATA
- One of the following optical drives:
  - CD-RW drive (writes CD-R discs at 24x speed, writes CD-RW discs at 10x speed, reads CDs at 32x speed)
  - SuperDrive (combination DVD-R/CD-RW drive; writes DVD-R discs at 2x speed, reads DVDs at 6x speed, writes CD-R discs at 8x speed, writes CD-RW discs at 4x speed, reads CDs at 24x speed)
  - DVD-ROM/CD-RW Combo drive (build-to-order option; reads DVDs at 8x speed, writes CD-R discs at 12x speed, writes CD-RW discs at 8x speed, reads CDs at 32x speed)
- Three 3.5-inch hard drive expansion bays
  - One ATA drive preinstalled on standard configurations
  - Support for up to two internal ATA drives
  - Support for up to three internal SCSI drives
  - Support for a combination of internal SCSI and ATA drives

Graphics support
- One of the following graphics cards, installed in a dedicated AGP 4X graphics slot:
  - ATI Radeon 7500 graphics card with 32MB of DDR SDRAM and ADC and VGA connectors; supports digital resolutions up to 1920 by 1200 pixels and analog resolutions up to 2048 by 1536 pixels
  - NVIDIA GeForce4 MX graphics card with 64MB of DDR SDRAM and ADC and VGA connectors; supports digital and analog resolutions up to 1920 by 1200 pixels
  - NVIDIA GeForce4 Ti graphics card with 128MB of DDR SDRAM and ADC and DVI connectors (build-to-order option); supports digital and analog resolutions up to 2048 by 1536 pixels
- Dual display support for extended desktop and video mirroring modes[1]

Expansion
- Four open full-length 64-bit, 33-MHz PCI slots
- One AGP 4X slot with graphics card installed
- Two 400-Mbps FireWire ports (15W total power)[6]
- Four USB ports (two on system, two on keyboard)

Communications
- 10/100/1000BASE-T Ethernet connector (RJ-45)
- Built-in 56K V.90 modem[7]
- Ready for wireless networking: Built-in antennas and card slot for optional 11-Mbps AirPort Card; IEEE 802.11b compliant[8]

Audio
- Built-in speaker
- Apple speaker minijack for connection to Apple Pro Speakers
- Optional Apple Pro Speakers
- Headphone/line out minijack
- Support for external third-party USB digital audio peripherals such as microphones, speakers, and MIDI devices

Keyboard and mouse
- Apple Pro Keyboard
- Apple Pro Mouse

Electrical requirements and agency approvals
- Line voltage: 115V AC (90V to 132V AC) or 230V AC (180V to 264V AC)
- Frequency: 47 to 63 Hz, single phase
- Maximum continuous power: 360W
- Meets ENERGY STAR requirements

Environmental requirements
- Operating temperature: 50° to 95° F (10° to 35° C)
- Storage temperature: –40° to 116° F (–40° to 47° C)
- Relative humidity: 5% to 95% noncondensing
- Maximum altitude: 10,000 feet

Size and weight
- Height: 17.0 inches (43.2 cm)
- Width: 8.9 inches (22.6 cm)
- Depth: 18.4 inches (46.7 cm)
- Weight: 30 pounds (13.6 kg)[9]

Configurations

Order no.	M8705LL/A	M8666LL/A	M8667LL/A
Processor	800-MHz PowerPC G4	933-MHz PowerPC G4	Dual 1-GHz PowerPC G4
On-chip cache	256K L2 at 800 MHz	256K L2 at 933 MHz	256K L2 at 1 GHz per processor
L3 cache (DDR SDRAM)	—	2MB with 3.7-GBps throughput	2MB per processor with 4-GBps throughput
Main memory (PC133 SDRAM)	256MB	256MB	512MB
Hard disk drive[5]	40GB (7200 rpm)	60GB (7200 rpm)	80GB (7200 rpm)
Graphics support	ATI Radeon 7500 with 32MB of DDR SDRAM	NVIDIA GeForce4 MX with 64MB of DDR SDRAM	NVIDIA GeForce4 MX with 64MB of DDR SDRAM
Optical drive	CD-RW	SuperDrive (DVD-R/CD-RW)	SuperDrive (DVD-R/CD-RW)
FireWire	Two ports	Two ports	Two ports
USB	Four ports	Four ports	Four ports
PCI	Four slots	Four slots	Four slots
Ethernet	10/100/1000BASE-T	10/100/1000BASE-T	10/100/1000BASE-T
Wireless networking[8]	AirPort ready	AirPort ready	AirPort ready
Modem[7]	56K	56K	56K

All models include Apple Pro Keyboard, Apple Pro Mouse, and modem cable; Mac OS X v10.1 and Mac OS 9.2; QuickTime, iMovie 2, iDVD 2 (requires SuperDrive), iPhoto, iTunes 2, DVD Player, Mac OS X Mail, Microsoft Internet Explorer, EarthLink, Acrobat Reader 5.0, Art Director's Toolkit, FAXstf 10.0 Preview, FileMaker Pro 5.5 Trial, Graphic Converter, OmniGraffle, OmniOutliner, PCalc, PixelNhance, and Snapz Pro X; Apple Hardware Test CD; complete setup, learning, and reference documentation; limited warranty; and 30 days of free Internet service through EarthLink.

Internet access requires an Internet service account; fees may apply. Product contains electronic documentation. Backup copy of software is provided on CD-ROM.

Service and Support

Your Power Mac G4 comes with 90 days of telephone support and a one-year limited warranty. Purchase the AppleCare Protection Plan to extend your service and support to three full years. Only the AppleCare Protection Plan provides you with direct telephone support from Apple technical experts and the assurance that repairs will be handled by Apple-certified technicians using genuine Apple parts. For more information, visit www.apple.com/support/products or call 800-823-2775.

For More Information

For more information about this product or to find out where to buy Apple products, visit www.apple.com/hardware or call 800-538-9696. You can purchase Apple products from your authorized Apple reseller, the online Apple Store (www.apple.com/store or 800-MY-APPLE), or Apple's retail stores.

Visit the Macintosh Products Guide at www.apple.com/guide for the latest information on more than 18,000 hardware and software products for your new computer.

Apple offers iTools, a suite of services that uses the power of the Internet to help you get the most out of your Mac. Visit www.apple.com to sign up.

Build-to-Order Options

Order a custom-configured computer from your authorized Apple reseller or the online Apple Store. Build-to-order options can include the following. For up-to-date information, visit www.apple.com/store or call 800-MY-APPLE.

- **Processor:** 800-MHz, 933-MHz, dual 1-GHz PowerPC G4
- **Memory:** 256MB, 512MB, 1GB, 1.5GB[2]
- **Hard disk drives:** 40GB Ultra ATA (7200 rpm), 60GB Ultra ATA (7200 rpm), 80GB Ultra ATA (7200 rpm), 36GB Ultra160 SCSI (10,000 rpm), 72GB Ultra160 SCSI (10,000 rpm)[5]
- **Optical drives:** SuperDrive (DVD-R/CD-RW), DVD-ROM/CD-RW Combo, CD-RW
- **Graphics:** ATI Radeon 7500 with 32MB of DDR SDRAM, NVIDIA GeForce4 MX with 64MB of DDR SDRAM, NVIDIA GeForce4 Ti with 128MB of DDR SDRAM
- **Audio:** Apple Pro Speakers, Apple iPod, Harman Kardon iSub, Harman Kardon SoundSticks
- **Other:** AirPort Card, AirPort Base Station, DVI-to-ADC adapter, Zip 250 drive, Ultra SCSI PCI card, Ultra160 SCSI PCI card

Apple Displays

- Apple Studio Display (15-inch flat panel); M7928ZM/A
- Apple Studio Display (17-inch flat panel); M7649ZM/A
- Apple Cinema Display (22-inch flat panel); M8058ZM/A

1 The ATI Radeon 7500 and NVIDIA GeForce4 MX cards support one ADC display and one VGA display simultaneously. The NVIDIA GeForce4 Ti supports one ADC display and one DVI or VGA display simultaneously.

2 999MB maximum per application in Mac OS 9.

3 iTunes is for legal or rightholder-authorized copying only. Don't steal music.

4 Based on Photoshop, BLAST, and MPEG-2 encoding performance.

5 1GB = 1 billion bytes; actual formatted capacity less.

6 Actual rates will vary.

7 Actual modem speeds lower; speed depends on connection rate and other factors.

8 Wireless Internet access requires AirPort Card, AirPort Base Station, and Internet access (fees may apply). Some ISPs are not currently compatible with AirPort. Range may vary with site conditions.

9 Weight varies by configuration and manufacturing process.

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1 Infinite Loop
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February 2002 L18299B

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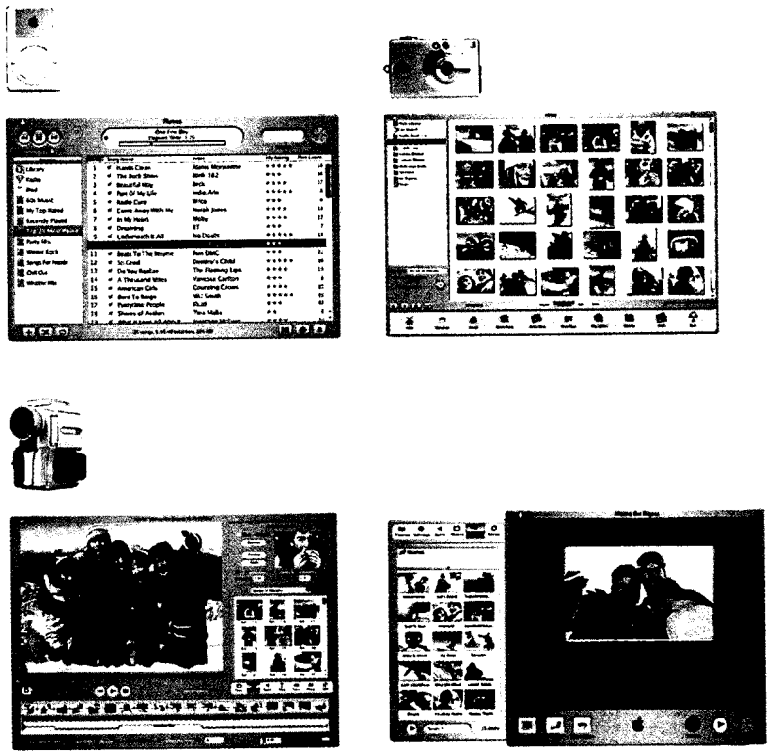
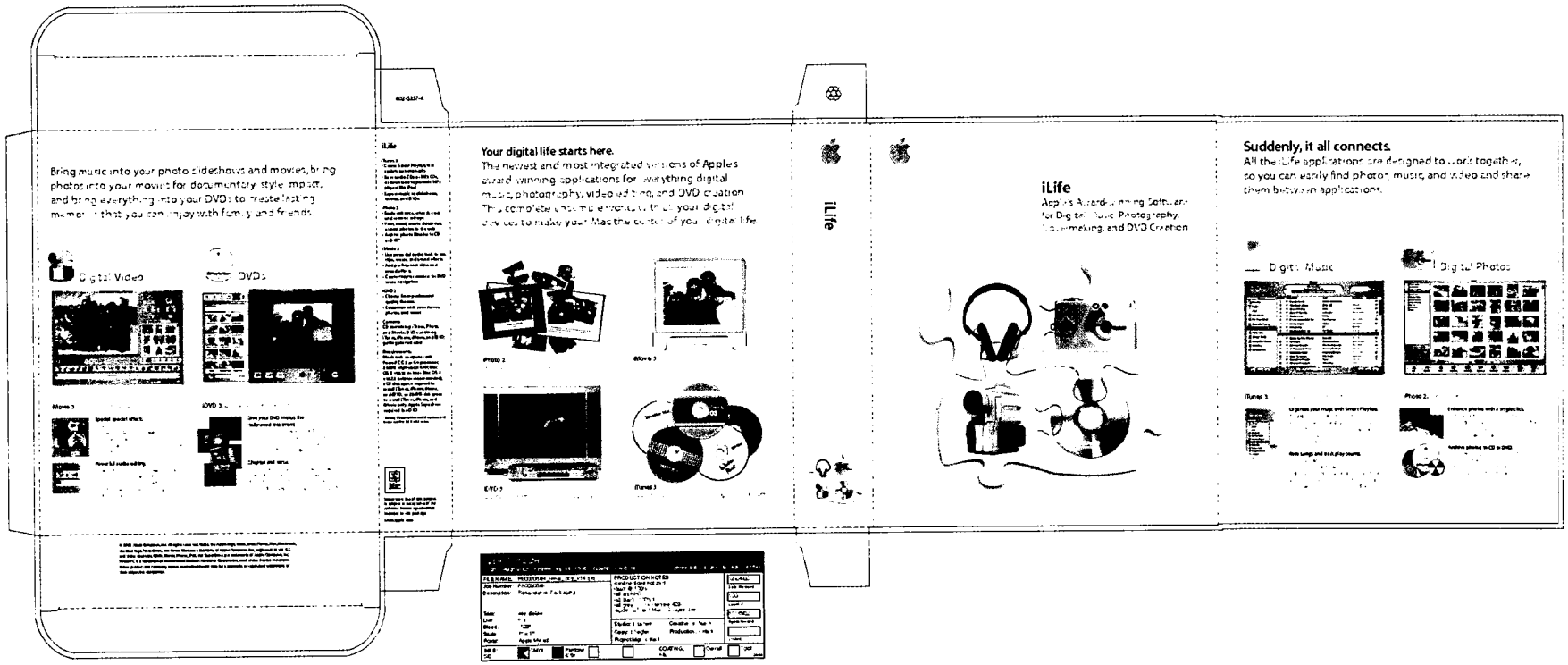
iLife

Apple's award-winning software for Digital Music, Photography, Moviemaking, and DVD Creation



iDVD 3
Create your own Hollywood-Style DVD

Suddenly it all connects.


Bring music into your photo slideshows and movies, bring photos into your movies for documentary style impact, and bring everything into your DVDs to create lasting memories that you can enjoy with family and friends.
Digital Video
DVDs
Your digital life starts here.
The newest and most integrated versions of Apples award winning applications for everything digital music, photography, video editing, and DVD creation. This complete ensemble works with all your digital devices to make your Mac the center of your digital life.
iLife
iLife
Apples Award-winning Software for Digital Music, Photography, Movie making, and DVD Creation
Suddenly, it all connects.
All the iLife applications are designed to work together, so you can easily find photos, music, and video and share them between applications.
Digital Music
Digital Photos

- 800-MHz PowerPC G4 processor
- 256K on-chip level 2 cache running at 800 MHz
- 256MB SDRAM; supports up to 1GB
- 60GB Ultra ATA hard disk drive[1]
- Apple SuperDrive (DVD-R/CD-RW)
- 15-inch (viewable) active-matrix LCD display with easy height, tilt, and swivel adjustment
- NVIDIA GeForce2 MX graphics processor with 32MB of DDR video memory
- Built-in 56K V.90 modem and telephone cable[2]
- Built-in 10/100BASE-T Ethernet (external DSL and cable modem ready)
- Ready for AirPort wireless networking
- Two 400-Mbps FireWire ports; three USB ports
- Easy access for memory and AirPort Card installation
- Audio: integrated microphone; Apple speaker minijack; headphone jack
- Apple Pro Speakers
- Mini-VGA output port (requires VGA display adapter)
- Apple Pro Keyboard and Apple Pro Mouse
- Easy Internet access—30 days of free Internet service with EarthLink[3]; Microsoft Internet Explorer
- Included software: Mac OS, QuickTime, iPhoto,[4] iMovie, iDVD, iTunes, AppleWorks, Quicken 2002 Deluxe, World Book Mac OS X Edition, Otto Matic, Mac OS X Chess, PCalc, Acrobat Reader, FAXstf
- Meets ENERGY STAR and TCO 95 requirements

The backlight lamp in this product contains mercury. Dispose of properly.

1. 1GB = 1 billion bytes; actual formatted capacity less. 2. Actual modem speeds lower. 3. Internet access requires an Internet service account; available only in North America; subject to separate terms and conditions. 4. iPhoto may require an Internet download; Internet access fees may apply.

IMPORTANT: Use of this product is subject to acceptance of the software license agreement(s) included in this package. Product contains electronic documentation. Backup copy of software provided on CD-ROM.

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www.apple.com

826-6092-A

Part number: 826-6092-A; iMac, Ultimate, 800/Super Drive
Print Specification
text prints Black
Overall semi-gloss varnish
Dimensions: 11.25" x 3.43" (285.75 mm x 87.23 mm
Materials: Refer to generic spec. 062-1432, gloss

Released 1/10/02

Power Mac G4

- 933-MHz PowerPC G4 processor
- 256K on-chip level 2 cache; 2MB level 3 cache
- 512MB of PC133 SDRAM; three DIMM slots support up to 1.5GB[1]
- NVIDIA GeForce4 MX graphics card with 64MB of DDR RAM and dual display support
- Apple Display Connector and VGA connector
- 60GB 7200-rpm Ultra ATA/66 hard disk drive[2]
- Three 3.5-inch hard disk drive bays (two open)
- Apple SuperDrive (CD-R/RW and DVD-R); two blank recordable CD-RW and DVD-R discs
- Five expansion slots (one AGP 4X slot with graphics card installed; four 64-bit, 33-MHz PCI slots)
- Two 400-Mbps FireWire ports
- Two USB ports, 12 Mbps each
- Apple speaker minijack and headphone/line out minijack
- Built-in 10/100/1000BASE-T Ethernet networking
- Built-in 56K V.90 modem[3]
- Ready for AirPort wireless networking
- Apple Pro Keyboard and Apple Pro Mouse
- Included software: Mac OS, iDVD, iTunes, iMovie, Microsoft Internet Explorer, and 30 days of free Internet service with EarthLink
- Meets ENERGY STAR requirements

1. 999MB maximum per application in Mac OS 9.2. 1GB in 1 billion bytes; actual formatted capacity less.
2. Actual modem speeds longer. 3. Internet access requires an Internet service account available only in North America, subject to separate terms and conditions.

IMPORTANT: Use of this product is subject to acceptance of the software license agreement(s) included in the package. Product contains electronic documentation. Back to page of software provided on CD-ROM.

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Part number: 826-6186-A; PM G4 933 (P57B)

Print Specification

Background prints PMS 429, bleeds all sides

Power Mac G4 reverses white out of background color.

All other text prints Black

Overall semi-gloss varnish

Dimensions: 11.50" x 4" (292 mm x 101.5 mm)

Materials: Refer to generic spec. 062-1432, gloss

H

Apple Brings DVD Authoring to the Desktop with iDVD and DVD Studio Pro

With Apple's Revolutionary SuperDrive, Power Mac G4 Is First Complete DVD Authoring Solution

MACWORLD EXPO, SAN FRANCISCO—January 9, 2001—Apple® today introduced iDVD™, a revolutionary new application that lets consumers quickly and easily create professional looking DVDs for playback on consumer DVD players and DVD Studio Pro™, the first full-featured DVD authoring tool available for less than $1,000. iDVD comes preinstalled on the Power Mac™ G4 with the revolutionary new SuperDrive, a combination CD-RW/DVD-R drive that reads and writes both CDs and DVDs. DVD Studio Pro offers professional-quality DVD encoding, authoring and writing, and is the perfect complement to Apple's Final Cut Pro® video editing, effects and compositing software.

"iDVD and DVD Studio Pro continue Apple's lead in the desktop video revolution," said Steve Jobs, Apple's CEO. "Our new Power Mac G4 running iMovie™, Final Cut Pro, iDVD and DVD Studio Pro offers professionals and high-end consumers the only integrated solution for pro-quality DVD creation."

iDVD
iDVD makes it incredibly easy for Mac® users to turn their iMovies, QuickTime™ files and pictures into DVDs that can be played on consumer DVD players. iDVD shields users from the complexity of DVD authoring by offering built-in professionally designed themes and drag-and-drop simplicity. With iDVD, users can:

- convert iMovies, QuickTime files and pictures into the format required for DVD using iDVD's fast MPEG encoder;
- drag-and-drop iMovies and pictures into their DVD project;
- create menus, buttons and backgrounds using their own personal images, or choose from among more than a dozen beautiful themes with professionally designed background images and coordinated fonts and typefaces;
- preview the project to test navigation and flow; and
- record DVDs with a single click on the Power Mac G4's revolutionary new combination CD-RW/DVD-R SuperDrive.

DVD Studio Pro
The perfect complement to Final Cut Pro, DVD Studio Pro lets users encode video, conduct complex authoring tasks, preview the finished product in real-time, and burn DVDs using the Power Mac G4's new SuperDrive.

With DVD Studio Pro, users can:

- encode video in MPEG-2 and encode audio in Dolby Digital, the two formats preferred for professionally mastered DVDs;

- author the DVD, working with up to 99 video tracks and multiple language tracks. DVDs can also be customized to include slide shows, still or motion menus from layered PhotoShop files or video clips, and interactive links directly to the web;
- preview the finished project in real-time without the need for a disk image or multiplexing; and
- burn DVDs using Power Mac G4's new SuperDrive for playback on consumer DVD players. In addition to burning DVDs, users can also choose to output to DLT tape for mass duplication or DVD-RAM to inexpensively test projects.

Pricing & Availability
iDVD is preinstalled on the new Power Mac G4 with combination CD-RW/DVD-R SuperDrive, which writes to standard 4.7GB DVD-R discs, available from The Apple Store™ (www.apple.com) in packs of 5 for a suggested retail price of US$49.95. Each disc can hold an hour of high quality video, and is compatible with a wide variety of consumer and computer DVD players. For a list of compatible DVD players, visit www.apple.com/dvd/compatibility.

DVD Studio Pro is available this month from The Apple Store (www.apple.com) or through Authorized Apple Resellers for a retail price of US$999. Minimum system requirements to run DVD Studio Pro are a Power Mac G4 with AGP graphics and DVD-R, DVD-RAM, or DVD-ROM drive (configuration must support Apple DVD Player 2.0 or later), Mac® OS 9.0.4 or 9.1, QuickTime 4.1, 128MB RAM (192MB recommended) and a 12GB hard drive.

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I

Apple Introduces iLife

Latest Versions of iPhoto, iMovie, iDVD & iTunes Work Together Seamlessly

MACWORLD EXPO, SAN FRANCISCO—January 7, 2003—Apple® today introduced iLife™, an integrated suite of Apple's industry-leading digital lifestyle applications, featuring brand new versions of iPhoto™, iMovie™ and iDVD™, and the recently-released iTunes™ 3. iLife is the only integrated suite to include all of the four applications required for today's "digital lifestyle"—digital music, photography, moviemaking and DVD creation—and is the first product to offer the benefits of seamlessly integrating them.

"iLife does for our digital lifestyle what Microsoft Office did for office productivity—all the applications you need are in one box, and they all work together," said Steve Jobs, Apple's CEO. "Apple is far ahead of its PC competitors in offering the best-in-class applications for digital music, photography, moviemaking and DVD creation, and now they all work together seamlessly."

iLife includes incredible new versions of iPhoto, iMovie and iDVD with dozens of advanced new features, all seamlessly integrated to allow users to easily access their digital music, photos and movies from within each application. For example, users can now select music from their iTunes library to use in their iPhoto slideshows, movies or DVD menus from directly within iPhoto 2, iMovie 3 or iDVD 3—without interrupting the creative process by having to switch back and forth between applications.

iPhoto 2 now includes one-click photo Enhance, which can dramatically improve less-than-perfect pictures; a new Retouch tool for removing scratches, hair, lens dirt, etc.; photo archiving to a CD or DVD to preserve and share your iPhoto library; and the ability to email photos with one click using Mac® OS X Mail, Eudora, Entourage and AOL.

iMovie 3 features pro-quality special effects, including the new "Ken Burns" effect for adding emotionally powerful motion to still photos; powerful new audio editing tools and blockbuster sound effects from Skywalker Sound's seven-time Academy Award winner Gary Rydstrom; pro-quality special video effects such as Aged Film, Letterbox and Earthquake; and the ability to add chapter markers to movies for DVD navigation and scene selection.

iDVD 3 includes 24 new pro-quality, Apple-designed, customizable DVD menu themes; automatically created DVD scene selection menus from iMovie chapter markers; and the ability to personalize iDVD 3 themes with personal photos, music and movies using iDVD Drop Zones.

Pricing & Availability
The iLife applications will be included with all new Macintosh® computers. On January 25, iPhoto 2 and iMovie 3 will be available for free download at www.apple.com. The iLife retail package with a single installer for all four applications will be available January 25 at the Apple Store (www.apple.com), Apple's retail stores and through Apple Authorized Resellers for a suggested retail price of $49 (US). An iLife Up-To-Date upgrade package is

available to all customers who purchase a new Mac system with SuperDrive™ (DVD-R/CD-RW) on or after January 7 that does not include iLife. The iLife Up-To-Date package is available for a shipping and handling fee of $19.95 (US). iTunes 3 is currently available for free download at www.apple.com.

iLife requires Mac OS X version 10.1.5 or later and a Macintosh with a PowerPC G3 or G4 processor; 256MB RAM is recommended. A built-in USB port is required for importing photos to iPhoto from a digital camera and a built-in FireWire® port is required to input digital video from a camcorder. DVD burning from iDVD requires a Macintosh equipped with an Apple SuperDrive (DVD-R/CD-RW) and DVD archiving from iPhoto requires Mac OS X version 10.2 "Jaguar" or later.

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J

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Apple IDVD Television Commercial (60 second spot summary)
"Shoot. Edit. Burn. IDVD" (Elope)

Scene: A Tropical Beach.

Young Man: ***Push that red button and keep it right on us, okay?***

[To the camera]: ***Everyone, I have a <u>really</u> big surprise for you.***

[Wedding ceremony dialog]

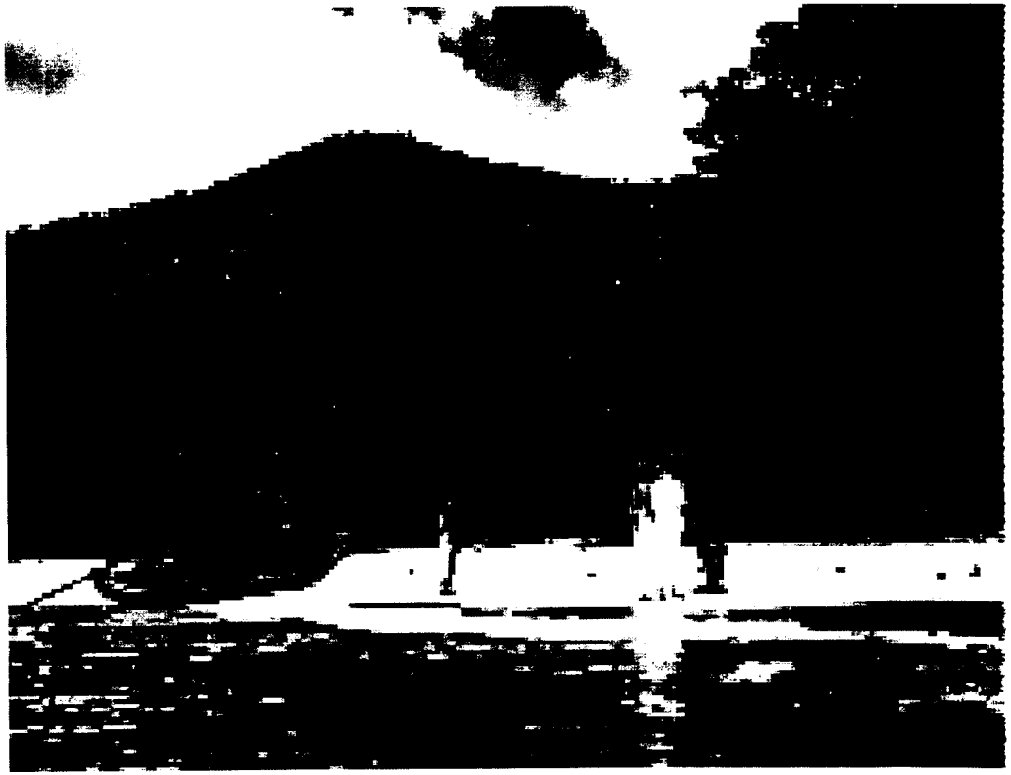
Young Man [turning to wife]: ***I love this part.***

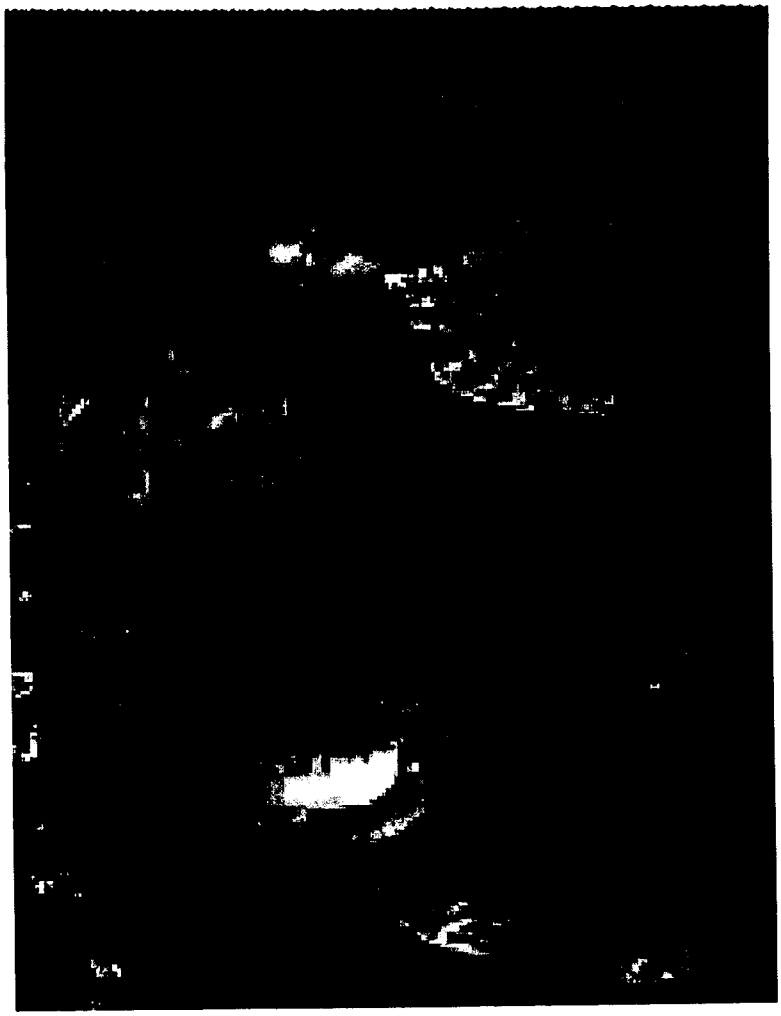
[Editing IDVD movie "Tom & Julie" using IDVD software]

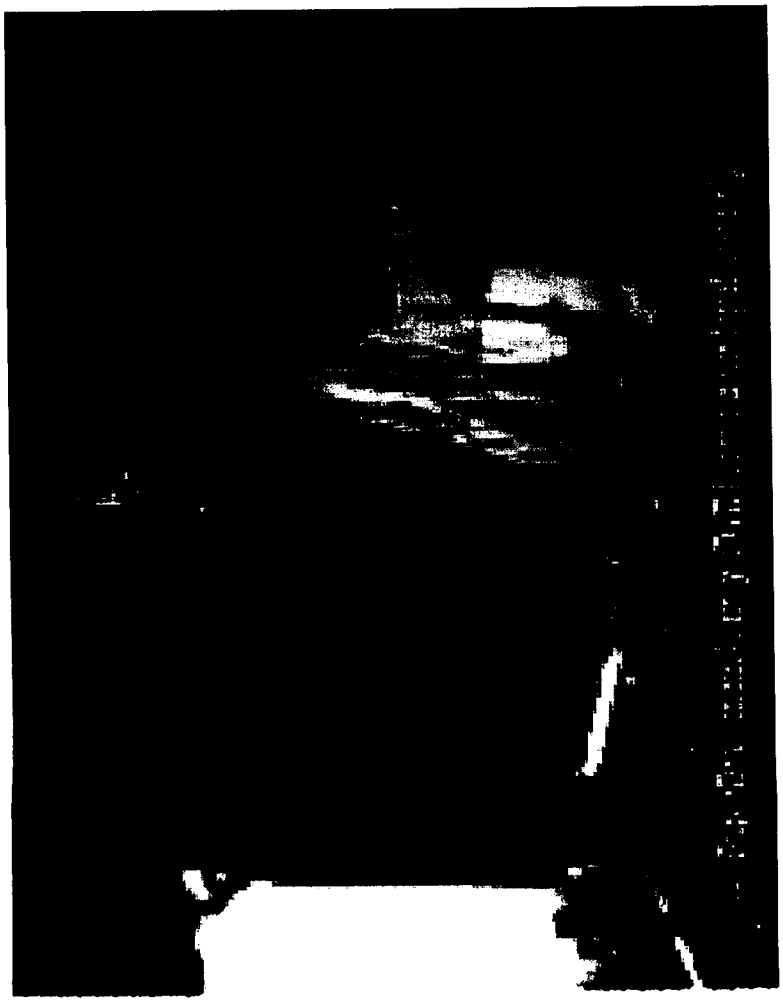
Father to Mother [loading IDVD movie and looking at "Tom & Julie" label]: ***Julie? What ever happened to Leslie?***

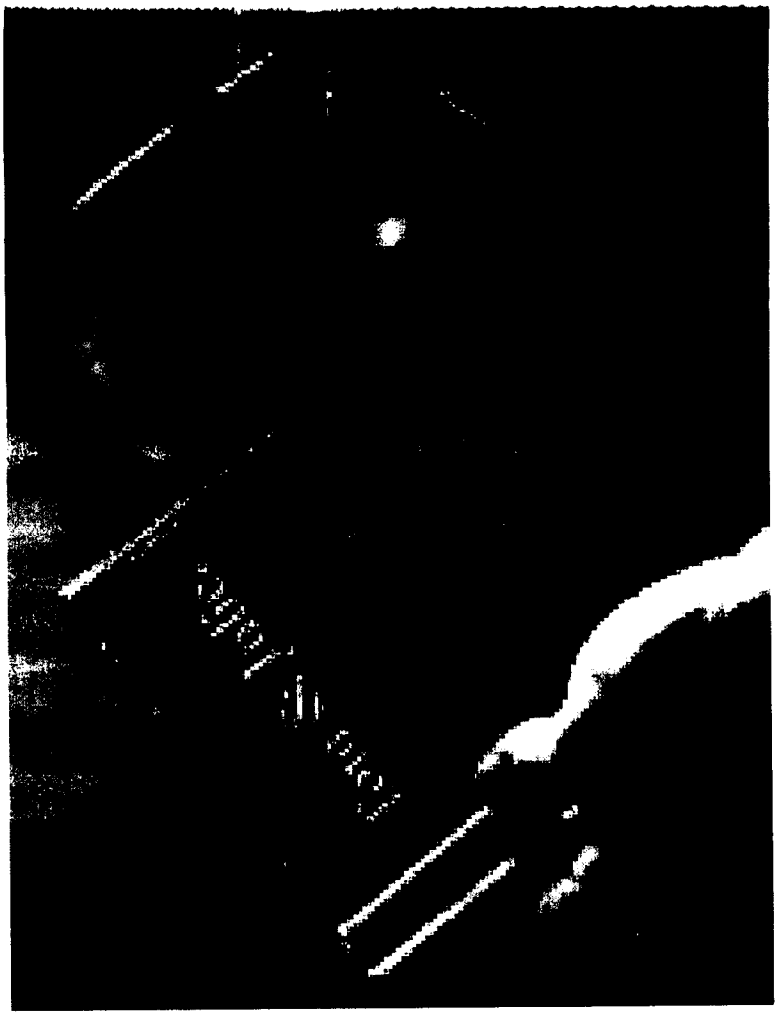
Voiceover: ***Shoot. Edit. Burn. With IDVD from Apple, it's that easy.***

REC









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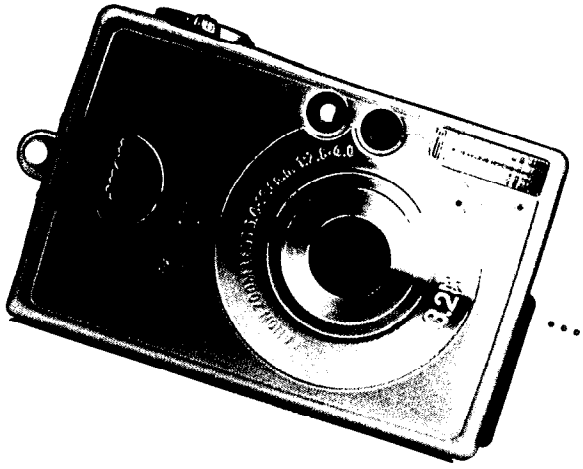

Import pictures from your digital camera in a snap, then use iPhoto™ to organize them, print them, email them or enjoy them in a stunning slideshow right on your Mac.

Import digital video from your camcorder, then use iMovie™ to create professional-looking home movies, complete with cross-dissolves, titles and a soundtrack.

Create the ultimate digital music library in iTunes.™ Then burn your own custom CDs. Or get an iPod™ and travel anywhere with up to 4,000 songs in your pocket.

With iMac's SuperDrive™ and iDVD software, it's easy to burn custom DVDs that play your movies and photo slideshows on almost any DVD player.

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Apple Previews iDVD 2 for Mac OS X at Macworld Expo

Hollywood-style Menus Enhance World's Easiest DVD Authoring Solution

MACWORLD EXPO, NEW YORK–July 18, 2001–Apple® today previewed iDVD 2 for Mac® OS X, bringing powerful motion video menus to the world's easiest to use application for creating professional-looking DVDs that play in consumer DVD players. Following just months after Apple's stunning unveiling of its SuperDrive™, a combination CD-RW/DVD-R drive, and iDVD software in January, iDVD 2 cements Apple's leadership position in DVD authoring.

"In less than one hour, iDVD 2 users can now create a custom DVD with super-cool menus that rival anything coming out of Hollywood," said Steve Jobs, Apple's CEO. "iDVD 2, with Mac OS X and the new super-fast Power Mac G4s, gives users the ultimate DVD creation studio–right on their desk."

To add motion video to the DVD's menu buttons or background, users simply drag and drop iMovies™ or QuickTime® files into the iDVD 2 interface. iDVD 2 also allows users to:

- create DVDs based on Apple's professionally-designed themes, featuring motion backgrounds and menus, that assist in the layout and organization of the DVD project;
- take advantage of Mac OS X's multitasking power to simultaneously encode the DVD, even as the project is being built;
- create DVDs that include up to 90 minutes of material;
- create slide shows of their favorite digital photos, accompanied by music; and
- record DVDs with a single click on the Power Mac™ G4's revolutionary SuperDrive combination CD-RW/DVD-R drive.

Pricing and Availability
iDVD 2 requires Mac OS X version 10.1 (available in September). iDVD 2 is expected to be available in September as an upgrade package for iDVD owners through Apple's Mac OS Up-to-Date program for $19.95. Apple's SuperDrive writes to standard 4.7GB DVD-R discs, available from The Apple Store® (www.apple.com) in packs of five for a suggested retail price of $49.95 (US). For a list of compatible DVD players, visit www.apple.com/dvd/compatibility.

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Apple Ships Industry's First SuperDrive

New CD-RW/DVD-R Drive Writes Both CDs & DVDs

CUPERTINO, California—February 19, 2001—Apple® today announced it has begun shipping its new 733 MHz Power Mac™ G4 with the SuperDrive, a combination CD-RW/DVD-R drive that can read and write CDs as well as DVDs that can be played in consumer DVD players. Apple unveiled the SuperDrive at Macworld Expo in San Francisco last month.

The Power Mac G4 with SuperDrive also includes Apple's revolutionary new iDVD™ application software that enables users to easily create professional quality DVDs for playback on consumer DVD players.

"The new Power Mac G4 with SuperDrive is the industry's first complete solution for CD and DVD authoring," said Philip Schiller, Apple's vice president of Worldwide Product Marketing. "The combination of Apple's amazing SuperDrive, super-fast MPEG2 encoding software and easy-to-use iDVD application is a real breakthrough."

iDVD lets professionals and consumers quickly and easily create professional-looking DVDs for playback on consumer DVD players. iDVD shields users from the complexity of DVD authoring by offering professionally designed themes and drag-and-drop simplicity. With one click, iDVD automatically converts iMovie™, Final Cut Pro® or any QuickTime™ video file into the required format, compresses them into the MPEG-2 compression standard required to make DVDs, and burns the DVD-R disc with Apple's new SuperDrive.

Apple's new optional DVD Studio Pro™ application is the perfect complement to Apple's award-winning Final Cut Pro video editing, effects and compositing software. DVD Studio Pro, the first full-featured DVD authoring tool available for less than $1,000, offers professional-quality DVD encoding, authoring and writing. With DVD Studio Pro, G4 users can encode their Final Cut Pro projects in the DVD format; author DVDs; preview finished projects in real-time; and burn DVD video discs with the G4's new SuperDrive.

With Apple's new iTunes, the world's best and easiest to use jukebox software, users can import songs from their favorite CDs into their Power Mac G4; compress the files into the popular MP3 format; organize their music using powerful yet easy to use searching, browsing, and play list features; watch stunning visualizations on their computer screen; and create custom music CDs with the Power Mac G4's new CD-RW or combination CD-RW/DVD-R SuperDrive.

Pricing & Availability
The 733 MHz Power Mac G4 is available immediately through The Apple Store™ (www.apple.com) and Apple Authorized Resellers in the following standard configuration: 733 MHz processor with 256K level 2 on-chip cache and 1MB level 3 backside cache; 256MB of PC133 SDRAM memory; 60GB Ultra ATA/60 hard disk drive; NVIDIA GeForce2 MX with 32MB video SDRAM; CD-RW/DVD-R SuperDrive; two FireWire and

USB ports; four full-length 64-bit PCI slots at 33 MHz; 10/100/1000BASE-T Ethernet; AirPort ready; built-in 56K V.90 modem; iTunes; iMovie 2 and iDVD software for a suggested retail price of $3,499 (US).

SuperDrive writes to standard 4.7GB DVD-R discs, available from The Apple Store (www.apple.com) in packs of 5 for a suggested retail price of $49.95 (US).

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Apple's iDVD 2 for Mac OS X Now Available

CUPERTINO, California—October 31, 2001—Apple® today announced the immediate availability of iDVD 2, the next generation of the world's easiest-to-use application for creating DVDs that play in consumer DVD players. Developed to take full advantage of Mac® OS X version 10.1, iDVD 2 is the first consumer application that enables users to add the eye-catching impact of motion video in menu buttons and backgrounds on their DVDs.

With iDVD 2, users can create the DVD's menu using new professionally designed motion video and still themes, or with their own custom menus design. iDVD 2 is available as an upgrade for iDVD owners, and it is included on Apple's Power Mac™ G4 867 MHz and dual 800 MHz configurations with SuperDrive™, a combination CD-RW/DVD-R drive.

"DVD is perhaps the most rapidly growing media format ever, and Apple has the leading DVD authoring solutions for both professionals and consumers," said David Moody, Apple's senior director of Applications Marketing. "With iDVD 2, users can create sophisticated DVDs complete with Hollywood-style motion menus by just dragging and dropping."

To add motion video to the DVD's menu buttons or background, users simply drag and drop iMovie™ videos or QuickTime® files into the iDVD 2 interface. iDVD 2 also allows users to:

- create DVDs based on Apple's professionally designed themes, featuring motion backgrounds and menus, that assist in the layout and organization of the DVD project;
- take advantage of multitasking in Mac OS X v10.1 to simultaneously encode the DVD, even as the project is being built;
- create DVDs that include up to 90 minutes of material;
- create slide shows of their favorite digital photos, accompanied by music; and
- record DVDs with a single click on the Power Mac G4's revolutionary SuperDrive combination CD-RW/DVD-R drive.

Pricing and Availability
iDVD 2 requires a Power Mac G4 with an Apple SuperDrive, Mac OS X v10.1 and 256 MB of RAM. iDVD 2 is available now in English, French, German and Japanese as an upgrade package for iDVD owners through Apple's Mac OS Up-to-Date program for $19.95 (US). Apple's SuperDrive writes to standard 4.7GB DVD-R discs, available from The Apple Store® (www.apple.com) in five-packs for a suggested retail price of $29.95 (US), or less than $6 per disc.

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Apple Leads the Industry in DVD Burning

CUPERTINO, California—April 8, 2002—Apple® announced today that it has shipped nearly half a million SuperDrive™-equipped Macintosh® computers and more than 2 million DVD-R media discs to date. Apple first introduced its SuperDrive, the industry's first high-volume CD- and DVD-burning drive, and its revolutionary iDVD and DVD Studio Pro™ software applications in January 2001.

"Apple is leading the desktop DVD revolution," said Greg Joswiak, Apple's senior director of Hardware Product Marketing. "SuperDrives are now in iMacs, Apple's recordable DVD media is now priced under $5 per disc, and our iDVD software makes it easy for anyone to create their own DVDs.

All SuperDrive-equipped Macs include iDVD 2 software, the world's easiest-to-use application for creating DVDs that play in consumer DVD players, and the only consumer DVD authoring application that can create professional-looking DVDs with full-motion menu buttons and backgrounds.

Apple's DVD Studio Pro is a full-featured DVD creation tool offering professional-quality encoding, authoring and output, and is the perfect complement to Apple's Final Cut Pro® 3, the world's leading video editing, effects and compositing software. Together, iMovie™ 2, Final Cut Pro 3, iDVD 2 and DVD Studio Pro offer both professionals and consumers a comprehensive, integrated solution for pro-quality DVD creation.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

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TRADEMARK
Attorney Docket Number 20750-62US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

APPLE COMPUTER, INC.

Serial No. 75/865,080

Filed: December 16, 1999

Mark: **IDVD**

Trademark Attorney: Michele-Lynn Swain

Law Office: 116

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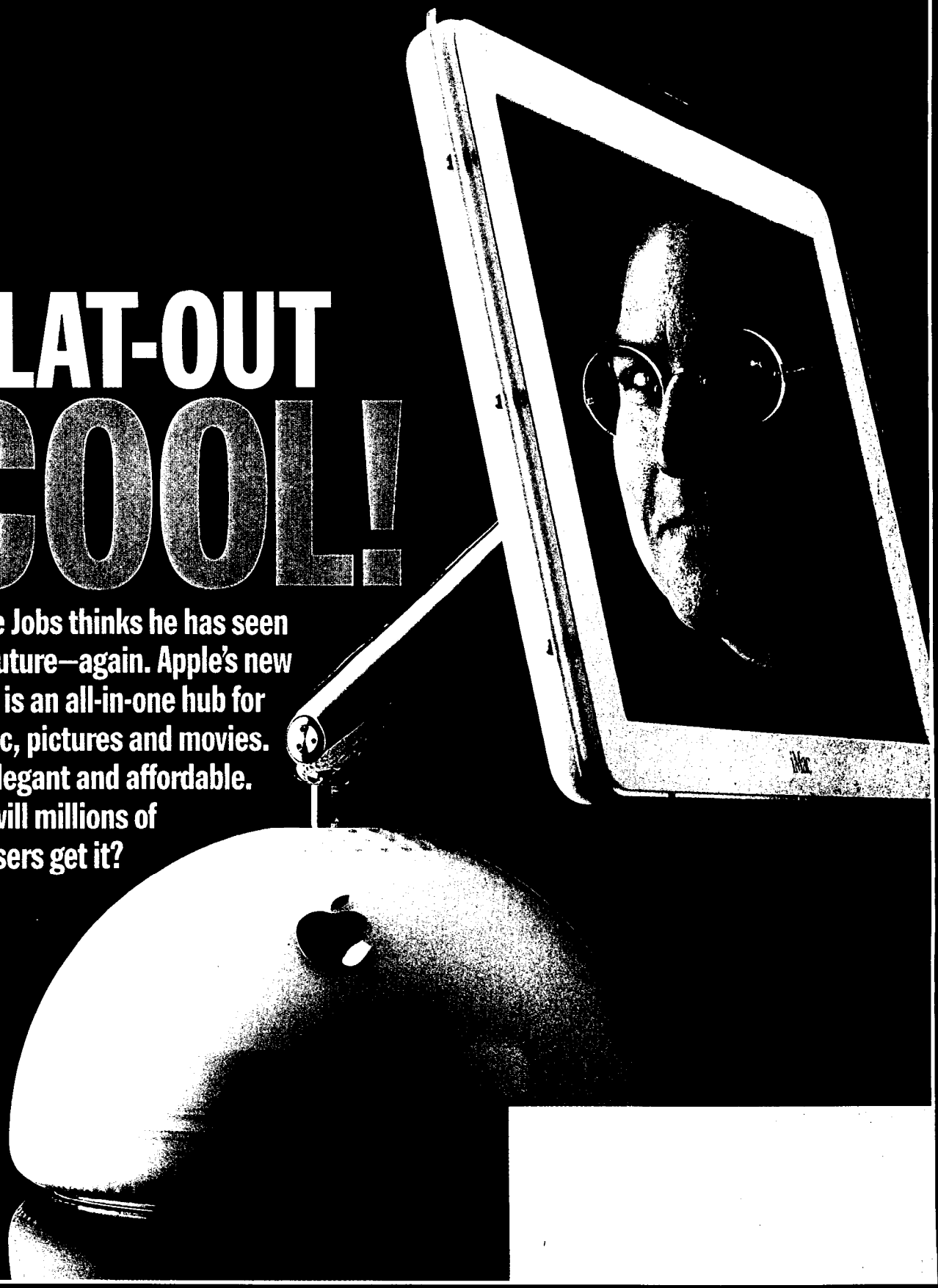
AFGHANISTAN: DEADLY HUNT

INDIA & PAKISTAN: WAR DANCE

FLAT-OUT COOL!

Steve Jobs thinks he has seen the future—again. Apple's new iMac is an all-in-one hub for music, pictures and movies. It's elegant and affordable. But will millions of PC users get it?



Apple's New Core

EXCLUSIVE: HOW STEVE JO ACHIN

Photograph for TIME by Michael O'Neill

DIGITAL NATURE BY JOSH QUITTNER

REMEMBER WHEN COMPUTERS used to be cool? Deep inside One Infinite Loop, the Silicon Valley address of Apple Computer's Industrial Design Lab, they still are. Never mind that the Valley is a grim place these days and that the gold rush has given way to the deep funk. Forget that the Internet bubble has burst and that Ma and Pa investors across America are wearing, at what were we thinking?, grimace of fiscal remorse. Right here, right now, sitting on a butcher block table, bathed in the sunlight that pours in through spyproof frosted-glass windows, is—repeat after Steve Jobs now—the quintessence of computational coolness, the most fabulous desktop machine that you or anyone anywhere has ever seen.

O.K., maybe that's overstating it somewhat. Maybe that's overstating it a lot. But it's hard to remain impassive when you're sitting within the reality-distortion field that surrounds Apple's evangelical CEO when he's obsessing about the dazzling, never-seen-anything-like-it, ultra-top-secret computer perched before him. This is the new iMac, the long-awaited successor to the best-selling, candy-colored, all-in-one computer that revived Apple's consumer sales and signaled that the boss and co-founder was back and badder than ever. This new iMac, Jobs says, "is the best thing we've ever done."

Of course, this is Steve Jobs talking, and he says that about every new product when it's ready to launch. With him, it's always a revolution. But even when he's wrong, you can be pretty sure that whatever he and Apple are doing will quickly be copied by the rest of the PC world. So what if you don't have a Mac? Pay attention: what Jobs does is often the shape of things to come.

Besides, this time he really means it. This time we need a revolution. This time the computer industry is in free fall and, all around, the makers of desktops and laptops are frantically cutting one another's throats even as they cut costs, vying to be the cheapest box on the block.

APPLE OF THEIR EYES Jobs and Jonathan Ive spent two years designing their new machine

"Instead of looking like the old iMac, it should

Not Apple, though.

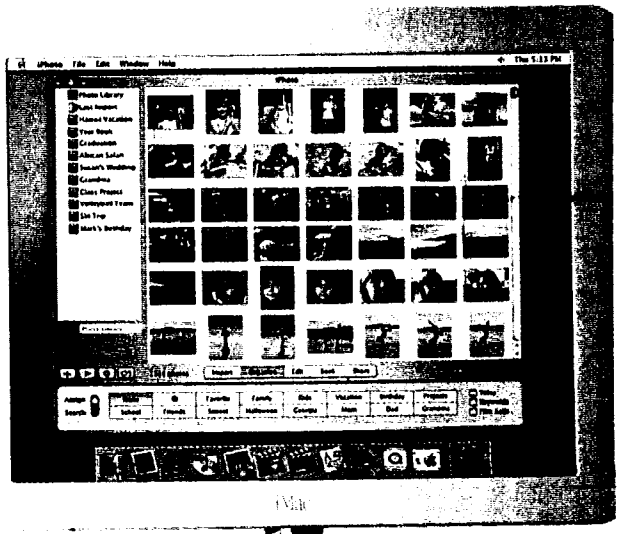
Jobs is betting the company that what consumers most want from technology is control of their digital lives. And what better way to do that than with the smartest-looking, easiest-to-use, best-engineered computer there is? The time is right, he says. We are wallowing in digital cameras and camcorders and MP3 players that get harder to use, not easier. The thing that will connect us to our gadgets needs to be a digital hub, a computer designed to simplify our lives. This, Jobs says, is what Apple was meant to do—and it's what no one else in the PC world is doing.

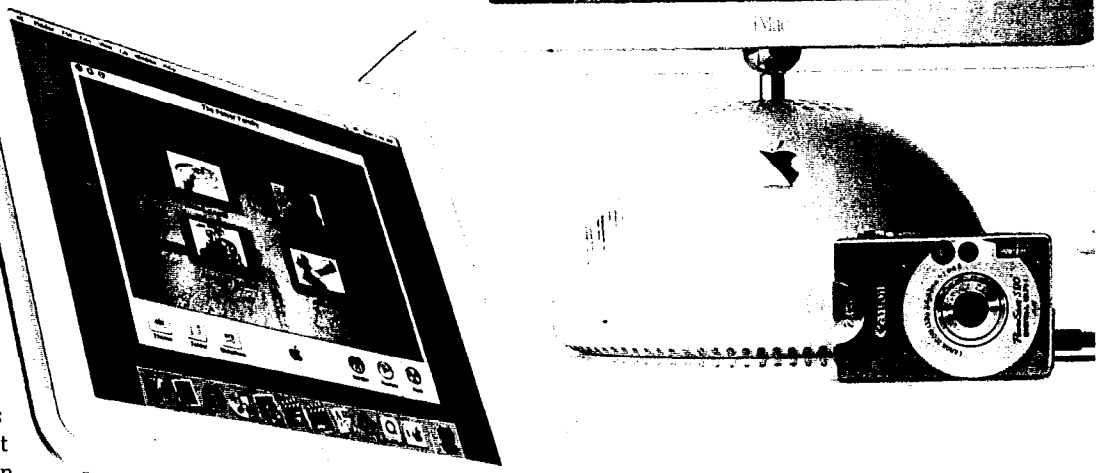
So damn the recession! Build it, and they will come. "Victory in our industry is spelled survival," says Jobs. "The way we're going to survive is to innovate our way out of this."

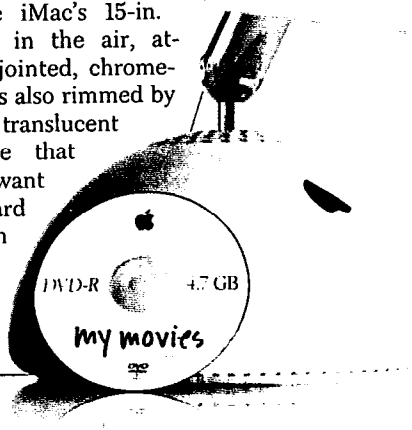
Now before you leap to your feet and shout amen, consider this: Apple, which has been innovating and rebounding since Jobs' return in 1997, has nevertheless been struggling to retain the small market share it still enjoys. This time Jobs and the company he built and nurtured and adores really, truly need a hit.

THE NEW IMAC, WHICH TIME took for an exclusive test run recently and which will be unveiled at the annual Macworld convention in San Francisco this week, could be just the thing. Like many PCs today, the new iMac is built around a flat-panel display. But instead of taking up precious desk space like a typical flat monitor, the iMac's 15-in. screen floats in the air, attached to a jointed, chrome-pipe neck. It's also rimmed by a "halo," a translucent plastic frame that makes you want to pull it toward you—or push it out of the way. Jonathan Ive, chief of Apple's ID lab, says he designed it so that you would want to touch it, want to "violate the sacred plane of the monitor." The chrome neck is articulated and bends while maintaining the angle of the screen; it connects to the computer, an improbably small hemisphere at 10.4 in. in diameter—somewhat bigger than a halved cantaloupe. The machine bears an uncanny resemblance to Luxo Jr.—the fun-loving, computer-animated swing-arm lamp that starred in a short film by Pixar, the fabled computer-animation studio that Jobs runs. (Pixar creative chief John Lasseter has also made the first new iMac ad.) "It looks a little cheeky," says Ive. It looks alive.

But can it make Apple's fortunes grow? The original iMac, which launched in May 1998, sparked a 400% Apple-stock surge during the next two years, and has sold more than 6 million units. It was also Jobs' first home run since his return to the company the previous year after 12 years in exile. Now that Apple's stock has fallen back to earth and retail stores are clamoring for something new to stimulate sales, Jobs needs to swing for the fences again.







iDVD

FEATURE Create your own DVDs, just like the pros. Copy movies or slide shows of pictures onto a disc, and mail it off to Grandma. Any DVD player can play it

ADVANTAGE A DVD burner is built into the high-end iMac. That and the iDVD software make the whole process push-button simple

iPhoto

FEATURE Organize your digital pictures, and easily crop and edit them. Or create a 10-page photo album, which Apple will turn into a hardcover book for $30

ADVANTAGE Takes the pain ou of archiving photos. Scalable thum nail pictures are organized by "roll' during each upload. Find what you want at a glance

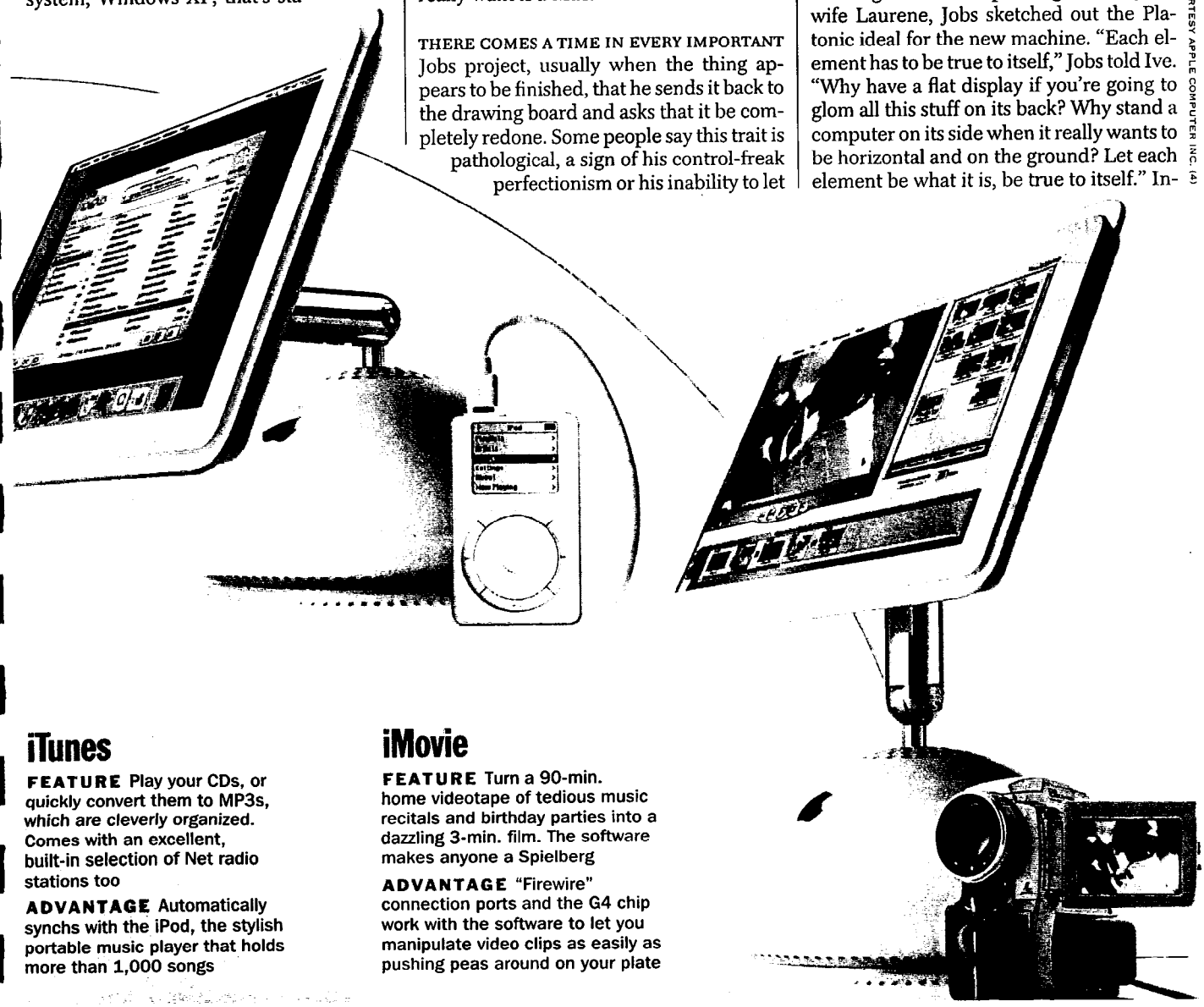
ook like a sunflower." —STEVE JOBS

The situation is far from dire. Apple has more than $4 billion in the bank—enough to wait out the recession—comparatively little debt and millions of fanatically loyal users who will give up their Macs only when you pry their one-button mice from their cold, dead fingers. But Apple's annual revenues have dropped from $8 billion to less than $6 billion, and the company continues to lose market share to the Microsoft-Intel-dominated world. A little more than 4% of new PCs sold in the U.S. are Macs. (Don't ask about worldwide sales, where Apple has actually slipped to less than 3% of the market, from 5.2% five years ago.) With Microsoft's antitrust troubles tabled for now and a new operating system, Windows XP, that's stabler and simpler to use than ever, Apple will be hard pressed to attract converts.

A misstep can be fatal in the fast-moving computer business. And Jobs, a perfectionist when he settles on a project, tends to get his ideas from his gut rather than, say, focus groups. Some analysts argue that Apple should abandon innovation in favor of building a cheaper box; a $500 iMac would fit the bill. Others say the company should have pursued the post-PC dream and started turning out Internet appliances, tablet PCs or personal digital assistants, as competitors have done. Instead, Jobs' gut tells him that the PC isn't dead at all. It tells him, in fact, that what people really want is a better PC. That what they really want is a Mac.

THERE COMES A TIME IN EVERY IMPORTANT Jobs project, usually when the thing appears to be finished, that he sends it back to the drawing board and asks that it be completely redone. Some people say this trait is pathological, a sign of his control-freak perfectionism or his inability to let go. "It's happened on every Pixar movie," Jobs confesses. It's also what he did when Ive presented him with a plastic model of what was to be the new iMac. It looked like the old iMac on a no-carb diet, a leaner iMac in the Zone. "There was nothing wrong with it," recalls Jobs. "It was fine. Really, it was fine." He hated it.

Rather than give his O.K., he went home from work early that day and summoned Ive, the amiable genius who also designed the original iMac, the otherworldly iPod music player, the lightweight but heavy-duty titanium PowerBook and the ice-cube-inspired Cube desktop, to name but a few of his greatest hits. As they walked through the quarter-acre vegetable garden and apricot grove of Jobs' wife Laurene, Jobs sketched out the Platonic ideal for the new machine. "Each element has to be true to itself," Jobs told Ive. "Why have a flat display if you're going to glom all this stuff on its back? Why stand a computer on its side when it really wants to be horizontal and on the ground? Let each element be what it is, be true to itself." In-



COURTESY APPLE COMPUTER INC. (4)

iTunes

FEATURE Play your CDs, or quickly convert them to MP3s, which are cleverly organized. Comes with an excellent, built-in selection of Net radio stations too

ADVANTAGE Automatically synchs with the iPod, the stylish portable music player that holds more than 1,000 songs

iMovie

FEATURE Turn a 90-min. home videotape of tedious music recitals and birthday parties into a dazzling 3-min. film. The software makes anyone a Spielberg

ADVANTAGE "Firewire" connection ports and the G4 chip work with the software to let you manipulate video clips as easily as pushing peas around on your plate

stead of looking like the old iMac, the thing should look more like the flowers in the garden. Jobs said, "It should look like a sunflower."

This might have irritated some people. But Ive synchs with Jobs, readily playing Sullivan to his Gilbert. Ive, the son of a silversmith, likes to talk about industrial design "as product narrative. My view is that surfaces and materials and finishes and product architecture are about telling a bigger story." The story the new iMac wanted to tell, he says, was about a flat display so light, fluid and free that it could almost fly away.

He had a good working sketch of the new design within a day. But engineering the machine—squeezing all the gear into the little box that Jobs wanted—took nearly two years.

THERE ARE SOME THINGS IN THE WORLD OF Jobs that you can rely on. On warm days, he will always appear at work shoeless and in hiking shorts. The rest of the time, he will always wear Levi's jeans, no belt and one of the hundreds of black, mock-turtleneck shirts a clothing-designer chum made for him many years ago. (Not having to worry about what to wear to work every day allows him to concentrate more on work, he says.) And he will always take any opportunity he can to lay out the wider context, the framework—and how Apple fits in. Pull up a chair, because Jobs is about to paint you the big picture.

"The way we're going to survive i

The way Jobs sees it, the world is entering the third phase of personal computing. (For those of you who haven't been following along, the first era was all about utility—folks using their thinking machines to do word processing, run spreadsheets, create desktop graphics and the like. The second phase was about wiring all those machines together on the Internet.) Now that we're all interconnected and productive, we're ready for the next great era: people using computers to orchestrate all the new digital gear that has steadily crept into their lives.

At this point, Jobs likes to draw a diagram, which begins with an outer ring; he draws gadgets on that ring. "We are surrounded by camcorders, digital cameras, MP3 players, Palms, cell phones, DVD players," he says. Then he draws a computer in the center of the ring. "Some of these things are plenty useful without a personal computer. But a personal computer definitely enhances their value. And several are completely unusable without a PC—a PC meaning a Mac, in our case."

Now he fixes you with his famous pay-attention-here stare and furrows his Salman Rushdie eyebrows: "We believe the next great era is for the personal computer to be the digital hub of all these devices."

Here's how it works. Take digital cameras, which sold even better than retailers expected in 2001, despite the recession. "The problem is," says Jobs, "the minute you plug them into your computer, you fall off a cliff. It's just a complete mess on the computer. We decided that this was our calling—a place where we can really make a difference."

If the new iMac functions as well as it's supposed to, it will simplify your digital life like no other machine can. You can buy a PC with a flat-panel display and a built-in DVD burner for around $1,800, the same as the equivalent iMac. But it won't work as

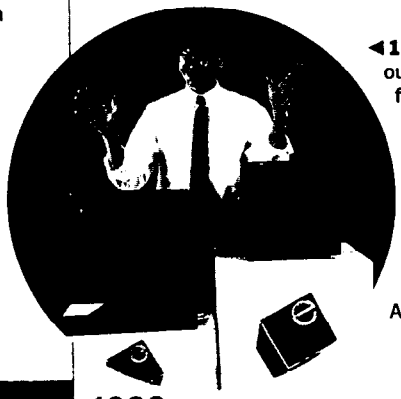
THE MAN AND HIS MACHINES

From the beginning, Jobs tried to bring computer power to the people. Even when exiled from Apple, he was obsessed with finding ways to make technology friendlier and easier to use

▲ **1976** Steve Wozniak builds the Apple I, a circuit board that Jobs sells for $666.66

◀ **1983** The first low-cost mouse appears on a personal computer, Apple's Lisa. While Lisa is an expensive flop, the mouse survives

▲ **1984** The first Macintosh, at $2,495, has a mouse, a keyboard and a small beige case



◀ **1985** Jobs, ousted from Apple, founds NeXT, a maker of Unix machines known for their sleek cubic design. But the company fares poorly and is purchased by Apple in 1996

1970s 1980s 1990s

to innovate our way out of this."

well. In part, that's because Apple gives away a number of core programs (iTunes, iMovie, iDVD and, starting this week, iPhoto) that allow you to control your creative life. They do what other PC software does. But they do it better.

Apple's secret, which doubtless comes from Jobs' early flirtation with Zen Buddhism, is knowing what to leave out, understanding that in the complex world of computers, less is way more.

For instance, iPhoto, a program for handling those digital pictures, is superior to anything else out there for the amateur. How? When you connect your camera to the iMac, archiving pictures happens automatically—the pictures are uploaded and organized by "roll" and archived together as thumbnail images laid out on one endlessly scrolling digital contact sheet. A slider on the side of the contact sheet lets you instantly enlarge and examine hundreds of pictures at a glance, the better to find the one you're hunting for. This works far better than the PC alternative, which would have you manually labeling each picture you archive ("Joe at the Beach") or accepting a meaningless default name, like A2393745. (Best feature of the new program: point-and-click together a 10-page photo album of your favorite pics, pay $30 and an online publisher will print and mail you your own hardcover book.)

Manipulating video—distilling those 90-min. tapes of mind-numbing music recitals and awards banquets into amusing, fast-moving 3-min. shorts—is almost as simple on the new iMac, which features a fast G4 chip, just like Apple's top-of-the-line machines. When you're done creating your masterpiece (with iMovie), you can copy it onto a DVD (with iDVD, of course). A DVD burner is squeezed into the high-end $1,800 model. While it's hard to come up with a perfect Apple-to-PC comparison, a top-of-the-line Dell Dimension 8200, with a flat-panel monitor and DVD burner (plus a faster Pentium 4 processor and much larger hard drive), costs $2,200 and will occupy much of your desktop and part of the floor.

But if PCs are clunkier than Macs, they have the great virtue of being ubiquitous. While Jobs' Apple may indeed make the most innovative, easy and fun-to-use computers, most consumers want what everyone else uses—big, cheap PCs that run Windows. A case in point: the ice-cool-looking Cube, introduced in July 2000, was a disaster for Apple, partly because no one, not even the Mac faithful, wanted to spend $1,799 on it (monitor not included), no matter how gorgeous and cutting-edge it was. That was probably a pricing mistake as much as anything else—Apple's gross profit margins (the difference between what it costs to make and market a thing vs. how much you charge) have been huge under Jobs. This time, however, with the new iMac, Apple is really keeping the costs down—something it can do because it controls much more of what goes in the box than the typical PC competitor, which buys virtually all its components from third-party sellers.

Still, at $1,299 for the entry-level iMac, the product could be priced too dearly to attract many converts from the PC world. "It's unlikely that any specific product announcement by Apple will have any immediate impact on the company's position in the market," says Al Gillen, an analyst who tracks Apple for IDC. While he hadn't yet seen the new iMac, in Gillen's view, the battle over the desktop standard was

◀ **1986** Bailing out a brilliant band of computer animators who worked for George Lucas, Jobs buys Pixar, makers of *Toy Story* and *Monsters, Inc.*

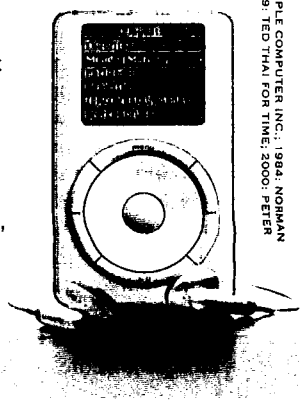
1997 Jobs is brought back to a shriveled Apple as "interim CEO." He cleans house, streamlines the product line and jumps on the Internet bandwagon

1998 The low-cost computer for the masses called iMac is launched. The *i* is for Internet. More than 6 million are sold, making Jobs a hero and boosting Apple's stock price 400%

▶ **1999** The iBook arrives, a bullet-proof laptop for the school market. Critics say it looks like a toilet seat

▲ **2000** The PowerMac G4 Cube sets a new high-water mark for cool. But at $1,799, not including the monitor, Cube sales sink

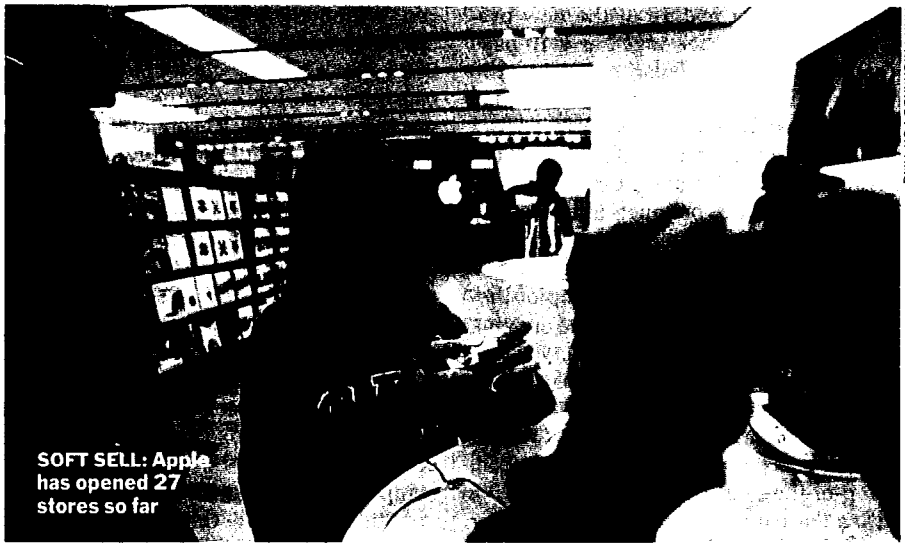
▶ **2001** The introduction of the iPod, an elegantly simple digital music player, signals Apple's move into consumer electronics



DATA: APPLE-HISTORY.COM. PHOTOS: 1976: COURTESY APPLE COMPUTER INC.; 1984: NORMAN SEEFF. 1985: DIANA WALKER FOR TIME; 1986: PIXAR. 1999: TED THAI FOR TIME; 2000: PETER MORGAN—REUTERS

2000s

The secret is knowing what to leave out



MARK RICHARDS FOR TIME

SOFT SELL: Apple has opened 27 stores so far

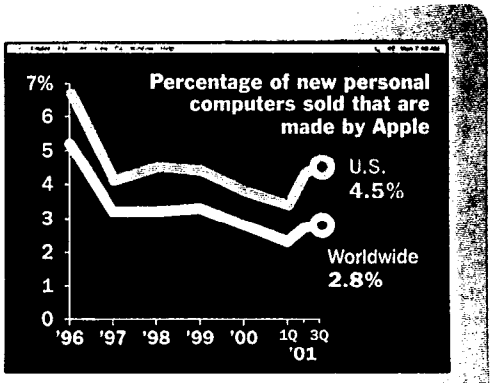
won long ago by the Windows-Intel forces.

And Apple's operating systems aren't helping. In fact, they are steadily losing market share, he says, pointing to recent data that suggest Apple OS's accounted for only 3.6% of new license revenue in 2000. Worse, IDC projects that they will amount to even less in 2001. By contrast, Microsoft's share of Windows licenses has increased during the same period.

Forget innovation, some analysts tell Apple. The most important thing Jobs can do is embrace the Dark Side and find other bridges to the Windows-Intel world. Says Gillen: "It's no longer a matter of which product is better but rather which world do you need to work in." That is, if you use Windows at work, you will use it at home. Instead of packaging cool, creative applications in each iMac, critics say, Apple should give people a Windows emulator so they can run PC programs if needed.

Yet the Internet, which was engineered so that every kind of computer could connect, has gone a long way toward making Apple computers compatible with everyone else's. And while it's true that most computer programs come out for Windows machines first and Macs second (if at all), that's not so important as it once was. All bread-and-butter programs, such as Microsoft Office, are available for the Mac. And in the entertainment category, the trend is to do one's video gaming on dedicated consoles like the GameCube, Xbox and PlayStation2, not on the computer.

Indeed, Carl Howe of Forrester Research believes the Internet has helped Apple make headway in the platform wars. "I think Apple doubling its market share is entirely possible," he says, citing a Forrester report that shows Apple had the highest satisfaction and buying index among large companies in North America. The premium they paid to own an Apple (one that is now shrinking) didn't seem to matter much. "Price is the last refuge of the marketer. It's what you sell when you don't have anything else to differentiate you," says Howe. "If prices were all that we cared about, we'd all be driving Hyundais." As Jobs likes to point out, BMW and Mercedes-Benz occupy a similar niche in the automobile market, but no one dismisses them as niche players.



SOURCE: GARTNER DATAQUEST

"Every time we've brought innovation into the marketplace, our customers have responded—strongly," Jobs says, claiming that it might not be so hard as it sounds. "We only have to attract 5 out of the other 95 people who use PCs to switch, and Apple doubles its market share." That, of course, would buy the company that much more breathing room.

The original iMac did bring converts into the Apple tent. Besides, if all goes according to plan, merely by surviving Apple could grow into other areas. Jobs believes the shake-out in the computer industry will result in Apple's being one of four computer makers left standing. The other three? Compaq and/or Hewlett Packard, Dell and Sony. The rival he's pursuing most aggressively is Sony, which not only makes stylish computers ("They copy us like crazy!") but also makes plenty of digital lifestyle products. "I would rather compete with Sony than compete in another product category with Microsoft," he says. That's because Sony has to rely on other companies to make its software. "We're the only company that owns the whole widget—the hardware, the software and the operating system," he says. "We can take full responsibility for the user experience. We can do things that the other guy can't do."

One example is the iPod, Apple's stylish music player and its most recent foray into the consumer-electronics business. Jobs says Apple is on track to break analysts' best estimates and sell $50 million worth in the last quarter of 2001 alone. The cigarette-pack-size MP3 player is so popular that people have been coming into Apple stores to buy their first Macs, just to use the iPod, he says. (The company launched its own retail stores last year—Jobs redesigned the floor plan at the last minute, of course.)

Are other noncomputer appliances on the horizon? "We have some ideas," says Jobs, adding that Apple would enter the marketplace "where we think we can make a contribution." For instance? Jobs sits back, smiles and declines to elaborate. Clearly, he's already working on something new. You can bet it's the best thing that Apple has ever done. —*With reporting by Rebecca Winters/New York*

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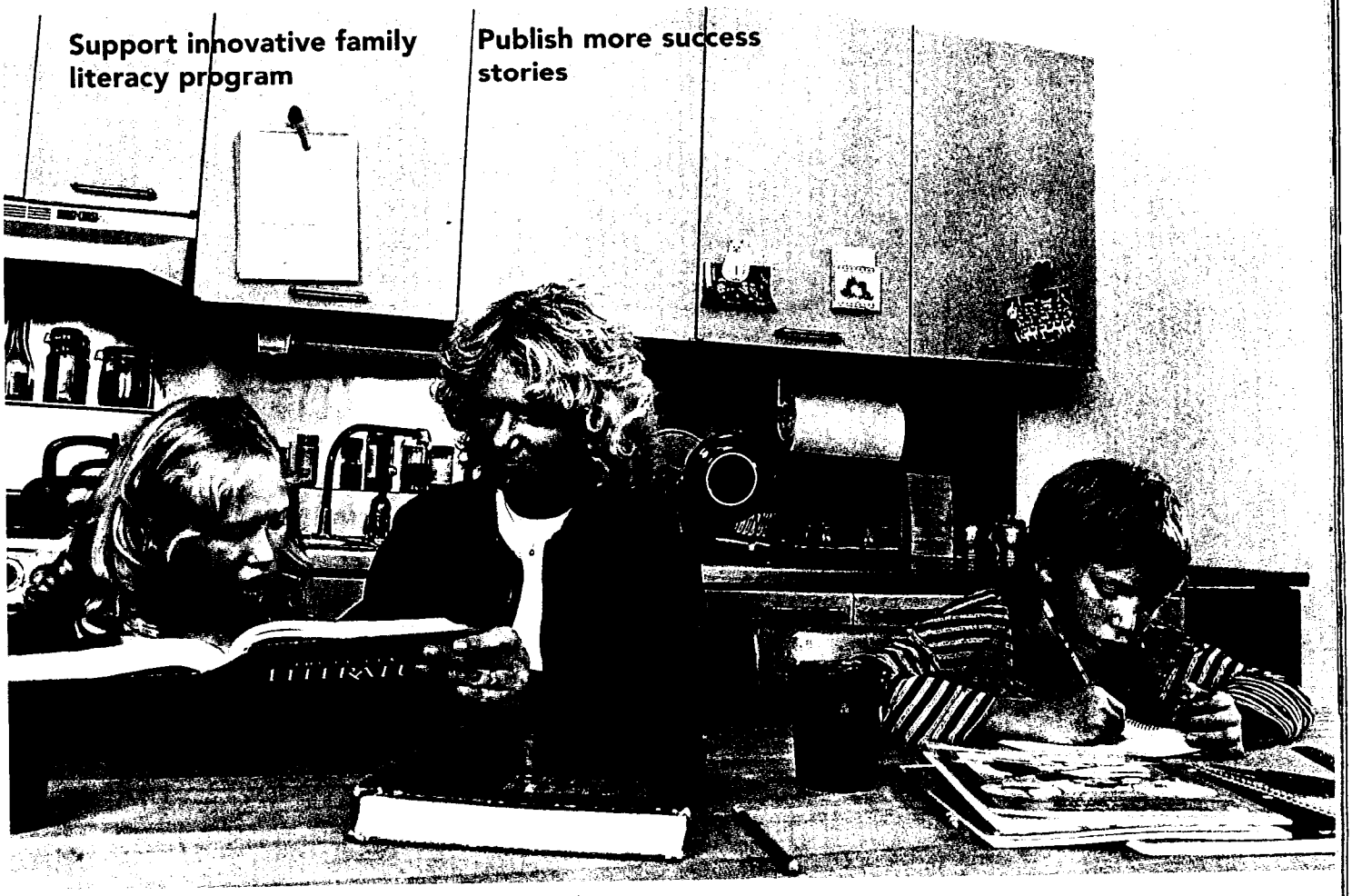

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Personal tech

Apple's DVD-burning out of consumers' reach

Last modified: January 9, 2001, 5:45 PM PST

By Ian Fried and Cecily Barnes
Staff Writer

video SAN FRANCISCO--Although Mac fans are applauding Apple's new DVD- and CD-burning software, some will be dismayed to learn that they don't have the hardware required to take full advantage of the programs.

Apple CEO Steve Jobs unveiled iDVD and iTunes on Tuesday during his keynote speech at the Macworld Expo here.

The iDVD program, which lets Mac owners burn home movies and photos onto discs that can be played on a standard DVD player, only works if someone has a DVD-recordable drive. And that drive will be found only on the upcoming top-of-the-line Power Mac.

The free iTunes program runs on all computers using at least version 9 of the Mac operating system. But the CD-burning function requires a CD-rewritable drive that Apple is adding, at least for now, only to its business-oriented Power Mac line.

Analysts worry that Apple is offering software that primarily appeals to consumers but is including the necessary drives only on business models.

"No one who (buys) an iMac today can use iTunes to create CDs without buying additional hardware," said David Bailey, an analyst with Gerard Klauer Mattison.

Apple has said it will come out in the coming months with software drivers that allow Mac owners to use an external CD-burner with iTunes. But because there are no new consumer models with a built-in CD-RW drive, analysts say, it will be tough for iTunes to become a significant force in driving Apple's computer sales in the near term.

IDC analyst Anne Bui also questioned Apple pitching iDVD as a program that will let someone make movies and send them to Grandma.

"Are you or I, as average computer users," Bui said, "really going to be able to shell out $3,500" for a machine capable of running iDVD?

Apple vice president Phil Schiller said in an interview that iDVD is

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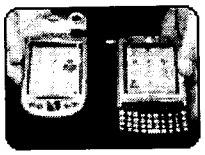
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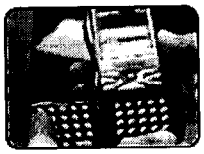
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aimed at consumers, professionals and the education market. And Apple expects that the new SuperDrive, a combination CD-RW/DVD-recordable drive on the top-model Power Mac, will eventually make its way into lower-priced Macs.

"We are selling a solution that we hope someday everybody will" use, Schiller said. "To get there is going to take a bunch of time."

Gregory Stapp, an opera singer and longtime Mac devotee who was at Macworld, said he already records his performances and would love to put them onto DVDs. But he prefers his PowerBook laptop to the pricier and less portable Power Mac desktop. For him and others on the go, Stapp said, an external SuperDrive would be ideal.

"Nobody's going to want to tote around a tower," he said, explaining why he won't purchase the new Power Mac. "And price is always an issue."

Schiller would not give a timeframe for adding CD-RW drives to the iMac or say when the SuperDrive might be more broadly available.

In his speech, Jobs noted that until now, just the drive to record DVDs has cost in the neighborhood of $5,000, and now it is available in a $3,500 computer.

Schiller likened the SuperDrive to the Apple LaserWriter, which was revolutionary for those who could afford the laser printer's $5,000 price tag when it debuted in the 1980s. Eventually, the LaserWriter became something everyone could afford.

Like the LaserWriter, Schiller said, iDVD is a breakthrough today even though it's not available to everyone yet.

Bui also questioned whether iDVD will be a major factor in education sales, noting that many schools are fighting to cut costs even on basic supplies.

"Most school districts are struggling with their budgets to afford basics such as chalk," Bui said.

However, one Alaskan educator at the show said he was excited about iDVD. He pointed out that a number of students could do most of the work on their projects on less-expensive machines, meaning that one Power Mac with SuperDrive could serve a computer lab of 10 or more students.

Bui said Apple might have wanted to wait to announce some of the products until it came out with new consumer models. But the company may have felt under pressure to make a strong showing at Macworld in the wake of slowing sales, she said.

Apple has issued earnings warnings for the past two quarters and is expected to post its first quarterly loss in three years when it reports fiscal first-quarter earnings later this month.

Apple executives are also clearly trying to lay out a longer-term vision for the company, with Jobs touting the Mac as a "digital hub" that can make other consumer electronics--such as an MP3 player, camcorder or DVD player--more useful.

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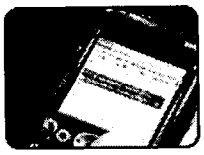

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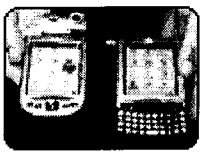
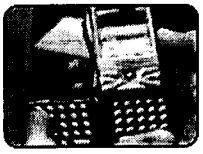
"For once, we decided to be a little bit more (open) about the vision," Schiller said.

Bailey said Apple is clearly responding to customer concerns but is finding that reworking its product line takes time.

"That was apparent in the new PowerBook because they included a DVD (drive) instead of a CD-RW drive," Bailey said.





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USA TODAY, January 10, 2001

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USA TODAY

January 10, 2001, Wednesday, FINAL EDITION

SECTION: MONEY; Pg. 3B

LENGTH: 477 words

HEADLINE: **Apple** software can create music, videos Company unveils slew of new 'stuff'

BYLINE: Jon Swartz

DATELINE: SAN FRANCISCO

BODY:
SAN FRANCISCO -- **Apple** Computer tried to polish its image Tuesday with new software that lets Macintosh users easily create music and videos.

"People are wondering, 'Where is the PC going. What's next?' " **Apple** CEO Steve Jobs said in an interview. "We're talking about practical solutions for consumers in the digital age. We're showing what you can do with our stuff."

Earlier, in a keynote speech to a whooping crowd of 5,000 at the Macworld Expo trade show, Jobs unveiled groundbreaking software and a powerful new line of personal computers that it hopes will revive its fortunes. He introduced:

* A PowerBook G4 1-inch-thick laptop, weighing in at 5 pounds. The titanium-encased model comes with a digital video disc player and 15-inch screen. It costs $ 2,599 to $ 3,499.

* Free software, called iTunes, that makes it easier to download and write music CDs, organize a library of music and transfer music to digital MP3 players.

* Faster PowerMac G4 PCs, ranging from $ 1,699 to $ 3,499. The top-of-the-line PowerMac includes a DVD and CD drive, called SuperDrive. It lets users burn their own music and movie discs. It also features **iDVD,** which enables users to make their own DVD movies.

* Mac OS X, a big overhaul of the 17-year-old Macintosh operating system. Software ships March 24 for $ 129. It will be

included on Macs starting in July, about six months later than previously hoped.

"IMovie (movie-editing software), iTunes and **iDVD** are going to be the passport to this digital lifestyle era, and that is where we are going," Jobs said.

Apple's new products are part of its gambit to offer software that takes advantage of the "digital lifestyle," said Jobs, who was flanked by posters of John Lennon and Yoko Ono and Charlie Chaplin during his keynote speech. Jobs added that the PC has hit the third stage of its evolution and will connect products from cameras and camcorders to handheld Internet appliances.

Investors lapped up **Apple's** news, sending its shares up 63 cents to $ 17.19. **Apple** stormed back to profitability on the strength of its colorful iMac and elegant iBook in 1997 and 1998.

But its product line has grown long in the tooth the past two years. Now Jobs and other top executives are convinced that new digital software goodies will offset soft Mac shipments and woo users from Microsoft Windows-based PCs.

The PC pioneer is expected to report next week that it lost $ 225 million to $ 250 million in the October-December quarter. Jobs has assured analysts that **Apple** will post a profit in the quarter ending in March.

"**Apple** entered 2000 with a great deal of momentum and lost it," says David Bailey, analyst at Gerard Klauer Mattison in New York. "Now it's time to get it back by rekindling interest among consumers and the education market."

GRAPHIC: PHOTO, B/W, John G. Mabanglo, AFP; Thin is in: **Apple's** Steve Jobs shows off a titanium G4 PowerBook at the Macworld Expo in San Francisco Tuesday.

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The Wall Street Journal January 10, 2001

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The Wall Street Journal

January 10, 2001

SECTION: Pg. B6; 0099-9660

IAC-ACC-NO: 68957637

LENGTH: 82 words

HEADLINE: Apple's new items are made to back 'digital hub' view; Product Announcement

BYLINE: Tam, Pui-Wing

BODY:
At the 2001 San Francisco, CA MacWorld Trade fair, **Apple** Computer Inc. CEO Steve Jobs announced the company's raft of new software and hardware products designed to enhance the 'digital lifestyle.' Two of the new software products are **iDVD,** a DVD authoring software and iTunes, a software jukebox. Mar. 24, 2001 will see the release of the Mac OS X operating system. The upgraded Power Mac G4 desktop computer line was also introduced as was the Titanium PowerBook G4 laptop computer line.

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The National Post, January 10, 2001

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January 10, 2001 Wednesday NATIONAL EDITIONS

SECTION: FINANCIAL POST: EWORLD; Pg. C08

LENGTH: 522 words

HEADLINE: PC not dead just evolving, says **Apple** CEO: MacWorld trade show: Computer's future to be hub for digital devices: Steve Jobs

BYLINE: Greg Chang

DATELINE: SAN FRANCISCO

BODY:
SAN FRANCISCO - **Apple** Computer Inc. introduced a new line of PowerMac computers and notebook computers yesterday aimed at users such as graphic designers as the maker of the colourful iMac tries to spur lagging sales.

Steve Jobs, chief executive, showed off PowerMacs running on Motorola Inc.'s G4 chips at speeds from 466 megahertz to 733 MHz, compared with a top speed of 500 MHz on current models, at the MacWorld trade show.

He also unveiled 2.5-centimetre-thick PowerBook notebook computers made of titanium.

Apple is seeking to revive sales of its computers, which users spurned amid an economic slowdown in the second half of 2000. The company said in December it would have a loss of as much as US$250-million in the fiscal first quarter, missing profit forecasts for the second consecutive quarter.

'The past several months were particularly challenging for **Apple,**' Mr. Jobs said. 'We decided to start 2001 with a bang.'

Before the recent stumble, Mr. Jobs had led **Apple** back to profitability by introducing popular devices such as the iMac.

Cupertino, Calif.-based **Apple** now hopes to promote its computers as hubs for all types of digital devices, including cameras and music players, he said.

'A lot of people are wondering what the future of the PC is,' he said. 'We don't think the PC is dead. We think it is evolving.'

Apple shares rose US63 cents to US$17.19 yesterday. They have fallen 77% from a high of US$75.19 last March.

Apple's new systems beef up weak areas that Mr. Jobs outlined when discussing the company's profit shortfall in December.

The PowerMacs all feature CD drives for recording music and other data. **Apple** marketing executive Phil Schiller declined to say when the CD drives for recording music will appear in iMacs.

'What are we going to focus on next? Audio,' said Mr. Jobs. 'We're late to this party, and we're about to leapfrog.'

He unveiled free software called iTunes for organizing digital music collections and making custom CDs. The software also creates random digital effects based on the frequency and tone of the music.

The iTunes software joins **Apple's** existing software for editing digital movies, iMovie.

The PowerMacs will cost $2,499 to $5,299. The two fastest ones will be available in February, and the other two went on sale yesterday.

Mr. Jobs said the 733-MHz version likely will be in short supply on shortages of Motorola chips. The 733-MHz version also includes a 'superdrive' made by Pioneer Corp. for recording and playing both CDs and digital video discs.

He introduced **iDVD** software for managing video and recording DVDs. **Apple's** software lets users compress digital video onto DVDs at twice the length of the video, compared with 25 times for existing systems used by some professionals, Mr. Jobs said.

The titanium PowerBooks will come in two versions that will retail for $3,899 and $5,199 and are scheduled to go on sale at month's end.

The company's new operating system, OS X, will be available starting March 24 for US$129, Mr. Jobs said.

OS X will be standard on all new computers starting in July.

GRAPHIC: Black & White Photo: Lou Dematteis, Reuters / Steve Jobs pitches **Apple's** new Mac PowerBook G4 notebook yesterday. It is made out of titanium.; Color Photo: Eric Risberg, The Associated Press / IN THE LAPTOP OF LUXURY: A video cameraman shoots Steve Jobs, president of **Apple** Computer Inc., holding the company's latest PowerBook laptop computer, which was unveiled yesterday during the Macworld trade show in San Francisco. The laptop, a closeup of which is projected on a giant screen behind Mr. Jobs, is made of titanium, weighs less than 2.5 kg and is 2.5 cm thick.: (Photo ran on pg. C1.) Bloomberg News

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The New York Times, January 11, 2001

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January 11, 2001, Thursday, Late Edition - Final

SECTION: Section G; Page 3; Column 4; Circuits

LENGTH: 327 words

HEADLINE: NEWS WATCH;
Onboard DVD-R Drive Option Another First For **Apple**

BYLINE: By DAVID POGUE

BODY:
Like most computer makers, **Apple** Computer has been hit hard by the recent decline of the home computer market. But the company is coming off the ropes swinging, using this week's Macworld Expo in San Francisco as an opportunity to unveil not only its new product line, but also its strategy for the future: to serve as the premier hub for the digital gizmos we carry around these days, like MP3 players, digital cameras and camcorders, Palm devices and DVD players.

A cornerstone of this "digital hub" strategy is what **Apple** calls the SuperDrive, the first recordable DVD drive ever to appear in a personal computer. This drive will be an option in the company's new, top-of-the-line Power Macintosh model, which will reach the marketplace in late February. The drive, which combines a DVD player, DVD recorder and CD-RW drive, can burn video discs that play in any standard consumer DVD player, a feat that used to require a specialized $5,000 burner unit from Pioneer. (Pioneer manufactures **Apple's** new drive, which will also be available in upcoming Compaq PC's.)

But burning a DVD is only half the battle; somebody still has to convert your digital movies into the DVD format and design the menu system (to be operated by the viewer's remote control). For this purpose, **Apple** includes a new program called **iDVD,** which brings iMovie-like simplicity to the act of designing a menu system and encoding digital home movies into DVD format. Chief among **iDVD's** virtues is its encoding speed: it takes two hours to prepare one hour of video, a vast improvement over the all-day wait required by its $2,500 pro-level rivals.

Apple also took the wraps off iTunes, a free program designed to make quick work of turning songs from your audio CD's into MP3 files on your hard drive. From there, it can record custom audio CDs, using either the SuperDrive or, when the company releases the necessary plug-ins, a standard CD burner.
DAVID POGUE

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Electronic Engineering Times January 15, 2001

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Electronic Engineering Times

January 15, 2001

LENGTH: 726 words

HEADLINE: PowerMac G4 puts DVD-RW on the front burner

BYLINE: Jerry Ascierto

BODY:
San Francisco - The DVD-RW camp got a shot in the arm last week when **Apple** CEO Steve Jobs took the wraps off the PowerMac G4, a high-end PC that's the first to include a single drive that burns both DVDs and CDs.

Initially, only G4s equipped with **Apple's** top-of-the-line 733-MHz processor will have SuperDrive's recordable-DVD technology. Other members of the family must await add-on drives. But each will come equipped with at least a CD-RW drive.

"Yesterday, the cost of something like this was $5,000," Jobs said during his keynote address at Macworld Expo here. "Starting today, it is bundled with every 733-MHz PowerMac." The rollout fit with the "power to burn" theme of the conference (see story, page 32).

The technology, developed by Pioneer New Media Technologies, is based on Pioneer's DVR-103 recordable DVD/CD drive, a DVD-R 4.7-Gbyte write-once DVD format compatible with most existing video players and DVD-ROM drives. The drive offers up to 4.7 Gbytes of storage capacity on a single-sided DVD disk. It writes and reads DVD-R, CD-R and CD-RW media and reads CD-ROM and DVD-ROM disks. SuperDrive reads DVD titles at 6x (7.8 Mbytes/second) and writes to 4. 7-Gbyte DVD-R disks at 2x (2.6 Mbytes/s).

A software suite dubbed **iDVD** will be bundled with all SuperDrive systems. The suite promises professional-grade video editing for consumers, allowing users to convert iMovies, QuickTime files and pictures into DVD format and to record DVDs with a single click.

"The SuperDrive is pretty revolutionary," said Tim Bajarin, president of market research firm Creative Strategies Inc. "**Apple's** got a minimum six- month head start on everybody else. From a physics standpoint, it's pretty hard to create a single drive that does multiple things. . . . this is a big win for the DVD-RW guys."

Apple's adoption of Pioneer's technology, DVD-R, bodes well for the DVD-RW camp. While DVD video players have seen mass deployment over the last few years, a small war has erupted over which DVD-recordable standard the industry will choose. DVD-RAM, a competing technology, is backed by heavyweights Panasonic and Toshiba. The DVD+RW camp includes consumer giants Sony and Philips.

Compaq plans to add a similar drive to high-end systems, but that rollout won't happen until the fourth quarter. "Almost everybody will be delivering systems with DVD-RW this year, but as far as a system with a similar 'super drive,' you won't see that until next year," Bajarin said.

The competing camps have frustrated the rollout of DVD-recordable drives. " The DVD industry has really shot itself in the foot," said Ben Thompson, a DVD-industry analyst with Gartner's Dataquest. He pointed out that while DVD- RAM offers faster read and write times, as well as the ability to rewrite a staggering 100,000 times on a DVD disk, it is incompatible with many DVD players, limiting its acceptance.

Meanwhile, at last week's Consumer Electronics Show, Hewlett-Packard, Ricoh, Mitsubishi Chemical/Verbatim, Philips, Sony and Yamaha showcased prototype DVD+RW systems that will roll this summer.

And while DVD-RAM may take a while to reach consumers, Hitachi announced in Las Vegas that it expects to have a DVD-RAM camcorder, the DZ-MV100A, on retail shelves by month's end. Panasonic also announced at the show that this spring it will begin selling the VDR-M10, a DVD-RAM camcorder with features similar to the Hitachi model.

But **Apple's** adoption of Pioneer's technology in its PowerMac G4 line may be a precursor to many similar announcements over the next year.

Contenders for rewrite crown

Three formats-DVD-RW, DVD+RW and DVD-RAM-are fighting it out for supremacy in rewritable DVDs. DVD-RW and DVD+RW use the same hardware but different software and can write 10,000 times. RAM promises much greater data storage and 100,000 rewrites. The formats have different supporters:

- DVD-RW, based on constant linear velocity, is backed by Pioneer, which developed **Apple's** SuperDrive, NEC and Thomson Multimedia.

- DVD+RW, based on constant angular velocity, is being promoted by Hewlett- Packard, Philips, Ricoh, Yamaha and Sony.

- DVD-RAM, developed by the DVD Consortium, is supported by Panasonic, Time Warner, Matsushita, Hitachi, Toshiba, Samsung, JVC and Acer.

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The Express On Sunday January 21, 2001

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January 21, 2001

SECTION: Pg. 001

LENGTH: 423 words

HEADLINE: APPLE'S REVOLUTIONARY NEW SUPERDRIVE IS

BYLINE: WITH JONATHAN COLE

BODY:

In my second instalment from Macworld, San Francisco, I take a closer look at the excellent new range of **Apple** products. As I revealed last week, **Apple** have already launched a stunning new range of G4 computers with some featuring super-fast processors. Prices range from GBP1,399 for the basic 466MHz machine to GBP2,949 for the top of the range 733 MHz unit. One of the best attributes of the new Power Mac G4 line is its recordable CD drives (CD-RW) in all models. In addition, **Apple** unveiled its revolutionary new SuperDrive, a combination CD-RW/DVD-R drive that can read and write or record on to DVDs, which can then be played in consumer DVD players.

With **Apple's** new iTunes, the world's coolest and easiest to use "jukebox" software, all G4 users can burn their own standard audio CDs with the Power Mac G4's new built-in CD-RW drives. In addition, the Power Mac G4's revolutionary new SuperDrive and **Apple's** amazing new **iDVD** and DV Studio Pro software applications let Power Mac G4 users easily and affordably create professional quality DVD videos for playback on consumer DVD players.

"With the new Power Mac G4s, **Apple** has created the first complete solution for CD and DVD authoring," says Steve Jobs, **Apple's** CEO. "**Apple's** revolutionary SuperDrive, which can 'burn' both CDs and consumer player-compatible DVDs, combined with **Apple's** new iTunes and **iDVD** applications, creates a solution that is years ahead of everyone else."

iDVD is a new breakthrough application that lets professionals and consumers quickly and easily create professional-looking DVDs for playback on consumer DVD players. **iDVD** shields users from the complexity of DVD authoring by offering professionally-designed themes and drag-and-drop simplicity. With one click, **iDVD** automatically converts iMovie, Final Cut Pro or any QuickTime video file into the required format, compresses them into the MPEG-2 compression standard required to make DVDs, and burns the DVD-R disc with **Apple's** revolutionary new SuperDrive.

It sounds quite complicated, but it really is an amazingly simple process and I can't wait to get one to transfer all my video tapes into a DVD. Currently the superdrive and **iDVD** is only available on the high end machine at GBP2,949 because of the sheer processing power required to perform the function. **Apple's** engineers have reduced the encoding time to make a DVD from 24 times real time to two times, which basically means it takes one hour to write 30 minutes worth of video.

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JANUARY 24, 2001

BYTE OF THE APPLE

By Charles Haddad

Apple's iTunes: Best of Show

The new digital-music player, part of a plan to make the Mac an entertainment hub, is easier to use than its many competitors

It's a good thing Apple executives never asked me first if they should create their own software that copies and plays digital music on the Mac. I would have said, "What are you -- nuts? The market is crowded with such players."

I would have been wrong. Yes, there are plenty of players, but Apple's new iTunes software trumps popular rivals such as MusicMatch Jukebox and SoundJam. One reason: iTunes was written by SoundJam developer Jeff Robbin. Apple wisely hired him away from Casady & Greene, where he developed SoundJam, and Robbin reworked his original program into something even better for Apple.

ELEGANT AND SIMPLE. What makes iTunes so much better? After all, it does the same thing as its rivals, copying songs off CDs, transferring music to MP3 players, and playing streaming music off the Internet. Where iTunes excels is in look and ease of use. Its brushed metal motif, identical to sister programs Sherlock and QuickTime, is elegant and simple to navigate. And iTunes is by far the easiest software-music player to use.

Programs such as iTunes represent Apple at its best. When it's in a groove, the company has a gift for sniffing out geeky new technology that can win mass appeal. Then Apple packages it in a way that even my 60-year-old computer-phobic mother-in-law could love and use. And that's exactly what the company has done with iTunes.

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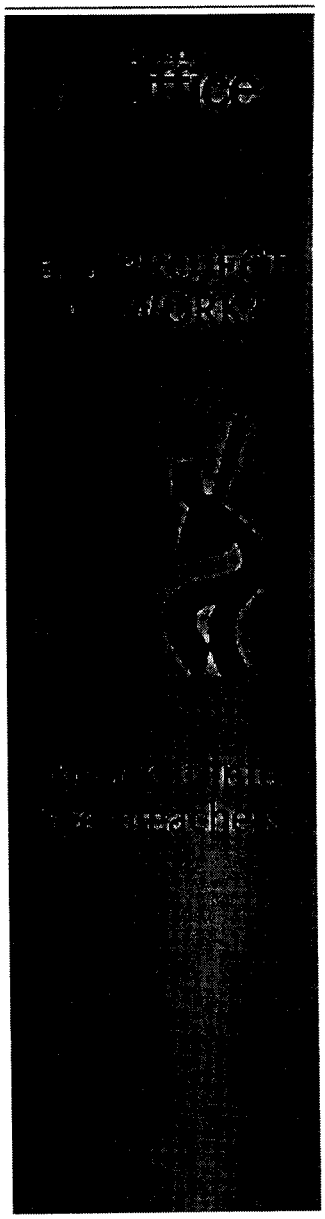

Apple's iTunes also illustrates a hard truth about personal technology: You don't have to be first to end up leading the pack. A Johnny-come-lately to digital music, Apple now will indeed take the lead on the Mac platform, propelled by the power of its name. Users who have yet to experiment with digital-music players are going to be more likely to try one out from Apple than from anyone else.

E-GRAND CENTRAL. Apple's iTunes is part of a larger effort to breathe new life into the Mac platform. At the Macworld Conference & Expo industry trade show in San Francisco, from Jan. 9-13, CEO Steve Jobs announced he wants to position Apple as the digital hub. Think of that as the Mac becoming the 21st century equivalent of Grand Central Station, routing anything that can be created, saved, or moved in a digital format. In practical terms, that means using a Mac to download music from the Web, burn videos onto a DVD disk, or publish a family-photo album online.

Jobs is betting that new users will be more apt to buy a computer that can do all of the above easily. In short, the digital-hub idea is the latest in a long list of attempts to expand the Mac platform beyond its large but slow-growing base of users. What inspired the digital-hub strategy was the success of iMovie, Apple's home-video-editing software. It's rapidly becoming the standard for amateur filmmakers who want to create, edit, and save videos using a home computer.

Jobs is extending the concept to saving videos on DVD disks with another new software program, called iDVD. All three programs -- iMovie, iTunes, and iDVD -- will be packaged with any Mac bought in the future. And current Mac owners will be able to download these programs for free -- provided they've got the right hardware and operating system. Right now, that means a Mac using OS 9.04, or a later version. Once again, those of you still clinging to your nearly 20-year-old Mac are out of luck.

TUNES IN A SNAP. I've written about iMovie, and I'm going to save iDVD for another column. So, let's take a close look at iTunes. What you'll see first is a metallic window containing two separate panels. The larger panel on the right lists your digital music, sorting it according to your preference, by artist, album, size, or genre. On the left is a narrower column with icons representing your entire library, individual playlists, and a button that prompts audio streaming on the Net.

Getting music into iTunes is a snap. Either download songs off the Net or copy them from CDs. Just pop a CD into your computer, and in a moment, the songs appear in the iTunes right-hand panel. Click the import button in the upper right-hand corner of iTunes, and the program copies the songs in a digital format.

Once digitized, songs can be transferred to an MP3 player such as Creative Technology's Nomad Jukebox or Iomega's HipZip. Or you can burn the songs onto a CD with the click of a button on iTunes. The CD burner, called SuperDrive, will be a built-in feature in the next generation of Macs, scheduled for release later this winter.

While seemingly simple, iTunes has plenty of features, and I've just covered the basics here. Check out the rest of the program yourself by downloading it from Apple's Web site. Or Apple may have e-mailed it to you already. The company distributed a free copy to anyone with an account at iTools, Apple's online e-mail and storage service.

Haddad, Atlanta-based correspondent for Business Week, is a long-time Apple Computer buff. Follow his weekly Byte of the Apple column, only on BW Online
Edited by Thane Peterson

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FORTUNE Advisor/Personal Technology; Personal Technology

Bytes! Camera! Action! With the right PC, software, and digital videocam, consumers can pursue big-screen dreams on the desktop.

Peter H. Lewis

FADE IN: This month's Academy Awards will celebrate the magic of moviemaking. Shortly thereafter, barring an unexpected settlement, the film industry will shout "Cut!" as actors and writers go on strike. Instead of hissing the villains, here's a proposal for an idea for a treatment of a concept (as they say in Hollywood): Make your own movies.

CUT TO: Digital video (DV) is putting sophisticated moviemaking tools--including nearly professional-quality digital videocameras and powerful PCs with high-end video-editing software--into the hands of consumers at matinee prices. This means that people with a passion for storytelling can now make their own broadcast-quality movies and documentaries at home. These aren't jerky home movies of little Oswald's birthday party. This is serious filmmaking, with scripts, storyboards, high-quality video, special effects, soundtracks, and other professional film features--only with digital video instead of film. And even if you're simply (yawn!) interested in making better home movies, there are lots of new tools to help.

DISSOLVE TO: Digital video has captured the imaginations of such established filmmakers as Spike Lee, Wim Wenders, Wayne Wang, and even George Lucas. Digital video submissions to last month's Sundance film festival were up more than 25% and included many filmless films made with the equipment that consumers can buy at the local electronics store.

True, the real magic of moviemaking arises from the people in front of and behind the camera, not from the camera itself. But having the right tools helps. The fancier the movies you want to make, the steeper the learning curve. So you may want to start simple and cheap before going to Act II.

CUT TO: The camera. Digital videocamcorders offer performance superior to all but the most expensive analog cameras (VHS, S-VHS, 8mm, and Hi8). If you already have one of those analog camcorders, consider upgrading to one of the mini-DV digital camcorders as soon as you can afford one. The picture quality is nearly twice as sharp as VHS and 8mm camcorders. And because digital cameras and computers speak basically the same language, there is no loss of picture quality when moving video files between the camera and the PC, as there is with analog cameras.

Almost any mini-DV camera will work, and some of them cost as little as $800. At that price you may have to give up some fancy controls and features, but, hey, great artists suffer. Don't even think about getting a mini-DV camcorder that lacks a Firewire (also known as IEEE 1394 or i-Link) port for high-speed two-way communication between the camera and the PC. Most mini-DV cameras have Firewire.

The majority of the low-cost models also have a single image-capturing chip, called a CCD. If you can afford it, try to get one with a progressive-scan CCD, like the Canon Elura2 MC (for $1,799, the MC includes a memory card, useful for capturing still images). Progressive-scan chips offer better image quality than the interlaced chips found on most other models.

Serious amateurs and professionals will choose cameras with three CCDs. The extra chips push the cost of 3CCD cameras north of $2,000--but they also yield superior color richness, sharpness, and depth, so much so that they are often compared with professional videocams costing $20,000 and more. Favorites in this category include the Sony DCR-VX2000 mini-DV camcorder ($2,200 to $2,999) and the Canon XL1 ($3,300 to $4,499; prices vary widely, so it pays to shop around). The Canon allows interchangeable lenses; the Sony does not. Other 3CCD cameras that offer similar features at lower cost include the Sony DSR-PD150 (about $2,300) and the Canon GL1 (about $2,100). In my talks with professional digital videographers, the Sony and Canon brands were mentioned most often. For really serious amateur filmmaking, consider Sony's PD-150 ($4,000), which allows for wide-screen shooting.

Quick tips: Zoom lenses and image stabilization are handy camera features, but "optical zoom" and "optical stabilization" are key. Digital zoom and digital stabilization are inferior.

CUT TO: The computer. Basically, any Pentium III or PowerMac G3 computer has the horsepower to edit video, but the more powerful the processor, the faster the computer will be at rendering file conversions and special effects. Video editing is one of the main reasons for moving up to a Pentium 4, AMD Athlon, or PowerMac G4 machine. Get the most memory and biggest hard drive you can afford. An hour's worth of DV-format video eats up about 13 gigabytes of hard-disk space.

The easiest and cheapest way to get started is with an **Apple** iMac. Even the bottom-end $899 iMac comes standard with iMovie-editing software and a Firewire port. In fact, every **Apple** computer sold today has all the processing horsepower and tools needed to edit movies. The new high-end 733-MHz Macintosh G4 desktop computer also includes a program called **iDVD,** which, coupled with **Apple's** new Superdrive, allows you to burn your movies onto blank DVD disks and send them to friends and agents.

It's not quite so easy with a Windows-based PC, although several PC makers offer digital movie packages, like the Dell Dimension with Dell Movie Studio ($1,629 and up). The package includes MGI Videowave III video-editing software and a card that adds Firewire support.

If you get very serious about DV, consider moving up to a

workstation like the Dell Precision. Workstations are high-end computers optimized for specialized applications and peripherals, like multiple processors, professional video-capture and -editing cards, and huge hard-disk arrays. The workstations themselves don't cost much more than regular consumer PCs, but the extra equipment adds up. Loaded with fancy video-capture and -edit cards, which cost $800 and up--way up--Dell Precision workstations have been used for special effects in movies like The Matrix.

WIPE TO: The software. **Apple's** iMovie and MGI's Videowave 3.5 are great beginner systems but don't offer the full range of features that a serious filmmaker would want. (Microsoft's Movie Maker comes free with Windows ME, neither of which can be recommended.) The next step up is powerful but complex programs like **Apple's** Final Cut Pro ($999), Adobe Premiere ($549), and Digital Origin's EditDV ($599, or $799 with a Firewire card).

CUT TO: For many, writing a screenplay seems the ticket to play in the Hollywood lottery; Creative Artists Agency alone receives more than 10,000 unsolicited screenplays a year--and purchases fewer than 100. One way to improve the odds is to use a screenwriting program that makes it easy to produce scripts in an industry standard format. The two leading packages are Final Draft ($249) and Movie Magic Screenwriter 2000 ($269). Screenwriter (www.screenplay.com) is my favorite because of its wide range of features, including an array of sample templates and the ability to allow writers to collaborate over the Internet. The program helps novices learn to create screenplays, and it frees veteran screenwriters from the mechanics, allowing them to concentrate on the story. Like Final Draft, Movie Magic has a voice synthesis feature that reads dialogue aloud, although some screenwriters, like Lawrence Wright (The Siege) tell me they find voice synthesis to be creepy.

FADE TO BLACK

FEEDBACK: plewis@fortunemail.com

[BOX]

INSIDE: DON'T TOUCH THAT LAPTOP WINDOWS XP SNEAK PEEK A JEWEL OF A CELL PHONE

Resources

Movie Magic Screenwriter 2000, all the tools a writer needs for movies, theater, or television. Windows or Mac; $269; www.screenplay.com

Adobe Premier 6.0 is a powerful video-editing system that helps get your movies onto the Web. Windows or Mac; $549; www.adobe.com

Final Cut Pro, optimized for G4 Macs, has high-end features like compositing and special effects for professional results. Mac only; $999; www.apple.com

Websites

www.dvfilm.com is the place to go for Marcus van Bavel's book Shooting Digital ($35 plus shipping), a practical guide.

www.atomfilms.com is a great site for inspiration and to see what others are doing with DV, but only if you have a high-speed Net connection.

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COLOR PHOTO: PHOTOFEST Even Hollywood is going digital: Both Lee's Bamboozled and Wenders' Buena Vista Social Club were made with digital video tools. COLOR PHOTO: ARTISAN PICTURES [See caption above] COLOR PHOTO Sony's DCR-VX2000 digital video camcorder is a star performer; about $3,000; www.sony.com COLOR PHOTO **Apple** Macs, in the new Flower Power and Blue Dalmation color schemes, come with iMovie software; $1,499; www.apple.com COLOR PHOTO Canon Elura2 MC mini-DV camcorder puts Hollywood in your pocket; about $1,400; www.usa.canon.com COLOR PHOTO Dell Precision workstations are not for the faint-hearted; they helped create the special effects in The Matrix. $2,500 and up, way up; www.dell.com

---- INDEX REFERENCES ----

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Monday, April 16, 2001

Technology

DVDs, Home-Brewed

BY Stephen Manes

Someday, recording your own DVDs should be commonplace and cheap. You could easily transfer that tape of Junior's first pratfall or the latest episode of The Sopranos to disk via a DVD recorder. It would work just like a VCR, only with better quality and faster fast-forwarding.

But so far there is only one device like that available in the U.S., and it isn't exactly a mass-market item. Panasonic's DMR-E10 costs under $3,000 and records on rewritable $35 DVD-RAM disks that can hold four hours of video. The unit combines the recording abilities of a VCR and the fancy features of a high-end DVD player. Alas, the disks it creates cannot be played in the vast majority of consumer DVD players. That may crimp your style if Grandma wants a disk of Junior's latest karate moves.

Enter Pioneer's DVR-2000, which is currently available only in Japan but should arrive here this fall for less than $2,500. Its features mimic Panasonic's, but it uses $10 DVD-R disks that work in most standard DVD players as well as $25 DVD-RW rewritable disks that work in a smaller universe of devices. But DVD-R disks, like their CD-R cousins, can be recorded only once. The DVR-2000 even includes an IEEE 1394, a.k.a. FireWire, input that connects to digital video cameras, effortlessly converting from tape to disk on the fly.

In my tests both units were somewhat tricky to master, but both produced output that was hard to distinguish from originals. Just don't try to knock off commercial DVDs. Both units simply stopped recording when I tried to duplicate a 2001: A Space Odyssey disk-even though I was attempting not a direct digital copy but an analog one from the TV set's video output. The much-debated Content Protection for Recordable Media system is built in to prevent copying. Maybe someday you won't record The Sopranos after all.

What if you want to create fancy DVDs of your own, complete with attractive menus that look like the ones on commercial disks? For that, you'll need some sort of computer package. DVD-RAM drives are widely available, but they present compatibility problems similar to the Panasonic's. Later this year Pioneer expects to sell a $1,000 DVD-R/RW internal computer drive that can write and read CD-R and CD-RW disks as well. But for now, if you want to burn DVDs that work in standard players without investing in professional equipment or paying service bureaus, you'll need a machine from **Apple** or Compaq that comes with one of these Pioneer drives installed.

Apple calls its version a "SuperDrive," recycling a name from Macintosh history when it referred to a lowly floppy. For the moment it

ships only in **Apple's** priciest standard Power Mac G4, which costs $3,500 for a 733MHz PowerPC processor with a 60 gigabyte hard drive and 256MB of memory, but no monitor, stereo speakers or room for a second inboard CD-size drive.

Fortunately, it does come with **iDVD,** a program in the exemplary tradition of **Apple's** iMovie. The **iDVD** software lets you easily create menus and slide shows to go with your videos. But the documentation explains settings that you must make (and later remember to undo if necessary) to avoid problems; truly great software would make those changes itself.

Once you have edited your footage in iMovie (also included), you export it to the hard drive. That takes about as long as the video's running time. When you bring the file into **iDVD** and begin to burn a disk, you wait somewhat longer than 212 times the running time until the DVD-R pops out of the drive ready to play.

The surprise is how good the final product looks on your TV-better than on the computer, since TV is the format it was meant for. The disk I created using **Apple's** software showed more annoying video glitches than identical material played from a disk burned directly with the Pioneer DVR-2000, but it otherwise ran fine in my recent-vintage DVD player and computers. Grandma would probably never notice the difference, and she would definitely prefer the Mac version's clever menus.

Compaq's MyMovieStudio Presario 7000 was going through some final tweaks, so I tested it in preproduction form. At less than $2,300, it includes a 1.4-gigahertz Pentium 4, a monitor and the same drive as the Mac's, so it looks like a bargain even though it has only 128MB of RAM and a slightly skimpy 40-gigabyte hard drive. Compaq plans to offer cheaper models based on Athlon processors.

Too bad the programs supplied are neither as fast nor as sleek as **Apple's.** Pinnacle's Studio DV has annoying limitations and took 110 minutes to render 36 minutes' worth of video. The Sonic DVDit! software took 33 minutes to write the disk, but the clumsy program does not include a slide show mode, and its tutorial and documentation are minimal. Worse, Studio DV produced visibly inferior (though still adequate) video, particularly in scenes with motion-even after I upgraded over the Net from an earlier edition that produced truly wretched picture quality.

Neither **Apple** nor Compaq currently offers any way to use DVD-R disks for recording data files other than DVD video. That's a shame, since these nearly 5-gigabyte disks would be terrific for backup. Neither helps you write anything at all to DVD-RW disks, though the drives are fully capable of doing so. But Compaq intends to offer its customers Roxio's software for such purposes in June for free. **Apple** will force you to pay $90 for Roxio's Toast 5 Platinum package when it arrives. Still missing entirely: a way of creating short DVD-quality videos on cheap recordable CDs, which in theory could play in many DVD players.

Compatibility remains hit-and-miss. The disk I created with the Compaq played properly using the computer's DVD software, but Windows Me's directory display thought it was a music CD. A DVD-RW I created on the Pioneer unit worked fine in my DVD player but was invisible to the DVD

drives in my computers.

And just to make the image fuzzier, boosters of an entirely different rewritable format called DVD+RW claim it will offer greater compatibility with older drives and will arrive before year's end. But even Sony, one of this format's originators, is hedging. In January it announced that it would develop a player that could handle both DVD-RW and DVD+RW disks. You may want to wait until the picture clears and prices drop.

Or place your bet and enjoy your popcorn.

Stephen Manes (steve@cranky.com) is the cohost of Digital Duo, a weekly public television series. Find past columns at www.forbes.com/manes.

---- INDEX REFERENCES ----

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No. 3731

Technology & You

DVDs Aren't Ready For Home Movies Yet

A promising consumer technology is hobbled by too many formats, too little equipment

By Stephen H. Wildstrom tech&you@businessweek.com

I have finally achieved convergence. After wrapping up a video of a trip to Hawaii using **Apple's** iMovie 2 editing software, I clicked a button that saved the movie for **Apple's** new **iDVD** program, then fired up that application and "burned" a disk. I popped the DVD out of a Macintosh and into a Sony DVD player, and the movie appeared on my TV set with all the quality of the digital video original. The good news is that it was just that simple. The bad news is that the chances that you will be able to do this anytime soon are not very good.

Few consumer technologies have had as painful a gestation as recordable DVDs. And the struggle won't end just because the first drives, made by Pioneer, are finally shipping in a $3,500 Power Mac G4 from **Apple** and a $2,300 Presario 7000 from Compaq. No less than four recordable DVD formats are being promoted by different companies and coalitions, confusing people and impeding development of the volume market that would make the technology affordable.

What consumers need is very simple. DVDs, like CDs, are great for storing data: documents, pictures, video clips, or digital music. They hold 4.7 gigabytes, the equivalent of nearly seven CDs. But their most promising use is video production. So a DVD writer should produce disks that can be read in both computer drives and standard DVD players.

Apple's software makes it simple for anyone who can string camcorder shots into a home movie to convert it to DVD format. There's a lot more work to do on the Windows side. The Pinnacle Systems Studio DV editing software chosen by Compaq is fine. But Pinnacle's DVDit LE program was designed for professional producers. While it offers many more options than **Apple's iDVD,** it is orders of magnitude harder to use.

LIMITED SUPPLY. The software will get better. I'm less hopeful that the computer and consumer electronics industries will end a long-running feud over recordable DVD formats. The Pioneer DVD-R drives only let a disk be written once--an approach that has proved popular in the CD field, where write-once disks cost less than 50 cents apiece. The cost of blank DVD-Rs, currently up to $20 apiece, should drop dramatically once mass production starts. But first demand will have to increase substantially. For the time being, DVD recorders will remain scarce. **Apple** and Compaq have bought up most of this year's production of the Pioneer drives, which can also read and write CDs. Limited quantities of the drives alone will go on sale in May for about $850.

Computer manufacturers seem committed to the notion of rewriteable disks. But they've had a terrible time bringing the drives to market. Currently, you

can buy something called a DVD-RAM, sold under assorted brand names but made mainly by Panasonic. Drives start at about $500, and disks cost around $25 each. Trouble is, DVD-RAM disks can't be read by most DVD players, making them useful mostly for backup and for offline storage of very large files, such as digitized video. PROMISES, PROMISES. Two other rewriteable formats, known confusingly as DVD+RW and DVD-RW, are being pushed by coalitions of computer and consumer-electronics companies. Each claims to offer the greatest degree of compatibility with existing drives. But since there aren't any drives available to test, the claims merely add to consumer confusion. Hewlett-Packard announced a sub-$1,000 DVD+RW drive in January but has not brought it to market, and it is not clear when these drives will appear. Meanwhile, an industry group called the Optical Storage Technology Assn. promises a standard called MultiRead that will allow future drives to read a wide variety of CD and DVD formats. Even if it works, however, it won't help the millions of consumers who already own incompatible DVD readers.

As the Pioneer CD-R drive and the elegantly simple **Apple** software show, this could become an important consumer product. But we're talking about an industry that can't agree on whether DVD stands for "digital video drive" or "digital versatile drive." Given the sorry past and present, I'm not optimistic that many consumers will see this technology anytime soon.

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---- INDEX REFERENCES ----

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Features

Steve Jobs The Graying Prince Of a Shrinking Kingdom Older and smarter, the CEO whipped his company back into the black. Is **Apple** on the verge of big things, or is it becoming perfectly irrelevant?

Brent Schlender Reporter Associate Lenore Schiff

It seemed like deja vu all over again. Reverting to its Perils of Pauline mode, **Apple** Computer late last September fessed up that sales of its glossy, curvaceous personal computers were running off a cliff. CFO Fred Anderson, in a prepared statement, opaquely explained what had gone wrong: **Apple** had grossly overestimated demand for CEO Steve Jobs' pet product of that quarter--the pricey Power Macintosh G4 Cube; **Apple,** the erstwhile leading supplier of computers to schools, had also shot itself in the foot with a messy overhaul of its education sales operations right in the middle of the peak summer buying season; and, oh, yes, the global economy seemed to be weakening. In the same press release Jobs, the master of "insanely great" hyperbole, characterized the sudden reversal as a "speed bump." The next day **Apple's** market capitalization collapsed by half.

The December quarter showed how abruptly business had slumped. By the time the dust settled, revenues had plummeted 57% from the year-earlier period to a flat $1 billion, and the company was inhaling red ink. Worse, **Apple,** which Jobs & Co. in the previous three years had rehabilitated into a growing $8-billion-a-year concern, cautioned that revenues would probably dip to around $6 billion for all of fiscal 2001, ending next September. Some speed bump. That's about $1 billion shy of where revenues stood when Jobs marched back into the CEO's suite in 1997 and little better than half the $11.1 billion **Apple** rang up at its high-water mark in 1995. Moreover, **Apple's** solid revenue growth in 1999 and 2000 masked the fact that the company's share of the PC market had continued to erode--down to less than 4% in the U.S. and 3% worldwide. The truth about Jobs' speed bump: **Apple,** once a genuine power of PCdom, is shrinking again, threatening to become as inconsequential as Liechtenstein.

And that remains a fact, even after the most recent quarter, when Pauline rescued herself yet again from the edge of the abyss. **Apple** had predicted it would confine its losses to the December quarter but surprised even itself with the strength of its rebound into the black. For the March quarter the company posted net income of $40 million, or 11 cents a share (not counting some one-time gains), on revenues of $1.43 billion. The 26% drop in revenue from a year ago was markedly less than any Wall Streeter had expected, and the profit number, which represented an 82% drop, well, it was nearly 50% higher than the projections of the most bullish analysts. **Apple** stock, accordingly, sprang into the mid-20s for the first time in more than

six months.

Through all this, through the ups and the downs, Jobs has remained unperturbed, as serene as any control freak can be. Sure, as CEO he cares about the numbers and wants **Apple's** stock to perform well. But deep down, this inveterate idealist thinks of **Apple** as a creative kinetic sculpture, not a mundane, conventional business. **Apple** is his sandbox. Life is good as long as **Apple** can provide him with the resources--both the cash and the engineering talent--to indulge his obsession to fashion and market the world's most stylish and clever computers. It's a high-tech twist on art for art's sake. And the reason we care is that his innovations filter into the rest of the PC world, eventually mutating their way into devices made by more mundane--and yes, more dominant--boxmakers like Compaq and Dell. "A lot of companies are great at making money, but there aren't that many that are great at opening new doors," Jobs says with his usual aplomb. "We're building the best personal computers that anyone has ever built."

Sadly, the rules of business still apply, even to what has become something of a boutique. As a public company, **Apple** simply must grow again. It needs an appreciating stock price to satisfy investors and to reward options-laden employees. And it must at the very least stabilize its market share in order to maintain the critical mass of users necessary to support its maverick computer architecture. To achieve those goals in the cutthroat PC marketplace, a fringe company like **Apple** can't afford many mistakes. So Jobs must run a very tight sandbox and draw the curtain on The Perils of Pauline.

That isn't easy--especially for **Apple,** with its storied history of self-sabotage and financial and operational flakiness. In the decade before Jobs returned, the company ran into a wall about every 18 months, generating piles of losses, inventory gluts, morale-sapping layoffs, knee-jerk restructurings, precipitous plunges in the value of its stock, and the ouster of three CEOs. Over the past ten years, a period during which the Nasdaq composite more than tripled, **Apple's** stock price has fallen by roughly a fifth.

But if you look closer, things are different now at One Infinite Loop in Cupertino, Calif. For one thing, before the December-quarter bloodbath, the Second Reign of Jobs had racked up 11 profitable quarters, earning **Apple** some long-lost credibility on Wall Street. Even after the stock's recent hammering--the share price fell from its all-time high of $75 last March into the low teens by year-**end--Apple** at its current price of around $25 is still above where it stood two years ago. Stocks of other PC makers like Dell and Gateway have lost at least 25% of their value. Meanwhile, Anderson's shrewd financial management has enabled **Apple** to increase cash reserves to $4.1 billion. (When Jobs took over, the company had just $280 million in the bank.)

The recent results confirm that Jobs is indeed running a tight sandbox. Starting in November, he and his team sharply curtailed computer production and shipments to dealers, clearing out the sales channel to make way for the fruits of an aggressive plan to revamp virtually the entire product line in 2001. Jobs followed that up with the January release of the Titanium PowerBook laptop, or TiBook, **Apple's** biggest hit since the iMac. Even though TiBook prices are

rather high--$2,500 to **$3,500--Apple** shipped upwards of 115,000 in just two months, making it right now the fastest-selling laptop on the planet. And the TiBook is just one of the many products that **Apple** has rolled out since January, in defiance of what is shaping up to be the PC industry's nastiest slump in years. **Apple** has launched turbocharged versions of its top-of-the-line Power Macintosh tower computers, two off-beat psychedelic iMacs, and rewritable CD drives as standard equipment in most of its models; to top it all off, the company shipped the new OS X operating system--long-awaited industrial-strength software that should undergird **Apple's** computers well into the next decade. **Apple** has more hardware and software launches on the way, and rumors abound that it is ready to open its own retail stores later this year. Many competitors, in contrast, have put off new products and slashed prices, laid off thousands of workers, and otherwise pulled back.

Wall Street investment pros, who led the stampede away from **Apple** last fall, seem to approve of Jobs' innovate-or-die strategy. "As bad as the December numbers looked, and despite the mistakes of last year, the March quarter's results demonstrate that they are as well managed as any PC maker, if not the best," says Charles Wolf of Needham & Co., the dean of securities analysts following **Apple.** "That's good, because in order to grow again, they'll have to do just about everything right."

At age 46, after 25 years in the business, Jobs is quite naturally a more seasoned executive than the imperious wunderkind who co-founded **Apple.** He's more laid back too, not to mention the fact that his stubbly beard has turned mostly white. Other things never change. Most days he still wears his uniform of a black mock turtleneck and Levi's sans belt. And the guy who got his start in electronics as a "phone phreak" making "blue boxes" that enabled people to steal long-distance phone calls still has a little rebel in him: He has yet to install license plates on his two-year-old silver Mercedes, apparently as a way to dodge parking tickets. "It's a little game I play," he explains.

This older-and-mostly-wiser Jobs, who privately complains he doesn't get enough credit as a recruiter and manager of talent, has in fact assembled the best executive team **Apple** has ever had: CFO Anderson is a balance-sheet whiz; headhunters think Tim Cook, an IBM and Compaq alum who runs manufacturing, sales, and customer support, has all the earmarks of a big-time CEO; and hardware and software design chiefs Jon Rubinstein and Avie Tevanian have turned the black art of product development into a well-oiled process. **Apple's** board, once the laughingstock of Silicon Valley, is now probably its strongest, counting among its members Oracle CEO Larry Ellison, Gap CEO Mickey Drexler, Intuit Chairman Bill Campbell, Genentech CEO Art Levinson, and former IBM and Chrysler CFO Jerry York.

Even with all that help, Jobs still wields inordinate influence over minute details of product development, advertising, marketing, and occasionally supply-chain issues and manufacturing. He applies his highbrow production values to just about everything an **Apple** customer sees and touches, from print and TV ads to Macintosh software and hardware. He waxes rhapsodic when describing the "fit and finish" of the new TiBook, pointing out not just the titanium shell but also how **Apple** built in tiny magnets to hold the keyboard

in place.

Jobs' obsession with style can cut both ways, however. He himself concedes--to a point--that much of **Apple's** trouble last fall can be traced directly to his misjudgments. Take the G4 Cube. For Jobs it represented the dream machine he had been trying to build ever since he was squeezed out of **Apple** in 1985. It resurrected several idiosyncratic Jobsian design features: Inside it was a marvel of engineering--as powerful as **Apple's** hottest tower computers yet one-sixth the size and absolutely silent, because, as with the original Mac, Steve insisted on throwing out the whirring cooling fan. On the outside it looked somewhat like a shrunken, acrylic version of the old Next Cube computer that flopped in the early 1990s. When paired with one of **Apple's** slick matching flat-panel displays, the G4 Cube looked more like a sculpture sitting on your desk than a PC. Even though the setup cost more than $3,000, Jobs was sure **Apple** could sell 200,000 of them per quarter. In reality, **Apple** managed to sell only about 100,000 in the September quarter, a pathetic 29,000 in the December quarter, and a moribund 12,000 in the March quarter.

Says Jobs: "We were hoping that there was a space between the consumer products we sell like the iMac and the professional products we sell. It turns out there isn't." The loaded word there is "hoping." Jobs is so intent on making spectacles of product introductions that he keeps new devices heavily cloaked--which means **Apple** marketers can't do much conventional research to test consumer response. Jobs' instincts for the market are pretty keen but not infallible. "In his eyes all his geese are swans," quips an associate.

As much of a control freak as he is with products and marketing, there are other, nitty-gritty aspects of **Apple's** business in which Jobs probably could be a little more engaged--such as sales and distribution strategy and the glad-handing needed to cultivate large corporate and education customers. A case in point was **Apple's** flubbed effort last summer to revamp its sales to schools.

Apple's education distribution needed attention; 2000 was the second consecutive year that Dell Computer outsold **Apple** in a segment **Apple** had dominated for two decades, a crucial market that accounts for nearly 40% of its sales. For years the company had relied on a loose affiliation of third-party resellers to move the hardware. **Apple's** then head of sales, Mitch Mandich, wanted to address the problem by bringing the sales force in-house. He had told Jobs back in January 2000 that he wanted to retire sometime during the year, but he hoped to see through the sales-force transition before he left. Despite protests from CFO Anderson and a couple of directors that the timing was all wrong, Jobs told Mandich to go ahead.

Recalls Jobs: "The problem was, we were very straightforward and told these third-party salespeople ahead of time that, 'Hey, in four months we're going to switch and you're going to be out of a job.' Obviously these folks did everything they could to sell as much as they could by June 30, when we let them go, and did absolutely nothing to build for sales in the July quarter. So when our new sales folks got there, they found there was no pipeline work at all; they had to start from scratch. And, duh, this was during the peak buying time for schools. It was just stupid on our part to do this then, and

that was my decision. It was a train wreck, and it was totally my fault."

Mandich retired in December, with operations chief Tim Cook taking over his duties. Jobs strenuously denies Mandich was pushed aside. "Look, Mitch is a friend of mine, and he did great things for **Apple.** It was in the plan all along that he would retire. As for the education sales force, the concept he proposed was right, and we're doing a lot to fix it now."

In other ways, the domineering Jobs has been able to jolt the company awake. That's what happened last September, when it became apparent that a slowdown in the worldwide economy would compound **Apple's** problems. Jobs claims he saw signs of a potential recession last summer: "When Mickey Drexler joined the **Apple** board a couple of years ago, he invited me to join the Gap's board too. I said yes, because I wanted to learn more about retailing and consumer behavior. Well, the whole apparel industry started seeing a slowdown in spring 2000. That's a good barometer of consumer spending, and it started to concern me."

So when **Apple's** September numbers began to look shaky, recalls **Apple** director Bill Campbell, "Steve was the one who said we had to grab the situation by the throat and make an announcement. Some of us thought we should wait and see. But he insisted that things were going to get worse before they got better. He was right." That meant doing two things: Make sure **Apple** proceeded apace with its new-product plans in hopes of reinvigorating demand in 2001, and reconfigure the company so that even if business didn't pick up markedly, **Apple** could still be profitable. Says Anderson: "We knew right then that we had to bring the company down to one that is still moderately profitable at $6 billion in annual revenues rather than $8 billion."

There were two things Jobs didn't want to do to accomplish all that: Lay people off or deplete the company's hard-won cash reserves. It helped that **Apple** under Jobs had farmed out most of its manufacturing to subcontractors, so it could dial back production without putting its own people out of work. But it had to pay huge penalty fees for cancellation of key components that it had preordered when it forecast much higher production levels. Also, **Apple** had to pay rebates and otherwise help its distributors and retailers clear out what had become an 11-week inventory glut to make way for the new products. All that cost big bucks.

A look at the numbers shows what happened. Says Tim Cook: "We cut production by about a third, shipping only 650,000 units in the December quarter, which took down sales-channel inventory to 300,000, or about five weeks' worth. That means **Apple** itself only registered about $1 billion in sales when the actual retail sell-through was $1.6 billion." And **Apple** absorbed $260 million in one-time charges, about half in rebates and pricing actions to clear inventory and the other half in cancellation charges for unique parts, such as shells for the Cube and slot-load DVD drives. To offset those outlays, Anderson sold some of **Apple's** holdings in several Internet companies before the bottom really fell out of the market.

If the surprise about Steve Jobs, middle-aged manager, is that he

can engineer that kind of disciplined belt-tightening, the wonder is that he hasn't lost the ability he had as an enfant terrible to inspire just that--wonder. With the December quarter behind him, Jobs turned to what he does best, which is to tantalize consumers with visions of just how magical a computer can still be. His chosen venues to introduce a fusillade of new products were Macworld trade shows--one in San Francisco and one in Japan, **Apple's** largest overseas market.

Jobs kicked off each show with a keynote that was an amalgam of standup routine, magic show, striptease, and pep rally. For all his showmanship, the message he wanted to deliver was subtle. On the one hand, he had to demonstrate that in a world of networks based on industrywide standards, **Apple** computers are powerful enough and, in effect, compatible enough to do everything Windows PCs can. On the other hand, he had to distinguish Macs to warrant their premium prices. As a subtext, he wanted to keep wooing loyal **Apple** users by stoking their snobbery, reminding them that they weren't mere worker bees twiddling spreadsheets, but intelligent people who like to have fun and be creative with their computers.

The resulting show-and-tell covered much more than the sexy TiBook and the kaleidoscopically colored iMacs. Jobs made much of technological breakthroughs by **Apple's** component suppliers that will help it keep pace in terms of performance with Windows PCs. Motorola, which makes the PowerPC microprocessor for the Mac, finally managed to goose the performance of its chips to come closer to matching the processing speed and power of Intel's Pentiums. And Japan's Pioneer gave **Apple** first crack at selling its SuperDrive recordable DVD drives, which enable users to edit and record professional-quality videos onto disks that can be played on a TV plugged into a standard DVD player.

Jobs also touted the Macintosh OS X operating system, which, released in March, beat a similar effort by Microsoft with its Windows XP, an overhauled version of its flagship product that it hopes to ship this fall. A descendant of both Unix and the system software that powered Jobs' old Next computers, OS X will be the foundation of many new **Apple** machines in the future.

But it's another kind of software that Jobs is relying on to make the Mac really stand out, namely multimedia applications software. One such product is iTunes, a snazzy program for managing digital music files and burning them onto CDs. To distinguish it from other music applications, iTunes is loaded with features: It quickly compresses songs from a conventional CD into MP3 files, lets amateur deejays easily organize playlists of tunes for burning back onto a CD, and taps into online streaming radio stations. (In a touch that may give aging baby-boomers flashbacks, it includes a trippy "visualize" feature that turns a Mac screen into a 3-D light show.) The other new application Jobs demonstrated, called **iDVD,** uses the SuperDrive to help you organize digital photos, music, and homemade movies for burning onto a recordable DVD disk.

Indeed, media applications like iTunes, **iDVD,** and iMovie video-editing software are the linchpins of Jobs' strategy--not the Internet or faster processors or even OS X. His ultimate goal is to make Macs a unique, vital hub in a networked world exploding with

smart digital devices. That goal is not startlingly original--Microsoft's Bill Gates and Sony's Nobuyuki Idei espouse similar visions." There are a couple of differences, however. For one, Jobs' vision is crisper: "All these new digital and networked consumer devices--digital camcorders, still cameras, MP3 music players, smart cell phones, and PDAs like the Palm--are creating what I would call a new digital lifestyle," he says. "But most of those devices in and of themselves don't make a whole solution. They aren't powerful enough and their user interfaces are too rudimentary to let you run elaborate applications or edit content; their screens aren't big enough; they don't have sufficient data storage. But a PC with the right software can complete the solution and make your digital toys much more useful and valuable. The digital lifestyle is as important to creative people as the Internet has been." There's one other difference: Unlike Sony or Microsoft's products, **Apple's** deliver much of what Jobs promises right out of the box.

At Macworld, and even to the **Apple** faithful who already use iTunes, iMovie, and the like, the digital lifestyle is a persuasive vision. But for years now, being cool and new and easy to use hasn't helped **Apple** lure any significant number of Windows PCs users. Doing a better job of reaching out may help explain Jobs' rumored next gambit--opening dozens of **Apple** retail stores around the U.S. Jobs won't talk about retailing plans, but something is afoot. The Internet is buzzing with reports that **Apple** has leased retail space in several cities, including a 6,500-square-foot site for a flagship in leafy, upscale Palo Alto.

Could **Apple** do any better with brand-specific computer stores than PC maker Gateway, which recently announced it was closing dozens of its 300-plus Gateway Country Stores? Analyst Charles Wolf, for one, thinks stores can help: "First, the retail-buying experience for **Apple** products hasn't been all that good. They just pulled out of Sears and have been disappointed by the efforts of the big electronics chain stores. Secondly, digital-lifestyle software like iMovie and **iDVD** is not bought but sold. You have to touch the customer to get across the proposition that it makes a difference to own a Mac rather than a Windows PC."

Besides, like so much else at **Apple,** the retailing strategy would creatively engage the boss. Given Jobs' enthusiasm for his reciprocal role as a Gap director, it's not hard to imagine him trying to revolutionize computer retailing; after all, he has played a huge role in transforming PC hardware and software design, not to mention computer advertising (remember "1984"?).

And when you pair the retailing concept with another Jobs vision, you get to something truly ambitious. It's no secret that Jobs has toyed with putting the **Apple** logo on other kinds of digital hardware. One of the first things he did upon returning to **Apple** three years ago was to offer to buy Palm from its then-parent, 3Com. (Palm instead went public.) "I still wish we had been able to buy it," he says. Okay, then, how about making a run at Handspring, a maker of Palm-compatible handheld computers? Or co-branding with a maker of portable MP3 players or digital cameras or camcorders? After all, wouldn't Jobs like to have **Apple** profit more broadly and directly from this new digital lifestyle? And wouldn't that strategy work best if **Apple's** own stores were stocked with a wide array of **Apple-**

branded digital gadgets? "I don't know what you're talking about," Jobs replies, looking at the ceiling. Then he smiles and changes the subject.

So here's where **Apple** now stands: It is steward of the PC industry's flashiest computers and enjoys a fiercely loyal base of users. Management is topnotch, and Jobs has provided **Apple's** 8,500 employees with a clear strategy of marrying the Mac both with the Internet and with the digital multimedia gadgets that are all the rage. It has money in the bank that should sustain **Apple's** 2,000 hardware and software engineers with the resources they need to keep coming up with TiBooks and iApplications for the foreseeable future. Its OS X operating system software should make it easy and inviting for independent software developers to keep writing programs for the Mac. And Jobs is more than willing to try new ways of reaching potential customers. Sounds pretty good.

Yet **Apple's** market share is slight and growing slighter. The company will probably never be a major supplier of computers to business, other than in creative niches like graphic-design departments. And while Motorola seems to be doing better at making high-end microprocessors, there's still the perception of a significant performance gap between Macs and Windows PCs. Finally, there remains that specter of incompatibility with the rest of the PC world. The Internet, with its browser-oriented content and software, has kept Mac users in the loop with the rest of computerdom, but the latest Internet features often don't show up on Macs right away and sometimes never do.

Which raises the nagging question most people ask about **Apple:** Does a renegade PC maker with only a tiny sliver of the market have enough mass to flourish in any but the best of economic times? In his second reign, Jobs has been blessed: The economy grew, and so did **Apple.** But it didn't grow as fast as other computer makers, and last fall, when the economy softened and **Apple** made a few mistakes, the bottom literally fell out. That **Apple** found a way to be profitable again this past quarter is testimony to management, but it gives no inkling of how the company might grow again, or how it might regain market share.

Jobs won't address that issue directly. "Before we start writing **Apple** off as Liechtenstein, it's worth pointing out that the biggest company in our industry holds only a 16% market share," he says. "We're not talking Sony vs. Bang & Olufsen here. Besides, our competitors are selling completely fungible commodities, and we aren't." Jobs also loves to point out that **Apple's** market share is larger than that of either BMW or Mercedes-Benz in the auto marketplace, and those brands do just fine. Like BMW, he says, **"Apple** is big enough to afford to design and build what we want to build, and small enough to be nimble." Besides, he adds, "there's one really good thing about having only a 5% market share, and that is that we only have to convince five people out of the other 95 out there to try a Mac, and we'll double the size of our company. Believe me, we have plans to attempt that."

When Jobs talks that way, it's unclear whether he's just rationalizing or whether he knows something we don't. **Apple** may cast itself as personal computing's BMW, but the analogy breaks down if

you stretch it out a few years. The PC industry shifts constantly, and its economics are even more brutal than those of carmaking. Companies that steadily lose market share can't lead the way--and that's a must for **Apple,** which can't simply go with the flow of Wintel technology. Eventually a BMW of the computer industry could slide into beautiful irrelevance.

And if Jobs really does have plans to jump-start growth, it's utterly unclear what they are. The retail stores, the increasing democratization of the Internet, the digital lifestyle--they're all factors that could work in **Apple's** favor, but the most they can do is temporarily stanch the market-share loss. Does he have a Handspring-like deal up his sleeve? Or how about another paradigm-shattering product that could open whole new markets for **Apple,** as the **Apple** II and Macintosh computers did? Eventually **Apple** will need something of that magnitude.

But no amount of wheedling can get Jobs to talk about what he might like **Apple** to bring to market, other than better and more beautiful PCs. In fact, as Jobs assesses the **Apple** he presides over today, he sounds downright conservative: "I'm actually just as proud of what **Apple** hasn't done as what it has done, because it hasn't squandered resources since I've been back. And that's really easy to do in our industry. Believe me, we take our share of risks, but you want to think things through carefully...The most important thing is to never get paralyzed by shooting for something totally original...Somebody once said, 'Best is the enemy of better.' I don't know if I really subscribe to that, but I would have to say that everything doesn't have to be like the Mac of 1984 to be really exciting and worth doing and wonderful..."

That sounds like the voice of maturity. Clearly, Jobs' brainchild has benefited from his more realistic brand of perfectionism since his return. He's not engaging in hyperbole when he says, "We're making the best personal computers that anyone has ever built." But now that the Internet boom has flamed out and now that the economy has stalled, it may be that a tidy sandbox is not enough; it may be time, in fact, for Jobs to start sculpting a new sandcastle.

FEEDBACK: bschlender@fortunemail.com

REPORTER ASSOCIATE Lenore Schiff

[BOX]

Market share and sales are shrinking, leaving **Apple** investors queasy.

Global market share Units shipped

'96	5.2%	3.7 million
'97	3.2%	2.6
'98	3.2%	3.0
'99	3.3%	3.9
'00	2.8%	3.8

SOURCE: GARTNER DATAQUEST (2001)

Quote: "It was just stupid on our part to do this," says Jobs. "It was a train wreck, and it was totally my fault." "I'm as proud of what **Apple** hasn't done as what it has done, because it hasn't

squandered resources." "We're making the best personal computers that anyone has ever built," says Jobs.

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COLOR PHOTO: PHOTOGRAPHS BY MICHAEL O'NEILL JOBS AT HIS BEST: The titanium laptop is a beautiful feat of engineering and a bold bet that made **Apple** profitable once again. COLOR CHART: FORTUNE CHARTS Revenue billions Income millions COLOR CHART: FORTUNE CHARTS Stock price Monthly closes COLOR PHOTO: PHOTOGRAPHS BY MICHAEL O'NEILL CFO FRED ANDERSON is now sitting on $4.1 billion in cash. COLOR PHOTO: PHOTOGRAPHS BY MICHAEL O'NEILL TIM COOK, operations chief, worked out an inventory glut. COLOR PHOTO: BRENT SCHLENDER AT MACWORLD IN JAPAN, Jobs was playful and dead serious at the same time when he made his pitch to the **Apple** faithful.

---- INDEX REFERENCES ----

COMPANY (TICKER): Needham & Co. Inc.; Dell Computer Corp.; **Apple** Computer Inc. (X.NED DELL AAPL)

NAMED PERSON: STEVE JOBS; **APPLE** COMPUTER; ANDERSON, FRED; JOBS, STEVE; COOK, TIM; MANDICH, MITCH

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iDVD

By Jan Ozer

July 1, 2001

Apple Computer Inc., Cupertino, CA; 800-692-7753; www.apple.com

Editor Rating: ●●●●○

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iDVD is available only for the Macintosh and then only bundled with a 733-MHz Apple PowerMac G4 ($3,499 direct), which comes with an internal Pioneer DVD-RW drive. Tightly integrated with Apple's iMovie 2 video editor, iDVD is the easiest system to use, but it's mainly for consumers—not businesses.

iDVD's interface consists of a graphical menu and playback window. The first step is to choose a theme, including background colors and images, icon shapes, and text font, size, and color. You can add movies via drag-and-drop and menus by clicking on a folder icon. The program automatically arranges content, creating a cookie-cutter look. In addition, page navigation is limited. Though you can create multiple menus, you can't jump around among them; you must go back to the previous menu, then over to the next one.

We created clips in iMovie 2, which has a convenient iDVD export function. iDVD has the most elegant slide show capabilities of the DVD software we tested, as well as jargon-free DVD mastering and burning, which conveniently includes automatic MPEG-2 encoding.

For businesses, though, the program is less valuable, partly because it can't write to CD-R or create titles that can play in a CD-ROM. The other programs we evaluated can burn projects onto a CD-R disc, and they include a special run-time program that lets computers without DVD decoders play the titles.

The other drawback is the software's inability to create and access chapter points directly, a necessary feature for longer videos with multiple entry points. The only way this can be done with iDVD is to break a movie into chunks. Doing that, however, prevents linear playback. Apple's higher-end DVD creation program, DVD Studio Pro ($999 direct), does everything that iDVD does, but it also offers access to chapter points and the ability to burn CD-R discs.

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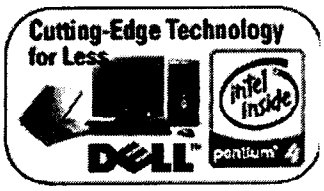

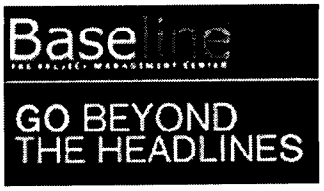

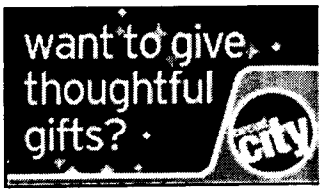

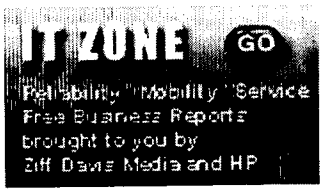

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FORTUNE Advisor/Technology

Apple's 21st-Century Walkman ; CEO Steve Jobs thinks he has something pretty nifty. And if he's right, he might even spook Sony and Matsushita.

Brent Schlender

See also page 218 of same issue

widget (n.) 1. Gadget 2. An unnamed article considered for the purposes of hypothetical example.

"We build the whole widget." That's one of Steve Jobs' favorite explanations for why he thinks **Apple** Computer's products are so darn cool. What he means is that **Apple's** own engineers design much of the hardware and virtually all the key software for Macintosh computers, rather than merely wielding screwdrivers to assemble prefabricated kits cooked up by the geeks at Intel and Microsoft. The result is a distinctive line of computers that are more stylish and reliable and easy to use than their Wintel PC counterparts, and that, despite **Apple's** Lilliputian 5% market share, often set the aesthetic and technical standards for what a PC should be. Several of **Apple's** Macs have even wound up at New York City's Museum of Modern Art as examples of exceptional design and engineering. But "widgets" they are not.

Now, with the introduction of the sleek little iPod, a $399 personal digital-music player, Steve has finally built a widget. About the size of a pack of cigarettes, the iPod is more than just a portable sound machine, however. It's a new kind of gadget that has the potential to change how we think about personal audio-entertainment gizmos, much as Sony's first pocket-sized transistor radio did in 1958, and the Sony Walkman portable stereo tape player did 20 years later. The progeny of an eight-month crash-development project, the iPod also vividly illustrates how **Apple's** engineering and software skills could make it a force to be reckoned with in the consumer electronics business long dominated by leviathans like Sony and Matsushita. "This is the 21st-century Walkman," boasts Jobs, as he lovingly fondles an iPod.

If you took a ball-peen hammer to the hermetically sealed stainless-steel and polycarbonate case, the components you'd find inside the iPod wouldn't seem all that extraordinary, at least by computer industry standards. There's a teensy five-gigabyte hard drive, capacious enough to store up to 100 hours of MP3 music files--the equivalent of about 100 CDs. There's a lithium-polymer battery that can power the iPod for ten hours between full charges. The box also contains 32 megabytes' worth of memory chips--far more than a typical Palm organizer--and an array of other circuitry, including a microprocessor like those used in handhelds. And it sports a high-

resolution liquid-crystal display about the size of a matchbook.

The most unusual component is an ingenious two-inch-diameter thumb-wheel on the faceplate for scrolling through hierarchical menus on the six-line display. (I mastered the scroll-wheel interface in a couple of minutes. It's easiest to use with one hand.) Aside from the standard headphone jack, there's only one other socket, for connecting the iPod to a computer via a special Firewire cable, which not only allows high-speed transfers of digital files but also recharges the iPod's battery at the same time.

"So what?" you say. Most of those components and features show up in other digital devices, from Pocket PCs to laptops, and besides, portable MP3 players that link up to computers have been around for several years. The big differences, however, are the high-speed connection and the software that makes it all go. When you plug the Firewire cable into a Macintosh (a PC-compatible version won't come out till next summer at the earliest), the Mac immediately recognizes the iPod and starts up the iTunes music-management program included with all **Apple** computers. If you don't have the latest version of iTunes, no problem. The iPod has it right on its little disk, and it will zap the software directly to your Mac. iTunes keeps track of MP3 music files that have either been downloaded from the Internet or "ripped" from a conventional audio CD. It also lets users set up playlists of favorite songs and sort them by artist, album, or title. Within seconds, the Mac automatically starts to transfer all the music and playlists to the iPod. Downloading 1,000 songs takes only about ten minutes. And the next time you connect, iTunes quickly transfers only new music and playlists, much like "syncing" a Palm or a Pocket PC. As Jobs puts it, "Plug it in. Whirrrrrr. Done."

That is what Steve really means when he talks about "building the whole widget." Until the iPod came along, most MP3 players were awkward afterthoughts that only a propeller-head could love. They had much slower USB connections for downloading music from a PC. A single CD's worth of MP3s would take three to five minutes to transfer over USB, vs. five to ten seconds for the iPod. Nor did previous MP3 players have the smarts to accommodate multiple playlists that you put together on your computer or a versatile user interface for navigating quickly through hundreds of titles. But then, it didn't much matter, because most players could store only a couple of dozen songs. A few other MP3 players on the market do hold as much as the iPod, but they're much bulkier, and finding the songs you want to hear on them is as annoying as setting the digital clock on your VCR.

Why in the world would **Apple** want to jump from the frying pan of the virtually profitless PC industry into the roaring fire of the hypercompetitive consumer electronics business? After all, just a few days before **Apple's** splashy introduction of the iPod, Intel announced that it would close down its own disappointing consumer electronics division, which made, among other things, portable MP3 players, digital still cameras, kiddie videocameras, and a much ballyhooed digital microscope.

For starters, the iPod fits right into Jobs' so-called Digital Hub strategy for the Macintosh. In the past 18 months **Apple** has introduced several free "digital lifestyle" software applications that let Macintosh computers hook up to various genres of consumer

electronics products so that users can play around with the digital content they create. There's iMovie for editing home videos made with camcorders, and **iDVD** for burning those edited movies onto a DVD. And, of course, there's iTunes, which, besides managing and playing back MP3 audio files on a Mac, can also burn them onto conventional audio CDs. In the next few months **Apple** will probably release another application for managing digital photos.

Jobs hopes those "iApps" will stir consumers to buy more Macs, but he recognizes that the strategy could also drive sales of digital gadgetry, and he wants a piece of that action. Camcorders and digital still cameras are beyond **Apple's** ken, but digital-music players are remarkably similar to computer peripherals. (The iPod, when you think about it, is basically a portable hard drive.) And, better yet, judging from the hundreds of millions of Walkman-type products in use, portable music devices have almost universal appeal.

Moreover, electronics industry analysts believe that the iPod may yield more profit per unit than **Apple's** slick iBook laptop computers, which cost three times as much, mainly because so much less goes into it. The iPods hit store shelves Nov. 10. Jobs won't say how many **Apple** hopes to sell, other than to say "as many as we can make." When pushed, he concedes that contract manufacturers in Taiwan have tooled up to pound out "hundreds of thousands a quarter," which would translate into hundreds of millions of dollars in new revenues in 2002. Such sums aren't chicken feed for a company that saw its annual sales erode in fiscal 2001 by 33%, to $5.4 billion. Only a week before the iPod's unveiling, **Apple** reported that fiscal fourth-quarter profits declined from $170 million last year to $66 million (most of which was investment income from its $4 billion cash hoard). Now the company hopes to see a material gain in profits in the December quarter, thanks to the little guy--if it sells as well as Steve thinks it will.

The project to develop the iPod came as close to instant gratification as the computer industry ever gets. It was only last April that Jobs asked Jon Rubinstein, the senior vice president for hardware development, to put together a SWAT team that could produce a device in time for the Christmas shopping season. Says Rubinstein: "Senior management had been talking about something like the iPod since late last year, but we started with a clean sheet of paper." Even by **Apple's** tight-lipped standards, secrecy was intense. Rubinstein quickly recruited a handful of hardware and software engineers, including several from outside the company, without telling any of them exactly what they'd be working on until they signed up. Other **Apple** engineers drifted in and out of the project as their expertise was needed, and some were never told the purpose of their efforts either. At any one time, about 50 people were working on the iPod.

The engineering team confronted a host of thorny problems, not least of which was figuring out how to cut power consumption so that users wouldn't have to worry all the time about running out of juice. In essence, the iPod loads songs onto its memory chips so that the power-hogging hard drive can shut down during playback; the result is a ten-hour battery life, vs. two or so for other MP3 players.

While the team worked on the innards, Jonathan Ive, **Apple's** vice

president for industrial design, took on the job of creating the look and feel of the device, including the scroll-wheel feature. "Like everyone else on the project, I knocked myself out, not so much because it was a challenge--which it was--but because I wanted to have one," he says. "Only later, as it came together, did the broader significance of what we were working on become apparent."

Indeed, although priority No. 1 was to make the iPod the ultimate personal digital-music player, the team also knew they were designing what was in effect a computer platform that could be improved with software upgrades and adapted to other uses. That's because, like a PC, the iPod has its own operating system, a microprocessor, and lots of memory. In fact, the initial model can double as a portable hard drive for holding computer files of any type--digital photos, documents, or arrays of data.

So you don't have to be a rocket scientist to imagine how **Apple** might one day build other configurations of the iPod outfitted with, say, a larger full-color screen, or the ability to work with other Apps that manage videoclips and personal calen- dars. And while **Apple** never discusses work in progress, the iPod platform might also underpin a whole range of **Apple** consumer electronics devices, like a home content server or even an enhanced cell phone, each of which would link back to a Mac in some way.

At first glance, the idea of equating the iPod to such seminal products as Sony's transistor radio and Walkman seems like typical Jobsian hyperbole. At the very least, the iPod will have a tough time matching the Walkman's mass appeal. **Apple** will have to develop a version of iTunes for non-Macintosh computers or "sync" with at least one maker of jukebox software already popular on those machines. Owners of most Wintel PCs will also need to add a Firewire connection at a cost of $100 to $150--just the sort of nuisance and expense that can slow a technological revolution. And while the $399 iPod delivers far more bang for the buck than the $249 Rio MP3 player (which holds only two hours of music), it still costs ten times more than a Walkman or its many copycats.

Even so, Jobs may have a point in invoking the Walkman. That product, because it employed cassette tapes as the medium for recording music, marked the beginning of the marginalization of the analog LP record and brought big changes to the recording industry. If music lovers didn't buy prerecorded cassettes to play on their portable players, they simply dubbed their LPs onto tape and put the fragile and unwieldy vinyl disks back on the shelf to gather dust. In other words, LPs became, for the most part, archives, and were soon rendered virtually obsolete by the arrival of the CD digital format in the 1980s.

It was the emergence of MP3 digital audio compression technology in the late 1990s that really roiled the recording industry and gave musicians apoplexy over the potential for rampant illegal copying and sharing of digital music over the Internet. Hence the celebrated Napster legal donnybrook, in which record companies persuaded the courts to crack down on Websites that facilitated digital song swapping. But MP3 technology, because it allows so much music to be electronically stored in such a relatively compact space, has triggered other changes in how people use the recorded music they

legally own--changes that could encourage record companies to alter yet again how they package and distribute their music. And the iPod may hasten this change.

That's because **Apple,** a staunch defender of its own intellectual property, took great care to make it difficult for anyone to use the iPod to share recorded music. While the device can automatically download digital music from your own Mac, **Apple** made it a tricky proposition to transfer music from your iPod to a different computer; you can't easily use your iPod to collect music from someone else's computer either. Steve explains how it works: "If you try to sync your iPod with someone else's Mac, it stops you and gives you a choice: Either you can cancel the request to sync to this 'foreign' Mac and unplug your iPod, or you can agree to let it blow away all the music you now have on your iPod before it downloads the music library from the new sync partner. But then, when you go back to your own Mac, the same thing happens."

Besides, says Jobs, the whole point of the iPod isn't to help you share music with your friends; it's to let you carry around your entire personal music collection wherever you go. So, like the Walkman before it, the iPod, if it really catches on, could change the format in which music lovers "consume" much of their music. Most will still buy their music, which will keep the record companies and recording artists happy. But after ripping their CDs into MP3s and loading them onto the iPod, they'll leave the disks on the shelf in their cases for months at a time. That'll even be true for people who want to listen only at home. The iPod can plug into standard audio equipment and bring playlist convenience to the living room; audiophiles unhappy with MP3 sound quality can set the iPod to allot more digital bits to each second of music.

And because **Apple** has made it so difficult to pirate music with an iPod, maybe, just maybe, the record companies will get brave enough to start selling MP3-format music online bigtime. So, strange as it may seem, if Steve's iPod really does become the Walkman of the 21st century, and millions of people pack them in their pockets and purses, the record companies might ultimately be among this widget's biggest fans.

Feedback? technology@fortunemail.com

Quote: Why in the world would **Apple** jump from the frying pan of the profitless PC industry into the roaring fire of consumer electronics? Like the Walkman before it, the iPod, if it really catches on, could change the format in which music lovers "consume" much of their music.

TABULAR OR GRAPHIC MATERIAL SET FORTH IN THIS DOCUMENT IS NOT DISPLAYABLE

COLOR PHOTO: THOMAS BROENING COLOR PHOTO: THOMAS BROENING Hot-footing it **Apple** hardware chief Jon Rubinstein and lead industrial designer Jonathan Ive brought the iPod to life in just eight months.

---- INDEX REFERENCES ----

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Thursday, January 24, 2002

PERSONAL TECHNOLOGY

Apple iPhoto Is So Good That Digital-Photo Fans May Yearn for a Mac

By Walter S. Mossberg

APPLE COMPUTER is trying to position its Macintosh personal computer as a "digital hub." The message is that using a Mac will make it easier to enhance your use of a digital camera, camcorder, portable digital music player, or CD or DVD player.

Some of this is just plain marketing, a skill at which **Apple** has few peers. Competing PCs, using the Windows operating system, are also perfectly capable of connecting with cameras and music players, and handling photos, videos and songs. But even when you clear away the hype, **Apple** has a point.

Every Mac comes with a suite of free, elegant digital media programs, which are in most cases simpler and more capable than their Windows counterparts. There's iMovie, the easiest and best video editor I've seen. There's iTunes, a very nice MP3 music jukebox that can also burn audio CDs. There's **iDVD,** the best and simplest program I've tested for creating home-made DVDs. And now, **Apple** has rounded out the quartet with iPhoto, a program for organizing, managing and sharing digital photos.

I'VE BEEN testing iPhoto in recent days on **Apple's** radical new flat-panel iMac computer. The software is free and runs on all current and recent Macs. But it only works with the most recent version of **Apple's** new operating system, OS X.

There are scads of other consumer photo programs, mostly for Windows. But iPhoto is different. Most other photo software concentrates on helping you to edit your photos and then turn them into "projects," like calendars and greeting cards. IPhoto concentrates on organizing your photos and then sharing them with others. There are some limited editing tools, but the emphasis is on managing and sharing a large collection of digital photos, not tweaking each one to perfection.

It's like a digital replacement for that shoebox where you keep years of prints from the drugstore. When you plug a digital camera into your Mac, iPhoto automatically launches, ready to import the pictures. It can also import pictures from your hard disk or from a CD.

With iPhoto, you can handle thousands of pictures, stretching over years. And you can quickly and easily turn them into prints, or into a free, customized Web page, or -- and this is the coolest part -- into a professionally bound book, with heavy glossy pages between linen covers.

I've tried other programs, on Windows, that also try to organize your photos. But they are all much more complicated than iPhoto.

With iPhoto, all your pictures are displayed as thumbnails in a single large window, organized by the date you imported them, either from a digital camera or a hard disk. You can see hundreds of thumbnails at once, or, using a slider, make them larger so that only a few, or even a single one, can be seen.

MOST PHOTO programs identify your pictures by the complex and nonsensical file names the camera and computer use. But iPhoto allows you to "tag" each photo with a title and/or comment of your own creation. You can also tag each picture with one or more of 15 keywords you create yourself. So all your vacation pictures can be tagged with the keyword "vacation," and pictures of little Louie can be tagged "Little Louie." You can quickly bring up all pictures of

Louie, or only those of Louie on vacation.

You can also rotate and crop your pictures, fix red eye and turn a color photo to black and white. And iPhoto can automatically link to other, more capable programs for editing your photos, such as Adobe Photoshop.

With a couple of clicks, you can create a virtual album of any subset of your collection and name it anything you like. You can then use that album as the basis for a beautiful slideshow, set to music. You can order Kodak prints of the pictures, over the Internet, right from within iPhoto. In a few minutes, you can also build a free Web home page out of them that can be viewed on any computer.

But the best way to share the photos is in a bound book. For $29, you get a 10-page book, with each extra page costing $3. There are six different canned layouts to choose from, and you can choose which photo goes on the cover and which ones go on each inner page. Photos can be grouped in twos, threes or fours, and you can write your own commentary.

I created a book of a trip my wife and I took to the Rhode Island shore this summer, and it came out beautifully in a couple of days. People who saw it were amazed. Nearly identical books can be ordered, without iPhoto or a Mac, from a Web site called myPublisher (www.mypublisher.com). But the process of designing and ordering the books is much clumsier and slower than it is in iPhoto.

So iPhoto is a winner. But it does have some drawbacks. The most annoying is that you can only search by keyword, not by title or comment. The editing function lacks the ability to fix a picture's brightness, contrast and hue, which are very common needs. And, in the section where you create your printed book, putting the photos in the right order is harder than it needs to be.

Still, if digital photos are your passion, iPhoto is a strong argument for getting a Mac.

To find my columns online, go to the free Personal Technology Web site at http://ptech.wsj.com.

---- INDEX REFERENCES ----

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FORTUNE Advisor/Technology; Peter Lewis on Technology

Apple Jacks It Up Sure, it's odd. But with its powerful features, the new iMac is not only a great multimedia computer--it's also a surprisingly good bargain.

Peter Lewis

Some people look at **Apple's** longneck iMac and declare it to be a triumph of industrial design, destined for the Museum of Modern Art. Others look at its snow-white, rounded base and the rectangular, 15-inch liquid crystal display that floats above the desk on a stainless-steel mast and conclude that the new iMac resembles a half-submerged Humpty Dumpty setting sail for Geekland. Is the new iMac all it's cracked up to be? Let's skip the question of whether it's gorgeous or grotesque; as a matter of aesthetics, you'll have to decide for yourself. (I think it's a striking piece of functional desk sculpture. But then, I also gladly paid a premium price for the now-discontinued Macintosh Cube, which in retrospect was a case study of form over function.)

Apple clearly has learned from its Cube experience. The new iMac is functionally better than the candy-colored, beach-ball-shaped original iMac in nearly every way. The $1,799 SuperDrive model I've been testing appears to be not only a great home computer, especially for people with an interest in the Internet, digital music, digital photography, and digital video, but also a heck of a bargain.

Not counting the keyboard or mouse, the iMac takes up less desk space than a dinner plate. Packed into its half-sphere base (you'll understand why some wags call it the iBreast) are an 800-megahertz PowerPC G4 chip, a SuperDrive optical drive that reads and writes DVD and CD disks, a 60-gigabyte hard disk, 256 megabytes of synchronous dynamic (SD) RAM memory, and a power supply, plus an impressive array of connection ports.

It's impossible to make an exact match of specifications to compare the SuperDrive iMac with competing Windows systems, but I got pretty darned close with a Dell Dimension 4400 desktop. The Dell has a slight edge in hardware and support, while the **Apple** has better software and aesthetics, but the Dell arrives at the checkout line costing $350 more than the iMac.

The entry-level iMac CD-RW system, at a base price of $1,299, is less of a bargain. For starters, the basic iMac comes with a miserly 128 MB of SD RAM, which is inadequate out of the box. Nor does it have speakers. Boosting memory to a more realistic 256 MB and adding the speakers brings the iMac's "real" base price to $1,408. I compared it with a $1,299 Gateway 700ES, complete with 15-inch LCD

display, and deemed the two computers evenly matched, except in appearance. (The Gateway looks like, well, a computer.)

Is the iMac such a good computer and such a good bargain that it should cause Windows users to switch sides? That isn't a tough call at all. If I used a Windows machine at work, had invested hours learning the Windows operating system, planned to run business applications most of the time, and was simply looking for a home PC to satisfy my left brain, the answer is no way. There are decent PCs available for less money, and I wouldn't have to mess with learning an entirely new operating system. **Apple** has gotten a lot of mileage out of the "easiest computer to learn to use" label, but in my experience the current "dual OS" setup--the new iMac comes with both the OS X operating system and the previous OS 9, and hops back and forth depending on which applications are run--is much more confusing for new users than Windows XP.

But if all I did was crunch spreadsheets and do PowerPoint presentations, I'd be horribly depressed and would probably buy a Mac anyway as a cheaper and less dangerous midlife alternative to buying a Porsche or a Harley.

The Mac is without question the better platform for gratifying a person's right brain. With innovative programs like iPhoto, iMovie, **iDVD,** and iTunes--ay-yi-yi!--the iMac, especially the SuperDrive model, is the best digital hub around for consumers interested in taking and sharing photographs, making their own digital video movies, having fun with digital music, dabbling in desktop publishing, and maybe running the occasional Microsoft Office application.

And let's not forget the whole-brain reason to consider the iMac: The SuperDrive model is actually cheaper and more practical--it takes up less desk space, is quieter, and uses less electricity--than a comparably equipped Windows machine.

What's not to like about the new iMac? For starters, there's the awkwardness of adding additional memory and wireless networking capability from the underside of the base, a procedure that only a proctologist could love. Bottoms up! Also, the pre-production unit I tested occasionally hummed and buzzed and vibrated when the SuperDrive was engaged, spoiling the otherwise nearly silent operation of the computer. The problem may not affect regular-production iMacs, but keep your ears open for reports from early buyers.

Enough about the hardware. Well, maybe not quite. The stainless-steel neck of the iMac deserves special praise. It's able to make the display seem to float with the touch of a finger yet holds screen position indefinitely without sagging. And it's rugged enough to act as a handle in case the iMac needs to be moved.

On the software side, the new iPhoto software that made its debut with the iMacs is, quite simply, the best photo-management program I've used. As such, it takes its place alongside the best digital music software (iTunes), the best digital video editing software (iMovie), and the best DVD-creation software **(iDVD).** While such innovative **Apple** hardware designs as the new iMac and the iPod

portable music player get all the glory, the software applications are equally impressive and give the Macs their unique personalities. (**Apple's** iPhoto is free and can be downloaded from www.apple.com, but it works only with Mac OS X.)

The genius of iPhoto is in its ability to simplify the collection, organization, and sharing of digital photos. Plug any digital camera into the iMac and the software is smart enough to recognize the camera and import the new images. While Windows programs organize images with completely unhelpful file names, iPhoto has a novel concept: It's easier to identify photos by looking at them. But it's even better than a shoebox of prints, because thumbnail images of the photos are grouped into virtual albums based on the dates they were added or by keywords that you assign. Scanning through hundreds or even thousands of images is fast and easy, especially with a slider bar that makes the images as large or as small as desired. My early version of the software had some annoying design quirks, but it's still an elegant and creative tool.

Quite unexpectedly, my favorite iPhoto feature is the ability to create and order, via the Internet, a professionally bound ten-page, linen-covered book of images and text for $30, plus $3 for each page over ten. It's the sort of surprising, simple, and yet emotionally powerful feature that makes Macintoshes so much fun.

Feedback? technology@fortune.com

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COLOR PHOTO: PHOTOGRAPHS BY DAVID LAZARUS COLOR PHOTO: PHOTOGRAPHS BY DAVID LAZARUS iPhoto organizes pictures visually and makes sharing easy; free for Mac OS X users.

---- INDEX REFERENCES ----

NAMED PERSON: **APPLE** IMAC

KEY WORDS: COMPUTERS; PRODUCTS

NEWS SUBJECT: English language content; Corporate/Industrial News; Internet (ENGL CCAT NET)

NEWS CATEGORY: REVIEW

MARKET SECTOR: Technology (TEC)

INDUSTRY: Computers; Computers: Personal Computers; Computer Makers; Computer Equipment: Peripherals; Computer Peripherals; Internet: MP3 Audio; Computers: Memory; Software (CPR ICPC CPM ICPR PRF IAMP ICME SOF)

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Monday, March 4, 2002

Business; Business Desk; Business

TECHNOLOGY GEAR A Study in Contrasts Software is greatest difference between Mac, Windows PC.

JIM HEID
SPECIAL TO THE TIMES

Choosing between **Apple's** new iMac or a Windows XP computer involves more than deciding between stylish white or basic beige.

Yes, the differences in hardware are significant, as last week's comparisons of the iMac and Gateway's 500SE showed. The new iMac's futuristic look and unique pivoting display give it the design and engineering edge, but the iMac is a bit more expensive, a bit less expandable and slightly slower than comparable Windows computers.

But hardware is only part of the story. Software is where the greatest differences exist between Macs and Windows PCs.

*

In the Box

Plenty of software accompanies the iMac and the Gateway 500SE (and most new Windows PCs).

The iMac includes AppleWorks for word processing and business tasks. There's also **Apple's** suite of "digital hub" programs: iTunes for playing music and burning CDs, iPhoto for managing digital pictures, iMovie for editing video and, on the $1799 iMac I tested, **iDVD** for designing and burning DVDs. These programs share a similar, straightforward design.

The Gateway 500SE comes with the titanic Microsoft Word as well as Works, Microsoft's Swiss Army Knife program; Money 2002, a personal finance program; Encarta, an encyclopedia; Streets and Trips, a digital road atlas; and Picture It Photo, an image-editing program with more features than **Apple's** iPhoto.

The Gateway's digital hub includes Microsoft's Windows Media Player and Windows Movie Maker and the MusicMatch Jukebox MP3 program. These programs lack the features and elegance of **Apple's** i-ware. Windows Media Player can't play MP3 tracks, Windows Movie Maker can't record finished videos to tape, and MusicMatch Jukebox has a brain-addling user interface.

The Gateway has the edge for productivity, business and image-editing tasks, while the iMac wins for music, movie editing and DVD creation.

*

Operating Systems

The Gateway runs Windows XP, while the iMac runs **Apple's** new Mac OS X (it also includes the older OS 9).

Both operating systems are powerful, with good crash-protection features and lots of power-user goodies.

Although both debuted last year, Windows XP is the more mature OS, taking its underlying foundation from Microsoft's Windows 2000. Mac OS X is a complete revamp of the Mac OS, and it feels like a work in progress at times.

But Microsoft has blundered by burdening Windows XP with frequent sales pitches for Microsoft products and services. Getting started with Windows XP is like watching network TV: The show isn't bad, but the commercials are annoying.

If Windows XP feels like ABC, Mac OS X feels like HBO. There are occasional sales pitches--for example, iTunes has a command called Shop for iTunes Products--but they're more subtle.

And despite Mac OS X's relative immaturity, it's often more reliable at connecting to new add-ons.

Windows XP is better than earlier versions, but the Windows world is a cacophony of computer makes and models, making compatibility glitches inevitable. The frustration Windows users often experience is reflected in a clickable link I found in Windows XP's online help: "I still can't scan."

*

Software Selection

More software is available for Windows than for the Mac. But all mainstream programs, including Microsoft Office, are available for both platforms.

Windows has the edge in games and so-called vertical applications (programs created for specific business niches). And you often can run the latter on a Mac using Connectix Corp.'s VirtualPC software, which lets Macs run Windows.

*

The Verdict

Buying an iMac--indeed, any Mac--means spending somewhat more and having somewhat fewer add-ons and programs to choose from.

But the iMac and **Apple's** software have a design elegance that's missing from the Windows world.

I use both Macs and Windows XP computers daily, and the Mac is less frustrating, less commercially intrusive and more elegant. Quite simply, it's a better computer.

---- INDEX REFERENCES ----

NEWS SUBJECT: Los Angeles Times; English language content; Corporate/Industrial News (LATM ENGL CCAT)

MARKET SECTOR: Technology (TEC)

INDUSTRY: Computers; Software; Computing: Computer Platforms; Computers: Personal Computers; Computer Makers (CPR SOF ICPL ICPC CPM)

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Monday, March 18, 2002

Vol. 145, Issue: 6

First; Alsop On Infotech

Apple: The Comeback Kid? Don't laugh (or worse, try to change the subject).
Apple's new iMac may get businesses to buy its computers again.
Stewart Alsop

CUPERTINO, Calif., Jan. 29, 2002 (Wall Street **Journal)--Apple** Computer says it has received a record-breaking number of pre-orders for its new iMac desktop computer, a sign that the product may be developing into a hit.

Mine was one of those pre-orders. I convinced Charlotte that she really needs one of the new iMacs so that she can make movies, choreograph horse shows, and manage her music. (I sweetened the offer by throwing in an iPod music device.) I think she probably knows that I'm using her to justify getting one of these machines for myself, even though I already have a Titanium PowerBook. But she's a great wife, so she played along with the game.

I still don't have the new computer, although it's supposed to arrive any day now. While I've been waiting not so patiently, I keep wondering, What if **Apple** pulls off a miracle and actually gets real office workers to start buying its computers again? (For the youngsters in the audience, **Apple** once had something in excess of 10% of the corporate computer market, compared with less than 2% now. Yeah, I bet you never saw the Beatles play live either.) The question is so ridiculous, so inconceivable, that when it's raised, even the most polite company changes the subject out of embarrassment.

But consider the following:

Fact No. 1. Macintosh computers have always been and are still fun to use. Despite the arrival of Windows XP, I don't have fun using Windows-based computers. You can tell that the people who build and design Windows and the computers it runs on are very serious people, dedicated to improving price performance and productivity. Even though I use a Windows-based notebook computer for all of my productive and 90% of my nonproductive activities, I try to find excuses to use my Macintosh.

Fact No. 2. **Apple** Computer appears to have actually developed a real, applications-based software strategy. In my 20-plus years of observing the computer industry, I've found that hardware companies don't do software well and that software companies don't do hardware well. There are a lot of conflicts between the two. The business models are antithetical, and the engineers don't understand or like each other. So it is all the more remarkable that the programs that **Apple** now ships with its computers are actually really good: iMovie,

iDVD, iPhoto, and iTunes represent a coherent set of applications for managing digital media that doesn't exist anywhere else. The integration among the applications is at least as good as in Microsoft Office--a huge element in the success of Windows.

Fact No. 3. There is still a business in Macintosh software. My partners would laugh at me if I asked them to invest in a new Macintosh software company. But a number of firms, very large (Microsoft, Adobe, Macromedia) and very small, regularly introduce interesting new software for the Macintosh. I ordered a program for my notebook computer called Dave, which lets my Mac act like a Windows computer on the network so that I can get files from the PCs on our home network.

Fact No. 4. The explosion of the Internet over the past five years has created a set of standards for networking so widespread that it is becoming less and less important what flavor of computer you use. That's why so many computers, mostly servers, run Linux in major companies. And it's how people could get away with buying Macintoshes and using them in corporate environments.

I've been keeping an eye on this myself: What systems at our firm prevent me from using a Macintosh computer without asking our IT group for support? Microsoft has been kind enough to make its Windows products for the Macintosh, including an e-mail client that works with the Exchange server as well as a version of Internet Explorer. I can use the same Dave program that I have at home to get access to the file servers on our network. The only issue I've been able to identify is that I use a virtual private network (VPN) to get to the network when I'm not in the office; I haven't figured out how to get VPN access from the Macintosh.

Once I figure that out, I could start using the Macintosh as my one computer without even telling the IT department. The techies might notice that the computer on my desk looks a little different from the others. So I'll have to figure out how to disguise it, kind of like the guy in the back of the classroom who figured out how to stuff Playboy inside his geography textbook.

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---- INDEX REFERENCES ----

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SECTION: TECHNOLOGY; Pg. 99

LENGTH: 1499 words

HEADLINE: Apple's New iMac: Hype Versus Reality

BYLINE: Stephen Manes

HIGHLIGHT:
How to make sense of the hyperbole about **Apple's** new offering.

BODY:

Does it now make sense for longtime Windows sheep to join the Mac flock? A rational comparison is in order.

You first notice it on the cover of a national newsmagazine. Gushing prose and glowing photos offer it up as a veritable watershed in the cultural life of America. **Apple's** new iMac follows in the noble tradition of cyberporn and *Star Wars, Episode I: The Phantom Menace*. When you finally get around to seeing it, you wonder what all the fuss was about.

No mere computer--no supercomputer, come to think of it--could possibly live up to this one's **Apple**-polished hype. **Apple** did again stylishly depart from the beige-box sameness of its competition, but the only real innovation here seemed to be the pivoting arm that connects the flat-panel LCD to the base.

So I waited until the hubbub died down before taking a whack at the iMac, and then ran smack into several irritations the hypesters somehow missed. Unlike all other iMacs but the earliest, this one has a fan, which teams with the hard drive to produce an annoyingly audible whir. The DVD-R drive makes a racket when playing audio CDs. The power switch is around the back, and so are all the connectors, except a USB port on the keyboard. And though eliminating the monitor's cable and power cord makes for a neater desk, you still end up with unsightly wires for keyboard and mouse and, unless you're willing to suffer with a truly abysmal internal speaker, external plastic globes that at least look better than they sound.

Long-standing design goofs remain. The speakers make a bothersome (but customizably bothersome) bleat with every press of the keyboard's volume keys. The Mac is so mouse-centric that the page down and page up keys don't work at all with the help system and some other software. Yet the mouse still has only one button and no scroll wheel.

Apple steadfastly continues to insist its machines beat the Windows competition--"a Pentium-crushing 800MHz Power PC G4 processor that blazes through Mac OS X applications," as the Web site modestly puts it. But comparably priced Windows machines include fast Pentium processors like the 1.8GHz chip in a Sony Vaio desktop I used for comparison. With every application I tried, including the beta version of the next edition of Adobe Photoshop, the Vaio had no trouble keeping up with the Mac--and avoiding the crush.

Still, the iMac is a very nice computer. But its advances lie more in the realm of fashion than of usability. Except for the monitor design, which uses a digital connection rather than the inferior analog style typical among PC desktops, there's not much new here. The arm moves more freely than other LCD stands, but once you find the proper setting for a monitor, you tend to leave it alone. The snowy hemispheric base looks bigger and more ungainly in person than it does in photos, but it does grow on you. Besides, the screen generally hides the base while you're using the machine.

The bigger news may be that **Apple** has finally gotten aggressive on price--$1,299 to $1,799 depending on the model. You can put together a comparably priced desktop PC with a separate flat panel and similar specs, but it takes some looking. So does it at last make sense for longtime Windows sheep to join the Mac flock? Rational comparison is in order.

Video If you want to edit digital video, get a Mac, period. The iMovie 2 editing and **iDVD** 2 burning software are vastly superior to everything I've tried on Windows PCs--not just far easier to use, but also producing DVDs with much better video quality. Playing DVDs is another story. The software remains clunky--there are still no fast-forward buttons--and commercial DVDs look ugly on the iMac screen. But that's a problem with nearly all flat-panel monitors.

Photos **Apple's** iPhoto program does a fine job of letting you catalog shots and create things like onscreen slide shows and bound volumes of your snaps. It has the best preprint cropping tool I've ever seen. But like the original edition of iMovie, it has an unfinished feel. I'm guessing iPhoto will eventually include the needed image-manipulation features, such as color and exposure correction, that are virtually nonexistent in the current version.

Windows XP's photo handling is crude by comparison, and the "integrated" Paint software that has come with the operating system for more than a decade deserves a quiet burial. Fortunately, most Windows computer makers toss something like Adobe's useful Photoshop Elements onto the drive. Nothing like it comes free with the Mac.

Music The Mac's iTunes still has one of the nicest interfaces around for managing music collections, but Windows Media Player is pretty good, too--if you can forgive its Windows-centric inability to create MP3 files without additional software. The currently Mac-only iPod has no peer among put-lots-of-music-in-your-pocket-at-once devices, and its synchronization with a desktop collection remains unsurpassed. But at $399 it's a far more expensive way to create portable MP3 collections than to burn them onto cheap CD-R discs that can hold 100 songs apiece.

Software Integration Mac OS X, **Apple's** latest operating system, works differently from both Windows and the classic Mac systems. It has a cleaner look and lots of clever features, like a very understandable System Preferences window that replaces the control panel. OS X didn't crash once in my tests on any of several machines, though when **iDVD** was working on a long project, the system mistakenly went to sleep and took the program down with it.

The far less elegant Windows XP may actually be easier to use. For example, Windows veterans may find **Apple's** disappearing application windows somewhat baffling. But Windows computers typically come with a dog's breakfast of software of variable quality, in which each program tends to work wildly differently from the others.

Mac-Windows Compatibility You'd think the ability to swap files without problems would be a nonissue in the Internet Age. It isn't, unless you stick to applications like Microsoft Office and are careful about what you put in them. But do something as simple as cutting a paragraph from a Mac Word file and pasting it into e-mail, and Windows recipients will see quotation marks transmogrified into superscripted numbers and the letter O. Typefaces commonly found on Macs change unexpectedly when they arrive at PCs. For Windows veterans, procedures like updating programs can be confusingly different in the Mac world.

Even on the Web, **Apple** can be something of an afterthought. There's still no Mac version of RealNetworks' new RealOne Player. The Mac version of Windows Media Player has only a fraction of the features of the one for Windows. Microsoft's Internet Explorer, which comes with the iMac, is one major version behind the PC's. Games are still rare.

On the other hand, you can't run Mac programs on a PC, and you can run Windows programs on a Mac. But to do that, you have to spring for a $199 program called Virtual PC that comes with its own copy of Windows XP. Too bad it's so confusing to use, horribly slow, and--in my limited experience--crash-prone. Windows is annoying enough in its own right without having to suffer through this.

Despite the many well-documented headaches of Windows, its world still offers things Macs lack at any price--like lightweight laptops and supercrisp screens. Though iBooks are nice, the top-of-the-line model's 14-inch screen has the same resolution as the smaller ones. You still can't buy a Mac laptop that weighs less than 4.9 pounds when some Windows portables come in at 3 pounds.

But then, you can't buy a Windows desktop with a singular design or one that's been featured on the cover of a national newsmagazine--for now. Will we see equal hype for Microsoft's Tablet PC? Will the headline read "The Empire Strikes Back"?

Stephen Manes (steve@cranky.com) is the cohost of *Digital Duo*, a weekly public television series. Find past columns at www.forbes.com/manes.

How They Match Up

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VIDEO EDITING	
iMovie Best consumer digital video editing software, period.	Windows
DVD BURNING	
iDVD Simple to use, high-quality output.	Nothing
PHOTO HANDLING	
iPhoto Good for cataloging, musical slide shows, printing. Severely limited editing.	Picture
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News Hardware

Apple sings the praises of DVD

By Joe Wilcox
CNET News.com
April 8, 2002, 7:10 AM PT

TALK BACK! Add your opinion

Forward in E-MAIL Format for PRINTER

update Apple Computer on Monday said it had shipped nearly half a million computers with DVD recording drives capable of making movies that consumers can play in home DVD players.

The Cupertino, Calif.-based company also said it had shipped more than 2 million DVD recording discs.

Manufacturers shipped more than 600,000 DVD recording drives last year, according to Gartner. Manufacturing sources put the number shipped by Pioneer Electronics, the manufacturer making Apple's drive, below 400,000.

"The majority of those Pioneer drives would have come from Apple," said Gartner analyst Mary Craig. "It appears that Apple has been very successful finally getting a recordable DVD that has a lot of appeal with consumers. They've had the greatest success with any of the formats."

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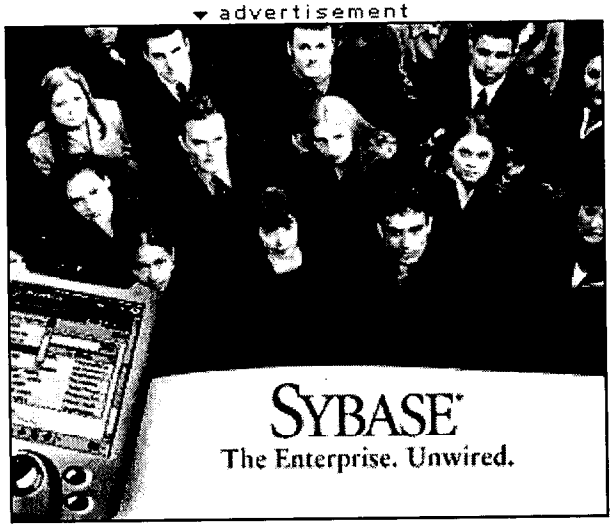

But analysts expect Apple's early lead to vanish as PC manufacturers jump onto DVD recording. No. 1 PC maker Dell Computer and Hewlett-Packard, the leader in consumer computers, started shipping DVD recording systems late last year. Dell and HP also adopted a different format, DVD+R/RW. Apple, Compaq Computer, Sony and Packard Bell NEC in Europe use DVD-R/RW drives from Pioneer.

"Video is a place to start, but I think it will have more of the 'flash in the pan' impact," Craig said. "People are going to ask what they want to do with these drives, and that likely will be data storage." On that front, DVD+R/RW has the edge over DVD-R/RW, she said.

Apple does DVD

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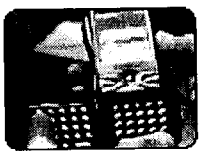

Sierra Wireless makes handset market debut
Andrew Harries, senior VP of marketing, Sierra Wireless

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Apple is one of the early DVD recording leaders. The company started with DVD-RAM, which perhaps is the easiest of the DVD technologies to use for data but has severe compatibility problems with commercial DVD players. In January 2001, Apple switched to DVD-R/RW drives made by Pioneer, also introducing its free iDVD authoring software for consumers and the $999 DVD Studio Pro for the commercial market.

Apple now offers Pioneer's second-generation DVD-R/RW drive on one consumer and two professional Macs.

"We are leading the industry in terms of DVD burning," said Greg Joswiak, senior director of hardware product marketing for Apple. "Our solution offers the best consumer compatibility, the lowest price media, and also puts (DVD recording) in systems that make sense. We think that combination of things puts us miles ahead of what other prosumer products are trying to do."

In fact, Apple has been expanding its role in video and DVD production, particularly for the professional market. On Friday, the company released an important upgrade to its DVD Studio Pro production and authoring software and announced Cinema Tools, an add-on program for Final Cut Pro. Cinema Tools is expected to go on sale next month.

Apple also offers direct support for DVD-RAM and DVD-R right from its operating system. Mac OS X can author DVDs right from the file menu, a feature that is missing from Windows XP. But Mac OS X does not directly support DVD-RW, even though the Pioneer drives shipping on Macs can read or write to the discs. DVD-R discs can only be recorded once, while DVD-RW media can be reused. Apple apparently did not enable the rewritable feature in its software because of issues relating to how DVD-RW handles data.

This shortcoming with DVD-RW could be decisive in the future as DVD-R/RW competes with DVD+R/RW as the dominant standard. DVD+R/RW offers better handling of raw data than DVD-R/RW does, Craig said. In the long run, that could give the format the market edge, even though DVD-R/RW is the early leader.

"If consumers want to go with a drive for video they'll probably go with Pioneer, because of what Apple has done. They don't really focus on data storage," Craig said.

"I believe video appeals to the early adopter phase of the market," she added. "There are some people who will work all day at the computer and then go home and stay all night at the computer editing video. But that's a very small percentage of people."

As DVD recording expands beyond just authoring movies and into other data uses, Craig said DVD+R/RW will likely close the gap on DVD-R/RW. DVD+RW also benefits from the sheer volume of PCs Dell and HP ship. Also, Compaq is expected to drop DVD-R/RW drives sometime after HP completes its acquisition of the Houston-based computer company.

By the numbers

Manufacturers shipped 628,000 DVD recording drives last year, the majority from Pioneer, according to Gartner. Manufacturers are expected to ship about twice that number in 2002. While Pioneer is expected to lead again, DVD-R/RW drives will likely account for less than 50 percent of units, Gartner predicted.

The market researcher estimated the number of DVD recording drives shipped would swell to 3.9 million in 2003 and 14.3 million the following year. Manufacturers should ship 27.6 million and 55.7 million, respectively, in 2005 and 2006, according to Gartner.

But that pales in comparison to CD rewritable. Manufacturers shipped 45.6 million CD-RW drives last year and are expected to ship 53.8 million in 2002, according to Gartner. That number is expected to reach 115.1 million by 2006.

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On the production front, manufacturers are churning out about 100,000 units each of DVD-R/RW and DVD+R/RW drives a month, industry sources said.

Media cost is the major factor affecting consumer DVD recording adoption right now. Pioneer last month cut the price of blank DVD-R discs to $6 from $10 and DVD-RW discs to $10 from $20. Apple already had been selling DVD-R discs for $5 each in packs of five.

"Low media price is something we tried to drive from the beginning," Joswiak said. "We have been pushing and pushing because we know in the end that's the secret of success of any standard catching on. It was the same with CD-Rs as well."

But DVD+R/RW media makers responded quickly. HP-branded DVD+RW discs sell for around $10, but for as little as $8 from other manufacturers. DVD+R discs, which are expected to be available this month, will sell for an estimated $6 each.

Craig said that the DVD-R/RW disc's early price advantage was "a big one," but DVD+R/RW has quickly caught up. "I think it's only a matter of time before the media price wars start," she said.

DVD+RW's biggest problem may be angry customers who bought first-generation drives. Those drives, such as HP's dvd100i, are only capable of using DVD rewritable discs and cannot be upgraded to use DVD+R media. A number of customers have cried foul, arguing that some manufacturers had assured them the drives would later support DVD+R.

For some customers, compatibility problems with commercial DVD players and higher disc costs make DVD+RW less attractive than also having the option of producing more compatible and lower-cost DVD+R. Newer HP drives support both DVD+R and +RW.

For the time being, the DVD-R/RW drives used by Apple offer better compatibility with the majority of consumer players now in most homes. Craig estimates that DVD movie discs produced using Pioneer's drive are compatible with more than 90 percent of consumer DVD players. DVD+RW is much lower, closer to 60 percent, although DVD+R compatibility is expected to be much higher.

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USA TODAY, April 9, 2002

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USA TODAY

April 9, 2002, Tuesday, FINAL EDITION

SECTION: LIFE; Pg. 6D

LENGTH: 291 words

HEADLINE: DVD: Difficult, very difficult

BYLINE: Jefferson Graham

BODY:
So you want to make DVDs at home? Get ready to put in the time -- lots of it. A much more cumbersome process than CD burning, video files are mammoth and take much longer to process.

The basic steps: Convert your footage into the MPEG format necessary for DVD authoring, choose a background menu style for your clips, start the DVD burning process, and wait for the finished product. A seven-minute clip on **Apple's iDVD** took 26 minutes just to encode; to do an entire hour of video would take 2 1/2 to three hours, **Apple** says.

A look at three of the top DVD burning software programs:

* *MyDVD* (* * * out of four, Sonic Solutions, www.sonic.com, $ 99) Pro: The software you're most likely to find included with your DVD burner or new PC is relatively painless to use, once you learn the steps. Con: You must use another program to edit your video first, then move it into *MyDVD*. Will only burn video clips, not photos, music files or other data. I got fewer error messages with *MyDVD* than its competitors, but still more than I would have liked.

* ***iDVD*** *2* (* * * , **Apple,** included with DVD-recorder equipped Macs, free downloads at www.**apple.**com.) Pro: Easy to use, works hand in hand with **Apple's** iMovie software, consistent results. Con: **Apple's** products may look cool and act friendly, but even **Apple** hasn't been able to shorten the laborious process.

* *DVD Movie Factory* (* * , Ulead, $ 49.95, www.ulead .com) Pro: Works as both a video editor and a DVD authoring tool. Includes a wider choice of background screens for disc on-screen menus than *MyDVD* or ***iDVD***. Con: Can't burn photos, music or data. Too many error messages without solutions. Harder to use than the others.

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4/19/01 Wall St. J. A3

2001 WL-WSJ 2860775

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Thursday, April 19, 2001

Apple Provides Sweet Surprise In Profit, Sales

By Pui-Wing Tam
Staff Reporter of The Wall Street Journal

Apple Computer Inc. blew past analyst expectations for fiscal second-quarter profit and sales, a major upside surprise for the ailing personal-computer market.

The Cupertino, Calif., computer maker had vowed to return to profitability after a $247 million loss in the period ended Dec. 31, its first loss in 12 quarters. **Apple** more than lived up to its word, driven in part by strong demand for an attractive new laptop computer.

For the fiscal 2001 quarter ended March 31, **Apple** posted net income of $43 million, or 12 cents a diluted share, down 82% from year-earlier net of $233 million, or 64 cents. Excluding nonrecurring charges, the company said its earnings came to 11 cents a diluted share, far exceeding the one-cent consensus of analysts polled by Thomson Financial/First Call.

Apple posted revenue of $1.43 billion. While this was down 26% from revenue of $1.95 billion in the same period a year ago, the result beat the analysts' consensus figure of $1.35 billion. **Apple** also said it shipped 751,000 computers in the quarter.

"This is beyond my wildest dreams; **Apple** just blew through my numbers," said Charlie Wolf, an analyst at Needham & Co. in New York. Added David Bailey, an analyst at Gerard Klauer Mattison & Co., "The numbers look very, very good."

Indeed, **Apple's** quarterly results were a dramatic contrast to the problems other computer makers have reported over the past few months as a result of weakening world-wide economic conditions and overall feeble demand for PCs. Rival computer makers such as Gateway Inc. and Compaq Computer Corp., for instance, have laid off staff and lowered earnings expectations in recent months.

But **Apple's** better-than-expected results don't necessarily mean that the PC sector is on an upswing again. **Apple,** which also makes its own software operating system, typically follows its own cycle and performs well when it releases hot new computers.

Indeed Steve Jobs, the chief executive, noted that several new **Apple** products unveiled in January, including the sleek Titanium PowerBook G4 laptop, had helped the company to generate solid results. "We've been working really hard to ship a significant number of new innovative products, and we had a hard time keeping up with the demand," said Mr. Jobs in an interview.

Apple reported earnings after the close of the market. As of 4 p.m., during a broad rally, its stock rose $2.39, or 12%, to $22.79. In after-hours trading, the stock rose to $26.18.

Fred Anderson, **Apple's** chief financial officer, provided a cautionary note. While he said the company is "targeting sequential improvements" in sales and profits for the rest of the fiscal year, he said **Apple** was being conservative with future guidance because of weak world-wide economic conditions. Mr. Anderson projected **Apple** would produce revenue of between $5.6 billion and $5.83 billion for its total 2001 fiscal year, scaling back previous guidance of around $6 billion.

But Mr. Anderson added that **Apple's** inventory in retail channels had reached the company's target of four weeks,

down from 5 1/2 weeks at the end of December. The company has more than $4.1 billion in cash on its balance sheet, he said.

Meanwhile, Mr. Jobs attributed **Apple's** quarterly performance not only to the new laptops but also to strong sales of new iMac desktops; the debut of a next- generation operating system, dubbed Mac OS X; and sales of new **Apple** applications such as the **iDVD** program that allows users to create their own digital videodiscs.

"It's hard to see through the fog of this economic climate; I think there's a lot [in the economy] to be concerned about," Mr. Jobs said. "But we'll play the hand we're dealt and we'll keep putting out innovative products."

---- INDEX REFERENCES ----

COMPANY (TICKER): **Apple** Computer Inc. (AAPL)

NEWS SUBJECT: Corporate Actions; Corporate and Industrial News; Earnings; Earnings; High-Yield Issuers; Dow Jones Total Market Index; Wall Street Journal; English language content; Performance (CAC CCAT ERN C151 HIY WEI WSJ ENGL C15)

MARKET SECTOR: Technology (TEC)

INDUSTRY: Computer Makers; Computers; NASDAQ 100 components; Computers: Notebook Computers; Computers: Personal Computers; Software (CPM CPR XNQ1 ICNB ICPC SOF)

PRODUCT: Computer Hardware; Corporate Earnings; Wall Street Journal Graphics; Computer Software (DCO DEU PIC DCS)

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MAY 7, 2002

PC WORLD PRODUCT REVIEW

By Jon L. Jacobi

Author, Author: Burn Video Onto DVDs

Three popular movie-authoring applications let you burn your own

Sales of recordable- and rewritable-DVD drives are expected to skyrocket in coming months as prices fall to about $500. And already, the competition to produce software that helps users create menus for and then burn video from camcorders, cameras, VCRs, and DVD movie players is growing. I looked at shipping versions of three popular offerings for authoring your own DVDs.

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If you purchase a DVD recorder these days, the movie-authoring application bundled with it is likely to be Sonic

MyDVD, from Sonic Solutions. (Recently, however, MedioStream's NeoDVD--which was not available in time for us to review--has won contracts from hardware vendors like Sony and Ricoh, thanks to its low price, excellent MPEG-2 encoding, and integrated transitional effects.) Sonic Solutions has been making DVD software since the inception of the technology.

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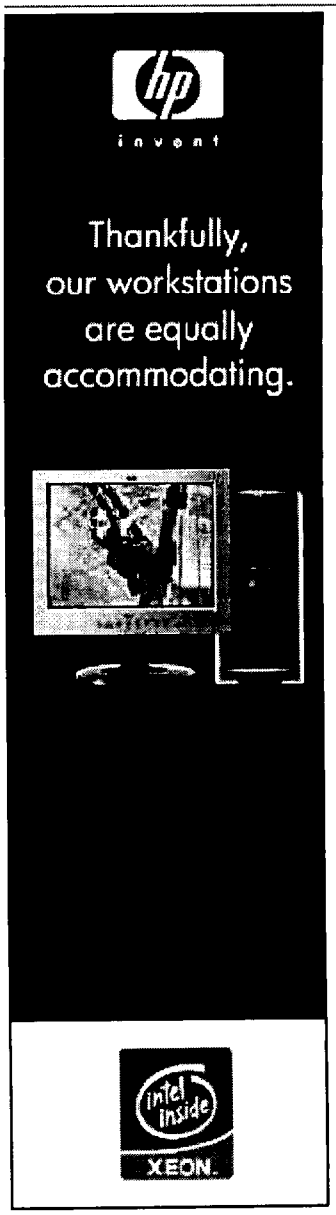

If you prefer, you can purchase Sonic MyDVD 3.1 separately for $79. In my tests, I found that it provides all the tools a casual user needs for capturing video, trimming the captured files, and burning DVDs. It's far from perfect, however.

Sonic MyDVD 3.1's main strengths are its ease of use and its simplicity: It employs a wizard to step you through the DVD creation process. And unlike most of its competitors, the program also allows you to drag and drop media files using Windows Explorer--the easiest way to import large collections of video clips.

Its Direct-to-Disc feature speeds video transfers to your hard drive by skipping the authoring process: Your video is captured on your hard drive, but no interim image file is created, and you don't have to intervene after you start it running. Sonic MyDVD 3.1 also utilizes the OpenDVD standard. A free 3.5 upgrade (which should be available by the time you read this) is expected to permit users to edit menus and content directly on a rewritable-DVD disc, saving the considerable time it now takes to import them.

This program's major weakness is its lack of advanced video and DVD-menu editing. Sonic MyDVD 3.1 allows only simple trimming, letting you set start and end points. It also lacks scene detection to set chapters within video clips automatically, and it offers no video transitions or special effects. The only editable element of the autogenerated DVD menus is the text in button labels, though the upgrade is expected to let you drag buttons to a new location.

Sonic MyDVD 3.1 is fine for part-timers. But more-creative types may tire quickly of the program's artistic limitations. (Note that Sonic Solutions also offers more-complex DVD recording programs, including the $299 DVDitSE and the upscale $599 DVDitPE.)

FOR A FEW DOLLARS MORE. Popular video editors are now adding DVD-authoring capabilities. One example is CyberLink's PowerDirector 2 Pro ($135 retail, $120 via download), which appends disc authoring and creation features via a separate wizard.

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Though this wizard is not integrated into the main program, it's slickly designed and lets you create Super VCDs (MPEG-2 VCDs) and MiniDVDs (DVDs on CD), in addition to the more common DVD and VCD formats that MyDVD offers. I found the wizard easy to use; but like Sonic MyDVD 3.1, this software provides no control over the size or placement of DVD-menu buttons. On the other hand, it does supply a wider variety of menu themes and automatic scene detection for digital video files.

PowerDirector 2 Pro shines in video editing and effects. Besides offering the normal splitting, trimming, and color control you'd expect of any video editor, it provides more than 20 video effects and 110 transitional effects covering the gamut of wipes, slides, and flips, along with everything in between. The program has no editing wizard to coddle neophytes, but its digital camcorder/storyboard approach is reasonably intuitive for users with some experience. My only serious beefs are that you can't drag files from Windows Explorer and you can't resize the interface to enable other programs to share the Windows desktop.

If you want greater control over the look and feel of your DVD menus, check out DVD Workshop ($299 retail, $279 via download) from Ulead. For a program that lacks advanced video editing functions, it's somewhat pricey; but I liked the software's professional finishing touches, such as motion buttons (menu buttons that display a looping excerpt of the video they point to) and chapter creation. It also has scene detection for automatically generating chapter points with raw digital video files.

DVD Workshop's iconic interface occasionally sends you running for the manual, and instead of a Windows menu you get Start, Capture, Edit, Menu (DVD), and Finish buttons. You can't drag and drop files from Windows Explorer. In addition, DVD Workshop's window occupies the whole screen and can't be resized.

APPLE OF OUR EYE. None of these programs offers the complete capture, editing, and authoring solution that the average user is looking for, and all of them could take a lesson in user interface design from Apple's IDVD 2 for the Mac.

The upshot? Don't rush to replace Sonic MyDVD 3.1 if you're a casual user and it's already installed on your hardware. Looking for software with more options? Try CyberLink's PowerDirector 2 Pro for advanced video editing features or Ulead's DVD Workshop for more control over the final look of your DVD.

From the June 2002 issue of *PC World* magazine

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Thursday, June 20, 2002

PERSONAL TECHNOLOGY

Are You Really a Mac Type?

Apple Beckons Windows Users With Cool, Simple Designs, But Doesn't Make Sense for All

By Walter S. Mossberg

APPLE COMPUTER has made a real comeback since 1997, when it was near death, and its founder, Steve Jobs, returned to take the helm.

It has turned out a wealth of beautiful, cutting-edge Macintosh models and a stable, handsome new operating system. It has created the best, and simplest, programs for doing all the new digital hobbies: movies, photos and music. It has pioneered hot technologies such as wireless networking and DVD burning, and produced the world's best portable music player. It has even been profitable in an era when many other PC makers sank into the red.

All of this has piqued new interest among many consumers in buying a Mac, even if it means switching from Windows. My e-mail from readers interested in switching has jumped dramatically over the past year. **Apple,** anxious to add to its 5% market share, has launched a massive ad campaign and a special Web site (www.apple.com/switch) aimed at persuading Windows users that switching to the Mac is smart and easy.

But many people remain confused, at best, about the idea of switching to the Mac. So this week, I'll look at the state of Mac vs. Windows machines and discuss who might consider switching. Next week, I'll talk about the mechanics of making the switch.

Most home Windows users tempted to switch to a Mac could do so without losing anything, and might well gain. Macintosh computers are the best-designed computers on the market, and handle every common computing task as well as, or better than, a Windows PC.

I don't say that lightly. In 1997, before Mr. Jobs took over the company again, I was so disillusioned with **Apple** and its products that I wrote a column advising consumers to shun the Mac. Today, **Apple** and the Mac are far better.

Switching to the Mac might make sense if you're tired of Windows or Microsoft; if you spend much of your time working with digital photos, videos or music; or if you just love the look and feel of the Mac hardware and software. It might appeal if you prefer a carefully designed machine over a commodity box, or tight integration between software and hardware instead of a generic operating system crammed into a generic PC.

Switching probably doesn't make sense if your computing needs fall into certain categories, such as remote access to Windows corporate networks or heavy game playing.

Mac prices compare favorably with Windows competitors in many cases. Six Mac desktop and laptop models are available today, most customizable, ranging in price from $799 to more than $4,000, depending on options. The new flat-panel iMac is the best consumer desktop PC on the market, and costs less than a Windows PC with the same specs. The iBook laptop is the best consumer portable I've seen, and is affordable. The Titanium PowerBook is a fantastic top-of-the line laptop.

All come with Mac OS X, the new **Apple** operating system, which rarely crashes and is on a par with Windows XP. They also come with **Apple's** suite of terrific new digital multimedia programs: iMovie for editing video, iPhoto for

organizing and sharing digital photos, iTunes for managing and playing digital music, and **iDVD** for burning DVDs on Mac models that have that capability.

All do a good job with the Web, e-mail and instant messaging. All come pre- wired for Wi-Fi wireless networking, though you have to add a $99 card.

It's easier today than ever to use a Mac in a Windows world and to share information. This is true partly because the Internet and e-mail don't distinguish between computing platforms. As users spend more time online and less time running boxed software, compatibility with software becomes less of an issue.

It's easy to exchange word-processing files, pictures and music between Windows machines and Macs, because these types of data have settled into standard file formats. The new Mac operating system understands Windows file extensions, those three-letter suffixes to file names that identify function.

The new Macs work well with digital cameras and camcorders, and are compatible with Palm and Handspring PDAs. There are versions of America Online, Microsoft's Internet Explorer, Netscape's browser and e-mail programs, Quicken and Adobe Photoshop for the new Mac OS X operating system. Best of all, Microsoft has designed an OS X version of Office every bit as good as the Windows one, and effortlessly exchanges Office files with the Windows version.

Macs can also share a home wireless network with Windows machines. Most modern home printers will work on both Windows and the Mac.

Another bonus to using a Mac: You won't have to worry much about viruses, because almost none are written for the Mac. Even if you receive a Windows virus via e-mail on a Mac, it can't run on your computer. And **Apple** hasn't built into the Mac the odious "activation" feature Microsoft uses to force Windows users to get permission to use the operating system.

So, for millions of people, the Mac is a good choice. But there are downsides. Here are some types of consumers for whom switching to a Mac is a bad idea:

-- Anybody who spends a lot of time on a home computer logged into a corporate network. Macs have become better at this, but it's still easier to access a Windows corporate network with a Windows PC. **Apple** says it will lick this problem with the release in late summer of its operating system code-named Jaguar.

-- Anybody who uses niche software, specialized software, or software created by an employer. There is vastly more software for Windows than the Mac, and though the Mac has the main types covered, you won't find much industry-specific software or specialized software for narrow tasks. Also, many companies write customized software for Windows. If you have only one such program you need to run occasionally, you can buy a program called Virtual PC that allows Windows software to run on the Mac, albeit slowly. But if your life revolves around software designed for Windows, stick with Windows.

-- Anybody who is a hard-core PC game player. Of the 20 top-selling games in April, only half ran on the Mac, with another six under development for the Mac.

-- Anybody looking for the cheapest PC. **Apple** doesn't compete at the very bottom of the PC market. There are lots of PCs under $799, but no Macs.

-- Anybody who values sheer processor speed. I think processor speed is wildly overrated, and the Mac's processors are plenty fast. But the fastest processors are in Windows machines.

-- Anybody who values having the latest software. Most new consumer software categories -- from MP3 players to firewalls -- debut on Windows and make their way to the Mac weeks or months later. If you can't wait, don't buy a Mac.

-- Anybody uncomfortable with nonconformity. If you use a Mac, you'll take guff from others. Be prepared to argue with cable and phone-company types, who claim they can't hook up high-speed Internet services to a Mac when they can.

-- Anybody who just doesn't want the hassle of changing platforms. Switching is easier than ever, and we'll go through the details next week. But it's still even more work than upgrading Windows.

The bottom line: The Macintosh is a fine computer, and it's safe to switch to it if you like. But make sure it's right for you.

E-mail me at mossberg@wsj.com. Read the columns online at http:// ptech.wsj.com.

Making the Best Choice

Considerations for users weighing Macintosh and Windows platforms:

Macintosh: Pros
- -- Best design
- -- Best software/hardware integration
- -- Best software for photos, movies, music and DVDs
- -- Dramatically fewer viruses
- -- Works well on Internet
- -- New, stable operating system

Macintosh: Cons
- -- Slightly higher prices
- -- Fewer games available
- -- Slower processor speed
- -- Less industry-specific and specialized software available
- -- Not as easy to access corporate networks

Windows: Pros
- -- Industry standard
- -- More models, lower prices
- -- Faster processors
- -- More software
- -- Works well on Internet
- -- New, stable operating system

Windows: Cons
- -- Weaker software/hardware integration
- -- Boring, me-too design
- -- Inferior software for photos, video editing, DVDs
- -- Rampant virus and security problems
- -- Microsoft 'activation' requirements

---- INDEX REFERENCES ----

COMPANY (TICKER): **Apple** Computer Inc.; Microsoft Corp. (AAPL MSFT)

NEWS SUBJECT: Editorials and Columns; Newspapers' Section Fronts; High- Yield Issuers; Share Capital; Pricing; Pricing; Reviews; Review; Science & Technology; Science/Technology; Dow Jones Total Market Index; Wall Street Journal; English language content; Corporate/Industrial News; Internet; Movies; Arts & Entertainment; Funding/Capital; Markets/Marketing; Content Types; Political/General News; Arts/Entertainment (EDC FRT HIY C171 PRC C314 RVW NRVW SCN GSCI WEI WSJ ENGL CCAT NET GMOVIE ART C17 C31 NCAT GCAT GENT)

MARKET SECTOR: Technology; Newswire End Code; Consumer Cyclical (TEC NND CYC)

INDUSTRY: Computer Makers; Computers; Software; Dow Jones Industrial Average components; Dow Jones Global Titans Index components; Islamic Index; NASDAQ 100 components; Dow Jones Sector Titans Index - Technology; Consumer Electronics; Home Furnishings & Appliances; Internet: MP3 Audio; Networking: Packet Radio and Wireless WANs; Communications Technology; Telecommunications, All (CPM CPR SOF XDJI XGTI XISL XNQ1 XSTX CSE HMF IAMP INWW CMT TEL)

PRODUCT: Internet; Computer Hardware; Computer Software; Telecommunications (DIT DCO DCS DTE)

REGION: California; United States - California; North America; Pacific Rim; United States; United States; Western U.S.; Washington (State); United States - Washington; North American Countries (CA USCA NME PRM US USA USW WA USWA NAMZ)

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Wednesday, September 4, 2002

LIFE

Apple's new iMac: It's the bee's knees
Bruce Schwartz

Tech & entertainment

A quick word or two about **Apple's** iMac 17-inch LCD with DVD-R and CD-RW (* * * * out of four, $1,999, www.apple.com/imac). This top-of-the-line model, considering the lovely wide flat screen (perfect for movies) and the cutting-edge DVD recorder, represents a solid value if not a bargain.

Like other recent iMacs, the guts are packed into a milk-white half-sphere with no visible buttons. The inch-thick screen, connected by an articulated chrome arm, swings, tilts and swivels to any position.

Using the recordable DVD, I managed to back up an entire hard drive on two discs with room to spare -- a miracle, as anyone who has juggled stacks of recordable CDs or Zip disks will tell you. And using a digital camcorder, iMovie video editing and **iDVD** recording software, I easily put together a passable DVD compilation of my children's musical moments that looked great on my DVD player.

On the iMac's front is just a chrome **Apple** logo and a near-invisible disc tray slot. In back is a full complement of connections. Also toward the back, the power button is inconveniently placed. An **Apple** rep says the company assumes that the average user will keep the thing running day and night.

I say that assumes a lot. And it doesn't explain the headphone jack buried in back -- unless **Apple** figures my head will be there anyway, hunting for the power button.

---- INDEX REFERENCES ----

COMPANY (TICKER): **Apple** Computer Inc. (AAPL)

KEY WORDS: COMPUTER; REVIEW; TECHNOLOGY

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MARKET SECTOR: Technology; Consumer Cyclical (TEC CYC)

INDUSTRY: Computers: Personal Computers; Computer Makers; Computers; Consumer Electronics; Home Furnishings & Appliances (ICPC CPM CPR CSE HMF)

PRODUCT: Computer Hardware (DCO)

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Vol. 146, Issue: 9

At Last; Peter Lewis On Technology

Fall Technology Guide Sure, the PC industry is in a slump--but innovation hasn't faded. In that spirit, we've harvested the season's brightest new goods.
Peter Lewis

Tablet PCs

Something old is new again. Microsoft is introducing its Windows XP Tablet PC Edition software, which allows people to control a portable computer with a digital pen instead of a keyboard or mouse (and includes handwriting recognition). Nearly a dozen hardware makers are bringing Tablet PCs to market this month, but not IBM or Dell--perhaps because they remember the **Apple** Newton and other disastrous attempts to move pen-based computers into the mainstream. Some of the new Tablet PC machines are "convertibles" like the Acer TravelMate 100 (center). One moment it operates like a traditional laptop with a keyboard, and the next its screen swivels to become a writing surface. Other Tablet PCs are "slates"--like the Fujitsu Stylistic 3500 (top) and the Compaq Tablet PC TC 1000, (bottom)--which rely mostly on pen input. The new computers are expected to appeal to business users for situations in which typing isn't practical: warehouse workers tracking inventory, doctors on their rounds, lawyers annotating text documents with handwritten comments, and executives taking notes that either can be converted to text files or stored in their original handwritten form as searchable "digital ink" files. Microsoft's handwriting recognition is better than the Newton's, but it is stew for Tom I operate reliable.... Oops, let's try writing that again: It is still far from 100% reliable, especially for people with quirky penmanship. Even so, Microsoft is going ahead with the Tablet PC launch, stressing that handwriting recognition is not the primary application. Instead, Microsoft says, Tablet PCs will be most useful when paired with new pen-enabled versions of existing applications like Excel and Word. If you can write a check for $2,000 or more, a Tablet PC may be for you.

How to Pick a Computer

Shopping for a new PC today is almost as confusing as it was when personal computers first emerged a quarter-century ago. Here's how to decipher some of the jargon you may encounter, and my thoughts on choosing a capable midrange machine.

Desktop

The goal: A solid, all-purpose Windows-based system for less than $1,500 that's well suited for e-mail, word processing, music,

digital photos and movies, 3-D games, and the Internet. If Windows were not a requirement, the choice would be easy: **Apple's** flat-panel iMac. But for those who prefer the road more traveled, I chose the Dell Dimension 4550. Let's break down this $1,357 model:

Operating system

Microsoft Windows XP Home Edition is standard for home PCs these days. If you use a laptop or connect your PC to an office or home network, however, Windows XP Professional is better.

Monitor

Like other vendors, Dell tries to entice buyers with deals. It recently offered web shoppers, at no extra charge, a 15-inch liquid-crystal display (LCD) instead of a standard 17-inch cathode ray tube (CRT) monitor. The screen size is the same, but the LCD takes up less desk space, uses less energy, and is easier on the eyes.

Processor

I chose an Intel Pentium 4 at 2.4 gigahertz with a 533-megahertz system bus and 512K L2 cache. The Pentium 4 is a workhorse, and 2.4 GHz, while not the fastest chip available, is plenty fast. Budget systems use the lower-powered but cheaper Intel Celeron. Intel's archrival AMD offers the Athlon XP, the Athlon, and the Duron. There is no downside to choosing AMD; same performance, lower price. Processor speed is overrated, but a P4 at 2.0 GHz or an Athlon at 1.8 GHz should be your minimum these days. You can ignore the system bus numbers; there will not be a quiz. The L2 cache is a special memory subsystem that can speed overall performance; 512K is very good.

Memory

My Dell comes with 256-megabyte DDR SDRAM at 333 MHz. Although many budget-priced PCs come standard with 128 MB of random access memory (RAM), you should get at least 256 MB, or even more if you want better performance. If you can afford it, go with 384 MB or 512 MB. SDRAM (synchronous dynamic RAM) is pretty much standard. DDR means double data rate, and it's better. RDRAM (the first "R" is for Rambus) is the best bet for serious multimedia tasks like video and audio, but it's more expensive.

Hard drive

My choice was a 60-gigabyte, Ultra ATA/100, 7,200-rpm hard disk drive. Don't go smaller than 40 GB, and get 80 GB or more if there's a chance you'll become seriously interested in digital photos or video. The other mumbo jumbo refers to the performance of the drives. Ultra AMA/100 has a peak data delivery speed of 100 megabytes a second, which is better than 66. Some cheaper drives spin at 5,400 revolutions per minute; avoid them.

Optical drives

The CD-RW is the new floppy. It's useful for making backups and recording MP3 music. Dell had a special giveaway on DVD-ROM drives

when I was shopping, so I added one free. Otherwise I would have popped for a combo drive that plays DVD movies and also writes CD-RW discs.

Ports

The new standard is USB 2.0, which is 40 times faster than the older USB 1.1. I wouldn't compromise here. Add IEEE 1394 (also known as FireWire or iLink) if you're seriously into digital music, photography, or video. Make sure you get built-in Ethernet, required for high-speed Internet access.

Media Mogul

As with the Tablet PCs, others had the idea for a media-center computer long before Hewlett-Packard and Microsoft teamed up to create the HP Media Center, introduced last month. Sony, for example, has VAIO computers that can receive, display, and record television shows, act as a jukebox for digital music, display digital photography slide shows, and perform as a desktop home theater for DVDs.

But unlike the Sony models, the HP Media Center PC, using the new Microsoft Windows XP Media Center Edition operating system, makes users forget, at least temporarily, that they're using a PC. Other PC makers will adopt the operating system eventually, but for now HP is the only show in town.

As a multimedia computer, the HP has some serious chops: a 2.66-gigahertz Pentium 4 processor, 512MB high-speed memory, a 120-gigabyte hard disk, a combo CD-ROM reader and CD-RW DVD+RW drive, a high-end videocard with a built-in TV tuner, a surround-sound audio card plus a dynamite Klipsch six-piece surround speaker system, two FireWire and six USB 2.0 ports for connecting nearly any type of multimedia device, plus front-loading slots for all the standard removable memory card formats used by digital cameras, PDAs, and MP3 players. It's good-looking, too, with a silver-and-midnight-blue color scheme.

Microsoft's software is impressive, replacing the familiar Windows desktop with a clean menu design whose choices--My TV, My Music (above), My Pictures, My Videos, and Play DVD--are all tightly integrated into the operating system. The remote control conveniently works from across the room.

But here's My Gripe: The $1,600-to-$2,000 cost of the Media Center PC does not include a monitor. My Frustration: Once you hook up a monitor or a TV set, the television picture coming through the PC is worse than you'd see on a regular TV set. My Confusion: Where would you put this contraption, with its snarl of cables? According to My Wife, it won't be in any part of the house where visitors might see it. Not that I'd want to invite a bunch of friends over to watch the small screen. HP thinks college students, apartment dwellers, and others in confined places will be the main audience for what is essentially a desktop home theater.

The most interesting thing about the Media Center PC is how Microsoft's software breaks away from the typical Windows keyboard-

and-mouse paradigm. Of course, if you want to use the Media Center PC as a conventional Windows computer for such tasks as word processing, web surfing, and e-mail, it can do those things too. Microsoft and HP deserve credit for trying something new to reinvigorate the PC market. But do they deserve your money? Not yet.

My Advice? Wait for Act II.

All Together Now

Many companies have tried the all-in-one concept. **Apple** made it popular with its beachball and longneck iMacs. On the Windows side, an attractive challenger is the wide-screen LCD-based Sony VAIO PCV-W10 (near right). At $1,600 and up, it's a pricey but solid multimedia machine that takes up a minimum of desk space--19 inches wide and just 7.5 inches deep, thanks to a foldup keyboard. The VAIO W10's weak spot is its Intel Celeron 1.6-gigahertz processor, but other specs are more impressive: a 60-gigabyte hard drive, 512 megabytes of DDR SDRAM, a DVD-ROM CD-RW combo drive, two FireWire (Sony calls it iLink) high-speed connectors along with three USB 2.0 ports, plus slots for two PC Cards and a Memory Stick. It's a good choice for people who want a slim, Windows-based unit for music, movies, and ordinary computing applications.

Gateway's Profile 4 (above left) is targeted at people who might be considering a switch to the iMac but who want to stick with Windows. Four models are offered, ranging from the basic $999 Profile 4SE, with a 15-inch LCD, to the fully tricked-out Profile 4XL ($1,999), which has a 17-inch screen. I'd skip the entry-level 4SE and consider the 15-inch Profile 4S Plus ($1,239), which has a 1.7GHz Celeron processor, 256MB DDR SDRAM, 40GB hard drive, and CD-RW drive.

Lap of Luxury

After enduring a few multicity business trips, most executives vow to lose weight--and it has nothing to do with all those expense-account meals. Rather, they want to ditch their heavy laptops for something sleek and lightweight, like the IBM ThinkPad X30 ($2,000 and up, way up). It's comforting that IBM hasn't changed the X Series ThinkPads much over the years, except to make them better. They're still black, still weigh less than four pounds, still manage to be both elegant and rugged, and still have the best keyboards of any notebooks. The X30 is about an inch thick, comes with 256 MB of RAM, and a 40-gigabyte hard drive, and has a 12.1-inch XGA color screen, just about the optimum size when you want to work on an airplane. With an extra six-hour battery slice ($189), it will go coast to coast. Unlike the flagship ThinkPad T30, which is arguably both the best and the most expensive laptop around, the X30 uses a relatively mundane 1.2-gigahertz Intel Mobile Pentium 3 chip. It's a tradeoff: Notebooks with brawnier chips often pay a penalty in power consumption. Through a combination of built-ins and add-ons, users can connect the X30 in nearly every way: Ethernet, FireWire, Bluetooth, infrared, WiFi, parallel, USB, and Compact Flash. It's sure to impress the new federal airport-security guards.

Thin Is In

We know that liquid-crystal displays look good (thin, minimal hogging of desk space) and that they're good for us (no flicker, less energy consumption, no harmful radiation). We also know that prices for LCDs have drifted downward recently, making them a more attractive alternative to conventional cathode ray tube (CRT) monitors.

What we didn't know until recently, when the Samsung Syncmaster 172T 17-inch display ($869) came along, was just how good these skinny displays are getting. Yes, it's one of the most attractive LCD displays on the market, sleek and silver, and it can either sit on the desk or be mounted on a wall. But the beauty is more than screen deep. With both analog and digital inputs, it's versatile. The 172T's native resolution of 1,280 by 1,024 is scrumptious. The contrast ratio of 500:1 delivers darker blacks (and thus more pleasing images) than nearly all the other LCDs out there. The viewing angle is wide, which means all your friends can admire it at once. Response times are quick enough that it can handle DVD movies and fast-paced 3-D games almost as well as a CRT. (Here's a tip: When you compare LCDs side by side at the local electronics store, get them to show an action DVD instead of the dorky fish-in-aquarium screen savers they always use. Then look closely for ghosting, bad pixels, and other problems.)

Gazing into the limpid eye of this flat-panel beauty from Samsung, one almost stops caring that it costs more than three times as much as a good 19-inch CRT.

Paper Tiger

The fall colors are especially bright this year in the printer category, thanks to products like Canon's i850 ($199). I've been impressed by high-end photo printers like the Canon S9000 ($499) and the Epson Stylus Photo 2200 ($699), but it's always nice to save some money. The new Canon i850 has emerged as one of the best multipurpose inkjet printers on the market, able to deliver excellent photo-quality prints and business-quality text documents with equal aplomb, at nearly laserlike speeds. For color photos its maximum print resolution is 4,800 by 1,200 dots per inch. A borderless four-inch-by-six-inch print comes out in less than a minute, and an eight-by-ten takes about 90 seconds. The photo print quality is especially impressive considering that this model uses only three color cartridges plus black, instead of the six that some photo printers are now using. The trick, Canon says, is producing two-picoliter ink droplets (translation: very teensy-weensy) and laying them down with exquisite precision. Each color comes in its own reservoir, which over time leads to lower overall cost for ink supplies. The color stuff is cool, but the i850 is also a superior printer for black-and-white office documents, at speeds up to 22 pages per minute. It all adds up to bolster Canon's reputation as the new pacesetter in the inkjet market.

Traditionally, that has been Hewlett-Packard's turf. And one area in which HP continues to shine is multifunction printers, especially with the new OfficeJet d135 (about $500). It combines a flatbed scanner, speedy printer, and color copier.

See Hear

The telecom industry may not have much good to talk about these days, but you wouldn't know it based on the latest batch of mobile telephones. Phones are evolving faster than nearly any other realm of consumer electronics. So far this year we've seen brighter color screens, built-in digital cameras and MP3 players, web browsing, Bluetooth networking, convergence with personal digital assistants (PDAs), polyphonic ring tones, Microsoft's entry into the phone business, the less-than-smooth path to high-speed data over third-generation (3G) networks, and other mutations. But a few of the new handsets really ring my chimes, especially the Samsung SPH-a500 flip-phone (about $300, plus service plan offered by Sprint PCS Vision). One of the key features of this clamshell phone is its vibrant color screen, among the best I've seen. Color displays will become increasingly important as phones move into the 3G world, which allows relatively fast wireless transfer of data files including web pages, games, digital pictures, and video. The a500 has a separate external (monochrome) LCD for displaying Caller ID information without opening the phone, and the keys have a blue backlight.

Talk time is around two hours; in standby, it's not quite a week. It's a dual-band, tri-mode phone (CDMA 1900, CDMA 800, and analog AMPS 800) with voice-activated dialing. Good touch: The phone menus are bilingual; choose English or Spanish. Hola!

For those who want their phones to be smart as well as bright, the new Kyocera 7135 Smartphone ($499) is definitely worth checking out. It combines a phone and a Palm-based PDA.

PDA War

One of the truths we have long held--that PDAs based on the Microsoft Pocket PC operating system cost more than those based on the rival Palm OS--is slipping through our fingers. The price gap has narrowed with the recent introductions of low-cost Pocket PCs from Toshiba (the e310, around $350) and the even better Viewsonic V35 (about $250). And Dell is rumored to have a still lower-priced Pocket PC up its sleeve for introduction just days from now. These newcomers are putting the squeeze not just on Palm but also on HP/Compaq, whose pricey iPaq is the category leader. But at the same time, curiously, we're seeing brand-new Palm OS-based devices that cost more than Pocket PCs, like the forthcoming $599 Sony Clie and the $499 Palm Tungsten T.

The Tungsten T is Palm's last-ditch attempt to hold the high ground. Built around Palm's new OS v5 and a new Texas Instruments-enhanced ARM processor, the Tungsten's cover slides open to reveal a Graffiti writing area and slides shut again to keep a short profile. A high-resolution color screen (320 by 320 pixels), built-in Bluetooth wireless connections, and the ability to record voice files and play back stereo MP3 files are all indicators that Palm isn't surrendering to the Pocket PC onslaught. When used with a Bluetooth-enabled phone, like the Sony Ericsson T68i, the Tungsten can send and receive e-mail and connect to the Internet. Word, Excel, and PowerPoint files (managed by DataViz software) can be squirted wirelessly to Bluetooth-enabled printers, like the HP Deskjet 995C.

The new Palm Zire ($99), meanwhile, seems safe from the price wars. It's the cheapest Palm, basically an auxiliary memory device for people who currently use paper-based organizers.

Megacool

This is the year that digital cameras crossed over and not only outsold conventional 35mm film cameras but also outperformed them. Although two-megapixel and three-megapixel digital cameras remain the main focus of consumers, a new crop of affordable 4MP and 5MP cameras are coming into range for amateur shutterbugs, including the high-quality point-and-shoot Nikon CoolPix 4300 ($499).

The four-megapixel CoolPix 4300 basically adds a million or so pixels of resolution to last year's popular CoolPix 885 and changes the body to silver from black. The improvement in picture quality is eye-opening. The 3X Nikkor optical zoom lens is better than most, and the camera itself is small but comfortable to hold. Beginners will find it easy to shoot with 12 programmed scene modes; optional controls are there for more experienced amateurs. Thumb in the eye: Nikon keeps sending out new cameras with dinky 16MB Compact Flash cards, which become less useful as camera resolution (and thus picture file size) increases.

Speaking of big file sizes: Film experts disagree on the point at which the resolution of a digital photograph matches or exceeds that of traditional 35mm film. But one thing is clear: the new 14-megapixel Kodak DCS Pro 14n ($4,000, body only; uses Nikon F-type lenses), which uses a 35mm-size sensor, is going to make some professionals think twice about buying another film camera.

Nice Mice

Michelangelo made great works of art using hammers and chisels, but even he would find it a struggle to create beautiful computer drawings using a clumsy PC mouse. The Wacom Intuos2 digital pen and graphics tablet ($350 for the six-by-eight-inch model) is a versatile tool for artists. It comes with a precision cordless mouse as well as a pen.

The Logitech Cordless Elite Duo keyboard and mouse combo ($100) is compatible with Windows and Macs. It has the usual array of keyboard shortcuts for navigating the web and computer applications, and the optical mouse is precise. I like it, however, because it's attractive and comfortable.

With its silver finish, the Kensington Studio Mouse ($66) is the best-looking mouse in town. But it's also a pinpoint-accurate cursor controller, and it has a unique solid-state scroll wheel.

The SanDisk Cruzer ($50 to $200 depending on capacity) is the only key-chain USB flash storage device I've seen that has removable and upgradeable memory-storage cards. It uses 32MB, 64MB, 128MB, and 256MB SecureDigital and MultiMedia Cards for storing everything from a simple document to a big PowerPoint presentation.

Some notebook PC users hate trackpads. Some hate the pointer sticks embedded in the keyboard. Some of us hate both. Luckily for

us, the stylish red-and-silver Microsoft Notebook Optical Mouse ($35) is easy to pack and works on nearly any surface, including a pant leg (your own, we hope).

Toys Will Be Toys

The Toshiba SD-P2000 Portable DVD Player ($1,000) packs nearly all of the best features of full-sized DVD players into a 1.75-pound package. It's the only progressive-scan portable on the market, delivering superior image quality on the 8.9-inch, wide-screen LCD. The P2000 also plays audio CDs and CR-RWs, including MP3 files and DVD Audio.

The Panasonic DMR-HS2 DVD and hard-disk recorder ($1,200) is a double threat. It records from your digital videocamera onto blank DVD-RAM or DVD-R discs, but it also has a built-in 40-gigabyte hard-disk drive for capturing more than 50 hours of programming from your TV, a la Tivo or ReplayTV.

The JVC HM-DH30000 high-definition VHS player/ recorder ($2,000) is a good, if limited, solution for people who want to show off the possibilities of their new HD-capable TV sets but can't find anything to watch. It plays prerecorded movies in D-Theater HD format ($35 to $40 each, when you can find them).

Creative's newest MP3 player, the Nomad MuVo ($130 for the 64MB version, $170 for the 128MB version), doubles as a USB-storage device for your PC. The two-piece system is small enough to keep on a key chain, and holds an hour or two of digital music. Downloading your PC tunes into the MuVo is literally a snap.

Code of Honor

Consolidating its monopoly in the PC operating system world, Microsoft appears to be adding new editions faster than you can say "Harry Potter." There's the Tablet PC Edition, the Media Center Edition, the Pocket PC Phone Edition, and the Whatever We Want to Conquer Next Edition (not really). But the Colossus of Redmond, Wash., does not have a monopoly on innovation. The most impressive new software so far this year is **Apple** OS X version 10.2, also known as Jaguar. Starting next year, all new Macs will be built around Jaguar ($129 for those upgrading from earlier versions).

Why is this important in a world where some 95% of new computers carry the Windows banner? Networking. With version 10.2, OS X makes it easy--or at least easier--for Macs to integrate into Windows networks. Macs have long had file compatibility with Windows software, but now they have network compatibility too. And that makes it less of a barrier for people to try **Apple's** other innovative programs, like iTunes, iMovie, **iDVD,** iChat (which works with AOL Instant Messenger), and the brand-new iCal and iSync, which work only with Jaguar. To take full advantage of iCal and iSync, you'll need to subscribe ($99 a year) to **Apple's** .Mac online service.

iCal allows a single Mac user to keep track of appointments and to-do lists, of course, and it does so better than any other calendar program I've tried. But it also allows collaborative

calendars, overlaying the schedules of different family members or co-workers in an easy-to-see manner. Calendars can be shared over a network and posted on the web for invited others to see. The user is notified of upcoming events by e-mail or text messages to a mobile phone or pager.

While iCal allows information sharing among groups of people, the new iSync program, which also requires Jaguar, allows sharing of a user's information among different devices, like other Macs, mobile phones, Palm-based PDAs, even the popular iPod portable music and data device. Say you've got a Mac at home and a Mac at the office, and an iBook for traveling. With iSync, you can make sure that if you add a new contact or calendar item on one machine, it's automatically updated on all your other iSync-compatible devices.

The Windows-Mac debate has been going on for years, but it's not the only epic struggle in the software world these days. Two of the more interesting battles involve Microsoft in the uncharacteristic position of underdog.

In personal finance, Intuit's Quicken and Microsoft's Money have just come out with 2003 versions. Both are excellent, which means if you have one already there's no real reason to switch over. For people just getting started with managing finances and PC-based banking, however, I'd give a slight edge to Money 2003 ($40 after rebate).

But the year's biggest confrontation is the nearly simultaneous release last month of AOL 8 and MSN 8. After testing trial versions, I give credit to both for their improved barriers against junk mail and their better parent-controlled safeguards for children on line. (AOL Time Warner is parent to FORTUNE's publisher.)

I like AOL's latest version for several reasons, including a new feature that monitors live discussions going on in chat rooms for key words of interest--to find out , say, if anyone is yakking about banjos. But overall, I give this round to Microsoft. MSN 8 costs less than AOL ($21.95 a month vs. $23.90 for AOL), offers more, and does a better job with screen design, junk mail, and parental controls. On the other hand, most people don't want to give up their AOL e-mail addresses, and AOL 8 is good enough that they don't have to.

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For more tech advice, see Peter Lewis's weblog at www.fortune.com/ontech.

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Caption: SIX COLOR PHOTO: LEAVES: GETTY SEVEN COLOR PHOTOS: PHOTOGRAPHS BY JOHN MUGGENBORG COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG IBM ThinkPad X30 COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG Samsung Syncmaster 172T COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG Canon i850 Photo Printer COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG Samsung SPH-a500 (left) COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG Kyocera 7135 Smartphone COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG Palm Tungsten-T COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG Nikon CoolPix 4300 COLOR

PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG Clockwise from top: Logitech Cordless Elite Duo, Kensington Studio Mouse, SanDisk Cruzer, Microsoft Notebook Optical Mouse, Wacom Intuos2 tablet COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG Top to bottom: Toshiba portable DVD player, Panasonic DVD and hard disk recorder, JVC D-Theater D-VHS. Above right: Creative Nomad MuVo COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG **Apple** OS X 10.2 COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG MSN 8 COLOR PHOTO: PHOTOGRAPHS BY JOHN MUGGENBORG AOL 8

---- INDEX REFERENCES ----

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NOVEMBER 12, 2002

SPECIAL REPORT: A PC REBOUND?

Apple Reclaims the Innovation Lead

With iMacs, iPods, OS X, and more, Jobs & Co. has grabbed the attention of consumers and -- just as important -- software developers

Until a few months ago, Adam Singer had little use for anything Apple. "I always thought highly of Apple products," says Singer, a New York City Web developer who mainly used Windows machines. "But they didn't do what I needed them to."

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Singer changed his tune, however, when Apple (AAPL) came out with the iPod for Windows this fall. "It was the first MP3 player that I thought was worth the price," he says. "To make something that can hold a couple thousand songs in way that you can easily navigate to them on a small screen, that's pretty amazing."

Singer's experience illustrates a perception that PC and electronics industry experts are starting to express more frequently. Simply put, Apple and its CEO, Steve Jobs, are regaining the PC industry's lead in innovation that they lost five years ago. In a bid to improve the Mac's lowly 5% market share, Apple's product developers are the ones pushing the envelope -- and the competition, too.

SYMBIOTIC RELATIONSHIP. These advances aren't just wrinkles on Apple's intuitive software and interface design. Ditching the creaky OS 9 operating system, Apple based the guts of its OS X generation -- including the recent "Jaguar" -- on the Unix operating system common throughout Corporate America. This transformation has yielded significant improvements, the ability to hook Macs to corporate networks and configure them to work better with peripherals such as printers and wireless modems.

Equally important is the way Apple has tweaked the development path of its flagship Jaguar operating system software to create a proprietary product, while at the same time nourishing a symbiotic relationship with the open-source (nonproprietary) software movement. Taken together, these developments are reestablishing Apple's role as a leading innovator.

The Macheads have suffered a long drought. Since the late 1990s, they were stuck with only evolutionary changes to an operating system first built a decade ago. That shifted with the introduction of the original iMac in 1998, though cynical observers noted Apple was mainly delivering a pretty box while doing little new on the software side.

HARDER TO WRITE FOR. Worse, a significant percentage of otherwise loyal Apple users hadn't bothered to upgrade from 1998's OS 8 to OS 9, first released in October 1999. With its market share shrinking, Apple looked less and less attractive to outside software developers, who generally had to work harder to code products for Macs that sold in much smaller volumes than Windows counterparts.

However, with the introduction of OS X in March, 2001, and the subsequent release of the current Jaguar version of OS X, Apple has returned to its innovative roots and given credence to its claims that Macs aren't just different but often better.

Take the case of Mark Rolston, a vice-president at frog design, the firm that helped design the Apple IIc back in the 1980s. He appreciates the nifty packaging of the latest iMac, with its small footprint and 17-inch flat-panel monitor that seemingly floats in mid-air. But more important, OS X has changed the way Rolston thinks of his computer.

"I had never bought a digital camera even though I had been in this industry since 1987," he says. "I think the reason was that it looked like a dead end. You put the picture in the computer, but you had no way to get it back."

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REDEFINING THE PC. Apple's unveiling in January, 2002 of iPhoto, with its easy cropping and printing of photos, persuaded Rolston to buy his first digital camera. What's more, his mother decided to buy a Mac so she could send, receive, and manipulate photos of her grandchildren. "She didn't go through a litany of checklists. She looked at the one feature that means everything in the world to her. It redefines your idea of the PC," says Rolston.

And Apple has more where iPhoto came from, including, iTunes, iMovie, and iDVD. While Apple didn't introduce these concepts, Rolston notes, it did distill existing applications into a system that makes them far more usable than before. "They picked concepts that had life but weren't living up to their promise," says Rolston. "There were lots of players, but none of them were igniting anyone's imagination."

Beyond making such functions friendlier, Apple is starting to come up with innovative uses of Unix. The kernel (the most basic part of an operating system's software) of OS X and Jaguar is open-source (nonproprietary, and available for manipulation by programmers everywhere) code that began life as part of the FreeBSD project, one of many Unix variations built during the late 1960s by AT&T Bell Labs programmers. Apple has already started tapping other FreeBSD code to help deliver no-cost innovation.

HERE, TAKE THIS. For example, behind Apple's newfound ability to easily share files with Windows machines lies some key bits of FreeBSD code that Apple programmers were able to painlessly incorporate into Jaguar. And when Apple had problems with its proprietary printer-control system in OS X version 1.5, it simply grabbed a comparable Unix system called CUPS (common Unix printing system) and dropped it into Jaguar.

"The open-source community has worked on drivers for hundreds and hundreds of different legacy printer models. We would have had to do that all ourselves," says Ken Bereskin, Mac OS X marketing director. "Every line of code you don't have to write means higher quality and faster time to market."

The combination of open-source code and Apple's powerful homegrown OS X development tools has made building new applications for Macs a relative dream for outside developers. "Things that are very difficult to do in a Unix or Windows system, such as add cryptography software for smart cards, almost fall out for free in OS X," says Robert Watson, a key developer on the FreeBSD project, and a senior researcher at computer-security software firm Network Associates.

IMPORTANT ALLIES. Open-source code "makes things easy to develop for Jaguar and Apple," adds Rick Spillers, product manager for

Hewlett-Packard's (HPQ) Macintosh unit, which oversees efforts to make HP's printers and other peripherals Apple-compatible. That's a cultural sea change from the days when Apple was known as a secretive company. "We clearly understood from Day One that standards was the key to fit into increasingly complex networking environment," says Ken Bereskin, Mac OS X marketing director.

At the same time, Jobs & Co. has won allies in the FreeBSD community by contributing to the party. Watson says when features of FreeBSD are incorporated into updates of OS X, voluminous feedback from Apple users provides valuable information about software bugs and how to fix them, which leads to more rigorous and rapid testing of the improvements than the FreeBSD community could previously manage.

Plus, it allows FreeBSD developers to upgrade that software more quickly, as well. The Apple desktop interface has won over many FreeBSD diehards who love the Mac's easy graphical navigation vs. the typed Unix commands needed for earlier FreeBSD systems.

STRIDES IN STANDARDS. At long last, Apple has pulled ahead of Microsoft in its drive to incorporate industrywide technology standards, such as IPv6, a new system of numbering devices on the Internet that's the equivalent of adding extra area codes to the phone network. Apple has already incorporated support for IPv6 into its software, something the Windows crew has generally not done. What's more, Apple is even making strides in setting industry technology standards itself.

Apple's Rendezvous data-networking standard creates true plug-and-play networking of PC and Mac devices, and hardware manufacturers are quickly embracing it as the wave of the future. Apple is also the first PC company to adopt a type of memory-chip technology called DDR333 -- something that rarely happened in the past when Apple often fell behind the rest of its competitors in incorporating advanced technologies.

No one claims that all of Apple's innovations are perfect. Annoying bugs persist in Jaguar, often leaving users staring at a spinning rainbow icon while the machine ponders what to do next. Many designers argue that Jaguar's core interface, known as Aqua, is inferior to Windows XP. "If I compare Aqua to Windows XP, ignoring what's under the hood, I tend to think XP is ahead of the Aqua interface in terms of usability," says Marion Buchenau, a senior designer with San Francisco industrial design firm Smart Design.

HIGHER FRUIT NEEDED. Then there's Web browsing, long an Achilles' heel for Apple, since browser software for Macs often has trouble displaying complex pages that look fine on Windows PCs. Apple browsers are "a complete disaster," says frog design's Rolston, who creates specially altered, less complex pages for Macs. Since Apple

doesn't create its own browser software, it hardly bears responsibility for the problem.

Yet Rolston also argues that Apple has already picked the low-hanging fruit among consumer applications and its next round of innovations will be harder to pull off. Still, he won't bet against the folks at One Infinite Loop as they pull the stodgy PC business along with them. Now and then, in fact, he may cheer Apple on just a little.

By Alex Salkever, Technology editor for BusinessWeek Online

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Thursday, December 5, 2002

Technology Journal

Mossberg's Mailbox

Technology columnist Walter S. Mossberg answers readers' questions

There's no other major item most of us own that is as confusing, unpredictable and unreliable as a personal computer. Everybody has questions about them, and we aim to help. Here are a few questions about computers I've received recently from people like you, and my answers. I have edited and restated the questions a bit, for readability.

This week, my mailbox contained questions about Microsoft PowerPoint, burning photos on to DVDs and mixing different brands of antivirus and firewall programs.

Q: We're researching new PCs and want to know if Microsoft PowerPoint (the slide-presentation program) is a standard feature of Windows XP Home, Windows XP Professional or Microsoft Works Suite 2002.

A: No, PowerPoint isn't a part of any of those Microsoft packages. Microsoft makes two major software products: Windows and Office. Though they are very different, people often confuse their components and functions. Windows is an operating system, a platform upon which other software programs run. While it contains some small, built-in productivity programs, such as Notepad and WordPad and Paint, Windows XP doesn't include any productivity application as large or as sophisticated as PowerPoint.

Office is a productivity suite, which contains Word, the word-processing program; Excel, the spreadsheet program; PowerPoint; and Outlook, the e-mail, address-book and calendar program. When you buy Windows, or a PC with Windows preinstalled, you don't automatically get Office or its components included.

To get PowerPoint, you have to buy it separately, or you have to buy Office, which usually includes PowerPoint. (Some versions of Office that are sold by PC makers as extra-cost, preinstalled options don't include PowerPoint.) Works Suite 2002 is a sort of stripped-down version of Office, which most often is preinstalled on PCs by their makers. While it does include one of the components of Office, Word, it doesn't include PowerPoint.

Q: Is there any way I can burn my digital pictures on to a CD or DVD for viewing on my TV with a DVD player?

A: Yes. There are a number of software programs that allow you to burn slideshows of digital photos on to CDs or DVDs for use in modern set-top DVD players that display them on your TV. Many of the DVD authoring programs, such as **Apple's iDVD,** have a photo slideshow feature, even though they are primarily designed to transfer video clips to DVD or CD. And there are some programs dedicated specifically to creating DVDs or CDs containing photo slideshows you can view on a TV. These include Ulead's DVD PictureShow (www.ulead.com) and a product called PictureToTV (www.picturetotv.com.)

If you have a DVD burner, these programs will put your photos in high-quality form on a DVD. But if you only have a CD burner, some of these programs can place your photos on a CD, by creating something called a Video CD, which many current DVD players can play as well. The Video CD photo slideshows usually will be of lower quality and may contain fewer pictures, because CDs lack the capacity to hold the high-quality version used on DVDs. But I have found Video CD slideshows to be pretty good.

Q: I use McAfee's VirusScan Online on my Windows XP PC but have not purchased their firewall program. Is the ZoneAlarm firewall software you recently recommended compatible with McAfee?

A: Yes. While McAfee and Norton sell "suites" containing both antivirus programs and firewall programs, you don't need to use these suites. An independent firewall program like ZoneAlarm can be used in conjunction with these antivirus programs. I have used ZoneAlarm with both the McAfee and Norton antivirus programs with no problems.

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You can find Mossberg's Mailbox, and my other columns, online at the free Personal Technology Web site, http://ptech.wsj.com

Questions may have been edited for length or clarity.

---- INDEX REFERENCES ----

COMPANY (TICKER): Microsoft Corp. (MSFT)

NEWS SUBJECT: Reviews; Review; Science & Technology; Science/Technology; Dow Jones Total Market Index; Wall Street Journal; English language content; Political/General News; Content Types (RVW NRVW SCN GSCI WEI WSJ ENGL GCAT NCAT)

MARKET SECTOR: Technology; Newswire End Code (TEC NND)

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Monday, December 16, 2002

Number 3812

Technology & You

THE COMING AGE OF DVD BURNERS

Prices are falling, options are exploding, and the format wars may soon be a thing of the past

By Stephen H. Wildstrom tech&you@businessweek.com

Drives that can "write" as well as read CDs have become commonplace on desktop computers and even on many laptops. In a year or so, DVD burners could become nearly as widespread. And with software getting better, creating a video disk to show in your living room DVD player could be almost as easy as burning an audio CD for your Discman.

One issue that has stood in the way of wider adoption of recordable DVDs has been a format war, between the "plus" and "minus" camps. One group, led by Hewlett-Packard and Philips, promotes DVD+RW (erasable) and DVD+R (write once) technologies. Toshiba, Panasonic, and Pioneer support the rival DVD-RW and DVD-R standards. While there are technical differences, the real issue is: Which group of companies collects royalties on which patents? The fight has confused consumers, but the fog is lifting. And with falling prices and the availability of better software to create video DVDs, the popularity of DVD burners is rising fast.

All the disks hold 4.7 gigabytes of data, or about two hours of DVD-quality video. And all the DVD burners can create audio or data CDs. DVD+RW disks have the advantage of behaving more like hard drives: You can make changes on one without rewriting the entire disk, an advantage when using the disk to store data. But the DVD-Rs are far more likely to be compatible with existing home DVD players.

The good news is that developments in media and drive technology may resolve the format fight. Media prices are crashing, and, in a pattern similar to what took place in CDs, the erasable versions may become largely irrelevant. With blank DVD-Rs and DVD+Rs available for about $3 each when bought in 10 packs--and likely to fall below $1 next year--why reuse a disk? This argues for the DVD-R, with its superior compatibility, being the winner. **Apple,** which really got consumer DVD burning going, installs only DVD-R drives in Macs.

In addition, most new consumer DVD players and many PC DVD drives can read multiple formats. Sony's $350 DRU500A drive cuts the Gordian knot by adapting itself to whatever recordable media you put in its tray: +, -, R, or RW.

No matter which format you choose, you will need "authoring" software to create video DVDs. Most drives come with this type of program--with Sonic's MyDVD being the most popular. Other simple programs include Roxio Movie Creator and Ulead Movie Factory. All DVD-equipped Macs come with **Apple's iDVD.** In general, these programs allow you to create the opening menu page that appears when a DVD is popped into a player. Most also let you transfer video

directly from a camcorder to a DVD and create a slide show of still photos on DVD. (Unlike audio CDs, you cannot make copies of commercial DVDs, at least not easily or legally.)

All of these programs are adequate for most consumers who just want to be able to watch home videos in their DVD players and perhaps send a copy to grandma. But more ambitious hobbyists or people working on more complex projects for business can choose from a variety of advanced tools that offer more options. These include more animated menus, alternate soundtracks in multiple languages, and subtitles. The choices, most of which come in "standard" and "pro" flavors, include Pinnacle Systems Impression DVD ($199-$399), Ulead DVD Workshop ($275), and Sonic DVDit ($250-$550). Ambitious Mac users can go for **Apple's** DVD Studio Pro ($999), which can even produce encrypted, copy-protected DVDs.

When starting to create DVDs, allow yourself plenty of time. For one thing, preparing an hour of video for transfer to a DVD, a job usually done by your video-editing software, can be an overnight job even on a fast PC, especially if you have a lot of titles and effects. Creating menus and dividing your video into the right chapters isn't especially difficult, but it takes a while to do it right, especially at first. The result can be a professional-looking project that will let you show off your video to good advantage on a big TV connected to a DVD player.

---- INDEX REFERENCES ----

NEWS SUBJECT: English language content; Corporate/Industrial News; Patents; Patents; Regulation/Government Policy (ENGL CCAT C133 PAT C13)

MARKET SECTOR: Technology (TEC)

INDUSTRY: Software; Computers (SOF CPR)

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Wednesday, December 18, 2002

The Mossberg Solution: New on DVD: Your Vacation
By Walter S. Mossberg

DIGITAL CAMERAS are sure to be popular gifts this holiday season, yet most people haven't a clue about how to use the pictures they produce for more than creating basic prints or e-mail attachments.

But it's actually pretty simple to turn your photos into slideshow discs that can be played on most set-top DVD players and viewed on a TV screen -- sort of the modern equivalent of the old slide-projector sessions your dad or grandfather staged. These slideshows can include music playing in the background, pictures flying on and off the screen in various patterns, and text at the bottom of each image. And you can easily make multiple copies to send to any friend or relative who has a fairly recent set-top DVD player, or a DVD drive on a personal computer.

You don't have to master complex video software, or even have an expensive DVD burner on your PC, to make one of these slideshow discs. To see just how easy it is, we tested three slideshow-creation programs designed for non-techies to use on home computers. We used photos we took around the Journal's Washington newsroom and employed both Windows PCs and a Macintosh, and we created the discs using both DVD burners and CD burners.

There are two types of slideshow-creation programs. The first are general DVD authoring products, which are primarily intended for burning home videos, not photos, onto discs. Many of these video-oriented programs have a feature that will create slideshows of still photos and burn them onto discs.

The other type of software is specifically intended for creating slideshow discs out of photos, and doesn't handle video at all, or does so only as an ancillary feature.

These programs can create one, or both, of two kinds of slideshow discs. The first is a DVD, which requires that your computer have a DVD burner, a component that is still relatively rare and costly, though prices have been dropping somewhat.

The second is a special type of recordable CD, which can be created on any common CD burner, a component that is now fairly common and inexpensive. This special kind of CD is called a Video CD, or VCD. It is recorded on a common blank CD, but in a special format that many newer set-top DVD players can recognize.

When played on a set-top DVD player and viewed on a TV screen, the Video CDs operate exactly like DVDs, with menus you click on to get to the content. But slideshows burned onto Video CDs are of lower quality than slideshows burned onto DVDs. That's because a blank DVD has vastly more capacity, and can store a much higher-resolution version of the slideshow, which takes up more space on the disc.

Each of the three programs we tested follows the same basic steps. Click on a button to create a new slideshow, import the pictures that you want to include by dragging and dropping them into your slideshow screen, add music if you choose, and then burn the program to disc with the click of a button. With instructions and a little practice, creating slideshows was painless and rather fun.

Our first masterpiece was created on Ulead's DVD PictureShow 2.0, a photo- oriented product that comes out on Jan. 8. The boxed version (which we used) costs $49.95, and the download version will cost $44.95. PictureShow lets you put your slideshow on either VCDs or DVDs. (It also can create a richer-format VCD, called SVCD, but most DVD players can't play those.) We chose VCD so we could burn it on our computer's CD burner.

The software walks you through the creation steps by using buttons labeled "Next" and "Back" at the bottom of each

window. We imported our pictures onto the slideshow screen, and added a few fun extras like transitions where the slides fade in and out, and music. The Beatles' song "Help!" from our MP3 files provided appropriate background music for our pictures of deadline-driven journalists and messy desks.

Ulead's PictureShow was the only software that we tested that lets you type descriptions at the bottom of each slide to annotate each picture. PictureShow also had the most main menu backgrounds to choose from -- 38 -- grouped into festive, nature, romantic, techno and other categories, and also comes with 10 music tracks for background music. Another nice feature allows you to press a button and record your voice to add commentary for the slideshow.

The finished product, however, didn't turn out perfectly. On a TV set, it looked OK, if a little fuzzy. But, on a computer monitor, the descriptive text on each slide was quite blurry. The company said this was because we used a lot of fancy transitions, which occupy so much space on the disc that the text gets degraded. But a version we did without transitions wasn't much better.

The next product that we used was PictureToTV, a $39.95 download-only program from the PictureToTV.com company that is strictly meant for making slideshows, not videos. This software doesn't have as many bells and whistles as Ulead's, but it does have an easier user interface that condenses your options to one screen instead of many.

Its main menu backgrounds were a little too fluffy for our liking, consisting of flowers, hearts and a lot of pinks and purples. (All three tested programs let you use one of your own pictures for the main menu background if you'd like to, but the pre-made backgrounds look a little more professional.)

PictureToTV can't create DVDs, only VCDs and the SVCD variation (a capability that costs extra). We chose to burn this slideshow onto a VCD. It looked OK, but not fabulous, on both a TV and a PC screen, and the pictures seemed slightly inferior to those on the Ulead product.

For our final slideshow, we used an **Apple** iMac, which comes with a DVD burner and its own included software, **iDVD.** Unlike the other tested products, **iDVD** is primarily meant for videos, but can also do photo slideshows. (Similar slideshow capabilities exist in some Windows-based programs primarily aimed at video burning, such as Sonic's MyDVD.) And it can burn only onto DVDs, not Video CDs, so it only works with Macs that have a DVD burner.

Like almost everything **Apple** Computer makes, **iDVD** is simple and uncluttered. It uses only six icons at the bottom of its main screen: theme, folder, slideshow, motion or duration, preview and burn. Its 14 main menu themes are very stylish and professional looking, and its icons are large and easy to read.

The Mac produced by far the best slideshow discs, not only because they were burned onto DVDs instead of VCDs, but because the **iDVD** program has the handsomest and most professional-looking options for menus and backgrounds. However, **iDVD** doesn't allow you to add fancy transitions to photo slideshows.

In addition to our simple test slideshow disc, I used the iMac and **iDVD** to produce a complicated slideshow disc of recent vacation photos, with six separate slideshows and a variety of music. It came out brilliantly.

Slideshow discs are a great way to share your digital pictures with friends and family, and they really are easy and quick to produce. But, if you make some, try not to be as boring as Dad used to be when the slide projector was rolled out.

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With reporting by Katherine Boehret

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E-mail me at Mossberg@wsj.com.

---- INDEX REFERENCES ----

COMPANY (TICKER): **Apple** Computer Inc. (AAPL)

NEWS SUBJECT: Newspapers' Section Fronts; High-Yield Issuers; New Products and Services; New Products/Services; Pricing; Pricing; Reviews; Review; Dow Jones Total Market Index; Wall Street Journal; English language content; Corporate/Industrial News; Music; Arts & Entertainment; Markets/Marketing; Content Types; Arts/Entertainment; Political/General News (FRT HIY PDT C22 PRC C314 RVW NRVW WEI WSJ ENGL CCAT GMUSIC ART C31 NCAT GENT GCAT)

MARKET SECTOR: Consumer Cyclical; Technology; Newswire End Code (CYC TEC NND)

INDUSTRY: Cameras & Photography Equipment; Computer Makers; Computers; Consumer Electronics; All Entertainment & Leisure; Home Furnishings & Appliances; Recreational Products & Services; Leisure Services & Products; Software; NASDAQ 100 components; S&P 500 Index component (CAM CPM CPR CSE ENT HMF REC REQ SOF XNQ1 XSP5)

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Jobs Shows Off New Apple Products

By Joanna Glasner | Also by this reporter

11:30 AM Jan. 07, 2003 PT

Macworld 2003 got off to a kinetic start Tuesday as Apple CEO Steve Jobs talked up a host of new products from notebooks to digital video applications before a cheering audience in San Francisco.

In a morning keynote address, Apple's top pitchman held court for more than two hours, extolling the virtues of two new PowerBooks and a high-speed browser for Macs, as well as an integrated, updated set of programs for audio, photo and video editing -- among other things.

"The rumor sites said this was going to be the most boring Macworld in history," said the relentlessly enthusiastic Jobs, clad in jeans and black turtleneck. "So I guess you shouldn't believe everything you read."

Jobs kicked off the keynote with a demonstration of new versions of Apple's iMovie, iPhoto, iTune and iDVD apps, bundled together to work as part of new software suite called iLife. Apple said it plans to make the package available Jan. 25.

Apple's chief executive cheerleader said he hopes iLife will "do for our digital lifestyle what Microsoft Office did for office productivity."

Apple also unveiled a new browser, Safari, created to provide faster page-loading and other extras to Mac users. Jobs invited Macworld attendees to download a beta version.

In a bid to give Microsoft's PowerPoint a run for the money, Apple introduced Keynote, a presentation program for Mac users. Jobs said it evolved from technology used to create his own keynote addresses. Apple will begin selling Keynote immediately, for a starting price of $100.

As for more high-ticket items, Jobs told attendees Tuesday that Apple plans to focus heavily in the next year on increasing sales of notebook computers.

Apple's notebook lineup includes two new versions of its PowerBook. The first, the 17-inch PowerBook G4, will be Apple's largest-screen notebook. The second, the 12-inch PowerBook G4, weighing in at 4.6 pounds will be its smallest. Apple said the two models will sell for $3,300 and $1,800, respectively.

The new Mac notebooks will also be Bluetooth-enabled and equipped for wireless Internet connectivity through the 802.11g standard, a faster version of the more widespread 802.11b standard.

"This is clearly going to be the year of the notebook for Apple," said Jobs, who said he expects notebook computers will eventually equal or surpass desktop models in popularity.

Tuesday's bevy of cheery pronouncements from Apple had little impact on the stock price of the Cupertino, California, computer maker. Shares of Apple closed down less than 1 percent. Jobs' attention-getting keynote was counterbalanced by a more sobering report released early Tuesday by Merrill Lynch analyst Steven Milunovich, who put a "sell" rating on Apple stock.

"Although Apple makes great products, in our view the new product pipeline looks skimpy and we expect continued market share losses," he wrote.

Milunovich's report was released several hours before Jobs' keynote.

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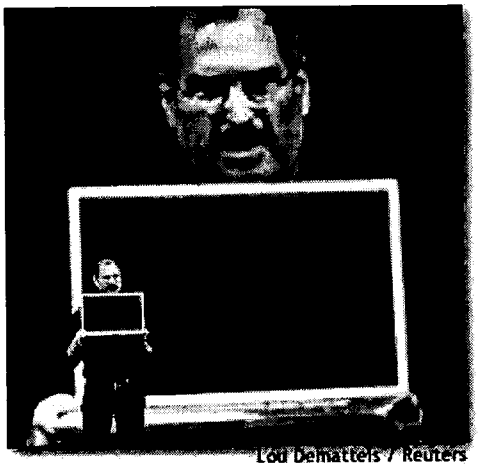
Apple unveils own Web browser



Lou Dematteis / Reuters

17-inch screen laptop among other new offerings at Macworld

With a giant image of himself projected behind him, Apple CEO Steve Jobs holds a new 17-inch Apple laptop computer onstage at the Macworld expo in San Francisco Tuesday.

By Gary Krakow
MSNBC

Jan 7 — Hordes of Apple faithful were on hand Tuesday for another of CEO Steve Jobs' revival meetings, again disguised as the keynote address at the Macworld exposition in San Francisco. And Jobs didn't disappoint, telling his flock of a new Web browser, an open-source presentation program plus a pair of new notebook computers, including the first one ever to have a 17-inch screen.

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• Clinton defers to Dem hopefuls

MSNBC
Gary Krakow
MSNBC COLUMNIST

THE BIGGEST NEWS on the software front was the announcement of two new programs which will directly compete with Microsoft software that handle similar tasks.

Safari is Apple's new turbo-charged Web browser for OS X (the current version of which Jobs continues to pronounce "Jag-wire" instead of Jaguar). Safari looks very, very fast; Jobs claimed it was three times faster than Microsoft's Internet Explorer for OS X.

(MSNBC is a Microsoft - NBC joint venture.)

Safari is based on the KHTML open-source rendering engine. Jobs said it has been greatly improved and Apple will post the newly-improved code for downloading to keep it open source. Apple has integrated Google into the browser's toolbar and has made managing bookmarks a breeze. A beta version of Safari is now available on the Apple Web site for free. At this time, Safari only runs on OS X.

While announcing an extension of the Apple-Microsoft deal that lets purchasers of new Mac hardware buy Office for OS X for only $199, the Apple CEO also announced new software that will compete with one part of Office. Keynote, Apple's all-new presentation title, is available now and sells for $99.

Jobs added that he's been beta testing Keynote, creating his own Macworld presentations with the program for the past year.

'YEAR OF THE NOTEBOOK'

With desktop computer sales drooping in recent months, Apple is turning its attention to notebooks. Jobs

announced two new portables to his loving listeners and said he thinks more and more people will be replacing their desktops with notebooks in the near future.

First, the 17-inch Powerbook. It boasts the same landscape screen from the 17-inch iMac with improved backlighting, creating a 1-inch thick computer. Its powered by 1 GHz G4 chip with 512 MB DDR memory and 1 MB L3 cache. It comes standard with a 60 GB hard drive, GeForce 440 video card with 64 MB of video memory, a Superdrive, Gigabit Ethernet, Firewire 800 (twice as fast as the old Firewire or USB 2) and a PC card slot. The laptop has a 4.5 hour battery life from its lithium prismatic battery and on the wireless front, includes built-in Bluetooth and Airport Extreme, Apple's implementation of the new 802.11g wireless Ethernet standard.

This amazing looking portable is made out of an aluminum alloy for super strength and low weight, just 6.8 pounds. But prepare to spend some cash: The laptop will sell for $3299 along with a free copy of QuickBooks Pro; it will start shipping in February. Apple will also continue to sell its existing high-end Titanium notebook.

Tools and Toys

Jobs also announced a new 12-inch screen Powerbook, that comes with an 867 MHz G4 chip (all new Apple laptops will have G4 chips), GeForce 420 with 32 MB of video memory, a Combo drive, built-in Bluetooth (Airport Extreme card is $99 additional) and 5 hours of battery life. The new notebook weighs 4.6 pounds and will sell for $1799 (Quick Books Pro included.)

Also new on the hardware front is the 802.11g Airport Extreme base station, which allows for wireless bridging. Buy two and they talk to each other, providing seamless coverage in your home or office, something I've been longing for. There's also USB printing (connect a USB printer to your Airport and all networked computers can print from it). Cost: $199.

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DIGITAL UPGRADES

Apple is now combining their 4 digital lifestyle programs into one new super digital hub application now called iLife. ITunes 3, iPhoto 2 (with a neat one-click photo enhance feature), iMovie (with new "Ken Burns" effects) and iDVD 3 all now interact to allow

each to use the others' features. iTunes, iPhoto, iMovie remain free for downloading (newest version available Jan. 25) or bundled with iDVD for $49. There is also a new "lite" version of Apple's video editing suite called Final Cut Express. At $299, it boasts most of the features of Final Cut Pro at less than one-third the price.

Jobs also talked about two products released shortly before Macworld: iCal 1.0.2, an update of Apple's interactive calendar program iCal 1.0.2, and iSync 1.0, for synching personal information with computers, PDAs, cellular phones and the iPod.

Speaking of the iPod, Jobs announced they've sold 600,000 of the digital music player in 14 months. He made a point of saying it's especially popular in Japan, where it has a 42 percent market share. There's also a cool new accessory, a $499 ski/snowboarding jacket with iPod controls built into the sleeve. The jacket, made by Burton, is a limited edition and is only available directly from Apple at its Web site..

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Jobs began his speech by highlighting Apple's progress on many fronts. Apple's "switch" program to attract new Mac users has brought 7.8 million Web surfers to the program's Web site, he said, and 50 percent of new computer sales at Apple's stores have been to people switching from Windows.

As for OS X, which has come under fire for a slow adaption rate, Jobs said there were now 5 million users of the new operating system and that he expected there to be up to 5 million additional users added in 2003.

The next Macworld is scheduled for later this year, but Apple may not be there. The people who own the show have announced they're moving it from New York to Boston — against Apple's wishes — so it might be awhile before Steve Jobs' faithful can meet again to pray at the shrine.

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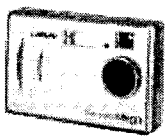

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Wednesday, January 8, 2003

Technology

Apple Unveils Laptops, Software; Expects Gains in Quarterly Sales
By Pui-Wing Tam

SAN FRANCISCO -- **Apple** Computer Inc., still resolved to use new products to ride out the technology recession, unveiled half a dozen software applications and two laptops that have some of the largest and smallest screens in the personal-computing industry.

In addition, the Cupertino, Calif., computer maker hinted it had experienced robust sales in its most recent quarter, ended Dec. 31. **Apple** said its 51 stores nationwide raked in record revenue of $148 million during the quarter, up from the prior quarter's take of around $100 million. **Apple** will report full quarterly results Jan. 15.

The announcements came here at the kickoff of the Macworld Expo, an annual trade show at which **Apple** traditionally sets its strategy for the year. It was at this show two years ago that **Apple's** chief executive, Steve Jobs, who was grappling at the time with the onset of the tech downturn, said the company planned to continue innovating through the tough times and wouldn't cut its expense structure as many of its rivals had. Since then, **Apple** has invested in new software and devices such as the iPod digital-music player, sometimes at the expense of short-term profits.

"Our consumer market share is doing very well," said Mr. Jobs in an interview, though he conceded that **Apple's** revenue from business customers "remains down." He added that the economic environment remains cloudy, especially with a potential war with Iraq looming.

Mr. Jobs said he expects **Apple's** sales to be driven this year by its laptop offerings. He forecast 35% of the company's sales will consist of laptop units this year, up from 32% in 2002. "It's the year of the notebook for **Apple,"** he said.

Apple's two new notebooks are PowerBook G4 laptops with 17-inch and 12-inch screens, billed respectively as the largest and smallest laptop screens in the PC industry. The laptops come with several new features, such as built-in Bluetooth wireless technology. The 17-inch PowerBook also has a backlit keyboard with ambient light sensors that automatically light up the keyboard when surroundings grow dim. The smaller laptop will be available later this month for $1,799, while the 17-inch PowerBook will debut in February at $3,299.

In addition, **Apple** revealed a wireless-networking device, called AirPort Extreme, which uses a speedy new wireless technology dubbed 802.11g and can accommodate as many as 50 users from a base station that costs $199. Cards to connect each laptop computer are $99.

Apple also introduced several software applications designed to work with its latest operating system, Mac OS X. The company released a test version of an internally developed Web browser, dubbed Safari, which can be downloaded free. It also produced new presentation software called Keynote for $99 and a $299 version of its professional movie-editing software, Final Cut Pro.

In addition, **Apple** debuted integrated and simplified versions of its movie- editing software, iMovie, its photo-editing software, iPhoto, and its digital- videodisc production software, **iDVD.** The applications, apart from **iDVD,** can be downloaded free, or can be purchased in a bundle with its music-editing software for $49.

Many of these new software applications compete directly with similar offerings, such as the browser Internet Explorer, from rival Microsoft Corp. But Mr. Jobs said he has discussed **Apple's** new applications with Microsoft and

views them as complementary rather than competitive. He said **Apple's** relationship with Microsoft remains "very good."

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IPhoto Completes Apple's Picture

By Leander Kahney | Also by this reporter

02:00 AM Jan. 08, 2002 PT

In the middle of Steve Jobs' Macworld keynote speech on Monday, Apple's CEO presented a photo slide show featuring photographs of an Apple employee's daughter.

Jobs had just created the slide show with a couple of clicks of his mouse, including the addition of a soundtrack. When he was done, the finished slide show of about a dozen photographs was projected onto a giant screen for the assembled crowd of about 4,000 Macworld attendees.

Accompanied by Van Morrison, the photographs of the young girl had a strange effect on the audience. A hush fell over the crowd, and when the slide show was done, some people appeared to wipe tears from their eyes and clear lumps from their throats.

Aware of its emotional effect on the crowd, Jobs said: "This is why we do what we do."

The slide show was created with Apple's new photo editing software, iPhoto. The software is the last piece in the puzzle in Apple's "digital hub" strategy: to sell more computers by making them a hub for all the digital gadgets that surround us.

Apple has already made easy-to-use software for playing digital music (iTunes); making digital movies (iMovie); and burning those movies to DVD disks (iDVD). All of these pieces of software are super easy to use and enable, or enhance, a digital gadget.

But until this week, the only thing missing was software to make digital cameras really useful. Enter iPhoto -- software, Jobs said, that acts like a "digital shoebox," helping Mac users store and organize their digital pictures and share them in ways "that will blow your mind."

Jobs pointed out that 6 million digital cameras were sold in 2001. Excluding single-use cameras, that's a third of all cameras sold. But at the moment, the simple task of acquiring, storing and printing digital photographs is a "nightmare" and a "mess," according to Jobs. "This is the chain of pain iPhoto is going to revolutionize," he declared.

As soon as a digital camera is attached to a Mac, the software recognizes the camera and automatically downloads all the pictures. The software creates thumbnails of the pictures and initially organizes them by "roll." Instead of assigning a string of meaningless numbers, and

hiding pictures away in user-created and labeled folders, the software adds the new pictures to an endless gallery that includes all the other images in the user's archive.

Thus, with a few simple controls, an archive of otherwise forgotten pictures and anonymous folders is transformed into a living, breathing gallery of pictures.

But it doesn't stop there. IPhoto makes it easy to print or share those photographs with others. The software makes photo printing dead easy. Just select the kind of print, the type of paper, set the margins and print. The software can print straight photos, contact sheets or a variety of greeting cards.

And as Jobs demonstrated, the software can easily create an animated slideshow, which can be burned onto a CD or DVD that can be sent to Granny and played on her computer or DVD player.

The software also reduces the previously arduous process of publishing pictures on the Web to a couple of clicks. The software links up to Apple's online iTools services, which includes a homepage-building wizard. As Jobs demonstrated, a gallery of pictures can be published on the Web in a couple of minutes.

Story continued on Page 2 »

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Personal tech

Microsoft brings DVD into the picture

Last modified: January 9, 2002, 8:30 AM PST

By Joe Wilcox
Staff Writer

update DVD recording got a big endorsement Wednesday from Microsoft, which is licensing technology from Sonic Solutions, presumably for use in Windows XP.

The two companies signed a multiyear deal focused on Sonic's AuthorScript technology, used to create DVD movies. The move comes as computer manufacturers increasingly view the ability of PCs to record home movies to DVDs as a big selling point. Consumers can then run the discs in standard DVD players.

An A-list of computer makers sell systems with DVD recording drives: Apple Computer, Compaq Computer, Dell Computer, Gateway, Hewlett-Packard and Sony. Apple and Compaq were the early leaders, both having shipped DVD-recording PCs early last year.

This week alone, at the Macworld Expo in San Francisco and the Consumer Electronics Show in Las Vegas, Apple, Gateway and HP introduced new DVD recording systems.

The high end of Apple's new iMac line, already notable for its design and flat-panel display, packs a PowerPC G4 processor, 256MB of RAM, a 60GB hard drive and a Pioneer DVD-R drive for $1,799. HP has served up a Pavilion 780n with a 1.8GHz Pentium 4 processor, 512MB of memory, a 120GB hard drive and a DVD+RW drive for $1,599. Unlike the new iMac, though, HP's DVD recording PC does not come with a monitor.

Most PC makers already bundle some version of Sonic's DVD-authoring software with their DVD-recording PCs. Apple offers its home-grown iDVD 2 software. But Microsoft's licensing of Sonic's technology could eventually mean DVD recording integrated right into the Windows XP operating system.

With Windows XP, which debuted last fall, Microsoft introduced CD recording from the file menu, using technology licensed from Roxio. But Apple's Mac OS X 10.1.2 has better DVD recording integration: Consumers can record data to DVDs from the file menu, or Finder.

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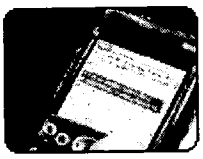

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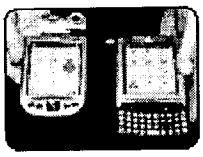

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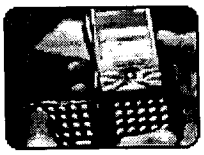

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"It's a way for Microsoft to acquire the capability and to move once again into one of Apple's markets," said IDC analyst Roger Kay. Still, he said, "more integration is always better, so in some ways it's a standardization of software that has been adopted de facto by PC makers."

Dell spokesman Tom Kehoe said that adding DVD recording capabilities to Windows XP would be a good thing.

"If it makes it easier for users, we're all in favor of that," Kehoe said.

Microsoft was not immediately available to comment on whether or when it would integrate DVD recording into the operating system.

Dell, which started offering PCs with DVD recording drives last month, sees a huge market ahead for the technology. "If it follows the popularity of rewritable CDs, it will be very popular," Kehoe said.

Gartner Dataquest estimates that manufacturers shipped nearly 600,000 DVD recording drives last year. Projections for this year are 1.5 million, reaching 14.2 million in 2005.

Two main DVD recording technologies are vying for dominance on PCs: Pioneer's DVD-R, and DVD+RW from HP. Although the formats are incompatible with each other, compatibility with consumer DVD players is the more important issue, say analysts.

Pioneer estimates that DVD-R discs are compatible with 90 percent to 95 percent of consumer players on the market. HP puts DVD+RW disc compatibility at between 65 percent and 70 percent.

Currently, Apple, Compaq, Gateway and Sony ship computers with DVD-R or DVD-R/RW drives. Dell and HP offer DVD+RW, and Sony is expected to add the DVD recording format to its PC lineup soon.

Microsoft's licensing agreement with Sonic follows another deal with four consumer electronics companies, which agreed to integrate Windows Media into their DVD players.

Panasonic's DVD-RV32 recorder and player, which is expected to ship next month, will play back DVD-R and CD-R discs with Windows Media and MP3 formats burned into them.

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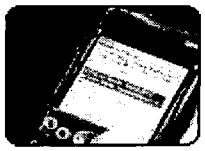
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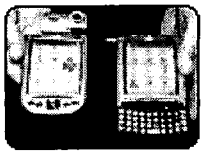
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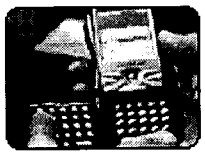
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BYTE OF THE APPLE

By Alex Salkever

Is Apple Getting Too Cool Again?

Steve Jobs wowed the Macworld faithful with more amazing stuff. My only worry: All this hardware, software, and stores could be distracting

If only Steve Jobs got paid for bravura speeches. As usual, he brought down the house with an impressive keynote address at Macworld's San Francisco Exposition on Jan. 7. Of course, it was pretty easy to get the Mac-heads pumped considering the bag of goodies Steve brought with him. The new PowerBook portable with a 17-inch flat-panel display is beyond cool. Most people don't even have 17-inch flat panels on their desktops.

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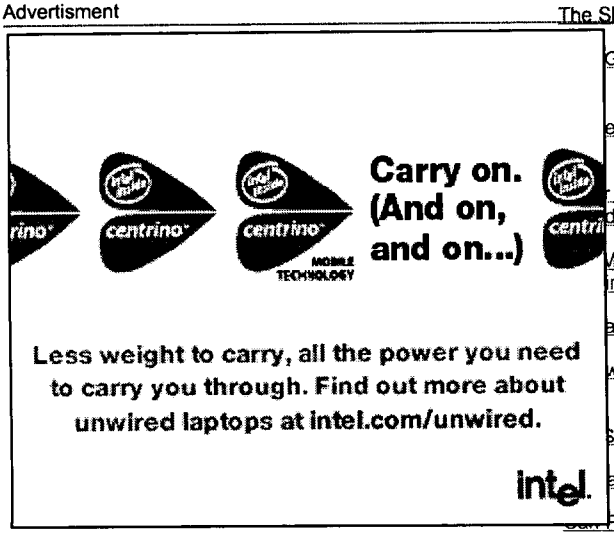

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What's Putting Wind in Wireless' Sails

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Apple introduced its new Web browser, Safari -- and, as promised, it's indeed faster-loading than Microsoft's Internet Explorer. (It still has a few glitches, but I've already ditched all the Netscape Navigator clones and IE for Jobs's new browser buddy.)

On top of that, the new versions of Apple software such as iCal calendar software, PDA manager iSync, and the iLife digital-media hub suite totally rock. Heck, I would even think about forking over the 500 bones for the Burton snowboarding jacket unveiled at the expo. It has a special pocket for an iPod digital music player and volume-control buttons built into the sleeves -- and is available from Apple.com for only a year.

WHAT'S MISSING. So much cool stuff was on display that I started to get worried. Why? A few simple reasons: Too much stuff is precisely what crushed Apple in the John Scully days. And for all the snazzy offerings, Jobs didn't talk much about the segment that matters most for the bottom line -- high-end PowerMacs aimed at graphics professionals. He was also mum about Apple's plans in the education market, where the company has been struggling of late.

Let's look at these concerns one at a time. When Scully was ousted as Apple CEO in 1993, it had a bloated product line, with multiple hardware configurations that created a supply-chain nightmare. When Jobs returned in the mid-1990s, he cut the fat, reduced the offerings, and brought in a former Compaq exec to whip logistics into shape. But now it looks like he may be sliding down the same slippery slope.

Apple has been branching out into a handful of very different businesses. It's now running a retail operation with its Apple Stores, which did $148 million in sales during the first fiscal quarter of 2003, ended Dec. 31. Apple plans to spend tens of millions more pushing its store count from 51 toward 100.

TIGHT SHIP? Apple has also started a Web-hosting business, with 280,000 customers paying $100 a year for the .mac package of Web publishing, data backup, calendar synchronization between multiple computers, and other applications. Apple is also becoming a big software shop, overseeing the development of dozens of applications including iCal, iSync, iTunes, iDVD, FinalCut, and others. Finally, Apple's hardware line is starting to bloat again, with the iBook, iMac, eMac, iPod, PowerMac, and AirPort.

Jobs & Co. claims it still runs a tight ship. Perhaps. But it's tough

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to stay lean with so many businesses under one roof. That's particularly true when the segments are so different, each requiring its own expertise. After all, it's hard to imagine businesses with more disparate requirements than software development and retail chains. The growing product lineup introduces complexity. And too much of that brought Scully down.

Then there's the PowerMac issue. This takes us back to a long-time problem: Jobs revived Apple by finding a nice balance of cool gear and cold cash. Sure, Apple made neat stuff, but it also made certain it sold. With that discipline, Jobs built up a $4.3 billion cash cushion while holding liabilities of less than $400 million. My inner Apple compass tells me the balance has swung too far toward cool, and sales may suffer.

EDUCATION CRISIS. Witness the Burton snowboarding jacket. It's hard to imagine something more peripheral to Apple's core mission -- unless the company thinks staying cool is job #1. Considering that Apple is expected to return fourth-quarter earnings of only 3 cents per share on Jan. 15, as compared to 11 cents the year prior on revenues that are about the same, one has to wonder if cool hasn't spun out of control. What would shareholders think is really cool? A new PowerMac line. Alas, that wasn't hip enough to make it at Macworld.

Another crisis area for Apple is the education sector. Its share of the segment has slipped to 21%, according to filings for the fourth fiscal quarter, ended September, 2002. And Apple laid off 180 employees in the quarter, most likely from its troubled educational operations. Yet none of its honchos announced any big plans or product initiatives to goose sales to schools at Macworld.

Granted, this expo isn't the traditional venue for announcements of nitty-gritty strategy. And Jobs did mention a program allowing teachers to upgrade to the latest operating system free of charge, an effort to keep them in the Apple camp. But with the earnings announcement a mere week away, you would think Jobs might want to counter shareholder fears that Apple is frittering away the once-lucrative educational market.

LINUX-FRIENDLY. For sure, Apple had plenty of good news. The ranks of OSX 2 (a.k.a., Jaguar) users have swelled to 5 million. That's up from less than 2 million OS X users a year before. Sales at the retail stores met Apple's expectations. The list of applications designed for OS X reached 5,000. And Apple announced that Jaguar now has built-in support for a key technology called X11 that makes it easier to convert Unix or Linux software to run on the Mac.

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Still, I was left with a sinking feeling and a suspicion that perhaps Apple shouldn't concern its valuable executive staff time with products like a whiz-bang snowboarding jacket. And is it a retailer, a software designer, or a hardware shop? Maybe it can succeed in all of these areas, but that's a more complex trick to pull off than reviving Apple's core product.

If Jobs wants to win that game, he's going to need to hang onto the cash cows he has. Show shareholders the money, Steve, because cool alone isn't a sustainable business model.

Regular "Byte of the Apple" columnist Charles Haddad is on leave.

Salkever is Technology editor for BusinessWeek Online
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Federal Computer Week

Latest Power Macs go wireless

BY Michelle Speir
Jan. 30, 2003

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Fans of Apple Computer Inc.'s Power Mac G4 who seek to expand wireless connectivity might be interested in Apple's latest line, featuring more advanced wireless options, faster speeds and serious processing power.

The new Power Mac G4s support 54 megabits/sec AirPort Extreme 802.11g wireless networking which, according to Apple, runs at speeds up to five times higher than the previous AirPort 802.11b technology. Customers also can order the system with optional Bluetooth wireless capability.

To complement the Bluetooth functionality, Apple includes its new iSync software for automatically synchronizing address books and calendars between Macs and Bluetooth-enabled cell phones.

The ample processing options include a single 1 GHz processor, dual 1.25 GHz or dual 1.42 GHz PowerPC G4 processors. To harness this processing power, Apple includes its Xserve architecture with up to 2M of fast Double Data Rate (DDR) Level 3 cache and 333 MHz DDR memory.

The systems feature one FireWire 800 port, which is the latest generation of this high-speed serial interface. It also includes two FireWire 400 ports.

Expansion capabilities include four open 64-bit 33 MHz PCI slots and two external bays for optical drives. The highest Power Mac G4 configuration comes standard with Apple's DVD-R/CD-RW combination SuperDrive that offers recording speeds twice as fast as that of previous versions, according to Apple.

The Power Mac G4s come with Apple's iLife applications, an integrated suite of software including iTunes 3 for managing digital music, iPhoto 2 for organizing and sharing digital photos, iMovie 3 for digital movie-making and iDVD 3 on SuperDrive models for creating DVDs.

The single-processor 1 GHz Power Mac G4 and dual 1.42 GHz model are available now for $1,499 and $1,999, respectively. The dual 1.42 GHz model will be available starting in February for $2,699.

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Personal tech

Will Mac fans get an iLife?

Last modified: January 31, 2003, 11:29 AM PST

By Joe Wilcox
Staff Writer, CNET News.com

After delaying delivery for a week, Apple Computer on Friday started selling its iLife digital media suite, a $50 bundle of programs for creating and playing movies, music, photos and DVDs.

However, analysts and Mac users are questioning the iLife's price tag, as two of the suite's new components--iMovie 3 and iPhoto 2--will soon be available for free download.

Cupertino, Calif.-based Apple unveiled iLife earlier this month during the Macworld Expo in San Francisco. In addition to the iMovie and iPhoto upgrades, the package contains iTunes 3--already downloadable for free--and iDVD 3, which will not be made available as a free download, according to the company.

"Given the fact that three of the four applications are to be available as a free download, the pricing would seem to imply that you are paying $50 for iDVD--something many users are going to find a bit difficult to accept," said Matthew Sparby, a technology consultant and Mac user from Casselberry, Fla.

"Others, especially those without a broadband Internet connection, will see the $50 as a sort of convenience fee to give them an alternative to downloading the applications over a slow dial-up service," he continued. "There are going to be users complaining, and others cheering."

The suite is bundled free with new computers such as the new Power Macs announced on Tuesday, but otherwise costs $50.

Several Apple retail stores on Friday said that they had iLife in stock and on sale. The company had originally planned to release iLife last week, but unexpectedly delayed iLife's release by one week.

Word that the Mac maker would begin charging for a bundle of "i" applications, or iApps, leaked out ahead of the announcement of the iLife suite on Jan. 7. During his keynote address at Macworld, Apple CEO Steve Jobs said that three of the iLife applications would

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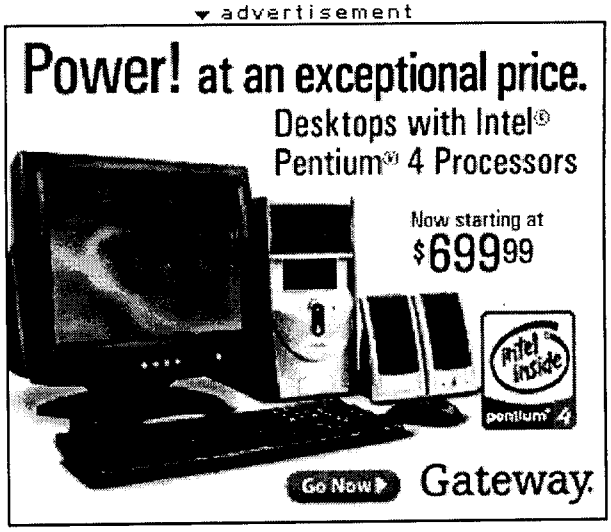

continue to be available for free, but that Mac users interested in iDVD 3 would have to pay for the entire suite.

"It's probably more of a factor that (iDVD 3 is) over a gigabyte in size than Apple seeking to use it as a profit center," Jupiter Research analyst Michael Gartenberg said. The new version of the DVD creation program is more than 1.5GB in size.

Todd Lockhart, an electronics publishing services director and Mac user from Pitman, N.J., also saw the price strategy as a result of the DVD software's features. "It would be impossible not to charge for any upgrade to iDVD, because the package is extremely large--mostly as a result of all the media files associated with DVD themes--and would be unreasonable to offer as a download," he said.

In general, Mac users offered mixed reaction to Apple's $50 fee for the bundle. Some argue that it adds up to Apple raising the cost of iDVD, since the other applications will eventually all be available for free. Previously, Apple charged $19.95 for the iDVD 2 upgrade CD, with that fee described as for shipping and handling.

"I'm sure lots of people will continue to bitch about not being able to continually upgrade these apps without paying a dime, but only a very small minority of people will get bitten by the 'I only wanted iDVD' thing," said Jason Muxlow, a graphic designer from Chicago.

Steven Nelson, a Phoenix-based Mac user and Web master, said he had no problem with the $50 charge. "iPhoto, iMovie and iDVD were all significant selling points for my home purchase of a Mac," he said. "Paying $50 for significant new features is completely reasonable to me."

Sparby agreed. "I think the $50 price tag on the iLife bundle is reasonable for an upgrade," he said. "It isn't an outstanding value, but it is reasonable."

Still, Apple is making the software available for less to some Mac users. This week, the company announced that teachers of kindergarten through grade 12 and higher-education faculty staff would be able to buy iLife and Keynote together for $15. Keynote is presentation software Apple unveiled during Macworld that normally sells for $99.

"That's the way I'm probably going to go," said Dean Mattson, an elementary school teacher from El Paso, Texas. "If that deal was not available, I would probably pass up iLife, since I don't have the DVD burner on any of my Macs and the rest will be available for a free download."

Going digital

Apple has focused on integration with the new iApps versions. Users can access their iTunes music library for creating soundtracks for home movies built in iMovie, for example.

"The iLife application's latest release continues to demonstrate Apple's commitment to provide task-oriented media capabilities to the

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native Mac OS environment," Jupiter's Gartenberg said. By offering them for download, Apple's doing the right thing for its customer base."

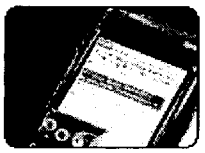
Apple, like Microsoft, is focusing on digital media as an important selling point for its operating system. At Macworld two years ago, Jobs positioned the Mac as a hub for digital applications and devices. Since then, Apple has released six separate iApps--iCal, iDVD, iMovie, iPhoto, iSync and iTunes--and added other digital media features directly to Mac OS X 10.2.

"The addition of media-editing features in the OS has once again shown that vendors will continue to drive features into their products to create consumer value," Gartenberg said.

But Apple could pay a stiff price as it treads on the turf of smaller Mac developers. Opera, for example, may stop its Mac browser development, in response to Apple's release of a beta of its own browser, Safari.

"It's going to be harder for smaller vendors with similar offerings to compete (with Apple)." Gartenberg said.

The Mac maker also faces other problems. Analysts question how successful Apple's digital hub strategy has been, considering the company's recent slide in PC market share. Its share of the worldwide PC market dropped to 2 percent during the fourth quarter from 2.3 percent the previous quarter, according to research firm IDC. In the United States, Apple's share declined to 3.1 percent during the fourth quarter from 3.8 percent a quarter earlier.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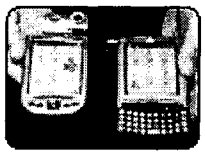
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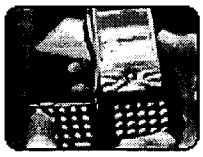
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Fortune, February 3, 2003

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SECTION: TECH; Pg. 126

LENGTH: 946 words

HEADLINE: Apple's Bumper Crop;
Steve Jobs brought out a bushel of cool new stuff at Macworld--if **Apple** keeps this up, its core business might just end up being software.

BYLINE: Brent Schlender

BODY:
A couple of weeks ago **Apple** Computer CEO Steve Jobs bounded onstage at the Macworld trade show in San Francisco to engage once again in his unique brand of performance art--the keynote speech. This was his 20th or so such gig since returning to **Apple** in 1997, and the production values had never been slicker as he demoed new or improved software and rhapsodized about flashy new laptops (see box). He was so compelling that it's tempting to review the show rather than the products he plugged.

But speeches are ephemeral. What matters are the goods. While Jobs didn't unveil anything to point **Apple** or personal computing in a radical new direction, the company is fulfilling its pledge to make the Macintosh into the ultimate digital hub--a machine that enables ordinary people to create, manipulate, and enjoy digital media of all sorts (video, photography, MP3 audio), not to mention browse the web and cook up business presentations as flashy as Jobs'. His speech also underscored how **Apple** hopes to cash in on its growing software prowess, as much to goose revenues amid an industry slump as to give conventional Windows PC users more reasons to switch to Macs.

The centerpiece was iLife, a bundle of upgraded versions of previously released software--iMovie for editing video, iPhoto for working with digital photos, **iDVD** for burning multi-media content onto discs playable on TV, plus iTunes 3, **Apple's** current MP3 software. More than the sum of its parts, iLife puts the "multi" back into multimedia, making it easy to mix and match music, pictures, and video in a single production. Previously users had to rummage through their Macs to find, say, Steppenwolf's "Born to Be Wild" for the soundtrack to a slide show or to select still photos to put into a movie. Now each iLife component can reach directly into the others' archives. In a sense, iLife is to do-it-yourself multimedia what Microsoft Office is to business documents.

Each program has been souped up. iPhoto now makes it possible to retouch photos and correct for color and contrast rather than rely on a third party like Adobe's Photoshop. iMovie has a new feature called the Ken Burns Effect (it lets you pan across photos to create the illusion of motion the way Burns does in his documentaries) and more-sophisticated sound editing. **iDVD** makes it easier than ever to transfer movies and slide shows to disc, with professional-looking navigation menus that can be viewed on the TV via a standard DVD player. While there are many video editors, photo managers, and MP3 jukeboxes for Windows PCs, and they continue to improve, iLife keeps the Mac comfortably ahead in terms of features and, especially, ease of use.

The iLife package will be preloaded on all new Macs. For existing Mac users, iMovie, iPhoto, and iTunes can be downloaded free from www.**apple**.com. **iDVD,** however, will cost $ 49, ostensibly because it's so large it has to be delivered on CD-ROM. (The same disc will also contain the other iLife programs.) Sounds a little

fishy to many Mac users, but given the quality of the software, $ 49 is a bargain. And of course there's another catch--iLife will run only on Macs loaded with **Apple's** OS X 10.2 operating system.

Next, Jobs showed off Safari, a turbocharged Internet browser that operates exclusively on Macs running OS X. For several years Jobs & Co. had hoped that the Internet could be a great equalizer in its quest to grow its market share--less than 4% in the U.S., just over 2% worldwide--because more and more computing tasks, particularly in business, are handled via a web browser. But it hasn't happened, in part because Microsoft's Internet Explorer and Netscape's Navigator run noticeably more slowly on Macs. Hence Safari, another free download, which not only outperforms IE and Navigator but also is easier to customize and can block pop-up ads.

Jobs, who has always made most of his presentation slides himself, was almost breathless when introducing his favorite new software--a $ 99 presentation program called Keynote. He didn't just show demos of Keynote; he actually used it to organize and illustrate his speech. "They made this just for me," he crowed. It's probably the most elegant application software **Apple** has ever created. The cinematic transitions and special effects are similar to those in iMovie, and there's a suite of subtly beautiful thematic graphics templates, many of which came from **iDVD's** menus. It was no surprise when Jobs told me he spends more time using Keynote than any other program on his own Macs.

Which proves my next point. As easy and as much fun as it is to cook up a video or photo album or DVD with iLife (or a speech with Keynote), it's also incredibly time-consuming. Last year, for the 50th birthday party of FORTUNE columnist (and my old friend) Stewart Alsop, I made a 15-minute video roast that included still photos, videoclips, background music, sound effects, and as many sight gags as I could fit. Satisfying as the experience was--especially when I showed it to the 100 or so guests--the reality is, I spent nearly 80 hours on it: downloading and editing pictures with iPhoto also can eat up days, as does converting your CD collection to iTunes. (It took me three months of evenings and weekends to rip my collection of 2,500 CDs onto a 120GB hard-disk so I could use my iPod to listen to them.) **Apple's** new software is a pleasure, but let's face it: To even begin to get the full benefit, you have to have a top-of-the line Mac, a gargantuan hard disk, and lots of time to burn. And it helps to be as obsessive about production values as Steve Jobs himself.

Feedback? bschlender@fortunemail.com

GRAPHIC: TWO COLOR PHOTOS, Fruitful The iLife software (shown on this new 17-inch PowerBook) lets you mix and match your media. Below: the 12-inch PowerBook, not shown to scale.; COLOR PHOTO: JOBS: BRENT SCHLENDER, Citizen Jobs At Macworld, Steve Jobs (left) used Keynote software (above) for his presentation.; COLOR PHOTO, [See caption above]

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Personal tech

Apple trims prices, product array

Last modified: February 4, 2003, 8:26 AM PST

By Joe Wilcox
Staff Writer, CNET News.com

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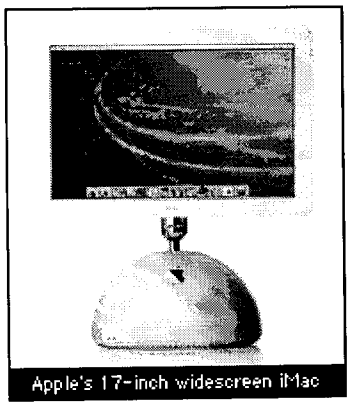

Apple's 17-inch widescreen iMac

Apple Computer on Tuesday simplified its consumer Macintosh line and slashed prices as it seeks to gain market share from Windows XP-based PCs.

The company reduced from three to two the number of flat-panel iMac models. It also cut the price of the high-end model to $1,799 from $1,999 and the new entry-level model to $1,299 from $1,499.

At the same time, the high-end eMac dropped to $1,299 from $1,499 and the starter system to $999 from $1,099. The eMac line was originally intended for the education market, but several months later Apple began selling it more broadly.

"Apple is getting aggressive, to try and get back some market share," said IDC analyst Roger Kay. "That's pretty aggressive pricing."

Still, looked at another way, the Cupertino, Calif.-based company is raising the bar for budget-minded shoppers looking for a flat-panel iMac. Before the changes, the lowest-priced model, while less powerful than its replacement, sold for $1,199.

NPDTechworld analyst Stephen Baker praised the high-end iMac, which comes with a 1GHz PowerPC G4 processor, 17-inch widescreen flat-panel monitor, 256MB of double data-rate (DDR) SDRAM, an 80GB hard drive, a 4X DVD recording drive, 64MB GeForce4 MX graphics, a 56kbps modem, 10/100 networking, USB 1.1, FireWire and Mac OS X 10.2.

"When you think of that high-quality 17-inch monitor, that's a pretty good configuration for $1,799," Baker said. "That's a lot of value."

The repricing and simplification of the consumer Mac line couldn't come any sooner for Apple, which was stung by Windows PC competitors during the fourth quarter. During that three-month period,

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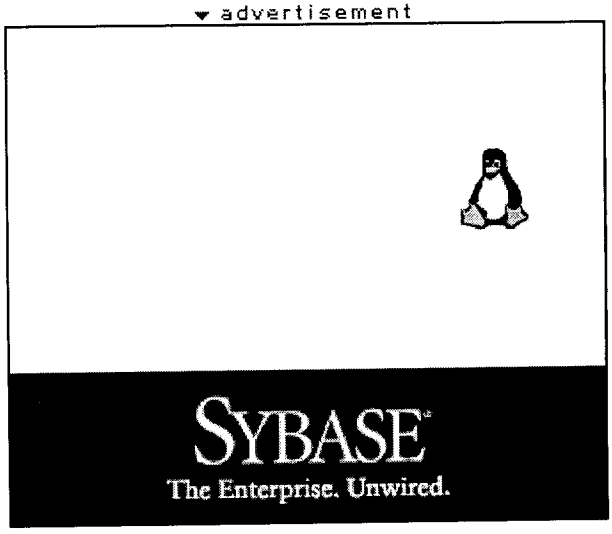

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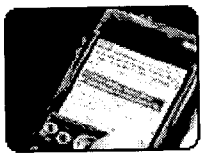

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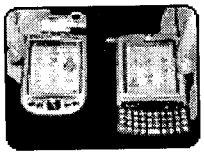

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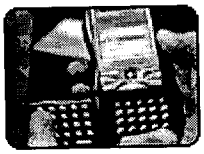

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Apple's share of the worldwide PC market dropped to 2 percent, compared with 2.3 percent during the preceding quarter, according to IDC. In the United States, Apple's share declined to 3.1 percent from 3.8 percent.

ARS analyst Toni Duboise doesn't believe the pricing changes have come soon enough. "In order for Apple to stay competitive in this market, Apple has to pull back" on its policy of keeping prices high to boost margins, she said.

For Apple, Tuesday's move was a response to consumer preferences.

"Part of our thing is, how do we keep our product line simple?" said Greg Joswiak, Apple's vice president of worldwide hardware product marketing. "What are customers voting with their pocketbooks? There seem to be two products that customers want. So the question was, how do we build our line around those two models and make them more affordable?"

IDC's Kay noted the value in that reassessment, which trims Apple's consumer product line from six major models--two eMacs and four iMacs--ranging from $1,099 to $1,999.

"This kind of takes Apple back to their original iMac, for which there was only one configuration," he said. "Apple has pruned back the product bush to what are the best-selling products."

But Baker regarded the move as risky, particularly considering "the pretty huge gap" between the $1,799 and $1,299 iMacs.

"Basically, Apple is saying there is a lot of value in the $500 price difference, and, sure, you could make a pretty good case for that," he said. "But that's an aggressive stance. That's a pretty big delta for people to make, and you have to convince them it's worth it."

Joswiak said the price difference offers "a clear delineation" between the value of the two models. "We don't want to confuse our customers, like some of our competitors do, by offering a smear of overlapping price points."

Assessing value

The flat-panel iMac comes with either a 15-inch or 17-inch flat-panel monitor, which pivots off a swinging arm attached to the computer's dome base. The larger model, which also comes with a DVD recording drive, is Apple's best-selling consumer Mac.

"The 17-inch (model) became a big hit for us," Joswiak said. "We've sold more of that 17-inch since its introduction than any other consumer model we have. If we look at the second-most successful, far and away above the rest was the 15-inch combo (drive model)."

Kay said he's not surprised the 17-inch iMac is a top seller. "If you're in the 'gaga' design business, you stand to sell a lot of high-end stuff," he said.

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About 50 percent of buyers choose to move up to a DVD recording model, according to Apple. Under the new pricing structure, consumers looking for a Mac with DVD recording capabilities could get an eMac for as low as $1,299 but spend no more than $1,799 for the high-end iMac. Still, Sony's Vaio Digital Studio PCV-RS100, which also packs a DVD recording drive, sells for even less than the eMac, coming in at $799 without a monitor.

"This is going to be a home run for Sony," Duboise said. "Sony is Apple's No. 1 competitor, so far as PCs go."

In fact, the Vaio PCV-RS100 is priced at the sweet spot of the market, which at retail is around $750 right now. "For the last four months, the average selling price has been under $800 every single month," Baker said.

"Our value is about having everything you need in that system, so that you can work better than on any competing system," Joswiak said. "We make things so they work very well together. Certainly our friends over at Sony have made strides in that direction. But only Apple is in the unique position to not only make the operating system (and) the hardware but also the key digital applications."

The repricing comes about a week after Apple cut prices on new Power Mac G4 computers by more than 40 percent. Power Mac is Apple's line of computers aimed at creative professionals, content creators and businesses.

On Friday, Apple also released its iLife digital media suite, which includes iDVD 3, iMovie 3, iPhoto 2 and iTunes 3. The suite ships free on all new Macs, but otherwise costs $49.

"Adding to those two releases a revived iMac line would put Apple in a much stronger position as it tries to lure Windows users to the Mac," said Richard McPike, a Mac user and college student at Southern Methodist University in Dallas.

The iMac, along with iBook and the iPod digital music player, have anchored Apple's "switchers" campaign, which seeks to woo Windows users over to the Mac. Reducing prices and beefing up configurations would be very important for making Macs, which long have been perceived as costing more than PCs, more appealing to potential switchers.

Inner beauty?

McPike described Macs as "gorgeous from the outside" but desperately "in need of an upgrade on the inside. I bought the top-of-the-line machine last January, when the new systems were announced, and since then Apple has yet to make any changes that would entice me to upgrade."

But the new top-end iMac meets McPike's wish list. "A new iMac line, with 1GHz G4 chips, AirPort Extreme compatibility, built-in Bluetooth and FireWire 800, at the same or lower price points, would be a much-needed refresh," he said, before learning about the upgrades.

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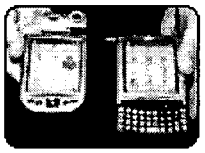

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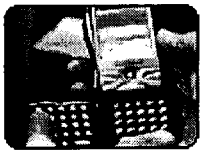

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Besides the faster processor, up from 800MHz in the older model, the new 17-inch iMac moves up to DDR SDRAM, doubles the graphics memory, and adds support for Bluetooth and 802.11g wireless capabilities--or what Apple calls AirPort Extreme. Bluetooth costs an extra $50 and AirPort Extreme an extra $99.

The entry-level iMac comes with an 800MHz PowerPC G4 processor, a 15-inch flat-panel monitor, 256MB of SDRAM, a 60GB hard drive, a CD-RW/DVD combo drive, 32MB GeForce2 MX graphics, a 56kbps modem, 10/100 networking, USB 1.1, FireWire and Mac OS X 10.2. But the 800MHz system supports 802.11b wireless, which at 11 megabits per second (mbps) is a fair bit slower than 802.11g wireless' 54mbps.

The eMac configurations are unchanged from earlier models. The entry-level model comes with a 700MHz PowerPC G4 processor, 128MB of SDRAM, a 40GB hard drive, a CD-RW/DVD combo drive, 32MB GeForce2 MX graphics, a 56kbps modem, 10/100 networking, USB 1.1, FireWire and Mac OS X 10.2. The $1,299 model bumps up to an 800MHz processor, 256MB of SDRAM, a 60GB hard drive and a DVD recording drive. Both eMacs are built around a 17-inch cathode-ray tube (CRT) monitor.

Overall, Apple is moving in the right direction, but it's not enough, Duboise asserted.

"They need to join the party," she said. "To join the party, you have to increase the performance and reduce price."

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SUMMARY

iDVD 3

Rating: ★★★★½
Pros: Slick new themes; chapter-marker support; full iLife integration.
Cons: Minor customization limitations; no external DVD-burner support.
Company's price: $49
Company: Apple Computer , 800/692-7753 www.apple.com

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Perfect Score 1.1.6	★★★
MicroGrade 6.02	★★★
More Internet 1.0	★★★★½
America's Army: Operations	★★★½
Everquest	★★★★
SimCity 4	★★★½
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Safari 1.0	★★★★
Visual Thesaurus 2.0	★★½

DATELINE: April 2003

iDVD 3

By Anton Linecker

iDVD 3 is a shining example of elegant simplicity -- it lets you build complex, professional-looking DVD projects with ease. It has limitations, to be sure (for example, it doesn't support external DVD burners -- it works only with Apple's internal SuperDrive), but most casual DVD creators probably won't notice them. This massive (1.3GB) upgrade is what you're really paying for when you buy iLife.

Themes

iDVD 3 includes two dozen new customizable DVD menu themes to choose from (and you won't lose your version 2 themes either). These new themes, such as Theater and Projector, are simply dazzling. Many of them have a drop zone -- areas where you can customize Apple's prebuilt backgrounds by dropping in your own photos or video clips.

In the Projector theme, for instance, the drop zone corresponds to the movie screen lit by a film projector. When you drop video into this zone, iDVD plays the video back as if it were projected film, adding some scratches and dirt with an old-film-look filter. The only drawback to the drop zone is that the video or photo album plays back with a constant framing -- although you can click and drag the video to the desired placement, the adjustment is applied throughout. As a result, some photos in an album may appear awkwardly framed. In addition, tall photos are sometimes incorrectly displayed (squished vertically, for example).

Integration

The way you work with iDVD is basically the same in version 3. But new features can add a layer of sophistication to finished projects.

iTunes

iDVD 3 accesses the other iLife apps through the iMedia Browser, which is located at the top of the Customize drawer. Pressing the Audio button opens the iTunes Library, letting you easily pull audio in for background music (you can still import non-iTunes audio the traditional way, via the Customize: Settings pane). Any sound element imported from iTunes starts playing from the beginning by default (and menus can only contain a 30-second music loop).

iPhoto

The Photos button links iDVD to iPhoto 2. Here you have access not only to individual photos but also to iPhoto albums. These photo albums play like preview QuickTime movies when they are applied to some of iDVD 3's new menu pages with special Photo or Movie drop zones. And if you drop an iPhoto album onto a menu page (outside of a drop zone), iDVD will create a slide show for you.

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iMovie

The Movies button connects to the Movies folder in the user's Home directory, as this is the default location for iMovie media. This feature is useful only for video projects that originated in iMovie. Final Cut Pro and Express users will need to drag and drop movies into iDVD 3.

Chapter Markers

Perhaps the most impressive new feature in iDVD 3 is chapter-marker support. With chapter markers, a DVD can have scene selections that let viewers jump to their favorite scenes quickly, as they can with professional DVDs. Chapter markers are embedded in the imported QuickTime movie and can come from iMovie 3, Final Cut Pro, Final Cut Express or even QuickTime Pro. Once these QuickTime clips are dropped into iDVD 3, the program creates two buttons: Play Movie, which plays the entire clip, and Scene Selection, which leads to a separate menu page that lists the individual scenes.

iDVD 3 limits you to 36 chapter markers per video clip, divided into six chapter markers per menu page. Another limitation is that iDVD displays the Play Movie and Scene Selection buttons for only one video clip with chapter markers at a time (the first movie loaded into iDVD). If you drag a second clip with chapter markers to the menu page, only the clip's name will be displayed. The Play Movie and Selected Scenes buttons for the second clip are displayed on the following menu page.

Slide Shows

When you add photos to a slide show, iDVD 3 converts them to video resolution. With the new Add Original Photos On DVD-ROM option, you can now include the full resolution photos as well. While you can't view these high-resolution pictures with a set-top DVD player, they are accessible by computer -- so people you send them to can print out their own copies.

Macworld's Buying Advice

iDVD 3 is a software marvel that lets you create stylish, professional-looking DVDs easily and quickly, and it's well worth its $49 price.

Continue the iLife review by clicking on one of the following products:

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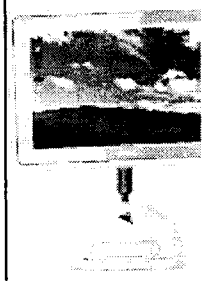

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The Washington Times May 6, 2003, Tuesday, Final Edition

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May 6, 2003, Tuesday, Final Edition

SECTION: BUSINESS; ON COMPUTERS; Pg. C09

LENGTH: 605 words

HEADLINE: Apple's iTunes hit right notes

BYLINE: By Mark Kellner, THE WASHINGTON TIMES

BODY:
Apple Computer's announcement April 28 of the "iTunes Music Store" captured plenty of headlines and lots of interest.

It has captured just under a buck from this writer so far, but that's only owing to my budget. This rather nice service is described by **Apple** as an online music store, where the songs generally cost 99 cents each.

Customers can burn songs onto "an unlimited number of CDs for personal use," **Apple** says, and listen to songs on an unlimited number of iPods, the portable music players created by **Apple.** They also can play the music on up to three Macintosh computers, and use them in any Mac application, including iPhoto, iMovie and **iDVD** programs that let users arrange photo displays, edit home videos and burn DVDs, respectively.

The iTunes Music Store is available only for Mac users right now. **Apple** Chairman Steve Jobs was quoted in press accounts as saying that the firm will develop a version for Windows PC users. About 200,000 songs from five major record companies are available, and it can be hoped that the catalog will be expanded.

Searching for music, finding it and downloading it as my 99-cent experiment demonstrated is very easy. One can find songs by title, artist or genre; and one can buy a whole album's worth of music, typically for $9.99 or so.

However, some selections are a bit limited I couldn't find the Broadway cast recording of the musical "Chicago," for example, though I believe it is released by a unit of EMI, one of the "big five" record firms who've signed on with **Apple.**

A search for Beethoven's "Ninth Symphony" turned up only one version, and then the only way to buy the work was to buy it whole, for far more than the $4 one might expect to pay at the advertised 99-cents-a-song price.

The pricing for Beethoven is, I suppose, **Apple's** privilege, but for those who might want to use just the fourth movement of that symphony for a presentation, it's a bit much to ask them to pay a full-copy price.

All told, however, the iTunes Music Store is a good start for people to download music legally and use it. I'd like to see some tweaks to the pricing maybe the digital equivalent of a close-out bin for less-popular items and some other enhancements, as well as a larger catalog of music.

More information can be found at www.**apple**.com/music.

Mailblocks, which can be found at www.mailblocks.com, runs on PCs as well as Macs, and is an idea whose

time is long past due. People who send e-mail to your account [you@you.com] or AOL, Yahoo Mail, Hotmail or some other public networks get a "challenge message" that, if they answer, tells the Mailblocks computer to send their original message to you. Only one "challenge" needs to be accepted for e-mail to get through. You also can add regular mailing lists and other electronic publishers to an "OK" list for automatic delivery.

Spammers won't respond to challenge messages, since they involve typing a specific, unique code. Friends and family, if you alert them, will. You also can bring over online address books to give grandma the "all clear" without any hassles.

I've seen an incredible drop in spam to one of my accounts using this service. I plan to add it to some other accounts. It's a great, valuable service that you should consider if, like me, you're interested in getting e-mail you want and need, and nothing more.

Pricing is rather nice: $9.95 a year for an account with 12 MB of online storage, 50 MB of storage can be had for $24.95 a year, and charter subscribers get three years for the price of one. As I said, not a bad deal.

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Tuesday, July 8, 2003

Gadgets

Adobe Programs Exclude Macs
Associated Press

SAN JOSE, Calif. -- Adobe Systems Inc. announced that the newest overhaul of its flagship video-editing program Premiere will no longer work on **Apple** Computer Inc.'s Macintosh computers. Adobe said the program will be compatible with Microsoft Corp.'s Windows XP operating system. Adobe's Encore DVD-creation program, due to ship in the summer, also won't have a Macintosh version.

"If **Apple** does it, there's no room for a third-party developer," said David Trescot, senior director of Adobe's digital-video group. "Why do it when the [operating system] provider could give it away for free?"

In the video-editing arena, **Apple** offers Final Cut Express and Final Cut Pro and has introduced digital-media applications such as iMovie and **iDVD,** including them free on most **Apple** computers.

Apple, Cupertino, Calif., issued a statement on Adobe's announcement but would not comment further: "Adobe and **Apple** continue to have a great relationship, as evidenced by Adobe's recent support of the new Power Mac G5 with Photoshop performance that is twice as fast as before."

---- INDEX REFERENCES ----

COMPANY: Adobe Systems Inc. (ADOSY); **Apple** Computer Inc. (APPLC); Microsoft Corp. (MCROST)

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News Hardware

Apple moves to support DVD+RW format

By Ina Fried
CNET News.com
October 13, 2003, 2:50 PM PT

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After years of backing only one format in the recordable DVD format war, Apple Computer is adding limited support of a rival format into its operating system.

Apple, a longtime supporter of the DVD-R format, confirmed Monday that it is adding support for DVD+R and DVD+RW into the Macintosh operating system with Panther, the new version of Mac OS X that ships next week. Apple is only adding support for backing up data and has not yet added support for the format into its media applications, such as iDVD and iTunes.

Although they are both formats for recording DVDs that can be played on PCs and in many consumer DVD players, DVD+RW drives cannot write to DVD-R or DVD-RW media, just as DVD-RW drives can't write to DVD+R or DVD+RW media. Increasingly popular are drives that are capable of writing both formats.

Nonetheless, the move is a strategic shift for Apple, which until now has supported only the -R standard, contending it was used by more DVD players. The company has shipped some machines with Sony-made drives that can write to both the +R and -R standards, but in those cases it turned off the +R capabilities.

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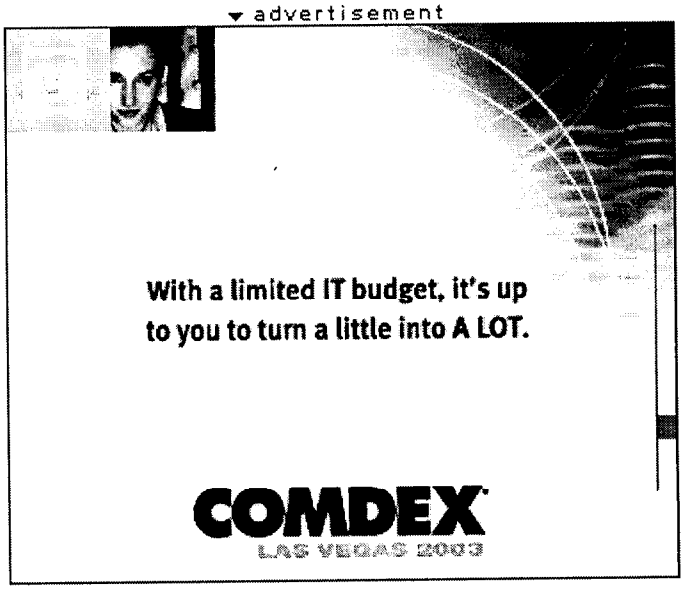

An Apple representative said that the move came at the request of customers, many of whom own third-party DVD burners. Apple did not say whether it would add DVD+R support into future versions of its iApps, such as iDVD.

Apple drive supplier Pioneer, which has been one of the big makers of DVD-R drives, announced in May that it would support both formats. Microsoft has also added support for

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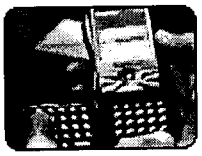

Sierra Wireless makes handset market debut
Andrew Harries, senior VP of marketing, Sierra Wireless

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both types of discs.

A fierce battle between the two rival formats has been raging for years.

The DVD+RW format had the early backing of several PC makers, including Dell and Hewlett-Packard, while consumer electronics makers such as Panasonic and Hitachi pushed the rival DVD-RW format.

However, the -R camp lost a key backer when Compaq Computer was acquired by HP, which has steadfastly supported the +RW format. Sony also moved from the DVD-R camp to supplying drives that can read and write to both types of discs.

Also, the DVD+RW format, which was initially seen as less compatible than its rival, is now supported by most DVD players, analysts say.

Backers of the -R format said that Apple's move does not necessarily spell defeat for their format.

"I don't think it's a negative thing; I don't think it's a positive thing," said Andy Marken, a representative for the Recordable DVD Council, a hardware and software trade group that supports the DVD-R format. "It is just (Apple) doing the right thing for Mac users."

Marken said that archiving data is an important use of DVD burning and that supporting more than one format allows consumers to choose whichever flavor of media is cheaper on store shelves.

"It gives the consumer the ultimate choice," Marken said.

Meanwhile, the DVD+RW Alliance praised the move as another step in what it says is a steady move toward +RW among PC makers.

"I think it is clear to us that +RW is really becoming the de facto standard for recording on the PC side of the business," DVD+RW Alliance spokesman Jerry Brown said. Brown said that in addition to having the top PC sellers Dell and HP solidly on its side, there are "other companies they have been moving steadily toward adding +RW capabilities."

CNET News.com's Richard Shim contributed to this report.

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PC Magazine October 28, 2003 Tuesday

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PC Magazine

October 28, 2003 Tuesday

SECTION: PERIPHERALS; Pg. 114

LENGTH: 293 words

HEADLINE: iDVD 3.01;
Apple's iDVD set the standard for home DVD production, and it still produces lush, gorgeous video discs.

BYLINE: Sascha Segan

BODY:
Apple's iDVD set the standard for home DVD production, and it still produces lush, gorgeous video discs. Our **iDVD** output looked the most professional of any product in our roundup. The software is tied tightly to **Apple's** iLife suite, pulling music from iTunes, photos for slide shows from iPhoto, and video clips from iMovie. You don't edit video or set chapter points in **iDVD;** you do all that in iMovie.

In **iDVD** you choose one of 38 themes, lay out your menus, and burn your disc. Beautiful, whimsical, and serious by turn, each of **Apple's** themes incorporates up to 30 seconds of video on the menu pages. You can replace background video and audio, swap in one of 13 button styles, and place buttons and titles anywhere on the page. You can also add photo slide shows, DVD-ROM content, and submenus. The one major restriction is that you can have only six buttons per page.

On an 800-MHz iMac G4, **iDVD** took nearly 2 hours to encode and burn 20 minutes of video. It compresses video in the background while you work, so burn time appears shorter in most situations. The disc we created had crystal-clear audio and minimal artifacts due to compression. **iDVD** automatically kicks up the compression level if you try to store more than 60 minutes on a disc, but the higher compression level resulted in better-looking output.

Annoyingly, **iDVD** imports only in QuickTime format. This makes **iDVD** utterly useless for copying existing discs or handling much video downloaded from the Internet, though **Apple** says it is working on importing additional formats for a future release. The program also won't make VCDs or do one-touch recording.

If you've got the home movie bug, though, **iDVD** will make your baby's first steps look like a big-budget masterpiece.

LOAD-DATE: October 17, 2003

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iDVD 2 FAQ

Overview

Q. What is iDVD 2?

A. iDVD 2 is the new Mac OS X version of iDVD, the award-winning software application from Apple. It provides simple-to-use tools for making DVDs on the Power Mac G4 with SuperDrive. With iDVD 2 you can create DVDs that will play in most standard set-top and computer DVD players, and share your movies and still pictures with anyone who has a DVD player.

Q. What makes iDVD 2 special?

A. iDVD 2 is more than just a software application. It's part of a complete, integrated system of Apple technologies and applications for creating, archiving, and sharing high-quality movies on your desktop. The FireWire ports on most Macintosh computers make transferring digital video (DV) from a camcorder to your computer fast and easy, while the SuperDrive on certain configurations of Power Mac G4 computers enables you to record and play DVDs. Apple QuickTime technology is the multimedia standard used in iDVD 2, iMovie, and Final Cut Pro. You can edit the video and create movies using iMovie or Final Cut Pro software, and use iDVD 2 to prepare those movies and pictures to record on DVD. The built-in MPEG encoder in iDVD 2 ensures excellent quality.

Q. How do I know if my DVD player will play the DVDs I create with iDVD 2?

A. Most of the DVD players made within the past two years are compatible. Earlier players may not recognize the DVD-R discs made with iDVD 2. Check www.apple.com/dvdr/compatibility for more information.

Q. Which software applications from Apple let me author and encode DVDs on Macintosh computers?

A. Two software applications from Apple allow you to create DVDs: iDVD 2 and DVD Studio Pro. iDVD 2 comes with all Power Mac G4 computers equipped with a SuperDrive.[1] It's a simple way for beginners to get started creating their own DVDs. DVD Studio Pro is a stand-alone software package that offers additional, professional-level functionality.

Q. How are iDVD 2 and DVD Studio Pro different?

A. iDVD 2 provides the tools to create DVDs with simple navigation between menus, video footage, and still images. The drag-and-drop ease of use and predesigned themes of iDVD 2 make it ideal for nonexperts who want to get started creating DVDs right away.

DVD Studio Pro is a professional DVD authoring tool. It allows you to create DVDs that include every feature outlined in the DVD-Video specification, with video, still images, audio, and even web links. DVD Studio Pro is most appropriate for projects that require more complex custom menus, chapter markers, scripting, multiple languages, subtitles, Dolby Digital audio, and other advanced features.

When it comes to burning DVDs, iDVD 2 is designed to work only with the Power Mac G4 with SuperDrive. DVD Studio Pro can also be used with third-party DVD-R drives on Macintosh computers that don't ship with a DVD-R drive. Or you can use DVD Studio Pro to prepare files on digital tape or deliver your work on a portable hard drive so a DVD service bureau can create the discs for you.

Features

Q. How does iDVD 2 make DVD authoring so easy?

A. iDVD 2 is simple enough to be used by people without any experience in DVD technology or graphic design. The iDVD 2 interface is uncluttered and easy to use: Simply drag your movies and pictures onto its window, and within minutes your project can be complete. Using professionally designed themes, anyone can create beautiful, compelling DVDs that contain movies and still images. iDVD 2 includes a helpful tutorial with sample files to get you started fast.

Q. What's new in iDVD 2?

A. iDVD 2 has several exciting new features to make your DVDs—and your experience creating them—even better:

- iDVD 2 is designed to take advantage of the power and stability of Mac OS X to make DVD creation faster and easier.
- The improved iDVD 2 interface gives you easy access to custom settings.
- You can now create motion menus and motion buttons using video clips as menu backgrounds and button images.
- MPEG encoding and disc burning can now be done in the background, so you can continue to use your Macintosh while your DVD is being written.
- You can now position the buttons anywhere you like on your menus.
- You can now include up to 90 minutes of video on a single DVD disc.
- iDVD 2 offers great new predesigned themes, including motion menu themes.

Q. With iDVD 2, can I be confident that my DVDs will look good?

A. iDVD 2 comes with attractive artwork created by the design professionals at Apple, so it's easy to make your menus look stylish. The image and sound quality remain excellent as well. iDVD 2 keeps your Desktop Movies in digital format throughout the process, and the integrated MPEG encoder is designed to ensure excellent quality in your finished discs.

Q. Am I limited to using only the built-in themes?

A. No. The themes that come with iDVD 2 are just the beginning. You can change menu backgrounds or buttons simply by dragging your own pictures or videos into iDVD 2. You can format text to look the way you prefer. You can choose from a variety of button shapes, and you can create as many menus and slide shows as you need. iDVD 2 allows you to make DVDs that look and work just the way you like, whether you're creating DVDs for formal business applications or just for fun.

Q. How do I prepare my movies and pictures for use in iDVD 2?

A. iDVD 2 accepts movies in QuickTime format, which is supported by most video editing and creation tools. Still pictures can be in any QuickTime-compatible format, such as PICT, TIFF, or JPEG. If you're using iMovie 2, there's even a special option to save your movie in the format that's correct for iDVD 2. Note: iDVD 2 does not support MPEG movies as source material.

Q. What is MPEG and how does it relate to iDVD 2?

A. MPEG is a data format for compressing large amounts of digital video material into more compact files. The DVD standard requires all video on DVD discs to be in MPEG format. In iDVD 2, movies are converted into MPEG format just before they are written to the DVD disc. This conversion takes approximately one to three times the length of your movie; however, the actual time it takes to convert your movie will vary depending on the speed of your Macintosh and the QuickTime compression format used by the source movie.

Q. Can I use iDVD 2 with other CD-R or DVD-R drives?

A. No. iDVD 2 is designed to work only with the Apple SuperDrive, DVD-R/CD-RW drives that are available on certain configurations of Power Mac G4 computers.

Q. Does iDVD 2 require special discs?

A. iDVD 2 and the SuperDrive use standard blank DVDs, called DVD-R General. The General designation distinguishes these discs from those labeled Authoring. Authoring discs are used in professional DVD authoring drives.

Q. How much material can a single DVD disc hold?

A. A DVD-R disc can hold about 4.7 gigabytes. With iDVD 2, you can create DVDs that can each hold up to 90 minutes of high-quality video.

Q. How much do blank discs cost, and where can I get them?

A. Prices of blank DVD-R discs vary by region and by manufacturer, but generally cost $10 to $15 each.[2] Blank DVD-R discs are available through the online Apple Store at www.apple.com/store.

DVD Technology

Q. I've heard that MPEG encoding is slow. What does iDVD 2 do to make this faster?

A. Software-based MPEG encoding has traditionally been a very slow process, taking 20 to 40 times the length of the source video material. However, iDVD 2 incorporates advanced encoding software that leverages the incredible power of Mac OS X and the PowerPC G4 processor with Velocity Engine to achieve higher speeds and uncompromised quality. MPEG conversion with iDVD 2 may take as little as one to three times the length of your movies. (The actual time it takes to convert your movie will vary depending on the speed of your Macintosh and the QuickTime compression format used by the source movie.)

Q. Commercial DVDs often contain up to three hours of video. Why can't I put more than 90 minutes of video in a DVD with iDVD 2?

A. DVDs made using iDVD 2 contain up to 90 minutes of video for several reasons.

- The DVD-R discs used by the Apple SuperDrive hold 4.7GB of data. Commercial DVDs can be made in a dual-layer format and hold up to 8.6GB on each side of the disc. This higher-capacity format, known as DVD-9, is not writable; it must be made in a manufacturing plant.
- Commercial movies are usually authored with extremely sophisticated and complex tools that allow the creator to specify how much compression is applied to each frame of video and audio material. These advanced techniques squeeze even more footage onto a disc.
- The MPEG encoder in iDVD 2 is preset to use compression parameters that ensure excellent image and sound quality. While it would be technically possible to increase the compression ratio, video quality would be compromised. The compression ratios available in iDVD 2 were chosen to ensure high-quality audio and video.

Q. I've heard that DVD-R General discs can't be copied. Is this true?

A. No. Any data that you write to a DVD-R disc with the Apple SuperDrive can be copied in any way you like.

If you want to have multiple copies of a DVD made by a replication service, make sure that the service is able to accept DVD-R General media as a master.

Q. Can I use iDVD 2 and the SuperDrive to write data to DVD-R discs?

A. iDVD 2 is used for creating DVD-Video discs only, but the SuperDrive can be used to write any sort of data to DVD-R media. To write normal data to a DVD-R disc, you'll need third-party software, such as Roxio Toast Titanium.

Product Availability

Q. When will iDVD 2 be available?

A. iDVD 2 will be available worldwide in late summer 2001 to customers purchasing a Power Mac G4 with SuperDrive.[1]

For more information about availability, please check www.apple.com/idvd. For more information on Power Mac computers, go to www.apple.com/powermac.

Q. I already own a Power Mac G4 with SuperDrive. How do I get iDVD 2?

A. For information on upgrading to iDVD 2, please visit www.apple.com/idvd.

Q. Which operating systems support iDVD 2?

A. iDVD 2 works with Mac OS X v10.1 only.[3]

1 Requires Mac OS X v10.1. iDVD 2 may require Internet download; Internet access fees may apply.

2 Based on manufacturer's suggested retail price.

3 Available in late summer 2001; see www.apple.com/macosx.

For More Information

For more information about iDVD 2, visit www.apple.com/idvd.

Apple
1 Infinite Loop
Cupertino, CA 95014
408-996-1010
www.apple.com

Mac

Look for this logo to find great products for your Mac.

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iDVD FAQ

Overview

Q. What is iDVD?

A. iDVD is a new software application from Apple that enables you to author Desktop Movies and still images, then write the project to a recordable DVD disc using an Apple DVD-R drive. With iDVD, you have simple-to-use tools for making DVDs on your Macintosh and a great way to share your movies and still pictures with anyone who has a DVD player.

Q. What makes iDVD special?

A. iDVD is more than just a software application. It's part of a complete, integrated system of Apple technologies and applications for creating, archiving, and sharing high-quality movies on your desktop. The FireWire ports on Macintosh computers make transferring digital video from DV camcorders to your computer fast and easy. You can edit the video and create Desktop Movies using iMovie or Final Cut Pro software. iDVD allows you to prepare those Desktop Movies and pictures to record on DVD, and its built-in MPEG Encoder ensures excellent quality. Apple QuickTime technology is the multimedia standard used in iDVD, iMovie, and Final Cut Pro. Finally, the DVD-R drive on certain configurations of Power Mac G4 computers enables you to record and play DVDs.

Q. How do I get iDVD?

A. iDVD software comes installed in all Power Mac G4 systems that have a DVD-R/CD-RW drive.

Q. Who will want to use iDVD?

A. Anyone who wants to preserve the digital quality of Desktop Movies created on their Macintosh computer. iDVD is suitable for making all kinds of DVDs, from home movies of a baby's first steps to an advertising agency's demo disc that shows successful commercials to important clients.

Q. Can I play the DVDs I make with iDVD on the DVD player that's connected to my TV? What about on my computer's DVD player?

A. DVDs created with iDVD on an Apple DVD-R drive are compatible with most standard set-top and computer-based DVD players.

Q. Which software applications from Apple allow me to author and encode DVDs on Macintosh computers?

A. Two software applications from Apple allow you to create DVDs: iDVD and DVD Studio Pro. iDVD comes with all Power Mac G4 computers equipped with a DVD-R/CD-RW drive. It's a simple way for beginners to get started creating their own DVDs. DVD Studio Pro is a stand-alone software package that offers additional, professional-level functionality.

Q. In what ways do iDVD and DVD Studio Pro differ?

A. iDVD provides the tools to create DVDs containing video and still images with simple menu navigation. Its drag-and-drop ease of use and predesigned themes make iDVD ideal for non-experts who want to get started creating DVDs right away.

DVD Studio Pro is a professional DVD authoring tool. It allows you to create DVDs that include every feature outlined in the DVD-Video specification, with video, still images, audio, and even web links. DVD Studio Pro is most appropriate for projects that require motion menus, chapter markers, scripting, multiple languages, subtitles, Dolby Digital audio, and other advanced features.

When it comes to burning DVDs, iDVD 1.0 is designed to work only with Apple DVD-R drives currently available on select Power Mac G4 configurations. DVD Studio Pro can also be used on select Macintosh computers that don't have a DVD-R drive by using third-party DVD-R drives. Or you can prepare your files on digital tape or deliver your work on a portable hard drive so a DVD service bureau can create the discs for you.

Features

Q. How does iDVD make DVD authoring so easy?

A. iDVD takes the mystery out of creating DVD-Video discs. Using professionally designed themes, anyone can create a beautiful, compelling DVD that contains movies and still images. The iDVD interface is uncluttered and easy to use. Simply drag your movies and pictures onto its window, and within minutes your project can be complete. iDVD includes a helpful tutorial with sample files to get you started fast.

Q. With iDVD, can I be confident that my DVDs will look good?

A. iDVD comes with beautiful artwork created by the design professionals at Apple. But that's not all that makes your projects look great. iDVD keeps your Desktop Movies in digital format throughout the entire process. The integrated MPEG Encoder is designed to ensure excellent quality in your finished discs.

Q. Am I limited to using only the built-in themes?

A. No. The themes that come with iDVD are just the beginning. You can change menu backgrounds or buttons simply by dragging your own pictures into iDVD. You can format the fonts to look the way you prefer. You can choose from a variety of button shapes, and you can create as many buttons, menus, and slide shows as you need. iDVD allows you to make DVDs that look and work just the way you like, whether you're creating the most formal business applications or DVDs for fun.

Q. How do I prepare my movies and pictures for use in iDVD?

A. iDVD accepts movies in QuickTime format, which is supported by most video editing and creation tools. Still pictures can be any QuickTime-compatible format, such as PICT, TIFF, or JPEG. If you're using iMovie 2, there's even a special option to save your movie in the format that's correct for iDVD.

Q. What is MPEG and how does it relate to iDVD?

A. MPEG is a data format for compressing large amounts of digital video material into more compact files. The DVD standard requires all video on DVD discs to be in MPEG format. In iDVD, movies are converted into MPEG format just before they are written to the DVD disc. This conversion takes approximately one to three times the length of your movie; however, the actual time it takes to convert your movie will vary depending on the speed of your Macintosh and the QuickTime compression format used by the source movie.

Q. Can I use iDVD with other CD-R or DVD-R drives?

A. No. iDVD 1.0 is designed to only work with Apple DVD-R drives, available on certain configurations of the newest Power Mac G4 computers.

Q. Does iDVD require special discs?

A. iDVD and the Apple DVD-R drives use standard blank DVDs, called DVD-R General. The General designation distinguishes these discs from those labeled Authoring. Authoring discs are used in professional DVD authoring drives.

Q. How much material can a single DVD disc hold?

A. A DVD-R disc can hold about 4.7 gigabytes. This equates to about 60 minutes of high-quality video.

Q. How much do blank discs cost, and where can I get them?

A. Prices of blank DVD-R discs vary by region and by manufacturer, but generally cost $10 to $15 each. Blank DVD-R discs are available through the online Apple Store at www.apple.com/store.

Product Availability

Q. When will iDVD be available?

A. iDVD will be available worldwide in January 2001 to customers purchasing a Power Mac G4 with a DVD-R/CD-RW drive. For more information about availability, please check the online Apple Store at www.apple.com/store. For more information on Power Mac computers go to www.apple.com/powermac.

Q. Which operating systems support iDVD?

A. iDVD works with Mac OS 9.1 only.

Q. Where can I find the most current information on iDVD?

A. For the latest information, please visit www.apple.com/idvd.

DVD Technology

Q. I've heard that MPEG encoding is slow. What does iDVD do to improve this?

A. Software-based MPEG encoding has traditionally been a very slow process, taking 20 to 40 times the length of the source video material. However, iDVD incorporates advanced encoding software that leverages the incredible power of the PowerPC G4 processor with Velocity Engine to achieve speeds and quality that were previously unattainable. MPEG conversion with iDVD may take as little as one to three times the length of your movies. (The actual time it takes to convert your movie will vary depending on the speed of your Macintosh and the QuickTime compression format used by the source movie.)

Q. When it comes to working with digital video (DV), what are some of the advantages that Mac systems have over Windows-based PC systems?

A. Because Apple makes the components of a complete DV authoring system, you can be confident that the technologies work together smoothly—from the FireWire input technology, to the video editing applications and the DVD authoring tools including the MPEG Encoder, to the DVD recorder. Windows-based PC systems do not offer the plug-and-play ease of Apple's solution. The formats of choice for PC users, Microsoft's AVI and DirectShow, are not able to meet the demands of professional editing. Competitive DV applications also require awkward export rendering and often don't address proper machine control and other technical issues. Apple is the only company to offer a complete, integrated solution for digital video and DVD production.

For More Information

For more information about iDVD, visit www.apple.com/idvd.

Apple
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Cupertino, CA 95014
408-996-1010
www.apple.com

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January 2001 L12527A

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iTunes, iDVD, and iMovie Graphic Guidelines

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iTunes, iDVD, and iMovie graphics

Never use the symbol alone.

Do not alter the electronic artwork in any way.

Do not rotate or animate the graphics.

Do not use any part of the graphics as a pattern.

Do not translate or localize the logotypes.

Do not use the artwork on dark or colored backgrounds.

Introduction

Apple has developed graphics for use in connection with Apple's iTunes, iDVD, and iMovie software. Follow the guidelines below whenever any of these graphics are used.

Using the Graphics

The iTunes, iDVD, and iMovie graphics each consist of a symbol based on the software application's onscreen (or desktop) icon and a logotype (the name of the software set in specially designed type). Never separate the iTunes, iDVD, or iMovie symbol from its logotype or use the symbol alone.

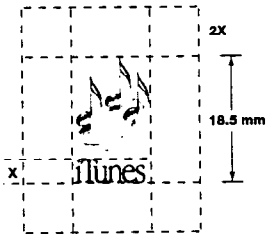
Always use the complete electronic artwork provided—do not alter the iTunes, iDVD, or iMovie graphics in any way. Do not rotate or animate the graphics. Do not use any part of the graphics as a decorative illustration, graphic element, background, or pattern.

Do not translate or localize the logotypes, and do not add words or version numbers to the artwork. Never attempt to set the logotypes yourself, change the font, or alter the size, proportions, or space between letters. Do not add trademark symbols to the artwork.

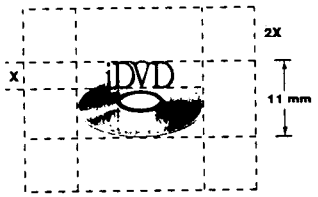
Do not use more than one each of the iTunes, iDVD, or iMovie graphics on a printed page, surface, or web page.

Color

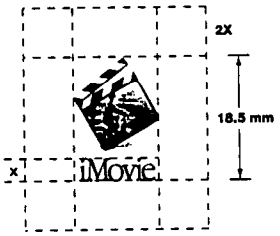
The iTunes, iDVD, and iMovie graphics can be used only in the approved colors shown here. The preferred background color for the graphics is white or off-white. Do not use the artwork on dark or colored backgrounds.



Minimum size and clear space for iTunes graphic



Minimum size and clear space for iDVD graphic



Minimum size and clear space for iMovie graphic

Minimum Size and Clear Space

The minimum size for the iTunes and iMovie graphics is 18.5 mm high. The minimum size for the iDVD graphic is 11 mm high. Keep the area around the graphics clean and uncluttered. Clear space should measure at least 2X on all sides, where X equals the height of the type in each of the graphics. Do not place any other trademark, logo, logotype, graphic, text, photograph, or illustration in the minimum clear space area.

Placement

When using one or more of the iTunes, iDVD, and iMovie graphics in a communication that is not devoted to those software technologies (for example, in Apple hardware communications where the software graphics are used to illustrate product features), make sure any and all software graphics are clearly subordinate in both size and placement to the primary hardware product identity. When using more than one software graphic, reproduce all graphics so that X (the height of the logotype) is equal for each.

Trademarks and Credit Lines

Include this credit line whenever the iMovie graphic is used:

iMovie is a trademark of Apple Computer, Inc.

© 2001 Apple Computer, Inc. All rights reserved. Apple and the Apple logo are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. iMovie is a trademark of Apple Computer, Inc. L13568A

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iDVD

Create DVDs on your desktop.

Key Features

- Creates DVD-Video discs with drag-and-drop ease
- Accepts QuickTime movies and still images
- Lets you make menus, buttons, and slide shows with just a few clicks
- Includes professionally designed themes with beautiful backgrounds and buttons
- Allows you to use your own images for menus, backgrounds, and buttons
- High-quality MPEG encoding built in
- Offers one-click DVD recording
- Produces DVDs that can be played on
  - Most standard set-top DVD players
  - Computers with DVD drives
- Requires a Power Mac G4 with an Apple DVD-R drive

iDVD is a simple-to-use software program for assembling DVD-Video discs and recording them on your Macintosh. For the first time, people everywhere—not just a small cadre of trained Hollywood professionals and multimedia producers—can easily create DVDs that can be played in most standard DVD players. Every day, more and more people are able to view DVDs on their TVs or computers. iDVD lets you share your movies, music, and pictures with one of the world's fastest-growing audiences.

Just drag your QuickTime media files into the iDVD interface. The software automatically makes buttons and adds a thumbnail image from your video. You can design the look and feel of your DVD by importing your own pictures or by selecting one of the many great-looking themes included in iDVD.

iDVD converts your files into the format required for DVD with its fast and efficient MPEG Encoder. And because iDVD is highly integrated with the DVD-R drive in your Power Mac G4, you can burn DVD discs with a single click. DVD-Video discs are the ideal way to share the movies and pictures you create on your computer. Much of the image and sound quality of digital media is lost when dubbed onto VHS tape. But DVD retains digital-quality images and sounds. In addition, DVDs are more compact and more durable than videotapes.

From Video to DVD in Five Easy Steps

1. **Shoot and edit your videos** using a digital camcorder and your favorite editing tool, such as iMovie or Final Cut Pro.
2. **Drag your finished videos or still images** into iDVD. You can include up to an hour of movies and thousands of still pictures on a single DVD.
3. **Create menus and buttons** using iDVD. Import your own pictures to use as backgrounds or use any of the included professionally designed themes. iDVD handles the technical details for you.
4. **Preview your DVD** to test your links and make sure you like the way your DVD contents flow.
5. **Record your DVD** using the DVD-R drive on your Power Mac G4.

Apple: Turning Your Ideas Into Digital Media

iDVD is part of the integrated line of Apple movie-making products that let creative people focus on their ideas, not technical details. With affordable, easy-to-use Apple products, you can

- Turn your desktop into a movie studio with an iMac DV, PowerBook, Power Mac G4 Cube, or Power Mac G4 computer.
- Transfer digital video into your Macintosh using FireWire technology.
- View your work on high-quality, true-color digital displays including the Apple Cinema Display.
- Edit your movies and add transitions, special effects, and soundtracks using iMovie or optional Final Cut Pro software.
- Enhance your multimedia projects with QuickTime digital files.
- Create DVDs using a Power Mac G4 outfitted with a DVD-R drive and iDVD or optional DVD Studio Pro software.

For More Information

For more information about this product, or to find out where to buy Apple products, visit www.apple.com/software on the World Wide Web or call 800-538-9696. To purchase products from the Apple Store, go to www.apple.com/store or call 800-MY-APPLE.

Visit the Macintosh Products Guide at www.apple.com/guide for the latest information on more than 18,000 hardware and software products for your Macintosh computer.

Apple offers iTools, a free suite of Internet services, to help you get more out of using the web. Visit www.apple.com to sign up.

Apple
1 Infinite Loop
Cupertino, CA 95014
408-996-1010
www.apple.com

Features	Benefits
Includes all you need to author and record DVDs; easy-to-use iDVD software with its fast MPEG Encoder, and QuickTime and FireWire technologies.	• iDVD on a Power Mac G4 equipped with an Apple DVD-R drive provides a complete solution, with the tools you need preinstalled and ready to go.
Allows you to make DVDs consisting of up to one hour of Desktop Movies and/or thousands of still pictures in QuickTime format.	• Lets you fill DVDs with Desktop Movies or pictures you've scanned or downloaded from digital cameras.
Easy authoring for nonexperts	
Provides a one-window interface for authoring your DVDs.	• Makes it easy to drag movies and pictures from your desktop to the iDVD authoring environment.
Uses simple commands that shield you from having to know the complex requirements of DVD authoring.	• Brings simple DVD authoring and production to everyone. No longer is there a need for any special training or knowledge to assemble video and still images on a DVD-Video disc.
Automatically generates buttons and menus as you drag QuickTime movies and photos into iDVD.	• Simplifies DVD authoring. Your files are always visible on the screen. Ensures straightforward navigation to prevent you from getting lost.
Accommodates up to 99 movies and unlimited menus, slide shows, and buttons.	• Puts you in control of the contents of your DVDs.
Includes more than a dozen themes designed by the graphics experts at Apple.	• Helps you get started fast. Even if you don't have design experience, your DVDs can look professional.
Accepts still pictures for use as menu backgrounds or buttons.	• Gives your DVDs a custom look. You can choose any frame of your movie and transform it into a button.
Displays the amount of space available on the disc as you work.	• Keeps you aware of the overall capacity of the DVD as you add items.
Lets you preview your project to test the linking and flow.	• Allows you to confirm before you record that your viewers will be able to navigate your DVD smoothly.
Seamless DVD recording	
Works seamlessly with the DVD-R drive and multimedia technologies on your Macintosh computer.	• Lets you record DVD-Video discs with a single click.
Integrates a new, very fast MPEG Encoder.	• Takes advantage of the powerful PowerPC G4 with Velocity Engine to produce high-quality MPEG conversions, so you don't wait for long periods while you record your DVD.
Automatically performs the technical tasks that are needed to write your project to a DVD disc.	• Takes care of the details for you so you don't have to learn the fine points of DVD technology.
Writes to DVD-R General media in the DVD-Video format to create DVDs that play in most standard DVD players and computers with DVD drives.	• Allows you to distribute your finished product to the rapidly growing number of people with DVD players. The quality of DVD far exceeds the quality of VHS tape.

Look for this logo to find great products for your Mac.

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TITLE

iDVD: Questions and Answers

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Modified: 11/16/03

TOPIC

This article contains frequently asked questions (FAQ) regarding iDVD, with answers to those questions.

For the latest information on iDVD, please visit http://www.apple.com/idvd.

DISCUSSION

Questions answered in this article:

1. What is iDVD?
2. How do I get iDVD?
3. Can I play the DVDs I make with iDVD on the DVD player that's connected to my TV? What about on my computer's DVD player?
4. Which software applications from Apple allow me to author and encode DVDs on Macintosh computers?
5. In what ways do iDVD and DVD Studio Pro differ?
6. How do I prepare my movies and pictures for use in iDVD?
7. Can I use iDVD with other CD-R or DVD-R drives?
8. Does iDVD require special discs?
9. How much material can a single DVD disc hold?
10. Which operating systems support iDVD?
11. Is Dolby Digital AC-3 or Digital Theater Sound (DTS) supported by iDVD?
12. Can I set the region code?
13. Can I protect my disk from unauthorized copying?
14. Do I have to burn a disk to test my final product?

Question 1: What is iDVD?

Answer: iDVD is a software application from Apple that enables you to author desktop movies and still images, then write the project to a recordable DVD disc using an Apple DVD-R drive. With iDVD, you have simple-to-use tools for making DVD-Video discs on your Macintosh and a great way to share your movies and still pictures with anyone who has a DVD player.

Question 2: How do I get iDVD?

Answer: iDVD software comes installed in all Power Mac G4 and iMac (flat panel) computers that

have a DVD-R/CD-RW drive.

Question 3: Can I play the DVDs I make with iDVD on the DVD player that's connected to my TV? What about on my computer's DVD player?

Answer: DVD discs created with iDVD on an Apple DVD-R drive are compatible with most standard set-top and computer-based DVD players.

Question 4: Which software applications from Apple allow me to author and encode DVDs on Macintosh computers?

Answer: Two software applications from Apple allow you to create DVD discs: iDVD and DVD Studio Pro. iDVD comes with all Power Mac G4 and iMac (flat panel) computers equipped with a DVD-R/CD-RW drive. It's a simple way for beginners to get started creating their own DVD discs. DVD Studio Pro is a stand-alone software package that offers additional, professional-level functionality.

Question 5: In what ways do iDVD and DVD Studio Pro differ?

Answer: iDVD provides the tools to create DVDs containing video and still images with simple menu navigation. Its drag-and-drop ease of use and predesigned themes make iDVD ideal for non-experts who want to get started creating DVD discs right away. DVD Studio Pro is a professional DVD authoring tool. It allows you to create DVD discs that include every feature outlined in the DVD-Video specification, with video, still images, audio, and even web links. DVD Studio Pro is most appropriate for projects that require motion menus, chapter markers, scripting, multiple languages, subtitles, Dolby Digital audio, and other advanced features. When it comes to burning DVD discs, iDVD is designed to work only with Apple DVD-R drives currently available on select Power Mac G4 and iMac (flat panel) configurations. DVD Studio Pro can also be used on select Macintosh computers that don't have a DVD-R drive by using third-party DVD-R drives. Or you can prepare your files on digital tape or deliver your work on a portable hard drive so a DVD service bureau can create the discs for you.

Question 6: How do I prepare my movies and pictures for use in iDVD?

Answer: iDVD accepts movies in QuickTime format, which is supported by most video editing and creation tools. Still pictures can be any QuickTime-compatible format, such as PICT, TIFF, or JPEG. If you're using iMovie 2, there's even a special option to save your movie in the format that's correct for iDVD. In iDVD, movies are converted into MPEG-2 format just before they are written to the DVD disc.

Question 7: Can I use iDVD with other CD-R or DVD-R drives?

Answer: No. iDVD is designed to only work with Apple DVD-R drives, available on certain configurations of Power Mac G4 and iMac (flat panel) computers.

Question 8: Does iDVD require special discs?

Answer: iDVD and the Apple DVD-R drives use standard blank DVD discs, called DVD-R General. The General designation distinguishes these discs from those labeled Authoring. Authoring discs are used in professional DVD authoring drives.

Question 9: How much material can a single DVD disc hold?

Answer: A DVD-R disc can hold about 4.7 GB. This equates to about 60 minutes of high-quality video.

Question 10: Which operating systems support iDVD?

Answer: iDVD 1.x versions are designed for use with Mac OS 9.1 through Mac OS 9.2.2. iDVD 2.x versions are designed for use with Mac OS X 10.1 or later.

Question 11: Is Dolby Digital AC-3 or Digital Theater Sound (DTS) supported by iDVD?

Answer: iDVD only supports audio formats playable in QuickTime. DVD Studio Pro supports Dolby Digital AC-3, but does not currently support DTS.

Question 12: Can I set the region code?

Answer: DVD-Video discs created with iDVD will have set the region code such that the discs will be playable in all regions. If you are interested in setting region codes to specific regions, DVD Studio Pro offers that functionality.

Question 13: Can I protect my disc from unauthorized copying?

Answer: iDVD does not include CSS (Content Scrambling System), Macrovision or any other copy protection schemes. DVD Studio Pro offers CSS.

Question 14: Do I have to burn a disk to test my final product?

Answer: No. iDVD has a preview function.

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Sub Category: General Topics
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- ◯ fully addressed my question
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Joint Release

Macworld San Francisco Draws Record Crowd

Over 93,000 Attend & See New Products from Nearly 300 Macintosh Developers

FRAMINGHAM, Massachusetts and CUPERTINO, California—January 16, 2001—IDG World Expo and Apple® today announced that a record of over 93,000 people attended the Macworld Conference & Expo in San Francisco last week, making it the largest gathering of Mac® fans in the US ever.

"The record crowd underscores the Mac's incredible appeal among consumers and professionals," said Charlie Greco, president and CEO of IDG World Expo, organizers of the event. "We're thrilled to see tens of thousands of new and long-standing Mac fans alike flock to Macworld to see innovative new products like Apple's new Titanium PowerBook G4 and Apple's stunning new iTunes and iDVD software applications."

In addition to the show's record attendance, more than a quarter million people tuned into the live QuickTime™ stream of the Macworld keynote delivered by Steve Jobs, Apple's CEO. During the keynote, Jobs unveiled the new Titanium PowerBook® G4; a new Power Mac™ G4 line featuring the revolutionary combination CD-RW/DVD-R SuperDrive for reading and writing both CDs and DVDs; iTunes, the world's best and easiest to use "jukebox" software; iDVD™, a revolutionary new application that lets consumers quickly and easily create professional looking DVDs; and DVD Studio Pro, the first full-featured DVD authoring tool for under $1,000.

The keynote was streamed over Apple's QuickTime TV network, which delivers broadcast quality and high levels of reliability and includes Apple's QuickTime 4 player. The state-of-the-art QuickTime 4 player for Macintosh® and Windows users worldwide is available free at www.apple.com/quicktime.

About Apple
Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

About IDG World Expo
IDG World Expo (www.idgworldexpo.com) produces world-class tradeshows, conferences, and events for emerging IT markets around the globe. As the leading IT event management company, IDG World Expo leverages its unsurpassed experience and knowledge of IT-focused events and conferences, enabling technology companies to capture the attention and loyalty of influential buyers. IDG World Expo's portfolio of conferences and events includes ASPWorld Conference & Expo, COMNET, Internet Commerce Expo (ICe), LinuxWorld Conference & Expo, and Macworld Conference & Expo. IDG World Expo is a subsidiary of International Data Group (IDG), the leading global provider of IT media, research,

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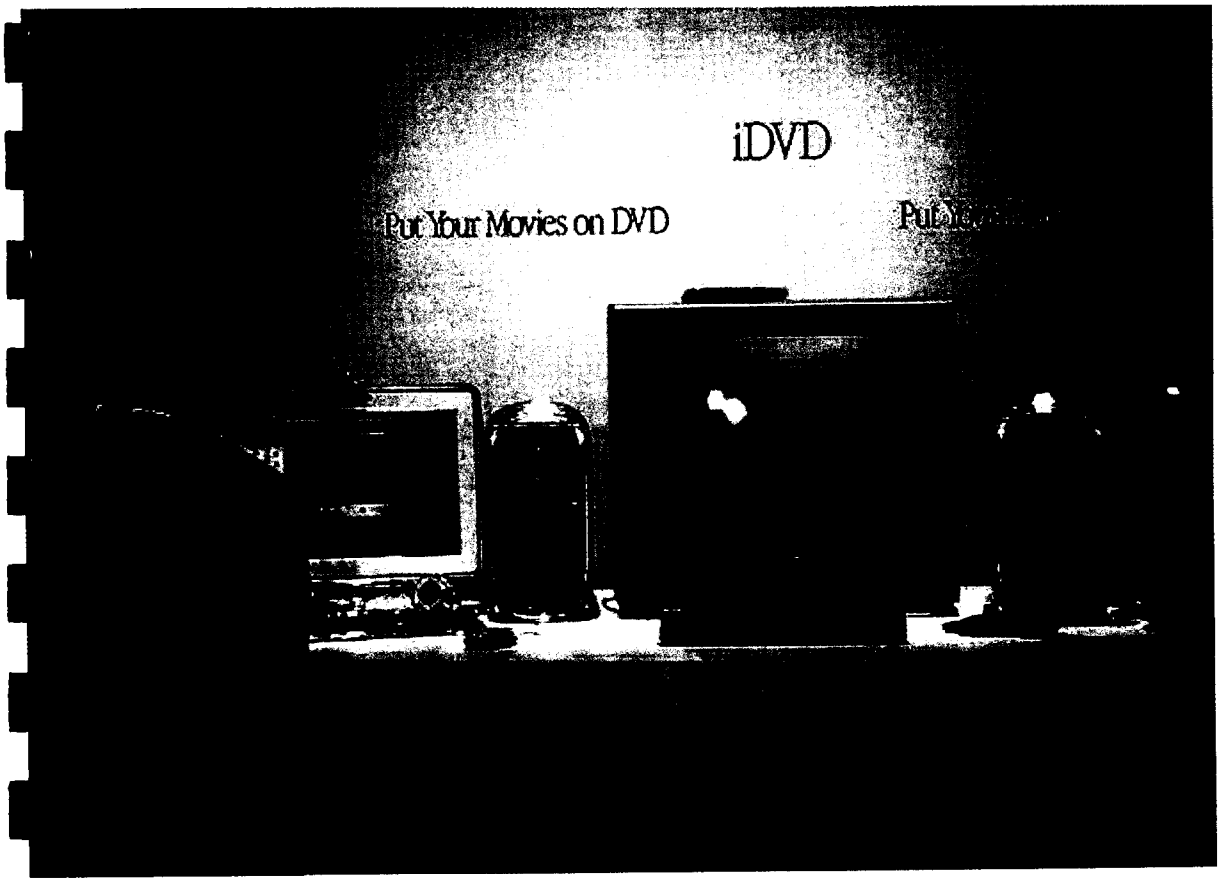
iDVD
Put Your Movies on DVD

Q

Joint Release

Macworld New York Attracts Record Crowd

Attendance Tops 64,000, Crowning Macworld the Largest East Coast Technology Show

FRAMINGHAM, Massachusetts and CUPERTINO, California—July 25, 2001—IDG World Expo and Apple® today announced that more than 64,000 attendees packed the Jacob K. Javits Convention Center in New York City last week for the Macworld Conference & Expo. This year's record attendance is the highest ever for the New York event.

The final attendance numbers contrast sharply with lowered attendance figures at other technology shows this year–most notably, PC Expo held at the same convention center just three weeks prior. Macworld has now surpassed both PC Expo and Internet World as the largest annual technology event in New York City.

"The loyalty of the Mac community is astounding," said Charlie Greco, president and CEO of IDG World Expo. "While other tradeshows struggle with low attendance numbers, Macworld Conference & Expo continues to set new records. As the number one technology tradeshow in New York City and San Francisco, Macworld is proof positive that the Macintosh platform is hotter than ever."

"The growing enthusiasm for the Mac platform is contagious. Our customers and developers demonstrated phenomenal support for Apple's latest innovations at Macworld this year," said Philip Schiller, Apple's vice president of Product Marketing. "It's really great to see this strong show of support and excitement by so many customers for Mac OS X and all of Apple's digital lifestyle products demonstrated at this year's show."

In addition to the show's record attendance, more than 44,000 people around the world tuned in simultaneously for a live stream of Apple CEO Steve Jobs' keynote via their QuickTime® Player. QuickTime 5, Apple's industry-leading software for creating, playing and streaming high-quality audio and video over the Internet, is available for free download to Macintosh® and Windows users at www.apple.com/quicktime.

Highlights from the opening keynote address included a preview of Mac® OS X version 10.1, with demonstrations of native Mac OS X applications by 10 major developers including Adobe, Aspyr, Alias|Wavefront, Blizzard, Connectix, FileMaker, IBM, Microsoft, Quark and World Book. More than 1,000 native applications are now available on Mac OS X and more than 50 third-party developers made announcements at the show supporting Mac OS X.

Apple introduced major upgrades to its desktop computing family with the introduction of a new line of faster Power Mac™ G4s with the revolutionary SuperDrive™, and faster, more powerful iMacs™ for today's digital lifestyle. iDVD 2 for Mac OS X v 10.1 was also previewed.

"Macworld New York was a great success for Connectix," said Mitchell Cipriano, vice

president of Marketing at Connectix, one exhibitor featured in the 'Ten on X' keynote. "The attendees are perfect for our products and booth traffic was heavy. In short, a perfect show."

"The traffic at our booth was phenomenal,"said Michael Rogers, president of Aspyr Media, Inc. "The entire games area, including the gaming theater, was one of the most popular we've seen at any expo. We were thrilled by the opportunity to showcase our products at the event."

About Apple
Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

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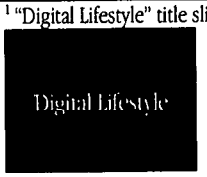
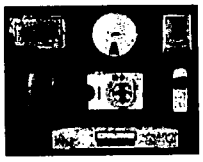
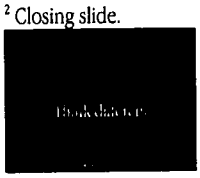
Apple Digital Lifestyle Presentation

Stage Script for Macworld New York 2001
Version 7.10
By Applications Marketing (12:00 minutes)

	Visuals and Blocking	Dialogue
Intro **01:15**	[1] "Digital Lifestyle" title slide.   	Welcome to MacWorld! Thanks for joining us. We're going to spend the next 10 minutes or so showing you how a Macintosh can actually improve your lifestyle (well, your digital lifestyle anyway). Look around and you'll see that everything is going digital: telephones, music, photos, video. In just the past twelve months millions have added digital still cameras, video cameras, handheld computers, MP3 players, and DVD players to their "digital lifestyle". On their own, each of these devices is incredibly useful, making it possible to take literally hundreds of photos without film, to shoot broadcast quality video with an affordable camera, or to take hours of music with you on your morning run. But with a Macintosh, that's really just the beginning. A Macintosh can serve as a "digital hub" that brings everything together. Let's take a look at some of the Apple software that makes this all possible.
iTunes **01:00**	[1] iTunes title slide. [2] Launch iTunes; play song. [3] Scroll though iTunes library. [4] Drag any 2 songs into "Workout Music." [5] Hold up Rio mp3 player. [6] Click on "Burn CD" button.	First[1], iTunes: more popular than ever! Since its introduction in January, in just over half a year, over three million people have downloaded iTunes. And hundreds of thousands more users have gotten it on their new Macs. The "rip, mix, burn" mantra is heard everywhere.[2] Check it out[3]; here's my iTunes library. You can **rip** and organize your entire CD collection, literally thousands of songs, on your Mac. And[4] you can **mix** custom playlists, export them to your portable mp3player[5], or even **burn** your own CDs[6]. BusinessWeek calls it "by far the easiest software/music player" to use.
iMovie **01:30**	[1] iMovie title slide. [2] Show iMovie 2.1 workspace, already launched. [3] Click on any clip in tray and play.	And now[1] the one that started it all: iMovie. iMovie continues to re-define home video by enabling anyone with a Mac and digital video camera to make their own movies for home, school, or fun. **Every** Mac has FireWire built-in, enabling you to **capture** video and start creating right out-of-the-box! [3] And iMovie now runs on Mac OS X[2], the world's most advanced operating system, and it's still so simple there's no manual! To create your home movie, wedding video, or next Academy award nomination, just **edit** the clips into order you want[4]. After **enhancing** them with titles, transitions, and effects[5], in no time at all, you can easily produce this...

	[4] Select all clips and drag to storyboard. [5] Click on "Final" clip and play (keep talking). [6] Choose "Export..." from File menu. [7] Show "QuickTime" and "iDVD" export options.	And now[6], you can **share** these movies on the Internet or DVD. iMovie[7] works with the new iTools and new iDVD, making it easier to share touch friends and relatives anywhere.
iTools 02:00	[1] iTools title slide. Show FILE menu in iMovie. Show movie in iDisk Movies folder in Finder. Show iTools FRONT PAGE. In HomePage, click on iMovies. Select the City theme. Click on the CHOOSE button. Select Movie from list, then click APPLY. Click on EDIT TEXT; enter TITLE. Click on PUBLISH. Click on SEND AN iCARD. Enter two EMAIL ADDRESSES (clicking the Add Recipient button each time). Click on "SEND".	Let's use iTools[1] first to share this iMovie. With iTools' HomePage, all it takes is 5 simple clicks to create a web page for this movie. Here's the movie we just saw. I've saved in directly to my iDisk via the new File menu option in OS X. In the Finder and on the desktop, my iDisk shows up in OS X just like a regular disk drive. Now, since I've saved my movie directly to my iDisk, I've just uploaded it to the Internet. That's it. Cool, eh? **Create.** To create the iMovie theatre, I go to HomePage and choose a theme. Then, I select my movie (everything I put in my "movies" folder shows up automatically). It's that easy. I can personalize this by adding a title some captions if I wish, then... **Share.** ...I click "Publish" here and I'm done. Jack's relatives who live across the country, even the other side of the world, can see a movie of his haircut the same day it was shot! **Communicate.** Now let's use iTools to announce to people we'd like to visit the site we've just created. I select "Send an iCard" and my friends and family whose email address I enter will be invited.
iDVD 06:00	iDVD title slide. Launch iDVD Drag three QT movies (one at a time) onto the main window. Click a button to select it, then drag the slider to set the thumbnail image. Click New Folder button. Click Slide Show button.	As you've seen, you can use iMovie and your Macintosh to greatly enhance the value of your digital camcorder. Back in January when we introduce iDVD and the SuperDrive, it was finally possible for anyone to share movies (and still pictures) in amazing digital quality with anyone who has a DVD player. Now we're making it even better. This is iDVD 2 for OS X. This single, simple window takes all the mystery out of DVD video production and makes it possible to put –your- movies on a DVD. A real DVD that can be played in most standard DVD players or computers. What I see in this simple window is what will ultimately be the main menu of my DVD. I simply drag the QuickTime movies I want to include into the window, and iDVD automatically sets up buttons for me. I can choose any frame of the movie to serve as its "thumbnail", and I can rearrange the buttons by simply dragging them. Besides buttons that play movies, I can add folders (also called submenus) to my DVD, and I can create slide shows to hold collections of still images. Each menu or submenu can hold up to six items.

	Change title to "Macworld New York":	I can change the names of my buttons and add a title if I like.
	Open the Theme drawer and select the Chalkboard theme. After a few seconds, scroll down and select the Parchment theme.	But where this really gets fun is in formatting the look of your DVD. iDVD includes a bunch of professionally designed themes to enhance your menus. Just click and you've got a whole new look.
	Drag a still image (tbd) onto the menu background.	You can even use your own graphics for your menu backgrounds.
	Click on the "Globe Theme".	Beautiful and easy. But to use the infomercial phrase... "that's not all"... iDVD 2.0 features **motion menus**, so your menu backgrounds and buttons can animate, just like Hollywood DVDs.
	Turn the "Motion in Edit Mode" switch ON.	
	Switch to the Family Reunion theme.	IDVD includes a number of beautiful motion themes for your use, or you can use your own movies for the background.
	Click the "Customize" tab. Drag the movie "Greenday" into the Image/Movie "well" area.	This capability is simply unprecedented in an easy-to-use application.
	Click the "Free position" button. Click on one of the buttons on the menu and move it to a different position.	Version 2 adds two features that many iDVD users have requested: the ability to move the buttons to any position, and to have longer video on a disc.
	Point out the capacity "meter" at the botton of the window.	When you make a new project, you can now choose between 60 or 90 minute capacity for your DVD.
	Click on the Status tab.	IDVD 2 takes advantage of OS X's powerful multitasking and memory management to allow MPEG encoding to happen in the background while you continue to work on your project. This saves time when you are ready to burn.
		You'll be ready to watch your custom DVD before you know it.
		That's just a little taste of iDVD 2. Watch for it in September on a Mac near you.
Closing 00:15	[1] Apple "i" applications montage slide.	Pretty cool, huh? This new suite of applications[1] comes with the latest Macs and let you to easily manage and share your digital world. Take a closer look at these amazing applications and the new Macs in the booth. Thank you[2]!
	[2] Closing slide. 	

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Apple Delivers Record-Breaking Webcast of Macworld Keynote

CUPERTINO, California—January 9, 2002—Apple® today announced record-breaking Internet attendance via its QuickTime® webcast of Steve Jobs' keynote at Macworld San Francisco. More than 81,000 simultaneous viewers watched the live Internet stream, nearly doubling the previous record set six months ago at Macworld New York. More than 11 terabytes of content were served during the two-hour webcast, which attracted more than 160,000 unique web visitors. During the peak of the webcast, more than 16.5 gigabits per second of video were streamed at broadband rates to viewers worldwide.

"This is an industry record for simultaneous video streaming, and it was only possible with QuickTime," said Philip Schiller, vice president of Worldwide Product Marketing. "With an average of over 2 viewers per stream, a total of over 300,000 people watched our keynote via QuickTime streaming."

Driven by the popularity of high-quality QuickTime content such as movie trailers and nonstop news coverage from CNN, NPR and others—one million copies of Apple's QuickTime 5 are being downloaded every three days. The rate of QuickTime 5 downloads has steadily increased since its launch in April, putting QuickTime 5 on track to exceed 100 million downloads in its first year of distribution.

The keynote was streamed over Apple's QuickTime TV ™(QTV) network, which delivers broadcast quality and reliability and includes Apple's QuickTime 5 player. QuickTime 5, Apple's industry-leading software for creating, playing and streaming high-quality audio and video over the Internet, is available as a free download to Macintosh® and Windows users at www.apple.com/quicktime.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

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Apple eNews

January 10, 2002
Volume 5, Issue 1

In This Issue

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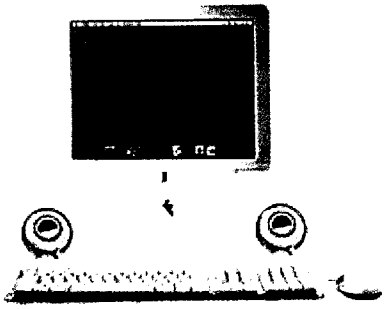
2. A Choice New iBook
3. See, Touch, Experience the New iMac at an Apple Store
4. I Spy iPhoto
5. Start Up with Mac OS X

Stunning. Innovative. Revolutionary. iMac



Redesigned from the ground up to be the ultimate computer for your digital lifestyle, the new iMac, introduced Monday at the Macworld Expo, continues Apple's tradition of innovation, ease of use, and powerful performance.

The new iMac features a stunning 15-inch flat-screen display that appears to float in mid-air. Flicker free, the display supports millions of colors, offers approximately the same viewing area as a 17-inch CRT (but is about twice as bright and twice as sharp as old-fashioned CRT displays), and is almost infinitely adjustable.

Powerful, the new iMac also features the ultimate processor—the PowerPC G4 processor with Velocity Engine running at 700MHz or 800MHz—the ultimate operating system—Mac OS X, which will ship as the default OS on all new iMac computers—and (in our 800-MHz models) the ultimate optical drive for today's digital lifestyle—the Apple SuperDrive, which lets you read and burn both CDs and DVDs (and was previously available only in systems costing more than twice as much as iMac).

Available in three models starting at just $1299, the new iMac offers up to 256MB of memory (expandable

I Spy iPhoto

Been looking for the missing link in digital photography? An application that makes it child's play to save, organize, and share the hundreds of digital photos you've begun to accumulate.

Then you'll want to take a look at iPhoto.

The newest member of Apple's exciting suite of digital hub applications and built exclusively for Mac OS X, iPhoto lets you manage your growing library of digital photos as simply and elegantly as iTunes lets you manage your music library.

Simplicity itself, iPhoto makes it easy to import, organize, crop, rotate, browse, re-size, search, title, email, print, add keywords to, create slide shows of, and share your digital photos with friends and family near and far.

to 1GB), an NVIDIA GeForce2 MX graphics processor for stunning 3D performance, and up to 60GB of hard drive storage.

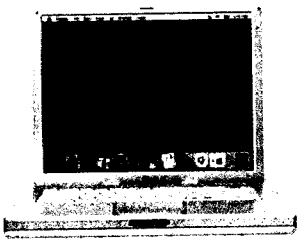
It also comes with a complete suite of digital hub applications. iMovie, iTunes, iDVD (in models equipped with a SuperDrive). And iPhoto, the newest member of the suite, available as a free download on our website.

We expect to ship the 800-MHz iMac (the first to be available) by the end of this month. A 700-MHz model, featuring a DVD-ROM/CD-RW Combo drive, 256MB of memory, a 40GB hard drive, and Apple Pro Speakers, will follow in February. And we expect to ship the third model (with 128MB of memory, a 40GB hard drive, and a CD-RW drive) in March.

Read all about the new iMac on our website.

At the Apple Store

A Choice New iBook



If you like to live your digital life on the go, you're just going to have to choose.

The iBook with that impressive 12.1-inch display you're already in love with.

Or the tempting new 600-MHz iBook with a brilliant 14.1-inch display, 256MB of memory, a DVD-ROM/CD-RW Combo drive, and up to 6 hours of battery life.[1]

Of course, you can't go wrong, no matter how you choose, but visit our new iBook site and read all about both iBook models.

At the Apple Store

[1] Battery life depends on configuration and use.

Another great reason to upgrade to Mac OS X, iPhoto is available for download on our website.

Built for Mac OS X

Start Up with Mac OS X

Now, all of our systems do.

Start with Mac OS X, that is.

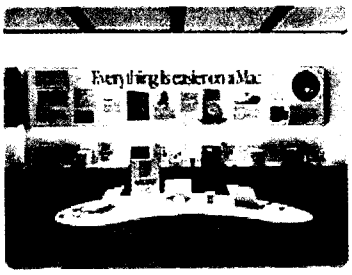
X

Just as before, all Macintosh computers ship with both Mac OS 9 and Mac OS X preinstalled. But beginning with the new iMac and iBook computers announced at Macworld this week, we're now shipping all new systems with Mac OS X as the default operating system.

With more than 2500 applications already built for Mac OS X. Thousands more that will launch effortlessly and work flawlessly in classic mode. A dazzling array of digital cameras, camcorders, scanners, printers, hard drives, optical drives, MP3 players (like iPod), handheld devices, and other peripherals that simply work when you connect them to your Mac. And many more such products being announced every day. The time for Mac OS X has arrived.

At the Apple Store

See, Touch, Experience the New iMac at an Apple Store



You now have 27 Apple retail stores to choose from, and you can check to see if there's a store in your area by visiting our website.

What can you see at an Apple retail store?

Starting this weekend, many Apple retail stores will have the new iMac on display. No, you won't be able to take one home with you for a few weeks, but we encourage you to take the future of personal computing for a test drive.

Yes, you can see the new iMac on our website, but you can see, touch, and experience it first-hand at our retail stores.

Thank you for reading this issue of iMac Update.

Look for you next issue on Thursday, January 24.

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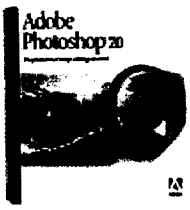
Apple eNews

March 7, 2002
Volume 5, Issue 5

In This Issue

- Come and Get It
- Homing in on Multihoming
- Power Tools
- Cool Pix. Hot Deal.
- Have You Found Wolfenstein's Secret Weapon?
- Just Ask
- Has It Been a Year Already?
- Quick Takes

Come and Get It



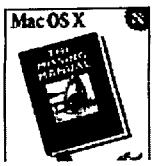
A tasty new entree has just been added to the Mac OS X feast: Adobe Photoshop 7.0.

The newest version of everyone's favorite image editing application has arrived packed with a menu of new features, including:

- **File Browser**, which lets you quickly scan, sort, or search the images you've edited, offers thumbnail images and easy access to metadata (including EXIF data).
- **Healing Brush and Patch Tool**, a pair of new tools for image retouching, allow editors to remove dust, scratches and other anomalies while preserving shading, lighting, and texture characteristics.
- A **new painting engine** lets you simulate traditional painting techniques (including pastels and charcoal).
- A built-in **multilingual spell checker** provides an easy way to check spelling on all layers of a document at once.

Photoshop 7.0 also supports AppleScript, features a new version of ImageReady, includes a new Pattern Maker plug-in, and offers enhanced security options.

Homing in on Multihoming



How do you get on the Internet? If you have an iBook or PowerBook, your answer may be "it depends."

At the office, it's probably an Ethernet

Just Ask

Has this ever happened to you?

You're listening to a playlist in iTunes, and while most songs play just fine, one or two play really loud; or you find a couple that are just above a whisper. What's up with that?

Since playlists can contain songs from different albums, it's possible that they were converted into MP3 files using different settings. But, don't worry, you won't have to rip them all over again to enjoy volume parity among the songs in a playlist. In iTunes, you can adjust the volume at which a single song will play.

How? With iTunes running, pull down the Help menu, choose iTunes Help, type "adjusting the volume of a song," and click **Ask**.

Has It Been a Year Already?

connection. At home, it may be DSL. On the road, your internal modem may get you online. Or at any of the above, you may connect wirelessly via AirPort.

So, as you move from place to place, do you have to switch back and forth among your various connection methods?

Not if you're running Mac OS X, where choosing the best connection method is done automatically via a protocol called *Multihoming*. What is multihoming?

In this excerpt from his fabulous new book, *Mac OS X: The Missing Manual*, David Pogue tells us what multihoming is and how best to take advantage of it. Enjoy.

Power Tools

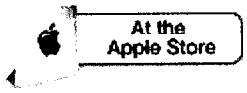
Not only do our new Power Mac G4 computers start up in Mac OS X—and offer all of the advantages of a rock-solid, high-performance operating system—but they come with three complete sets of power tools.

The first set keeps you in touch: EarthLink, iTools, Microsoft Internet Explorer, Mac OS X Mail, and FAXstf 10.0 Preview.

The second set? They're all flagship members of our suite of digital lifestyle applications: iMovie, iTunes, iDVD, and iPhoto.

And we thought graphics professionals would enjoy a slightly fuller chest of tools, so we added Art Director's Toolkit, FileMaker Pro 5.5 Trial, GraphicConverter, OmniGraffle, OmniOutliner, PCalc, PixelNhance, and Snapz Pro X.

More power to ya.



Cool Pix. Hot Deal.

You may not be ready to photograph those competing in the annual Eco-Challenge like these photographers, but armed with a digital

A year passes quickly when you're enjoying a new Macintosh, and when it does, gone too are the service and support options you've grown to depend on.

AppleCare

Unless, of course, you purchase an AppleCare Protection Plan before your limited warranty period runs out. Purchasing a Protection Plan extends your coverage to up to three full years from your purchase date, entitling you to:

- Direct telephone access to Apple's own technical support group
- Mac OS X transition assistance
- Apple-certified parts and labor coverage on needed repairs
- TechTool Deluxe, powerful diagnostic tools from Micromat
- Comprehensive web-based support services

For complete details about the AppleCare Protection Plan, visit our AppleCare website.

Quick Takes

Looking for a great deal on Select Year 2001 iMac and iBook computers? We have them. At up to 30% off the original retail price. And they come complete with Apple's one-year limited warranty. Just visit the online Apple Store and look for the **Save** tag in the left column. When you do, check out the deals we have on refurbished products.

camera, a Mac, and our outstanding iPhoto software, you'll have everything you need to capture, organize, and share the tons of digital photographs awaiting you at your next photographic adventure.

And we can help that happen with a new promotion. Just purchase an iBook or PowerBook computer and a Nikon Coolpix digital camera by May 27, 2002, and you'll save $100. Use the savings to pick up a tripod, extra flash memory cards, a flash card reader, or a few iPhoto Books to show off your digital photo collection.

You'll find details on our "Cool Pix. Hot Deal." website.

Have You Found Wolfenstein's Secret Weapon?

Sure, you'll have ammunition aplenty to battle the hideous zombies in Aspyr Media's latest game, but did you know about the game's secret weapon?

It's Mac OS X, offering multiprocessor support for top-notch performance on a dual processor Power Mac and full support for OpenGL, which helps the animation flow smoothly and without any stutters that could affect gameplay.

And, points out Aspyr president Michael Rogers, don't forget about "true multitasking." With the multitasking in Mac OS X, you can leave applications open without fear that they'll interfere with the pulse-pounding action. "Try playing a game on any other OS while your email application is open and fetching mail," says Rogers.

Return to Castle Wolfenstein is available now at the Apple Store.

At the Apple Store

Thank you for reading this issue of Apple eNews. Look for your next issue on Thursday, March 21.

Subscribe to eNews.

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ooo

"Oh, my, that SuperDrive," exults James Coates in his Chicago Tribune review of the new iMac. With the SuperDrive, "you get a four-purpose drive that plays both CDs and DVDs and also burns CD-Rs and 4.7 GB DVD-Rs."

ooo

"UNIX programmers," enthuses Dan Gillmor in this ComputerWorld article, "now have a platform that could be orders of magnitude larger than any they've ever seen. What new applications might emerge?" The platform?

ooo

How does the brand new Rio Riot MP3 music player from Sonicblue compare to the iPod? Let's ask the Wall Street Journal's Walter S. Mossberg.

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Apple eNews

June 13, 2002
Volume 5, Issue 12

Hot News Headlines: Synthesize Graphics with Studio Artist for Mac OS X

- "I Just Want Something That Works"
- eMac Now Available for Everyone
- Download the QuickTime 6 Public Preview
- Tips for Ten: Copy and Paste
- Wireless Eyes and Ears
- Technically Speaking
- What's New

Fill your photo album. Free.

Buy Mac OS X. Get 75 Kodak prints.

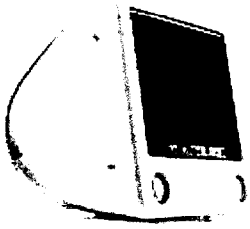
"I Just Want Something That Works"

"And that's why I use a Mac," says Aaron Adams. A Windows LAN administrator, Adams is just one of the thousands of people who wrote us. Programmers, web developers, stay-at-home moms, video editors, network administrators—they all wanted us to know what prompted them to switch from the PC to the Mac. How easy it was. And why they'd never go back.

We invite you to read their stories, watch the new TV ads inspired by their letters (they started running this week), and check out the resources we've posted for other people just like them who may also be considering the Mac platform.

Know a friend who you think would enjoy the Mac?

eMac Now Available for Everyone



Your phone calls and email convinced us. Though we designed it specifically for education, you made it clear that you wanted us to make eMac—our most affordable system with a G4 processor—available to you as well.

So we have.

Starting at just $1099, eMac features a brilliant 17-inch flat CRT display (16-inch viewable) and a space-saving, all-in-one design that will look great in any room.

Powerful, eMac boasts a 700MHz G4 processor and comes with 128MB of SDRAM, a 40GB hard drive, a CD-RW optical

X Apple eNews Welcomes Mac OS X News Readers

Technically Speaking

Did you recently purchase a new PowerBook G4 computer?

If so, you may want to check to see if you received an S-video to composite adapter. The adapter lets you connect your PowerBook to the composite connector on a television, VCR, or video projector. Normally found in the accessory kit, the adapter was omitted from some recently shipped PowerBook G4 computers.

We apologize for the oversight and would like to send an S-video to composite adapter, free of charge, to anyone who didn't receive one.

Order yours from our web-based fulfillment program.

What's New

Time's running out. You have only

drive, a built-in modem, a sizzling NVIDIA GeForce2 MX graphics processor, and a wide selection of pre-installed software, including iMovie, iTunes, and iPhoto.

Download the QuickTime 6 Public Preview

Now you can sample the newest advance in Internet video streaming.

MPEG-4—the next-generation industry standard for digital video—allows you to enjoy higher-quality audio and video on a wider range of digital devices: everything from cell phones to broadcast TV.

With QuickTime 6 Public Preview, Apple offers the industry's first mainstream MPEG-4 solution—not only for viewing MPEG-4 content but for creating and streaming it, as well.

And you can try it today: just visit our site and download your copy of QuickTime 6 Public Preview.

Once it's installed, you'll want to experience some of the other advanced features that MPEG-4 and QuickTime 6 deliver—like Instant-On streaming (which eliminates those annoying buffer delays) and Advanced Audio Coding (AAC), the new MPEG-4 audio format that delivers higher-quality audio files at file sizes even smaller than MP3.

Tips for Ten: Copy and Paste

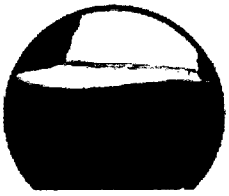
Did you know that in Mac OS X, you can copy files—even a folder filled with files—using the Copy and Paste commands?

It's true. If you tried that in Mac OS 9, you'd be able to copy and paste only the names of the files. But Mac OS X lets you copy the file (or folder) itself—and, yes, you can even do this with applications.

Try it. In the Finder, select a file or a folder. Now pull down the Edit menu and choose Copy (or type command-c). Navigate to the location where you'd like the file's copy to reside, pull down the Edit menu, and choose Paste (or type command-v).

Wireless Eyes and Ears

For several millennia, we've collected data on ecosystems in much the same way. Dedicated volunteers depending largely on their own eyes and ears have spent countless hours in the field.



until June 29 to take advantage of the special offers available as part of our celebration of the Apple Retail Store Anniversary.

ooo

We've just released Mac OS X 10 v10.1.5. Be sure to run Software Update to take advantage of the many enhancements it offers.

ooo

Next Tuesday, June 18, author Michael Rubin ("The Little Digital Video Book") visits the Apple retail store in San Jose's Valley Fair mall to offer shooting, organizing, and editing tips to aspiring videographers.

And guess who else will be visiting an Apple retail store near you?

ooo

Vindigo, the highly popular personal navigation system that provides up-to-date information about restaurants, stores, movies, museums, ATMs, and other services (including full-color maps and directions), now features both Mac OS X and Palm 4.0 compatibility. Download a free 30-day trial version from their website.

ooo

Now available, FileMaker Mobile 2 lets you take your FileMaker Pro databases on the road, synchronize data between your Mac and Palm OS handhelds, and take advantage of such new features as pop-up lists and menus, resizable columns, time

Watching. Waiting. And taking reams of notes.

Unfortunately, rabid enthusiasts don't grow on trees, occasionally grouse about working day and night, and tend to disrupt wildlife by their presence.

Could we use technology to do a better job?

Absolutely, says conservation biologist Michael Hamilton. Hamilton would like to "drag field biology into the 21st century" by deploying wireless eyes and ears—"webcams and environmental sensing devices connected to a network of PowerBook G4 computers that will monitor and collect data about wildlife and natural habitats 24/7."

We hope you enjoyed reading this issue of Apple eNews. You can expect your next issue on June 27.

and date pickers, value lists, and address book phone lookups.

ooo

JMP 5—the highly respected statistical package that "dynamically links statistics with graphics," allowing users "to interactively explore, understand, and visualize data"—is now available for Mac OS X.

ooo

Looking for a great deal on refurbished Apple products? Visit the online Apple Store and look for the *Save* tag in the left column. You'll find some great deals: like a refurbished iPod (5GB) for just $299 and covered by the same warranty as a new iPod.

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Event dates are subject to change. Some products, programs, or promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.

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Apple eNews

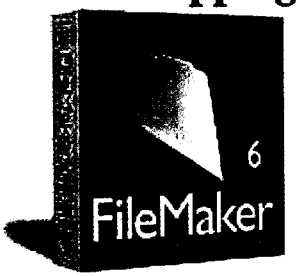
July 11, 2002
Volume 5, Issue 14

Hot News Headlines: Grand Opening: Apple Store, SoHo, Opens July 18

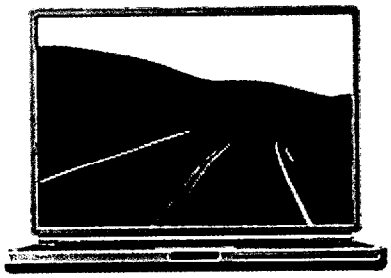
In This Issue

- Seen the Reviews?
- Manage Your Data from Your Desktop to the Web
- "I Use Excel. I Use Word. I Use Lotus Notes."
- Tips for Ten: Creating a PDF PDQ
- Scientists Going Digital
- "The Single Greatest Art Tool Available Today"
- Technically Speaking
- What's New

Now Shipping



Seen the Reviews?



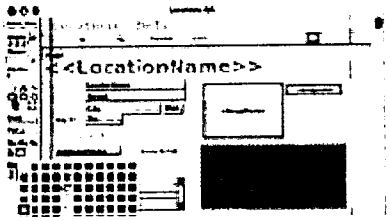
While the stunning PowerBook G4 has always turned heads, our new 800MHz PowerBook G4 is changing minds.

The conventional thinking? Mobile computers offer road warriors a necessary compromise: portability for somewhat less performance.

But reviewers who have field tested the new PowerBook G4—David Pogue (New York Times), James Coates (Seattle Times), David Nagel (Digital Post Productions), Joe Wilcox (BetaNews)—came away more than pleasantly surprised. They found performance that exceeded their expectations, rivaling that of desktop systems and offering impressive Photoshop 7 and Final Cut Pro performance.

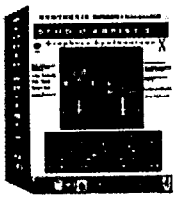
What accounts for the impressive performance? Is it the speedier processor? The addition of 1MB of L3 cache? The faster system bus? The new graphics processor? The answer? All of the above.

Manage Your Data from Your Desktop to the Web



It was one of the first products built for Mac OS X, and now a new version of FileMaker Pro offers significant new features for gathering, managing,

"The Single Greatest Art Tool Available Today"



Strong praise? That's how Digital Media Design describes Studio Artist 2.0 from Synthetik Software. A "graphics synthesizer" built for Mac OS X, this revolutionary tool lets you play with digital images and video in ways you may never have imagined possible, opening up entirely new avenues of self expression.

Suppose you have a photograph you want to give a very distinctive look. By selecting one of Studio Artist's 2,000+ presets, your image can appear rendered in watercolors or lit with neon.

Or what if you'd like one of your QuickTime movies to look like an animated film? It's entirely possible with the built-in rotoscoping capability Studio Artist offers.

Could you use such a tool in your arsenal?

and sharing information of all types.

Available now,
FileMaker Pro 6:

- Lets you import a folder of files (images, email messages, text, sound files, video, and others) directly into your database with just a few clicks
- Offers integrated support for Extensible Markup Language (XML), the standard for universal data exchange
- Brings you new searching and formatting capabilities
- Comes with a wide assortment of new templates for common business, home, and education database needs
- Features single-click web publishing
- Provides robust cross-platform support for Mac OS X, Mac OS 9, Windows XP, and Windows 2002

Like more information about FileMaker Pro 6?

"I Use Excel. I Use Word. I Use Lotus Notes."

"And they work great," says David Carey, proud owner of an iBook, in one of the two new TV ads now playing on Apple's Switch website.

Carey's a magazine publisher, but people from all walks of life—lawyers, owners of mail order companies, music engineers, marketing managers, software developers, and others—have written to tell us how well the Mac performs as a serious business computer. How their transition from the PC to the Mac was seamless. How easy it has been to share Word, Excel, and PowerPoint files with PC-using friends. How little they needed to be concerned with compatibility issues. How well their Macintosh computers network with PCs.

It's a common theme.

Tips for Ten: Creating a PDF PDQ

Files saved in the Portable Document Format (PDF) let you share documents with friends or colleagues even if they don't have the application you used to create it.

Being able to create PDF files is really handy, and Mac OS X lets you create them from any application.

Here's how:

- Open a document you'd like to save as a PDF, pull down the File menu, and choose Print.
- In the Print dialog, click the Preview button. Mac OS X will open the Preview application and display your document as a PDF.

Technically Speaking

If your Mac has a CD-RW drive, Combo drive, or SuperDrive, you may have already discovered how easy it is to back up all your files onto inexpensive CD-RW media:

- Insert a CD-RW disc
- Name the disc, choose Standard in the Format drop-down menu, and click Prepare
- Drag the folders, files, or applications you want to back up to the icon of the CD-RW disc
- Select the icon of the disc on your desktop, then pull down the File menu and choose Burn Disc

But what if you want to reuse that CD-RW disc? What steps do you need to follow to erase the existing data? That process is just as easy.

What's New

Now Shipping: Xserve. Apple's new rack-optimized server (which toasted a Dell 1650 in a recent performance "bake-off,") offers superior performance, voluminous storage, excellent remote management tools, a highly affordable price, and unlimited-client licenses.

ooo

Crystal Clear Savings. You can save up to $500 when you purchase a qualifying flat-panel display and a Power Mac G4 between now and August 12.

ooo

Need to track the time you spend on client projects? Try TimeSlice 2.5 (Casady & Greene), which

- To save it, pull down the File menu once more, choose Save As PDF, and tell Mac OS X where you'd like the PDF file saved.

Scientists Going Digital

If we asked who you thought might be likely candidates for iMovie, Final Cut Pro, iDVD, or QuickTime Streaming Server, you might answer photographers, musicians, designers, or filmmakers. But they're not the only "creative types" who have embraced Apple's digital lifestyle products. Scientists have also made them integral parts of their work.

Take, for example, Dr. Kevin Burton, who captures digital video of skin cell movement with microscopes controlled by a Mac. Or Dr. Robert Williams, who uses QuickTime Streaming Server to share digital videos of brain slides with fellow researchers as they study brain-based diseases. Meanwhile, Dr. Jonathan Goldman uses DVD Studio Pro to create training DVDs for ultrasound diagnosticians.

Welcome to the digital science revolution.

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on July 25.

now creates invoices, too.

ooo

Peachpit Press brings you a trio of new books: "The Little iMac Book" (John Tollett & Robin Williams), "The Little iDVD Book" (Bob LeVitus), and "Secrets of the iPod" (Christopher Breen).

ooo

Here's a great way to speed your journey to the information superhighway. Use Freeway 3.5, a new WYSIWYG tool from Softpress Systems, to design your websites.

ooo

You'll never lose another business contact or waste time manually entering contact info into your Address Book. That's the promise of the IRIS Business Card Reader II.

ooo

Built for Mac OS X, "Medal of Honor transports you to the battlefields of World War II and immerses you in the conflict," says Aspyr Media president Michael Rodgers.

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Apple eNews

September 26, 2002
Volume 5, Issue 20

Hot News Headlines: How did AppleScript Studio make Hanaan Rosenthal's life easier?

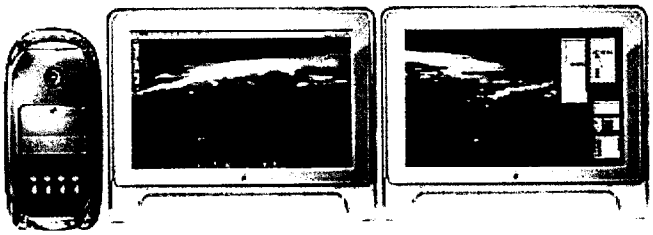
In This Issue

- Great Graphics by Design
- You Have a Rendezvous with Mac OS X
- We've Got the Proof
- How Does This Sound?
- Tips for Ten: Capture That Window
- iTunes Tip: Move That Column
- Technically Speaking
- What's New

Mac OS X
Version 10.2
Family Pack

Great Graphics by Design

Designed to provide superior graphics performance, the Power Mac G4 offers the choice of three stellar graphics processors: the NVIDIA GeForce4 MX, Radeon 9000 Pro from ATI, and NVIDIA GeForce4 Titanium.



All three take advantage of the dual processors in the Power Mac G4.

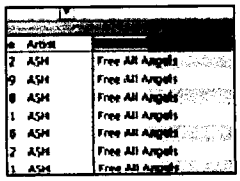
All three support dual displays. (Add an Apple DVI to ADC Adapter, and you can make that two Apple flat-panel displays.)

All three take maximum advantage of Quartz Extreme, a powerful new feature in Mac OS X v10.2 Jaguar that uses the graphics card to accelerate the compositing of 2D, 3D, and QuickTime content.

And if you have designs on some great graphics of your own, take advantage of the Design Freely promo and get a free copy of InDesign 2.0[1] when you purchase your Power Mac G4 computer.

[1] Via mail-in coupon. Terms and conditions apply.

iTunes Tip: Move That Column



You probably already know that you can tell iTunes to sort the music you're browsing simply by clicking one of the column heads.

For example, if you click *Song Name*, iTunes lists the songs you're browsing in alphabetical order. (Click the triangle to change to reverse alphabetical order.) Want to sort your tunes by playing time? Click the *Time* column.

But that's not the only trick you can play with column headers. Did you know that you can easily change the order of the columns?

It's true. Say you want the *Artist* column to appear immediately after the *Song Name* column. Position the mouse over the *Artist* column, hold down the mouse button, and drag the column to its new position. The change will apply only to the iTunes window you're browsing.

You Have a Rendezvous with Mac OS X

Mark Gibson, the veterinarian appearing in our new television ads, expresses a message we've often heard. Customers enjoy using the Mac because it "just works." No fiddling. No fussing. The Mac "is advertised as a plug-and-play machine," says Gibson, "and it is. I could plug in a new printer and install the new driver, and the thing would work."

With Mac OS X v10.2, we're extending that ease of operation to networking, an area that has frustrated so many people using computers.

Imagine adding a printer to a network and having every Mac on the network simply discover it—without any configuration. Need a quick way to share files at a meeting? What if everyone's PowerBook or iBook computers could simply detect one another? Instant file sharing.

That's the power of Rendezvous, one of the new features available in Mac OS X v10.2 Jaguar.

We've Got the Proof

Gary Knight's a collector. An evidence collector to be exact.

A forensic photographer, Knight has been capturing crime data on film for over 25 years. Until, that is, he saw the digital strobe light.

Realizing that the law enforcement organization for which he works would be better served by an all-digital solution, Knight staked out some space in his office for a new "digital hub"—a dual processor Power Mac G4 at its core and a suite of digital cameras, scanners, printers, and memory card readers at the ready.

How did Knight prove the practical benefits of the digital switch? He saved taxpayers a wad of money and offered the police a more timely and dependable evidentiary process in the bargain.

How Does This Sound?

Show of hands. How many of you haven't the faintest idea how to take advantage of the iTunes equalizer?

Would you like to?

Good. Because we've made arrangements with Peachpit Press and

Technically Speaking

You're out enjoying the sparkling fall weather. Just you, your daughter, and the sound of leaves crunching underfoot. Cool evening temperatures and shorter days, you explain, are causing the leaves to change color. That's when the phone rings. That's right: Carly has a dance recital at 4:00, and you don't want to be late. Again.

So who's responsible for the timely reminder?

iCal and Address Book deserve the thanks for this handy (and very practical) application of the digital hub. And it's so simple to implement. Just add your mobile phone or pager number to the new systemwide Address Book that's part of Mac OS X v10.2 Jaguar. Then set iCal to send email to your phone email address. Like to see step-by-step instructions?

What's New

There's a new addition in IBM's family of ViaVoice products for the Macintosh. It's *ViaVoice Simply Dictation for Mac OS X*. Available now from the Apple Store, ViaVoice Simply Dictation for Mac OS X is easy to use and offers outstanding dictation accuracy.

Offering outstanding dictation accuracy, ViaVoice Simply Dictation for Mac OS X lets you use your voice—instead of your mouse and keyboard—to enter, edit, format, and correct text.

ooo

See how to burn data to a CD in

award-winning Mac author Jim Heid to publish an excerpt from Heid's new book, "The Macintosh Digital Hub." In the book and its accompanying DVD, Heid covers iTunes, iPod, iPhoto, iDVD, and iMovie, offering invaluable information about the Mac and the digital hub in general and the various digital tools in particular.

As an example, we thought you'd enjoy his discussion about the iTunes equalizer, excerpted from the chapter on iTunes, and the complementary track from the DVD. Download them from Peachpit Press's website. And start taking advantage of the equalizer.

Tips for Ten: Capture That Window

With Mac OS X v10.2, you now have yet another option for capturing screen shots. To review, here are the two options you're probably already familiar with:

1. Type Command-Shift-3 to take a screen shot of your entire screen.
2. Type Command-Shift-4 and Mac OS X presents you with crosshairs you can use to select whatever portion of your display you'd like to capture in a screen shot.

And here's the new option:

3. Immediately hit the spacebar after typing Command-Shift-4. Instead of crosshairs, you'll see a little camera. Move the camera around to highlight the Dock, the menu bar, the desktop, or any open window. Then just click the mouse button to "snap" a screen shot. In fact, with this option, you can entirely eliminate the desktop when you capture a screen shot of an individual window.

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on October 10.

the Finder, use Inkwell, configure printers, take advantage of Mail, have fun with iChat. Just visit our new Mac OS X Theater.

ooo

If you're running the very latest version of the Mac OS, you can keep your Mac secure and operating at peak performance levels. Thanks, that is, to Symantec's fine suite of Mac utility products, all of which feature support for Mac OS X v10.2.

ooo

With "Star Trek: Nemesis" hitting theaters on the 13th and "The Two Towers" screening on the 18th, December's going to be a hot movie month. So—lest you forget—you'll want to set reminders for yourself in iCal. While you're at it, schedule some time to watch the new trailer for "Star Trek: Nemesis."

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A cluttered desktop can be a monstrous problem. But here's a solution of gigantic proportions. Hubzilla.

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Apple eNews

October 10, 2002
Volume 5, Issue 21

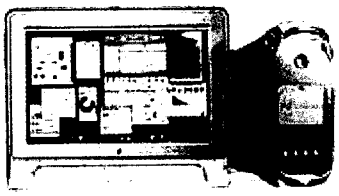
Hot News Headlines: Mac OS X v10.2 Jaguar as "quick as its namesake." (Peter Lewis, Fortune)

In This Issue

- Complete with a Set of Power Tools
- Come to the Office Party
- Better Safe Than Sorry
- Documenting the Shanghai Ghetto
- Tips for Ten: Adding a Character Palette
- iSync Beta Now Available
- Technically Speaking
- What's New

"I do it all on my Mac."

Complete with a Set of Power Tools



Has anyone ever sent you an image in a file format you can't open?

Luckily, we have GraphicConverter for Mac OS X for such situations. With its ability to import over 145 file formats, the application's an invaluable tool for those who work with graphics.

Where can you find GraphicConverter? Right on your hard drive. It comes preinstalled when you purchase a Power Mac G4 computer.

Nor is GraphicConverter the only digital tool that comes preinstalled on your new Power Mac G4 computer. You'll also receive Art Directors Toolkit, OmniGraffle, OmniOutliner, PixelNhance, FAXstf X, Snapz Pro X, a trial version of FileMaker Pro, and several others.

Of course, all Macintosh computers come with a full suite of Apple solutions, as well, including iCal, iChat, iDVD,[1] iMovie, iPhoto, iTunes, Mac OS X Mail, and Sherlock. What can you do with all these power tools?

[1] On systems with a SuperDrive.

Come to the Office Party

Now you can purchase Microsoft Office v. X for just $199.

Simply take advantage of our Office Party promotion.

iSync Beta Now Available

At Macworld, we demonstrated iSync, a new application for synchronizing contact and calendar information not just between two (or more) Macintosh computers but also among your Mac, iPod, Palm OS devices, and even Bluetooth-enabled mobile phones.

Imagine sharing names, phone numbers, email addresses, appointments, and other such information among all of the digital tools you depend on. Imagine having only the most current information on all of these tools all of the time. And imagine having to enter data only once —on your Mac, where it's easiest to type such information—and clicking just one button to update your other devices.

Such daydreams become reality with iSync.

If you're using Mac OS X v10.2.1 and would like to try iSync, you'll find the iSync Beta and additional information about the application on the iSync website.

Here's how it works: buy any Macintosh computer between now and January 7, 2003, and you can get Microsoft Office v. X—including Mac OS X versions of Microsoft Word, Excel, PowerPoint, and Entourage—for just $199. That's a savings of up to $300.

Your purchases must be made at the same time. For the complete terms and conditions, visit our Office Party website.

Whether they want to change the world, improve the lives of pets, defend the little guy, or offer us a better society through chemistry, customers share their stories about how Mac OS X and Microsoft Office v. X helps them accomplish their goals.

Better Safe Than Sorry

It's one of the many advantages the Mac platform offers: far fewer viruses plague Mac customers than PC users.

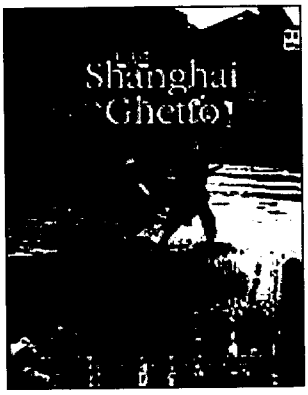
But that doesn't mean that Mac viruses don't surface from time to time. That's why it's such a good idea to use an application like Virex on a regular basis.

In Mac OS X v10.2, you can even set Virex—which comes free as part of your .Mac subscription—to scan your Mac automatically at startup. Here's how:

1. Open System Preferences, and click Login Items.
2. Click Add, navigate to the folder in which you store Virex, and double-click the Virex 7.1 icon.
3. Finally, launch Virex, click Preferences and check the box next to "Automatically scan at login."

Voilà, painless virus checking.

Documenting the Shanghai Ghetto



"Shanghai Ghetto," a film now screening in New York and Los Angeles, documents the story of Jewish refugees who fled from Nazi persecution to Shanghai, one of the few places in the world that would accept Jews without the exit visas Nazi Germany denied them.

To make the film, Amir Mann and Dana Janklowicz-Mann, like many documentary and independent filmmakers, turned to digital camcorders, Final Cut Pro, and a Power Mac G4 computer.

"I don't think we would have been able to do this movie

Technically Speaking

Did you know that Apple offers certification training for those interested in working at authorized Apple service providers?

Available from the Apple Store, the self-paced service course provides you with diagnostic tools and access to an extensive library of technical information about Apple products, information allowing you to diagnose, troubleshoot, and prevent a wide variety of system issues.

The curriculum modules can help you prepare for the Apple Certified Desktop Technician and the Apple Certified Portable Technician exams available from Prometric test centers across the United States. Would you like more information about AppleCare Technician Training?

What's New

Now you can get organized for less—and keep all of your contacts and appointments in synch with the info you've stored on your Mac—with Zire a new, affordable handheld from Palm.

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Just last week, Marketcircle released DayLite Business Edition 1.1. A powerful contact management and scheduling application, DayLite was runner-up for the Best New Mac OS X Application award at the Apple Design Awards. For a tour of DayLite 1.1 and an opportunity to download a free trail version,

without these new digital tools," says Amir Mann. "And you have to understand we financed the project ourselves," he adds. "You're essentially talking to the entire crew here."

Tips for Ten: Adding a Character Palette

Ever have to include a character with a cedilla (or other diacritical marks) in your document? It hasn't always been as easy as it is now with Mac OS X v10.2.

Thanks to its Unicode support, Mac OS X v10.2 lets you include many more characters in your documents than you could previously, including accented Latin characters (with such diacritics as tildes, cedillas, circumflexes, diaereses, macrons, haceks, and acute and grave accents), mathematical operators, and characters from such non-Roman alphabets as Arabic, Thai, and Hebrew.

To access these characters, add a Character Palette to the menu bar:

1. Open System Preferences and click International.
2. Click the Input Menu tab.
3. Check the box next to Character Palette.

Choose Show Character Palette from the Character Palette menu; then choose All from the View menu and click the Unicode Blocks tab. Use the Insert button to insert the character(s) you'd like to include in your document.

We hope you enjoyed reading this issue of Apple eNews.

Look for your next issue on October 24.

visit the Marketcircle website.

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In her 50th book, well-respected Mac author Maria Langer addresses the very latest version of the Mac OS. In "Mac OS X v10.2: Visual QuickStart Guide," Langer promises to "help you learn Mac OS X v10.2 by providing step-by-step instructions, plenty of illustrations, and a generous helping of tips."

ooo

If you're in the prepress and packaging industry and have been searching in vain for that ol' black magic, we have good news for you from Serendipity Software. One of the leading vendors of digital proofing software, Serendipity Software recently announced the availability of BlackMagic 2.6.01 for Mac OS X v10.2.

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What will the well-dressed iMac wear this fall?

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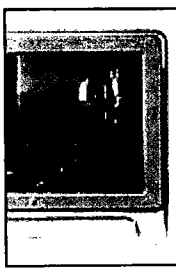
Apple eNews

October 24, 2002
Volume 5, Issue 22

Hot News Headlines: "Mac OS X has changed the way I use my Mac." (Bob Levitus, Houston Chronicle)

In This Issue

- The Most Affordable Way to Burn
- Smiling Through the Clouds
- Have a Virtual Meeting...with iChat
- Making Some Noise About AppleScript Studio
- FYI: Apple SuperDrive Update
- Tips for Ten
- Technically Speaking
- What's New

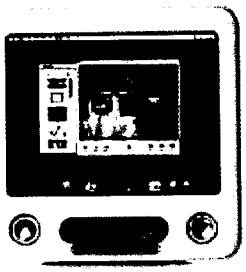


Power couple.

Buy a Power Mac or PowerBook for up to $400 less when you add a display.

The Most Affordable Way to Burn

Pop quiz. Which of the following activities can you accomplish on an eMac computer?



A. Burn a few audio CDs using iTunes.
B. Back up files onto CDs or a single DVD—right in the Finder—using Disc Burner.
C. Use iDVD to save your iPhoto and iMovie projects on a DVD you can share with friends and family.
D. All of the above.

The answer, of course, is D. With the SuperDrive-equipped eMac, you can burn both CDs and DVDs. You'll find the software you need to burn your music, digital photos, iMovie projects, and other data right on the hard drive. And—at a price of just $1,499—the eMac with SuperDrive offers the most affordable way to burn DVDs.

Smiling Through the Clouds

Richard Ziskin knows the umbrella business.

And, as he'll be the first to tell you, if there's anything better for the umbrella business than forty days and nights of gloriously wet rain, it's an office filled with iMac computers.

Preferably dry iMac computers.

Technically Speaking

Would you like to learn more about iChat, the new instant messaging application introduced with Mac OS X v10.2 Jaguar?

For a quick introduction, start iChat. Choose iChat Help from the Help menu, and click the More button next to "What is iChat and how do I use it?"

And there's still more help readily available. In Apple's Knowledge Base, you'll find articles explaining how to use iChat with AirPort, exchange files with other chat participants, chat on your local area network, set your iChat status, edit your Buddy List, send hyperlinks, include "emoticons," and many other topics related to iChat.

To see a list of such articles, visit the Knowledge Base and type iChat in the search field.

What's New

Our new flat-panel iMac is more affordable than ever. You can now purchase

"I can't believe that I didn't switch from the PCs to the iMac sooner," relates Ziskin. "I can't believe how fabulously they work. I really can't. They're just an amazing system. And I'm so glad that my competition doesn't know how great they are."

"If you have a small business," Ziskin concludes, "get a Mac. There's no question about it."

And if you're shopping for your small business, be sure to check out our new Apple Store for Business.

Have a Virtual Meeting...with iChat

Granted, some topics merit the conventional sit-down-across-the-table-from-one-another meeting. But many business issues can be discussed and many decisions made in a less formal way.

Using iChat.

With iChat, you can have a virtual meeting whenever you'd like without having to worry about booking a room or conferencing participants into a phone call. If everyone at work uses Mac OS X v10.2, you can use Rendezvous to see who's available for a quick online chat. To do so, choose Rendezvous from the Window menu and a list of potential chatees will appear. Choose New Chat from the File menu. Then click the Add button and click the names of those you'd like to participate in your chat.

Have a nice virtual meeting.

Making Some Noise About AppleScript Studio

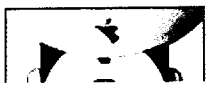
As far as Dr. Craig Hunter is concerned, no noise is good noise.

And with the help of AppleScript Studio, Hunter, an aeronautics researcher at NASA's Langley Research Center, hopes to bring some good noise to those living near the country's airports.

Hunter wrote a UNIX program that can simulate the noise a jet engine produces. Of course, while it provides a faster and more cost-effective method for analyzing noise generation than is possible using conventional methods, not everyone engaged in such testing is a UNIX whiz.

But, thanks to the front end Hunter designed in AppleScript Studio, they don't have to be. To change variables and simulate different turbulence models, all testers have to do is point and click. And rev the engines, of course.

FYI: Apple SuperDrive Update



Apple is the industry leader in providing affordable and easy-to-use DVD a 15-inch flat-panel iMac with a CD-RW drive for as little as $1,199 or a 15-inch flat-panel iMac with a SuperDrive for as little as $1,699.

ooo

We thank all of you for downloading QuickTime 6 and helping us to reach an important milestone: 25 million downloads in just 100 days. Want to help us reach 50 million? If you haven't already downloaded QuickTime 6, do so today.

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Double Your Memory. By taking advantage of a promotion available from the Apple Store through the end of the year, you can double your memory for just $40 when you purchase any Macintosh computer.

ooo

Now Shipping. Quicken 2003 offers a bevy of time-saving features, additional services, and a streamlined user interface that looks absolutely stunning in Mac OS X. Read all about the latest version of Intuit's popular personal finance package, which is also available at the Apple Store.

ooo

To get up and running with Quicken as quickly (and profitably) as possible, take a look at Tom Negrino's new book, "Quicken 2003 for Macintosh: Visual Quickstart Guide," recently published by Peachpit Press.

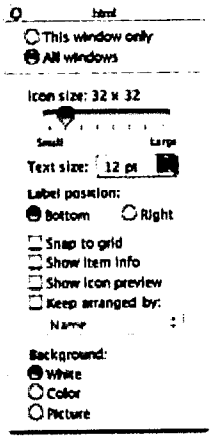
authoring systems. Although all SuperDrive-equipped Macs are compatible with all currently shipping 1x and 2x DVD-R media, new higher speed media will become available later this year—it is important that your SuperDrive be up to date before using this new media. All SuperDrive-equipped Macs can easily be updated to be compatible with this new media.

We recommend that all SuperDrives have this update. One of our suppliers, Pioneer Electronics, Inc., has advised that some of its DVD-R/CD-RW drives (including some Apple SuperDrives) may be unable to recognize the new high-speed media, and that using this media may permanently damage the drive.

On the Apple SuperDrive Update page, we offer more information about this new media, explain how you can determine if your SuperDrive needs to be updated, and provide a link you can use to download the SuperDrive Update.

Tips for Ten

Not content simply to offer a great collection of Mac OS X tips, Scott Kelby challenged himself to deliver "the ultimate collection" in his new book, "Mac OS X Killer Tips."



Enjoy, for example, Kelby's Icon Supersizing Tip:

> Like to control the size of your icons when viewing a window in Icon View? Press Command-J to open the View Options dialog. Use the slider to resize your icons to your heart's content. There's also a pop-up menu for choosing the Text size. You can choose to assign this icon size just to the current window or, by choosing "All windows," across the board in every window.

You can purchase your copy of "Mac OS X Killer Tips" from the Apple Store.

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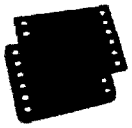

Shake Things Up. For a limited time, you can get $2,000 off Shake 2.5 GUI for Mac OS X and $1,000 off Shake 2.5 Render when you purchase version 4.5 of either Maya Complete or Maya Unlimited. Terms and conditions apply.

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See how the world's top photojournalists used digital cameras, iPhoto software, and PowerBook computers equipped with Apple Cinema Displays to view, organize, and edit images for A Day in the Life of Africa. Visit the Digital Learning Center at PhotoPlus Expo (October 31 to November 2) and find out why leading-edge digital photographers have been focusing their attention on Mac OS X v10.2, PowerBook computers, and the dual processor Power Mac G4.

We hope you enjoyed reading this issue of Apple eNews.

Look for your next issue on Thursday, November 7.

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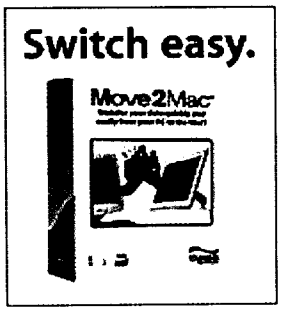
Apple eNews

November 7, 2002
Volume 5, Issue 23

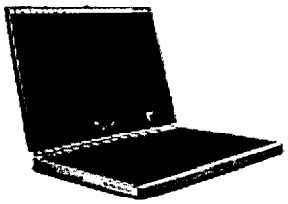
Hot News Headlines: "Apple Xserve server...defies categorization" (PC Magazine)

In This Issue

- Burn Up the Road
- Built for Your Digital Life on the Go
- Hello, Stocking
- A Timely Offer from Audible.com
- Technically Speaking
- Tips for Ten: Instant Column Resizing
- Zoom In On Mac OS X
- What's New



Burn Up the Road



Now, while you wend your way from Seattle to Miami, you can use iDVD to burn iMovie and iPhoto presentations to DVD. Archive your important data onto a DVD-R disc—up to 4.7GB—right from the Finder. And create audio CDs from your favorite playlists.

All thanks to our new SuperDrive-equipped PowerBook G4 computer.

Just introduced, our newest PowerBook models offer all the power and performance of desktop computers but in a thin, light, and stunning portable design:

- Up to 1GHz PowerPC G4 processors with Velocity Engine and 1MB L3 cache
- Slot-loading SuperDrive (DVD-R/CD-RW) or Combo Drive (DVD-ROM/CD-RW)
- ATI Mobility Radeon 9000 graphics processor with up to 64MB of memory
- A DVI port that lets you connect an Apple all-digital flat-panel display[1]
- 10/100/1000BASE-T Gigabit Ethernet
- 5.4 pounds, 1-inch thin Titanium design

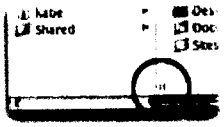
[1] Requires Apple DVI to ADC Adapter, sold separately.

Built for Your Digital Life on the Go

If you like to live your digital life on the go, we have great news.

Tips for Ten: Instant Column Resizing

In this issue, we offer this excerpt from Scott Kelby's "Mac OS X Killer Tips":



"If you're in Column View, you can get tired of resizing columns to accommodate long filenames. But Mac OS X v10.2 can do this for you. Just double-click on any resizing tab (they're the two little vertical lines at the bottom of each column), and Mac OS X v10.2 will automatically expand all the columns to accommodate the longest filename that appears in any column. Pretty sweet!"

See more Mac OS X Killer Tips on the Killer Tips website. Or purchase your own copy from the Apple Store.

Zoom In On Mac OS X

We want everyone to have as positive an experience with Mac OS X v10.2 Jaguar as possible,

Apple has just introduced the fastest iBook models yet. And they're now even more affordable.

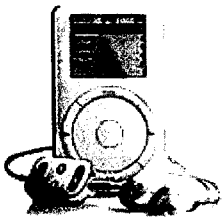
Featuring a supercharged PowerPC G3 processor running at speeds up to 800MHz and a blazing ATI Mobility Radeon 7500 graphics accelerator with up to 32MB of dedicated memory, the new iBook delivers all the power you'll need to manage your digital photos, create MP3s, edit your movies, or chat online with your friends.

But perhaps the best news of all is that you can now take your digital life on the road starting at only $999.

Like to learn more about our new iBook computers?

Hello, Stocking

Have you read the raves about iPod?



CNET proclaims, "It's elegant, compact, and easy to navigate, and it can hold 10GB of MP3s—all reasons why the iPod has topped our most-wanted list for several months running."

The Rolling Stone's David Kushner, meanwhile, waxes even more enthusiastic. "A great invention doesn't just fulfill a need," he says. "It changes your life. And the iPod is truly great."

To understand why the chorus singing the praises of iPod has been growing, visit our iPod site and then plan a visit to an Apple Store or authorized Apple reseller in your area and give a new iPod a spin.

A Timely Offer from Audible.com

Would you like iTunes to read you the New York Times?

Every morning for the next month?

audible.com

It's not only possible; it's free. Thanks to a special offer from Audible.com, you can take advantage of a free, one-month trial subscription to the audio version of the New York Times and digitally download the Times audio digest directly into iTunes. Have an iPod? Then you'll also be able to listen to the New York Times on the way to work or during your morning jog.

And while you're visiting the site, be sure to check out some of the other great audio content—e.g., *Forbes*, the *Wall Street Journal*, *Scientific American*, *Fresh Air*, *All Things Considered*—available from Audible.com.

especially Macintosh customers who have impaired vision, have difficulty hearing, or who experience difficulty using a mouse or keyboard.

That's why we've incorporated such aids as Mouse Keys (allowing customers to use the numeric keypad instead of the mouse), Sticky Keys and Slow Keys, flashing the screen as an alternative to playing an alert sound, setting the display to grayscale, switching to white text on black (for greater contrast), text to speech (which will speak alerts for you), and our new Zoom feature, which is quite impressive.

To experiment with these features, open System Preferences and click the Universal Access icon.

What's New

Seen our Holiday Gift Guide?

Digital artists, photographers, gamers, road warriors. It doesn't matter who you're shopping for this holiday season. We have a wide assortment of gifts to suggest. From Mac OS X v.10.2 Jaguar. To a new iPod. To Canon digital cameras, HP DeskJet printers, ultra-portable storage devices, JBL Creature Speakers, the hottest games, and much more.

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Now Playing. Watch the QuickTime trailer for "Finding Nemo," the new animated film from Disney Pixar coming to the big screen May 30, 2003.

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Multiuser ready on Mac OS X v10.2, MYOB AccountEdge version 3 now supports vCards—

Technically Speaking

Q. *I manage a large music collection on my iMac at home. When I travel, I like to pack both my iPod and iBook and would like to listen to my music while I'm charging the iPod. Is that possible?*

A. You can, of course, listen to your iPod while you charge it using the iPod Power Adapter. But you can also connect your iPod to your iBook (using a FireWire cable) and both charge your iPod and listen to music—even your playlists—through your iBook.

The trick?

Connect iPod and temporarily enable the option to "Manually manage songs and playlists." You'll find step-by-step instructions in the Knowledge Base article, "How to Play Songs While Charging." When you return, you can turn automatic updating back on.

We hope you enjoyed reading this issue of Apple eNews.

Look for your next issue on Thursday, November 21.

so you can easily transfer AccountEdge contact information to Address Book, Entourage, Palm Desktop, iPod, and other compatible applications. Take a tour and learn about other new features in AccountEdge version 3.

ooo

Powerful. Compact. Built to last. That's how Palm describes its new **Tungsten T** handheld. The perfect companion to your Mac, Palm's most compact handheld features a voice processor, 5-way navigation, built-in Bluetooth support, and an ultra-sharp color screen.

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Like to try Lotus Notes 6 for Mac OS X. Visit IBM's site and download Lotus Notes 6 today.

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Apple eNews

December 5, 2002
Volume 5, Issue 25

Hot News Headlines: Pedro Meyer shoots digitally, edits radically, and commands your attention

In This Issue

- The Multimedia Wonder
- 'Tis the Season
- His Instruments of Choice
- Speaking Through Music
- Tips for Ten: Undo that Move
- New for Mac OS X: Director MX
- Technically Speaking
- What's New

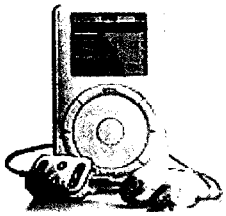
The Multimedia Wonder

While in "Why you should buy an Apple this Christmas," David Coursey calls it "one of the best consumer Macs that Apple has ever designed," Sound and Vision's Al Griffin explains why he believes "Apple's Expansive iMac" offers "an unprecedented mix of features, performance, and value for $1,999."

Both reviewers are taken with Mac OS X v10.2, "Jaguar," and find the performance and technical prowess of iMac impressive. And both admire what iMac lets you do—with iPhoto, iTunes, iMovie, and iDVD (on models with a SuperDrive).

As Griffin puts it, " With its widescreen display, powerful video processing, excellent suite of bundled applications, and impressive Mac OS X v10.2 operating system, the newest iMac is a multimedia wonder."

'Tis the Season

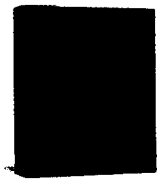


What can you get the music lovers on your gift list?

You'll have them purring if you get them Mac OS X v10.2, "Jaguar"—they need it to use iTunes 3, everyone's favorite digital music player.

Don't forget iPod. Now available for both Mac and Windows, iPod lets music lovers take their music anywhere, and you can have your gift engraved for just $19.95.

New for Mac OS X: Director MX



Whether they're creating content for the web, CDs, DVDs, or kiosks, multimedia authors generally reach for one powerful tool when developing media-rich interactive content. Macromedia Director.

So you can imagine how pleased they were to hear that Macromedia Director MX—the newest version of the application—will ship this month, letting authors develop and deploy the richest possible multimedia content in Mac OS X v10.2, "Jaguar."

The new version offers the ability to mix and integrate more media types than ever before. It allows multimedia authors to use QuickTime 6 to add MPEG4 streaming. And with its text-to-speech, captioning, tab-navigation, and self-voicing capabilities, Macromedia MX lets authors meet government accessibility guidelines.

If they already own an iPod, you'll find solutions that let them connect iPod to their stereo system, play iPod in the car, or take iPod out of the country. We even have a headphone splitter that lets two people—or kids—share music or spoken books.

Want more suggestions? Then be sure to visit our Holiday Gift Guide.

His Instruments of Choice

It may not be unusual for musicians to take more than one instrument on stage with them, but fans tend to notice when Jay Smith plugs the Viditar into his PowerBook G4.

A musician and performance artist, Smith invented the Viditar, a multimedia instrument that lets him play not just music but video, as well. Looking like a "futuristic sitar," the guitar-like instrument includes not frets but "a myriad of switches, sliders, toggles and buttons" that allow Smith to "play" over 100 QuickTime files per song.

Smith creates the video himself. Capturing it digitally, he edits the footage on his PowerBook with Final Cut Pro. He then plays the video onstage with his Viditar and his PowerBook, which projects the multimedia onto giant screens.

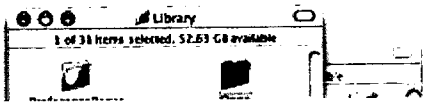
Speaking Through Music

If you've seen "Gladiator," "The Ring," "The Thin Red Line," "The Prince of Egypt," "Pearl Harbor," "Black Hawk Down," "As Good As It Gets," or "Spirit: Stallion of the Cimarron," you've been enthralled by the music of Hans Zimmer.

Like so many other composers, Zimmer—with a suite of Power Mac G4 computers in his home studio and a PowerBook G4 for the road—depends enthusiastically on Apple technology.

In fact, Zimmer just added a new tool to his musical arsenal. He now keeps his entire library of scores with him at all time. "I have an iPod," he says in "Speaking Through Music," "and it's really useful to have all of the scores there as a reference library."

Tips for Ten: Undo that Move



In your haste to keep your Mac organized,

Technically Speaking

What's the easiest way to rate a song you have in your iTunes 3 library?

Hold down the Control key, click on the name of the song you'd like to rate, and when the contextual menu appears, select the rating you'd like to assign the song from the My Rating drop-down menu.

For the song's rating to appear, iTunes needs to know that you'd like the My Rating column to appear in your Library and/or playlist, and "iTunes 3: How to Rate Songs" tells you how to do so.

By the way, iTunes 3 also offers this shortcut: hold down the Control key, click the column heading, and select My Rating from the contextual menu.

What's New

Just in time for the holidays, *The Robin Williams Mac OS X Book, Jaguar Edition*, now includes material on Mac OS X v10.2, "Jaguar." Visit the site to preview Williams' new title—and to receive a coupon good for 30% off when you pre-order the book from Peachpit Press.

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Not only does the online Apple Store offer free ground shipping throughout the holiday season, but if you order select items before 2:00 pm (your local time), the Apple Store now offers same-day shipping. Visit the online Apple Store for complete details.

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have you ever moved a document to the wrong location? Luckily, Mac OS X v10.2 offers a simple solution, as Scott Kelby tells us in this tip excerpted from "Mac OS X Killer Tips."

"Did you just move a folder you didn't mean to move? Worse yet, did you ever unintentionally drop a file into the wrong folder?

Just Undo it—press Command-Z and the file will return to where it was before you moved it."

Like to see more tips? Then visit the Killer Tips website where New Riders Press is publishing new tips every day.

Or purchase your own copy of Mac OS X Killer Tips from the Apple Store.

We hope you enjoyed reading this issue of Apple eNews.

Look for your next issue—the last of the year—on Thursday, December 19.

Apple eNews for Education
Subscribe Today

If you buy an eMac between now and December 28, you can save $100. Like complete details on our "Jingle bells and whistles" promo?

And be sure to check out—and take advantage of—the other promotional offers currently available.

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Many consider MacLinkPlus from DataViz indispensable, THE program to use when you need to open documents created in applications you don't have—even Windows applications. The latest version of the product, MacLinkPlus Deluxe 13, takes fullfull advantage of Mac OS X and, for a limited time, if you purchase (or update to) MacLinkPlus Deluxe 13, you'll get a free copy of McAfee's Virex.

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We're now offering two flavors of our popular training workshop, "Getting Started with Mac OS X v10.2": leader-led classes and self-paced courses.

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Apple eNews

January 9, 2003
Volume 6, Issue 1

Hot News Headlines: See the world's first 17-inch notebook

In This Issue

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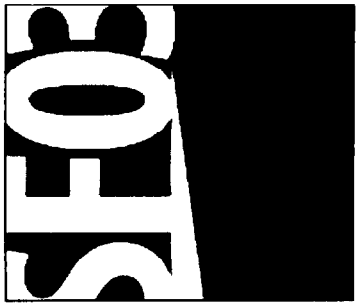
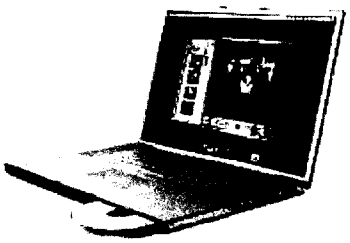
- Hunting for the Fastest Mac Browser?
- Edit Like a Pro
- Simply Extreme
- Get Organized. Stay in Sync.
- What's New



1 Inch Thin. 17 Inches Wide.



Introducing the new 17-inch PowerBook G4, with the largest display and thinnest design of any notebook computer.

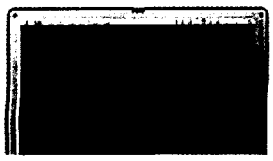
The notebook's voluminous 17-inch (diagonal) widescreen display is enclosed in a stunning new anodized aluminum design that includes the industry's first fiber-optic illuminated keyboard and an ambient light sensor that automatically adjusts the brightness of the screen and keyboard.

Nor do the innovations stop there. Apple's new 17-inch PowerBook is the first notebook computer to feature FireWire 800, providing high-speed data transfers of up to 800 Mbps. The first with AirPort Extreme, which offers wireless networking at up to 54 Mbps. And it's the first PowerBook with built-in Bluetooth 1.1, which lets you communicate wirelessly with such digital devices as mobile phones.

Now that you've had a glimpse of our new PowerBook, be sure to visit the website to get the big picture.

Small Wonder

Powerful things, they say, come in small packages.



And that's certainly the case with our new 12-inch PowerBook G4 computer. The smallest notebook we've ever made, the

Edit Like a Pro

With Final Cut Express.

Available for just $299, Final Cut Express offers digital video enthusiasts, multimedia producers, web designers, educators, and DVD authors access to the same Emmy Award-winning interface as Final Cut Pro.

To get started, you need only connect your FireWire-equipped DV camcorder to your Mac to capture video. Final Cut Express, optimized for the DV25 format, offers professional editing tools with seven types of edits, provides over 150 video filters and effects; includes a full range of audio tools, filters, and effects; and lets you output your video to tape, QuickTime, or DVD. In fact, Final Cut Express works seamlessly with iDVD and DVD Studio Pro.

Visit our website for complete product details.

Simply Extreme

new PowerBook sports an 867MHz PowerPC G4 processor, features the NVIDIA GeForce4 420 Go graphics processor with 32MB of DDR SDRAM, and comes with 256MB of memory. So this tiny dynamo offers plenty of power to road warriors crunching numbers, creating presentations, manipulating photos, or watching DVD movies on the go.

Designed to keep you connected with your active digital lifestyle, the 12-inch PowerBook G4 supports AirPort Extreme and offers a full complement of networking and communications options, including built-in Bluetooth 1.1, 10/100BASE-T Ethernet, and a 56K V.92 modem.[1]

While our new PowerBook comes standard with a Combo drive (DVD-ROM/CD-RW), you can also order one from the Apple Store with a SuperDrive and burn both CDs and DVDs on the go.

[1] Compatible ISP and telephone services required. Your ISP may not support all V.92 features. Modem will function according to V.90 standards if V.92 services are not available. Actual modem speeds lower; speed depends on connection rate and other factors.

When Your Presentation Really Counts...

Use Keynote.

With Apple's new application, you can create stunning, cinema-quality presentations. Easily.

Import Microsoft PowerPoint presentations, Excel spreadsheet data, QuickTime movies, MP3 audio, or other digital content.

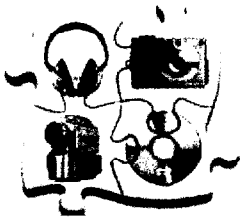
Choose from 12 distinctive Apple-designed themes—each offering coordinated colors, typography, backgrounds, charts, and tables. Take advantage of precision alignment tools, robust organization tools, and impressive presentation enhancement tools that let you adjust transparency and shadows, resize and rotate images, and add 3D transitions and animations.

Got a professional design team at your disposal?

You won't need one...with Keynote.

iLife. It's All About Integration.

Like pieces in a puzzle, our award-winning applications for managing music, editing video, organizing and sharing digital photos, and creating your own DVDs come together in a fully integrated package.



If you've enjoyed networking wirelessly with AirPort, you're gonna love it with AirPort Extreme.

Talk about fast. AirPort Extreme comes turbocharged with the next generation of wireless technology—802.11g—delivering data rates of up to 54 megabits per second.[1] That's nearly five times the speed of AirPort. You'll definitely notice the difference transferring large data files or enjoying multiplayer games with AirPort Extreme.

Talk about compatible. Up to 50 Mac and PC users[2] can share a single Internet connection simultaneously. And AirPort Extreme works seamlessly with earlier AirPort Cards and other Wi-Fi certified 802.11b products.

Talk about simple. AirPort Extreme sets up easily. After a speedy setup process,[2] you're off to the wireless races.

[1] Based on IEEE 802.11g draft specification. Data rates greater than 11 Mbps require an AirPort Extreme Base Station, an AirPort Extreme Card, and an AirPort Extreme-ready computer. To achieve maximum speed of 54 Mbps, all users must use AirPort Extreme Cards. Actual speed will vary based on range, connection rate, and other factors.

[2] Initial AirPort Extreme setup requires an AirPort-enabled Macintosh computer.

Get Organized. Stay in Sync.

Don't forget to download the latest versions of iCal and iSync from our website.

iCal 1.0.2 makes it simple to organize your busy life, letting you not only create multiple calendars and publish them on the web but subscribe to calendars other people have published, too.

While iCal lets you organize your life,

That's iLife.

iLife fully integrates iTunes, iPhoto, iMovie, and iDVD,[1] making it even easier to combine your digital music, video, and photographs in exciting new ways.

In fact, we introduced new versions of three of these applications—iPhoto 2, iMovie 3, and iDVD 3—at Macworld Expo 2003. While you can already download iTunes 3, you'll find iPhoto 2 and iMovie 3 available for free download on January 25. Those who prefer can get all four applications—including iDVD 3—on January 25 for just $49 when iLife becomes available at the Apple Store.

[1] iDVD requires a Macintosh computer with a SuperDrive.

Hunting for the Fastest Mac Browser?

Stop beating the bushes and download Safari—Apple's turbo browser for Mac OS X.

Available now as a public beta, Safari launches faster and loads web pages faster than any other web browser available for the Macintosh. Ever.

What's more, Safari simplifies the process of naming and managing bookmarks and offers an array of features that will make browsing the web an absolute pleasure, including:

- Built-in Google searching
- SnapBack—an easy and efficient alternative to hitting the Back button repeatedly
- Built-in blocking of pop-up ads
- Compatible with a wide range of Internet standards and plug-ins
- Simplified downloading

iSync 1.0 offers a one-button solution for keeping your schedule and contact information synchronized among your Mac, iPod, mobile phone, and PDA.

What's New

In addition to all the other great products introduced this week, Macworld Expo 2003 marked the first appearance of FireWire 800, which lets you transfer data at up to 800 Mpbs.

In his new book from Peachpit Press, Jim Heid explains how to reach creative fulfillment by leading "The Macintosh iLife." For a sneak peak of the new book/DVD combo, download a 16-page PDF to find out how the tight integration among iTunes 3, iPhoto 2, iMovie 3, and iDVD 3 makes it easier than ever to combine multiple media creatively.

See the television ads and video for our exciting new PowerBook G4 computers.

Happy New Year.

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on January 23.

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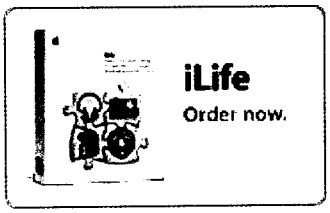
Apple eNews

January 23, 2003
Volume 6, Issue 2

Hot News Headlines: Smallest PowerBook Has Style, Size, Price says Walt Mossberg

In This Issue

- A Snapshot of the New PowerBook Family
- A Star Is Reborn
- One Click. Better Photos.
- You Could Make Hollywood Jealous
- Tips for Ten: Bringing Home Lost Sheep
- Safari Tip: Block those Ads
- Technically Speaking: Mac OS X Keyboard Shortcuts
- What's New?



A Snapshot of the New PowerBook Family

Besides head-turning good looks, our three PowerBook G4 computers share many family resemblances. Thin and light, they offer a high-performance solution for people on the go and with built-in support for FireWire, USB, Ethernet, AirPort, Bluetooth, and S-video output, they make it easy to communicate, transfer files, and give presentations.

They offer capacious hard drives, sport dazzling displays with support for millions of colors, feature long battery life, and ship with Mac OS X v10.2 "Jaguar," iLife, and a wide assortment of other applications, including QuickBooks New User Edition from Intuit.

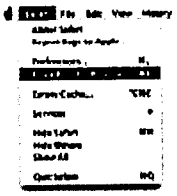
Visit our Tech Specs page to get the skinny on all three models and figure out which one is best for you.

A Star Is Reborn

iMovie 3—the newest version of our Academy Award-winning video editing application[1]—arrives with a starring role in the iLife suite of multimedia applications.

Integrating seamlessly with iTunes 3, iPhoto 2, and iDVD 3, iMovie 3 not only makes it easier to create movies with your own music, photos, and video but offers a refined interface and dazzling new features, including the Ken Burns pan & zoom effect, stunning sound effects from Skywalker Sound, and one-click DVD project creation—complete with chapter markers.

Safari Tip: Block those Ads



Show of hands. How many of you absolutely hate those annoying ads that pop up on your screen when you're surfing the web? Visit enough sites, and the ads can outnumber your browser window ten to one.

Wouldn't it be great if you could just banish them completely from your online existence?

With Safari, you can. And it couldn't be easier: Just pull down the Safari menu and choose Block Pop-Up Windows. (Or simply type Command-K.)

It may be a beta version, but Safari—the turbo browser for Mac OS X—already outperforms the older web browsers on the block. Visit the Safari site and find out how.

Technically Speaking: Mac OS X Keyboard Shortcuts

You may know that Command-W

iMovie 3 will be coming to our website soon as a free download. Or visit the Apple Store or an Apple reseller, order your copy of iLife for just $49, and receive all of the iLife applications.

[1] For the best iMovie 3 experience, run Software Update and install the most recent version of Mac OS X and QuickTime 6. (Mac OS X v10.2.2 and QuickTime 6.1 recommended.)

One Click. Better Photos.

We've all taken less-than-perfect photos, but now the application that made it easier to import, organize, print, and share your digital photographs makes it just as easy to enhance and archive them.

One-button easy, in fact.

In iPhoto 2, a click on the Enhance button lets you turn under- or overexposed photos into keepers. Better photos in seconds. Want to get the red out? One click on the Red Eye button will do the trick. And just by hitting the Burn button, you can archive hundreds of photographs onto a CD or thousands on a DVD.[1]

iPhoto 2—which also offers an astounding new Retouch brush, seamless integration with the other iLife applications, and even more new features—will be coming to our website soon as a free download and can be ordered today from the Apple Store, as part of iLife.

[1] To burn photos to a CD or DVD, run Software Update and install Mac OS X v10.2.2 or later. Burning photos to a DVD in iDVD requires a Mac with a SuperDrive or other DVD-burning drive.

You Could Make Hollywood Jealous

Thanks to incredibly seamless integration among the iLife applications, iDVD 3 lets you easily create Hollywood-quality DVDs featuring your own music, movies, and slideshows.

Start by choosing one of the 24 new professionally-designed themes. Then try the new tool button strip. It offers one-button access to iTunes 3, iPhoto 2, and iMovie 3, making it easy to import the content you want to share on your DVD.

Click the Photos button, choose an Album, and, poof, instant slideshow. Click Audio to add a soundtrack to your slideshows or movies. And—have you heard?—chapter markers you create in iMovie 3 transform magically into chapters when you import your iMovie projects into iDVD 3.

Best news of all: you can get iDVD 3[1] for just $49—and tells Mac OS X v10.2 "Jaguar" to close the active window. That you can create a new folder by typing Shift-Command-N. Or that Option-Command-D lets you, alternately, hide or show the Dock.

But did you know that you can use other keyboard shortcuts to start up in FireWire Target Disk mode, collapse or expand folders in List view, create aliases, open your Home folder, take a picture of the screen, and many other useful actions?

You can. In fact, Mac OS X v10.2 includes these and other keyboard shortcuts that can improve your productivity. You'll find a list of them in the Knowledge Base article "Mac OS X: Keyboard Shortcuts."

What's New?

Whether you want to make your own beautiful music or generate true digital surround stereo from your Mac, Macworld Expo delivered a bevy of audio goodies you can read all about in the "Macworld SF Audio Report."

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Here's a resolution you'll want to keep: buy yourself some tax software while you still have plenty of time to prepare. This new year brings us new Mac OS X versions of two popular tax preparation applications: Turbo Tax (Intuit) and Tax Cut (H&R Block).

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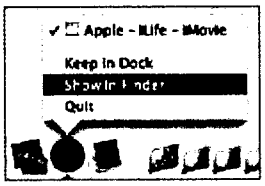
FileMaker and Intuit want you to be able to manage your business like a pro, using two of the best tools available. So, for a limited time, you can get up to $100 back when you purchase both FileMaker Pro 6 and the new QuickBooks Pro 5.0

iMovie 3, iPhoto 2, and iTunes 3, as well—when you order iLife from the Apple Store or an Apple reseller.

[1] iDVD 3 requires a Mac with a SuperDrive.

Tips for Ten: Bringing Home Lost Sheep



Scott Kelby must have a million tips (or pretty close) in "Mac OS X Killer Tips." Here's another you'll find helpful:

"Okay, so you see the application's (or document's) icon in the Dock, but you have no earthly idea where the app (or doc) really resides on your hard drive. It's there somewhere, but you just don't know where, and that scares you. To find where the application or document in the Dock really lives, just click on its icon in the Dock and choose "Show in Finder" from the menu that pops up. The window where it's stored will immediately appear on screen."

You can enjoy more killer tips like this one by getting your own copy of Scott Kelby's "Mac OS X Killer Tips" from the Apple Store.

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on February 6, 2003.

for Mac from Intuit.

When you need to find information on your computer, speed is a good thing. And that's just what Casady & Greene offers in its easy-to-use database program: iData Pro v1.0.5 for Mac OS X. iData Pro let's you "keep every bit of information in one central place." Even an archive of your email messages. Like to try the program on for size? Visit the Casady & Greene website and download a free demo.

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Apple eNews

February 6, 2003
Volume 6, Issue 3

Hot News Headlines: Would you like your work to appear on Apple's Demo Reel?

In This Issue

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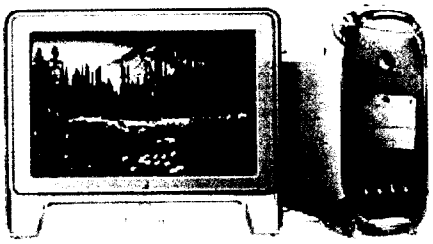
- Certified Color. Breakthrough Price.
- New Pricing Shatters Expectations
- Wide Screen. Incredible Performance.
- Delivering a One-Two Punch to Spammers
- Tired of Changing Your Email when Switching ISPs?
- Technically Speaking
- What's New

Office Romance

Buy any Mac and Microsoft Office v. X and save up to $300.

Got Work? Get Moving.



With the fastest and most affordable Power Mac G4 line ever.

Faster.
Featuring single and dual PowerPC G4 processors running at up to 1.42 GHz, the new systems blaze through data thanks not only to Apple's new Xserve-based architecture but also to up to 2MB of Double Data Rate (DDR) Level 3 cache and 333MHz DDR memory.

More Expansive.
Would you like two of our new 4x-speed SuperDrives (DVD-R/CD-RW) installed in your Power Mac G4? How about four internal hard drives providing up to a staggering 720 GB of storage? And could you make use of up to 2GB of DDR SDRAM? Massive expandability makes for a digital media powerhouse.

Groundbreaking.
New, innovative technology like FireWire 800 lets you transfer data at up to 800Mbps, ideal for moving large audio and video files. And with options like built-in Bluetooth and AirPort Extreme, you can network wirelessly at top speeds.

More Affordable.
Starting at just $1499, the new systems offer an amazing value proposition—especially when coupled with one (or two) of Apple's new flat-panel displays.

Don't Write Another Change-of-Address Email

It's a sad fact of Internet life.

Internet service providers (ISPs) have been consolidating—or simply going out of business—and, as a result, we've all had to change email addresses more frequently than we'd like. And that means notifying everyone in our Address Book. After all, we want friends to be able to contact us. And we want to keep receiving the electronic publications we've subscribed to.

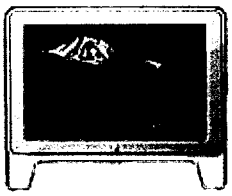
But there is a way to avoid such hassles: just sign yourself up for an email address that you don't have to change.

When you become a member of the .Mac community, you'll receive a mac.com email address that remains the same even if your ISP changes.

Technically Speaking

Like to see how accommodating Address Book can be?

Certified Color. Breakthrough Price.



Meet the newest member of the Apple all-digital flat-panel display family: the stunning 20-inch Apple Cinema Display.

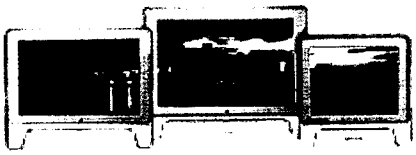
Priced at just $1299, the high-resolution wide-format display offers considerable screen real estate—1680-by-1050-pixel resolution.

That's enough space to display two full pages of text or a mega-column Excel spreadsheet, to accommodate an 11-inch-by-17-inch spread in Adobe InDesign, or to work on a complex image in Adobe Photoshop—with room to spare for a full complement of your favorite palettes.

The ultimate display for creative and technical professionals, the 20-inch (diagonal) Cinema Display offers a broad color gamut and such consistent color from edge to edge that it's earned SWOP certification. Visit our website to get the big picture on our new display.

New Pricing Shatters Expectations

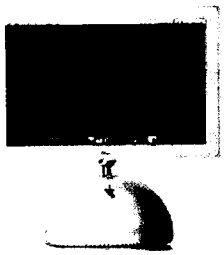
What would you expect to pay for a stunning, all-digital flat-panel display with exacting color accuracy?



Think again.

In addition to introducing the new incredibly priced 20-inch Apple Cinema Display, we also announced significant price reductions on our 17-inch (diagonal) Studio and 23-inch (diagonal) Cinema HD displays. Now priced at just $699 (previously $999) and $1999 (previously $3499), respectively, these all-digital flat-panel displays are available immediately and are the perfect complement to our Power Mac G4 computers.

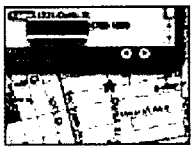
Wide Screen. Incredible Performance.



The ultimate all-in-one personal computer delivers more processing power, superior graphics, and faster DVD burning—offering the perfect environment for our new iLife applications.

Starting at just $1799, the new 17-inch widescreen iMac features a 1GHz PowerPC G4 processor, 256MB of DDR memory, GeForce4 MX graphics, and a 4x SuperDrive that lets you create, share, and burn your own DVD movies faster than you could before.

Let's say you have someone's address stored in Address Book but don't know how to drive to their location. Not to worry—Address Book (and an Internet connection) can get you directions.



Just mouse over "home" or "work" (whichever address you need directions for), hold down the mouse button, and choose Map Of. Address Book will launch Safari (or another browser) if not already running, connect with mapquest.com (fast, if you're using Safari), and present you with a map and complete directions. Cool, huh?

There are still more ways you can take advantage of Address Book. Would you like to know how easy it is to print a list of all your Address Book contacts? Here's a new Knowledge Base article that explains how.

What's New

iLife—our integrated multimedia software suite that includes iTunes, iPhoto, iMovie, and iDVD—is now shipping. Get your copy today from the online or a retail Apple Store or an Apple reseller.

ooo

Now shipping: Our new 12-inch PowerBook G4. Visit an Apple Store or Apple reseller in your area to see the smallest, most affordable, full-featured PowerBook G4 ever.

12"

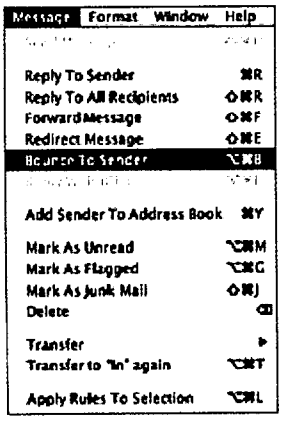
ooo

Hear about the great offer from MYOB? For a limited time, if you

That's not all: Available immediately, the new iMac offers enhanced wireless networking capabilities as well. It's AirPort Extreme-ready and can be ordered with Bluetooth built in.

For complete product details—and to read about the 15-inch model (which starts at just $1299)—visit our iMac website.

Delivering a One-Two Punch to Spammers



Yes, Mac OS X Mail can help you deliver a staggering blow to spammers. Simply pull down the **Mail** menu, choose **Junk Mail**, and select **Automatic**. The next time you receive email, Mail will move suspect email into a Junk folder.

With that done, you're ready to deliver a real knockout punch to spammers by taking advantage of yet another potent spam-fighting weapon:

1. Click on the Junk folder.
2. Type *Command-a* to select all of the email in the Junk folder.
3. Choose "Bounce to Sender" from the **Message** menu.

Mail will return the selected messages to the senders marked "User unknown," making them think your email address invalid, encouraging them to drop you from their lists, and, thus, eliminating spam at its source.

We hope you enjoyed reading the February 6 issue of Apple eNews.

We'll have more news for you on February 20.

buy **AccountEdge**, MYOB will send you a complimentary copy of **Mac OS X v10.2 "Jaguar."**

ooo

If you got used to using ACT! on a PC or in Mac OS 9, you're going to want to try DayLite v1.3, a great contact and sales management tool from MarketCircle. In fact, DayLite v1.3—created expressly for Mac OS X—includes an ACT! importer, so you can easily import all your customer data.

ooo

Extensis has announced that it's now shipping Portfolio 6.1 for Mac OS X, the award-winning digital asset management program.

ooo

Get certified. Apple offers a growing number of technical training courses in digital media, system administration, technical service, and more. Find out how you can receive Apple certification.

Apple eNews is a free, bi-weekly email publication.

Event dates are subject to change. Some products, programs, or promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.

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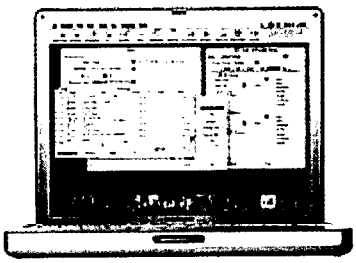
Apple eNews

March 20, 2003
Volume 6, Issue 6

Hot News Headlines: Educators incorporate iLife in school life

In This Issue

- What's Causing the Heavy Traffic?
- Why You Should Upgrade to Mac OS X
- Tips for Ten: Resizing with a Zoom
- Video Mirroring. Or Dual Display?
- Safari Tip: Let SnapBack Take You Back
- An iMovie Tutorial at Your Fingertips
- Technically Speaking
- What's New?



"Looks to die for."

What's Causing the Heavy Traffic?

When it comes to showcasing new automobiles, nothing beats QuickTime VR, and no one creating VR outperforms John Early.

Using dual processor Power Mac G4 computers, Mac OS X, Final Cut Pro, and other Apple software, Early creates some of the most sophisticated VR in the business, movies that combine footage shot in a studio with footage shot in the field, still photos interspersed with Flash animation interspersed with full-motion video, sprites, hotspots, multiple audio tracks, and more.

You can catch Early's work on some of the slickest sites in town: Acura, Audi, Lincoln, Mercedes-Benz, Mercury, Toyota. But—fair warning—after seeing one of Early's productions, you may find the car of your dreams that much harder to resist. "There are people," Early points out, "buying the car straight off the websites."

Why You Should Upgrade to Mac OS X

Show of hands.

How many of you can't imagine managing your library of digital music with any application other than iTunes? Especially iTunes 3.

Digital photographers and filmmakers wax equally enthusiastic about iPhoto 2 and iMovie 3, practically swooning over how easy it is to

Technically Speaking

You may be familiar with some of the services AppleCare offers:

- Knowledge Base, which contains thousands of helpful articles
- An extensive library of software updates it maintains
- Award-winning phone support
- Expert and speedy repair service

But did you know that AppleCare also offers a wide variety of products and services designed specifically for professionals and businesses?

If you'd like to have a video expert on call to answer your toughest Final Cut Pro questions or would like to take advantage of premium service and support for your new Xserve or Xserve RAID, then visit our website and read about the range of professional products and services available from AppleCare.

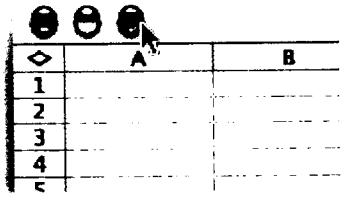
archive their photographs or burn their iMovie projects on DVD using iDVD 3.

The availability of the iLife suite of applications (iTunes, iPhoto, iMovie, and iDVD) is a truly compelling reason for upgrading to Mac OS X. Especially when you consider the other world-class applications from Apple that run only in Mac OS X: Safari, Keynote, iSync, iCal, Mail, iChat. And the equally impressive Mac OS X software from developers: Microsoft Office v. X, ShadowBane, Macromedia Director MX, Toon Boom Studio, Maya, and others.

But having thousands of great titles available for Mac OS X is only one of the many reasons customers have been making the switch to Mac OS X. We've collected the top 10 on our website.

Tips for Ten: Resizing with a Zoom

Your colleague, who likes to open Excel spreadsheets so that they fill her 23-inch Apple Cinema HD Display from corner to corner, routinely sends such files to you without resizing them.



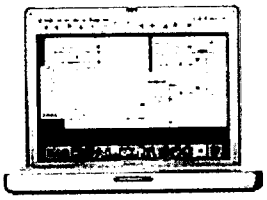
The result? When you open them on your Mac, the documents are so big you can't see the scroll bars or grab the resize control corner.

What should you do the next time this happens? Just reach for the Zoom button.

The green zoom button sits immediately to the right of the the red close and yellow minimize buttons in the upper-left corner of every Mac OS X window. Use the Zoom button to either enlarge or reduce the size of a window. Just one click should do the trick.

Video Mirroring. Or Dual Display?

On Apple's 12-inch PowerBook G4 computer, you can toggle easily between video mirroring and dual display modes by using the F7 function key.



You didn't know that the smallest full-featured notebook in the world offered dual display support?

Absolutely.

Just like the 15- and 17-inch models, the 12-inch PowerBook lets you connect a second display or projector with the included VGA adapter. That makes the 12-inch PowerBook the perfect choice for your desktop and for presentations on

What's New?

iPod Software 1.2.6.

The newest software for your iPod provides improved battery management, addressing an issue that may shorten your iPod's battery life and offering longer stand-by time on all iPods.

Download iPod Software 1.2.6 via Software Update, or visit the iPod download page, where you'll find separate versions for Mac OS 9, Mac OS X, and Windows.

ooo

Heard about our new Xserve cluster node configuration?

Designed for use in computational clusters and distributed applications, the Xserve cluster node configuration delivers high-density processing power. Its single drive bay offers space for the operating system, and there's no optical drive, which means the front panel can offer more ventilation.

ooo

Java 1.4.1 for Mac OS X.

The latest, certified release of the Java 2 Platform, Standard Edition, version 1.4.1 for Mac OS X, delivers hundreds of new features, performance improvements, and unique benefits by tightly integrating Java even more closely with the key technologies of Mac OS X. Like more info on Java 1.4.1?

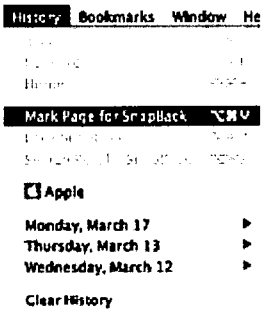
ooo

PowerSchool 3.5, an innovative wen-based student information

the go. It also supports S-video and composite video signals, letting you play DVD movies or make presentations on a big-screen TV.

Widely available, Apple's compact powerhouse starts at just $1799.

Safari Tip: Let SnapBack Take You Back



SnapBack works great when you're immersed in some serious Googling. Several layers deep you may dive, but one click on the SnapBack button, and back you go to your original Google results page.

SnapBack works equally well in the progress bar. If you visit a site—www.apple.com, let's say—and click a few links, one click of the SnapBack button takes you right back to www.apple.com.

But did you know that as you venture on your surfin' Safari, you can choose the page to which you'd like to return? Here's how:

1. Go to the page to which you'd like to return using ShapBack.
2. Choose "Mark Page for SnapBack" from the History menu (or type Option-Command-M).

You're done. Like to read more about Apple's turbo browser for Mac OS X?

An iMovie Tutorial at Your Fingertips

New to iMovie? Like to get up to speed with iMovie 3 as quickly as possible? Then you may enjoy the iMovie tutorial already waiting for you on your Mac.

The tutorial's eight lessons introduce you to all aspects of iMovie, explaining how to edit scenes, pull digital photos in from iPhoto, add video and audio effects—iMovie 3 has an impressive collection of new video and audio effects)—work with the enhanced titling available in iMovie 3, and much more.

Here's how simple it is to take the iMovie 3 tutorial. With iMovie 3 open, choose iMovie Help from the Help menu and click Tutorial.

And while we're discussing iMovie 3, you may want to take a few minutes to install the newest version: iMovie 3.0.2. To do so, launch Software Update or visit the iMovie page.

system for districts with up to 10,000 students, offers schools an Enhanced Master Schedule Builder with multi-day scheduling, visual schedule matrices, walk-in scheduling, and new scheduling reports.

ooo

Now shipping: FAXstf X Pro from Smith Micro Software. Delivering over 20 new feature enhancements, FAXstf X Pro lets you send, receive, and manage faxes from any application—e.g., Microsoft Office v.X, Adobe Photoshop, iPhoto—or from within its new browser. Visit the Smith Micro website for more information.

ooo

If you use AppleWorks and would like a good resource for tips, pay a visit to the AppleWorks Users Group (AWUG). The group hosts an AWUG Daily Tip page, where you'll find a seemingly unending supply of tips.

While you're there, you might want to get more information about AWUG—including how you can receive the monthly AppleWorks newsletter.

ooo

Ever had a few friends over for an invigorating night of computer games? Imagine, then, if you could play online with hundreds—or even thousands—of fellow game players. That's just one of the attractions of massively multiplayer online games, in general, and Shadowbane, in particular. Want to get in on all the action? You'll find Shadowbane at the Apple Store

ooo

Sprechen Sie Deutsch? Parlate

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on April 3.

italiano? Parlez-vous francais?

Then you may be interested in one of our hometown versions of Apple eNews. Published in Europe, Hong Kong, Brazil, Japan, and elsewhere, these publications bring you local information, complementing the news you get from your friendly American source.

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Apple eNews

April 17, 2003

In this issue:

- Leap Ahead with Final Cut Pro 4
- Shattering Authoring Expectations
- Shake Stirs Up Compositing
- For John LaCroix, It's Butter or Nothing
- It Now Touts Tabs
- What's New?

Hot news headlines

- Apple iLife Educator Awards reward the most innovative uses of iLife.
- Final Cut Pro 4 nabs a best of show award at NAB.
- Walt Mossberg calls 17" PowerBook G4 "simply breathtaking."
- AirPort Extreme takes off.

More news...

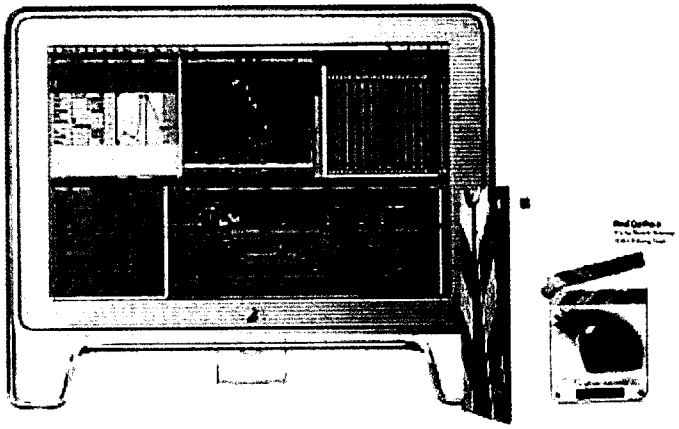
It Now Touts Tabs

Safari, that is. The new Public Beta 2 of Apple's turbo browser for Mac OS X offers a series of new features, including:

One window, many sites. **Tabbed Browsing**, which you can set up in Preferences, make it easy to keep multiple sites handy without gobs of windows cluttering up your screen. Simply keep them all open at the same time, each site safely ensconced in its own tab.

Turn on Autofill (in Preferences), and you'll need to enter your vital statistics—name, address, zip, email—just once; next time, **Forms Autofill** will do the heavy lifting. (It can even remember passwords and

Leap Ahead with Final Cut Pro 4



What can you give the video professional who craves everything?

Final Cut Pro 4, of course.

Leaping ahead of competing products, Final Cut Pro 4 provides video artists and editors with a fully customizable standards-based, nonlinear editing system that delivers uncompromising quality and over 300 new features, enhancements, and tools, including:

RT Extreme, a software-based real-time effects architecture, takes advantage of the PowerPC G4 to pump out an increased number of simultaneous real-time video streams and hundreds of real-time effects.

LiveType, the ultimate titling tool, lets you create full-featured, professional-quality animated titling quickly and easily. And with LiveFonts, revolutionary new animated font technology, individual characters take on expressive characteristics and animations of their own.

Soundtrack, an intuitive music composition tool, lets you score your movie and create royalty-free soundtracks. In fact, Final Cut Pro 4 comes with thousands of music loops and sound effects that are ready—and easy—to incorporate in your projects.

Entirely new in Final Cut Pro 4, Professional Audio tools (built on top of Mac OS X Core Audio) support 24-channel audio output, a 99 track mixer, real-time filters and audio effects, and precise fader automation with keyframe thinning.

Read more about the newest version of Apple's Emmy award-

access info from Address Book.)

History may repeat itself elsewhere, but in Safari, **Privacy Reset** lets you erase your browsing history, empty the cache, clear the Downloads window, and remove cookies. All in one swell foop.

So what else is new? Come to the Safari site and find out.

What's new?

At last week's National Association of Broadcasters show, Peachpit Press announced that it is working with Apple to create a series of books that will serve as the core curriculum in the new Apple Pro Training Series, titles that can help digital video and audio enthusiasts prepare for and achieve Apple certification in Final Cut Pro 4, DVD Studio Pro 2, Shake 3, and Logic 6. Find out more.

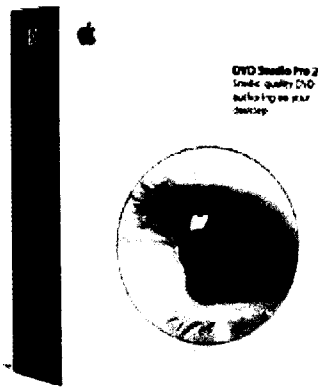
"Because it saves you money. Because it saves you time. Because it gives you the cutting-edge tools that allow your business to work at its very highest level." That's why color management expert Son Do urges clients to embrace Mac OS X. He's just one of a series of creative pros who enthusiastically extol the benefits of Mac OS X in Apple's newest online seminar (free registration required). Visit the site, play the QuickTime clips, and download the Pfeiffer performance report on the new Power Mac G4 computers:

Now Shipping. Harry Potter & the Chamber of Secrets. Available at the Apple Store, the new game from Aspyr Media whisks you off to Hogwarts and immerses you in the world of magic and Quidditch.

Your pro digital one-stop shop.

If you're looking for information on Apple's lineup of professional software products—Final Cut Pro, DVD Studio Pro, Shake, and Logic—a quick way to find solutions for Broadcast, Film and Television, Commerical Post production, and other markets, and events calendar for seminars and shows, and the newest downloads, bookmark our Pro Software website. And come winning software.

Shattering Authoring Expectations



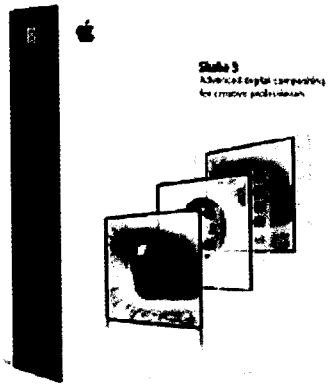
Redefining DVD authoring once again, Apple introduces DVD Studio Pro 2. Completely rebuilt from the ground up, the application offers a sleek new workflow and a full set of professional features.

In addition to a refined interface that's easier to use, DVD Studio Pro 2 (expected in August) offers a complete set of professionally designed templates with a library of styles, buttons, and backgrounds, making it a snap to create elegantly designed DVDs in a few simple steps.

Using the new Menu Editor, you can create full-featured menus and make connections in just one step. The new timeline editor—inspired by Final Cut Pro—lets you integrate as many as 8 video angles, 8 audio tracks, and 32 subtitles; perform basic trimming; merge assets; and control chapter markers. It also includes a brand-new MPEG-2 encoder and comes bundled with Compressor, the same transcoding tool shipping with Final Cut Pro 4.

Best of all, if you buy Digital Studio Pro 1.5 today, you can upgrade to DVD Studio Pro 2 for just $29.95 through our Up-To-Date program. (The normal upgrade price is $199.95.)

Shake Stirs Up Compositing



For the last six years, the films that took home Academy Awards for Best Visual Effects shared one other thing in common.

Shake.

Required courseware at many film schools worldwide, Shake is already the motion picture industry's leading compositing and visual effects software for film and HD. And Shake 3 (expected in June) promises only to add to its already glowing reputation with such new post-production features as:

- The ability to distribute rendering loads across a cluster of Xserve or Power Mac G4 computers using Shake Qmaster network management software and an unlimited network rendering license (Mac OS X version)

back often.

Unleash the hounds.

It's time for more Sims excitement for your virtual side of life. This time it's the furry release of The Sims: Unleashed from Aspyr. Furry? This latest expansion pack brings pets into the fold! Well actually, that could be feathery or scaly as well, so why not bring home an adorable addition to your Sims' family today.

New worlds of musical experimentation open up when great guitarists pick up different instruments or change tunings. Such was the case with jazz master Pat Metheny, whose new album features him soloing on his new baritone acoustic guitar. Metheny's pure style is apparent in this rendition of "Song for the Boys" from the album "One Quiet Night," due for release in May. (Requires QuickTime 6.)

Apple eNews, April 17, 2003, Volume 6, Issue 8

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on May 1.

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- Enhanced import abilities: import QuickTime, layered Photoshop, RPF/RLA files (3D animation), and many others
- Trackable paint strokes and rotoshapes to automate the animation proces
- Resolution independent broadcast monitor support lets you preview project accurately (Mac OS X)
- Enhanced audio support: play, scrub, visualize, and synchronize audio files (Mac OS X)

For more info, visit the Shake site.

For John LaCroix, It's Butter or Nothing

"It's not worth it to me to put out something mediocre," says LaCroix. "Everybody can make good toast—but we've got the butter."

The "butter," in this case, comes packaged in every multimedia magazine LaCroix creates for 411 Productions, where he mixes his craft (DVD producer) and his sport (skateboarding) seamlessly and where he outperforms for a very demanding audience.

For skateboarders, surfers, snowboarders, and BMX enthusiasts, "pictures and words just aren't enough." Instead LaCroix delivers what they crave. Video. In a medium they covet. DVD.

But since satisfying his audience is no walk in the park, LaCroix surrounds himself with only the best tools. Notably, Final Cut Pro and DVD Studio Pro. After all, he explains, "I want to blow minds with everything we do, and I can't compromise on quality."

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Apple eNews

May 1, 2003

In this issue:

- Shop till you bop
- Thinner. Lighter. More capacious.
- All your music. All in one place.
- More power. More storage. More value.
- New features for your iPod
- What's new?

Hot news headlines

- "The music service Jobs unveiled is a delight," writes Salon's Farhad Manjoo. "You type in a name, a song comes up, and you press a button to buy it. That's it."
- Arik Hesseldahl writes in Forbes, "After a short tryout and a tad of obligatory skepticism, we can honestly say we're impressed. The iTunes Music Store, an online music download service that is integrated into Apple's iTunes 4 digital jukebox software, is enormously easy to use and dangerously addictive."
- Fortune's Devin Leonard shares the following: "After checking it out, Dre had this to say: 'Man, somebody finally got it right.' The product that wowed him was the iTunes Music Store, a new digital service for Mac users offering songs from all five major music companies—Universal, Warner, EMI, Sony, and BMG ... The real buzz in the music trade is that Steve has just created what is easily the most promising legal digital music service on the market. 'I think it's going to be amazing,' says Roger Ames, CEO of the Warner Music Group."

More news...

New features for your iPod

Shop till you bop

Introducing the new music store you already know how to use.

Simplicity itself, the iTunes Music Store gives you unfettered access to over 200,000 songs—with more arriving every week. Instead of monthly fees and complicated rules, the iTunes Music Store offers *downloads done right*, making it easy to find and purchase the music you want to own. Instant gratification for just 99 cents a song.

Want to hear a 30-second preview? One click will do the trick.

Looking for Billie Holiday's rendition of "Georgia on My Mind"? Keen on Coltrane (Alice or John)? Couldn't be easier to find who or what you want. The iTunes Music Store offers multiple search options and lets you browse by album, artist, or genre—everything from Alternative to Children's Music to Folk to Pop to World. In fact, browsing offers a great way to discover new artists and songs you've never heard before.

You'll also find exclusive tracks—from such artists as Alicia Keys, Eminem, Matchbox 20, Sting, and others—and, in many cases, exclusive QuickTime video. Like Eminem performing "Sing for the Moment" or Counting Crows performing "Big Yellow Taxi."

And when you find something you like, buying is easy and fast. You can download single tracks—for just 99 cents a pop—or whole albums (many at just $9.99) with just one click.

Of course, to visit the iTunes Music Store, you first need to download iTunes 4.

If you already own an iPod, take a few minutes to download iPod Software 1.3 Update. The free download provides iTunes 4 support, which means you'll be able to take advantage of the new Advanced Audio Coding (AAC) format. While it compresses audio more efficiently than other compression technologies, AAC delivers quality that rivals uncompressed CD audio.

So you'll be able to pack even more great-sounding music on your iPod.

What other improvements does iPod Software 1.3 Update offer? Visit our website for all the details.

What's new?

The new AAC format offers great audio quality at a smaller file size. But before you can import music from your audio CDs in AAC format, you'll need to install QuickTime 6.2. Once you do, you'll also be able to use the music you've purchased from the iTunes Music Store in the other iLife applications—iPhoto, iMovie, and iDVD.

What are the system requirements for the iTunes Music Store? What's the best way to preview songs if you access the Internet via a dial-up connection? Is there a way to see a purchase history—i.e., a list of the items you've purchased?

You can get answers to these questions and many others—just by visiting the new iTunes Music Store Support site.

Some QuickTime treats await you on our new music site.

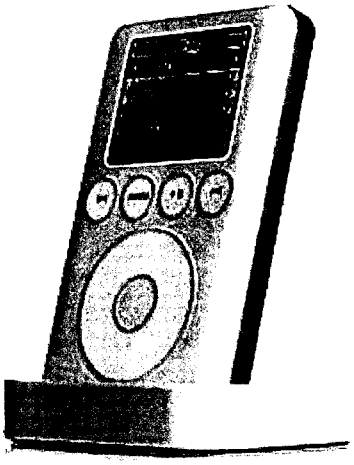
First up. A quintet of new ads promoting the new iTunes Music Store.

Next, Ian Robinson invites you into the SoHo store for a peak at the "better way" to buy music and the best way to carry a tune—iPod.

Wait, there's one more.

Like to see the new iPod from every conceivable angle? QuickTime VR lets you do just that.

Thinner. Lighter. More capacious.



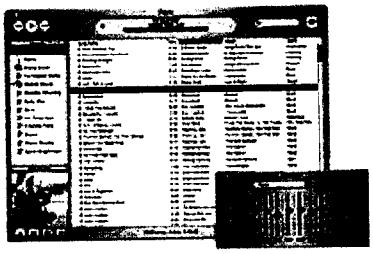
Now just 0.62" thin, the all new iPod slips easily into a shirt pocket and fits your musical life to a T. And, talk about light, the new iPod weighs just 5.6 ounces. (In fact, the new iPod is thinner and weighs less than two CD jewel cases—with CDs, of course.)

But with hard drive capacities of 10GB, 15GB, and 30GB, the new iPod lets you carry up to 7500 songs, enough to keep you humming for weeks at a time without hearing the same song twice.

Available on the Apple Store today and due to hit retail store shelves tomorrow, the new iPod also supports the new AAC encoding format, comes with the new iPod Dock,[1] lets you create playlists on the fly, and features an elegant new design. Take a look.

[1] The iPod Dock comes with 15GB and 30GB models and is available as an optional accessory with the 10GB iPod.

All your music. All in one place.



It's the key. The linchpin. The mainstay of your music.

The newest of our greatest hits, iTunes 4 offers you total control over the music you own, letting you transfer music from your CDs to iTunes; organize it; find, buy, and download even more from the iTunes Music Store; rate it; create playlists that suit your every mood; burn playlists onto CDs; back up your music collection to DVDs for safekeeping; listen to your music from other rooms in the house using Rendezvous; and automatically sync your music to iPod, so you can take your music with you wherever you go.

iTunes 4 also offers a new option for encoding your music. Advanced Audio Coding (AAC) delivers smaller files (thanks to more effective compression) and rivals CD-quality audio. A win-win solution for music lovers.

Put iTunes 4 at the center of your music.

And if you'd like to see the new iPod firsthand—or, better yet, in your hand—plan on visiting an Apple Store this Friday night. We'll have live DJs and free event posters (while supplies last). You could even win an awesome JBL sound system. But you have to show up to win.

The April 17 issue of Apple eNews indicated, incorrectly, that DVD Studio Pro 2 would be available in June. In fact, Apple expects DVD Studio Pro 2 to be available in August. We apologize for the inaccuracy.

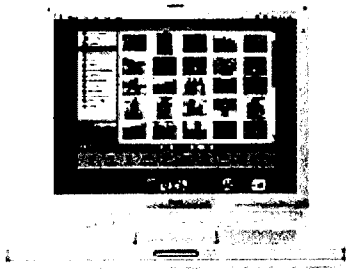
Apple eNews, May 1, 2003
Volume 6, Issue 9

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on Thursday, May 15.

Apple eNews is a free, bi-weekly email publication.

Event dates are subject to change. Some products, programs, or promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.

More power. More storage. More value.



The most affordable Mac notebook ever now offers even more value.

Though their prices remain the same, new 12" and 14" iBook models offer faster processors (800MHz and 900MHz) and larger hard drives (30GB and 40GB),[1] and all models now come with an ATI Mobility Radeon 7500 graphics card with 32MB of SDRAM.

Designed to fit in your backpack—and your life—the iBook is built tough. Its sleek case features impact-resistant polycarbonate plastic, a sturdy magnesium frame for added strength, and a rubber-mounted hard drive for added bump-tolerance.

As for software, iBook comes with Mac OS X v10.2 "Jaguar," iCal, iChat, iSync, AppleWorks, and everyone's favorite, iLife—the great suite of digital media applications that include iTunes, iPhoto, and iMovie.

[1] You can also configure your iBook with a 60GB hard drive at the Apple Store.

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Apple eNews

May 15, 2003

In this issue:

- PowerBook marks the spot for X2
- The new eMac: Performance. Value. All in one
- The Doors are open to the iTunes Music Store
- iPhoto Tip: Using the checkmark keyword
- Safari Tip: Two ways to new windows
- An "i" for details
- What's new?

Hot news headlines

- The iTunes Music Store "flat out rocks," says Ron Harris of the Associated Press.
- PowerSchool has been named winner of the 2003 Codie Award for Best K-16 Education Administration Solution.
- "Among the thousands of new products that appeared in 2002, the editors of Network Magazine" recognize Mac OS X Server 10.2 as a "2003 Product of the Year."

More news...

An "i" for details

A dedicated fan of the tense Fox drama "24," you pay close attention to what Jack's up to. So would you find it distracting if our intrepid hero ran into an elevator wearing fatigues and, five seconds and two floors later, ran out wearing a turtleneck and jeans?

Of course you would. That's why

PowerBook marks the spot for X2

If you had been on location while the eagerly awaited X-Men sequel was being filmed, you would have seen screenwriters Mike Dougherty and Dan Harris right in the center of the action.

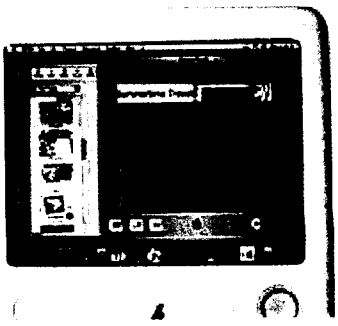
Along with their PowerBook G4 computers, of course.

"Our Macs went on every location scout in the rain, every actor's reading, every audition, every studio executive meeting, every night shoot and they were there to follow the delivery of every line of dialog, action and special effect in the film," says Harris.

A work in constant progress, the script for "X2: X-Men United" virtually flew—from PowerBook to PowerBook—over an AirPort network shared by the core creative crew, while Dougherty and Harris wrote and rewrote until every line of dialogue rang true.

The new eMac: Performance. Value. All in one

Starting at just $799, the new eMac provides exceptional value, plenty of horsepower—800MHz or 1GHz PowerPC G4 processors—and many other great features:



- Three optical drive options, including a new 4x-speed SuperDrive that

studios hire continuity experts—"dressers" in the trade—to keep track of all those pesky details—the clothes actors are wearing, the computer on their desk, the photos hanging on the wall—that need to remain consistent from one shot to the next

On "24," that herculean task falls to Sterling Rush, who employs two secret weapons in the war against inconsistency: his trusty iBook and iPhoto.

What's new?

Now shipping and readily available, the incredibly popular 17" PowerBook has received towering praise from many hard-to-please high-tech pundits.

He Saw. He Bought. He (now) Evangelizes.

From small-business owners to CTOs at Fortune 200 corporations, couldn't-be-more-pleased customers tell us how great it is to do business on a Mac. Read some new stories from people who have switched to the Mac and love Mac OS X.

webex

You can now attend business meetings—worldwide—via the cozy confines of your favorite web browser. Using WebEx for Mac OS X. Give presentations. Collaborate. Demonstrate software. View, annotate, edit, and share documents. Conduct a web tour. Show QuickTime movies. WebEx for Mac OS X lets you do anything you can do in a regular meeting. Comfortably, affordably, and online.

From now until June 28, you can get a Canon i450 Color Bubble Jet Printer free (after a mail-in rebate) if you purchase a new Macintosh computer at the same time. For

lets you quickly burn CDs and DVDs
- AirPort Extreme-ready, eMac lets you set up an ultra-fast wireless network
- A high-performance ATI Radeon 7500 graphics processor drives a brilliant 17-inch flat CRT display (16-inch viewable)
- With the included iLife software suite (iTunes, iPhoto, iMovie, and iDVD[1]), you can manage your music, organize digital photos, create your own movies, and burn DVDs[1]
- And even more great software, including Mac OS X v10.2 "Jaguar," iCal, iChat, iSync, AppleWorks, Quicken 2003 Deluxe, Sound Studio, Deimos Rising

[1] Available on SuperDrive-equipped models.

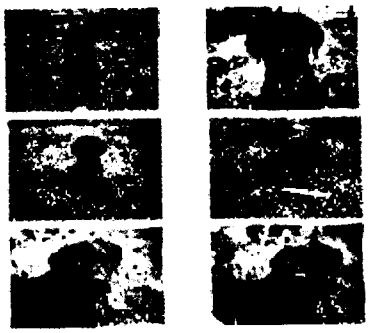
The Doors are open to the iTunes Music Store

In the last two weeks, we've added such new album releases as Jack Johnson's "On and On," Andrea Bocelli's "Tosca," Fleetwood Mac's "Say You Will," Lizz Wright's "Salt," Regina Carter's "Paganini: After a Dream," and Kelly Price's "Priceless."

Those who have perused the virtual racks on the iTunes Music Store have also enjoyed pre-release tracks from Michelle Branch ("Are You Happy Now?"), John Scofield ("Up All Night"), David Sanborn ("Timeagain"), and The RH Factor ("Hard Groove").

Coldplay fan? You may want to hear "One I Love." Up till now, the track has not been available in the US, but you can preview and download the exclusive track at your leisure. Or you can watch the band perform "The Scientist." It's just one of the many music videos available on the iTunes Music Store.

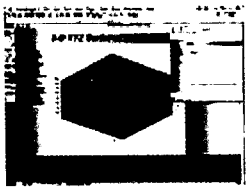
iPhoto Tip: Using the checkmark keyword



In "iPhoto 2 for Mac OS X: Visual QuickStart Guide," Adam Engst offers us over 400 tips and techniques. Just like this one:

"Have you wondered what that checkmark keyword in iPhoto 2 is for? It's a great temporary marker, and unlike all other keywords, it appears on top of images—even when keywords aren't

details, visit our Improve Your Image website.



Designed for researchers, analysts, and managers, DeltaGraph 5 for Mac OS X provides a set of powerful tools ideal for collecting, analyzing, and presenting data in stunning, fully customizable charts. DeltaGraph 5 even includes a Chart Advisor that recommends a chart type and style best suited for your data.

Now available via Software Update: Mac OS X v10.2.6 Update.

"The only experiences you don't get when you play 'Nascar 2003' are the smell of gasoline and oil and the rumble in your body as 43 cars scream by at 185 MPH."

Apple eNews, May 15, 2003, Volume 6, Issue 10

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on May 29.

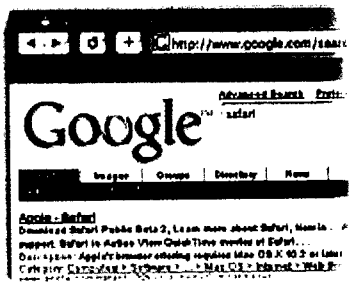
Apple eNews is a free, bi-weekly email publication.

Event dates are subject to change. Some products, programs, or promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.

showing.

"It's also a great way to make a temporary collection of photos. For instance, if you're visiting relatives and showing them pictures on your PowerBook, you could mark the ones they like with the checkmark keyword and then order prints for them when you go home. Or you might use it to mark photos that you're thinking about putting in an iPhoto book at some later date."

Safari Tip: Two ways to new windows



Do you love tabs but miss being able to open links in a new window simply by holding down the Command key while clicking the link?

Despair not. If you'd like to have tabbed windows ***and*** the ability to open clicked links in a new window, Safari offers you two options.

First Option. Hold down the Command, Option, and Shift keys while you click the link. That will open the page in a new window, and make it the active window. (Be sure to check the Preferences dialog for other tab-related keyboard options.)

Second Option. Use contextual menus. Hold down the Control key, click on the link, and choose from the options available in the contextual menu that appears.

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Apple eNews

June 12, 2003

In this issue:

- Some products are worth waiting for
- Marked your calendar yet?
- Presenting Keynote 1.1
- Have your eye on a new PowerBook G4?
- Newest version of QuickTime drives innovation
- Could any more be going on?
- Your perfect cell mate
- What's new?

Hot news headlines

- With its iTunes Music Store, proclaims Randall Rothenberg in Ad Age, "Apple has managed to fashion a near-perfect retail outlet on the Web."
- Coming this month. Apple's Worldwide Developers Conference: June 23-27 in San Francisco.
- Capturing trick footage of extreme athletes is just a day in the life of Brian Purdy, a former pro snowboarder turned extreme sports filmmaker.

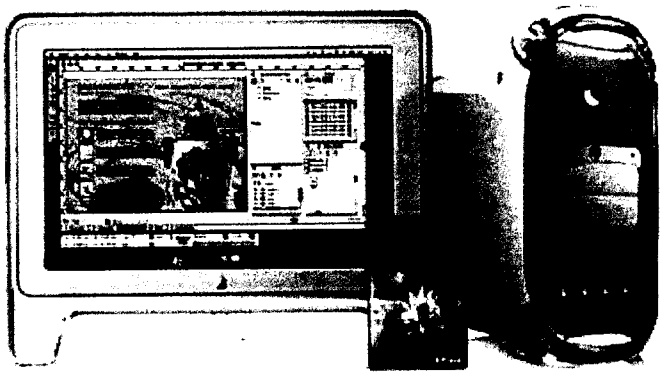
More news...

Your perfect cell mate

Use a cell phone? Now you can have more control over it than you've ever had before.

That's because iSync 1.1—the newest version of our revolutionary software for synchronizing contact and calendar information among such digital products as your iPod, PDA, and cell phone—now supports

Some products are worth waiting for



And when you see QuarkXPress 6 taking full advantage of Mac OS X, when you begin to explore its new features, when you experience firsthand the application's power, intelligence, and flexibility, you'll know that QuarkXPress 6 has been worth the wait.

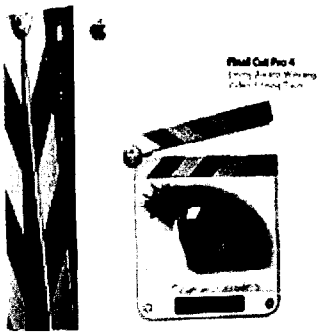
Among the many new features you'll immediately enjoy and benefit from, QuarkXPress 6 lets you preview images at their full resolution; create two-position rollovers easily; share content, style sheets, color specs, hyphenation settings and other attributes using "layout spaces"; specify font families for cascading style sheets; synchronize text among project documents; preview web pages from within your documents; output PDF files directly.

Can't wait to get your copy? Quark expects shipments to begin by the end of the month. And you can reserve your copy of QuarkXPress 6 today by pre-ordering the newest version of the world's most popular design and layout software from the Apple Store.

Marked your calendar yet?

Video editors working in film, HD, SD, and DV have all marked theirs.

Ever since the National Association of Broadcasters convention, professional filmmakers, broadcasters, and editors have been clamoring for Final Cut Pro 4, and at 4:00 pm, on



over 20 mobile phones. In fact, over 90% of US wireless subscribers can now get an iSync-compatible phone, so whether you subscribe to AT&T Wireless, Cingular, Sprint, Verizon, U.S. Cellular, or another carrier, iSync can make your wireless life easier.

But that's not all.

iSync 1.1 now lets you synchronize your Safari bookmarks among the Mac computers you own via your .Mac account. Find out how, see a list of supported phones, and download iSync 1.1 (it's free) by visiting the iSync website.

What's new?

Between now and July 31, you can save $500 instantly (terms apply) when you buy any Mac and Macromedia Studio MX at the same time. But, hurry, you have only 6 weeks left to take advantage of this offer.

New at the iTunes Music Store: an easier way to check out new releases. Launch iTunes and click on Music Store in the Source column. Under "Inside the Music Store," click New Releases, and you'll see a list of the newest albums added to the iTunes Music Store—like Annie Lennox's "Bare," Guster's "Keep It Together," or Kenna's "New Sacred Cow"—all released on June 10. And, by the way, run your mouse over the listings, and you'll see that you can jump right to the new album with a single click.

Macworld CreativePro Conference & Expo

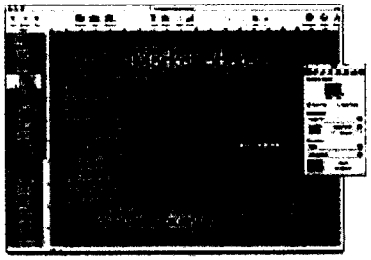
Just 4 days left for early bird pricing. Planning to attend the Macworld CreativePro Conference & Expo in New York? Act now and take advantage of early bird pricing.

Saturday, June 14, they'll be able to pick up their copies of Apple's award-winning editing software at Apple retail stores and Apple Authorized Resellers.

In fact, visit one of the participating stores on Saturday, and you can play a part in one of our "4@4" kick-off events, see demos of Final Cut Pro 4, and listen to industry-leading editors as they tell you how they're using Final Cut Pro in their latest projects.

Already own Final Cut Pro? Then visit the Apple Store and upgrade to Final Cut Pro 4 for just $399.

Presenting Keynote 1.1



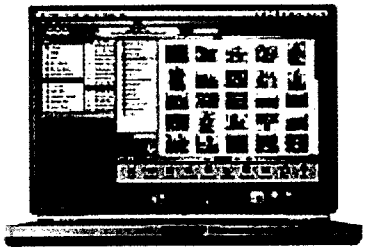
With its razor-sharp text, pro-quality graphics, elegant themes, and dazzling transitions, Keynote has persuaded many educators, creative professionals, and business users that there's a better—and more affordable—way to create truly stunning presentations.

So how could we make Keynote an even more compelling solution?

With Keynote 1.1, we've raised the bar on QuickTime performance, improving the quality of imported QuickTime video and optimizing the playback of Keynote presentations exported as QuickTime movies. Keynote 1.1 also offers:

- Enhanced PowerPoint import and export compatibility
- Improved interaction and feedback while working with slides in the Navigator
- Smaller file sizes when exporting presentations as PDF files
- The ability to jump to specific slides during a slideshow and to show series labels on vertical bar charts

Have your eye on a new PowerBook G4?



Maybe you think the 15-inch PowerBook would make a great gift for Naomi as she heads off to Colgate. Or perhaps you fancy our 12-inch PowerBook as your own perfect travel companion.

Whichever model you admire, you'll be pleased to hear that we've reduced the price on our 12-inch and 15-inch PowerBook G4 computers by up to $300, making them more affordable than ever. In fact, you can get a new PowerBook for as little as $1,599. Take a look.

Software Update contains three more items available for you to download.

Bluetooth 1.2.1—recommended for iSync 1.1—provides enhanced stability and support for the following Symbian OS-based mobile phones: Nokia 3650, Nokia 7650, and Sony Ericsson P800.

For those of you who purchased the QuickTime 6 MPEG-2 Playback Component, a free update to the software, offering performance enhancements and compatibility with QuickTime 6.3, is now available —via both Software Update (for a limited time) and the online Apple Store.

And if you use Final Cut Express, you'll want to download and install Final Cut Express Update 1.0.1. Available from Software Update and the Final Cut Express website, the update improves performance and stability, links keyframe parameters to the Motion tab, and adds NTSC and PAL noncontrollable device presets.

FileMaker has released "FileMaker to Keynote Tool 1.1," which allows you to create Keynote 1.1 presentations from data you've collected in FileMaker Pro 6 databases.

Apple eNews
June 12, 2003
Volume 6, Issue 12

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on June 26.

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Newest version of QuickTime drives innovation

With its support for the 3rd Generation Partnership Project (3GPP) standard, QuickTime 6.3 lets you create, deliver, and play rich multimedia content over wireless networks, letting you share high-quality video, audio, and text via cell phones that also support the standard.

The new version also provides:

- automatic streaming transport detection for a more reliable streaming experience
- improvements to DV audio and video synchronization
- enhanced support for Keynote, iMovie, and iDVD

Visit our website to download QuickTime 6.3 and the QuickTime 3GPP Component and for more information about QuickTime 6.3 and what its support of 3GPP means for you.

Could any more be going on?

Lori's graduating. Zack's taking you to the zoo for Dad's Day. Daniel's getting married. And the whole family will soon be off to Mt. Rainier. So how do you plan to share all the images you take this summer? And how do you plan to edit all the footage you capture on your new video camera?

The season may be hectic, but iLife can help you get your frenetic digital life under control. With iPhoto, you can organize all your digital images. Count on iMovie to help you turn all that footage into a professional looking video. (Did you hear? The latest version of iMovie offers increased stability and improved performance. Download iMovie 3.0.3 today.) And with iDVD, you can easily burn your slide shows and finished movies to a DVD.

What else can you do with iLife?

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Apple eNews

August 21, 2003

In this issue:

- Now shipping. The world's fastest personal computer.
- Pro DVD authoring with ease
- Choosing an Office to work in
- Tune in. Win an iPod.
- Lights, camera, training.
- A veritable Virtual PC – from Microsoft
- Technically speaking
- What's new?

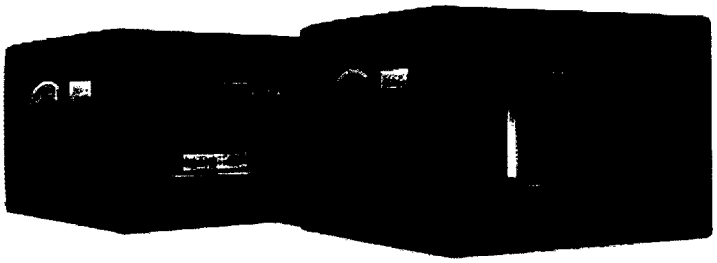
Hot news headlines

- "Version 2.0 is the 'Eureka' release of DVD Studio Pro," writes David Nagel for Creative Mac, "the turning point at which this suite goes from being a decent authoring and encoding tool to a great one."
- Why is Apple's Power Mac G5 big news? John Markoff, writing for the New York Time, tells us that the "arrival of 64-bit desktop processors signifies a new era of computing," initially for professionals, but eventually for everyone. "Adobe, in fact, is planning to make software available on Tuesday that it says will improve Photoshop's performance on Apple's G5 computers by 75 to 200 percent," points out Mr. Markoff.
- InfoWorld's Tom Yager thinks the Power Mac G5 "may bring home the superiority of bandwidth over megahertz." "The key to this machine's success" he says, "will be throughput. The specs of all of the interconnects—between the two CPUs, between CPUs and memory, to and from the support chip set, and between the chip set and I/O busses—scream by desktop PC standards.

More news...

Technically speaking

Now shipping. The world's fastest personal computer.

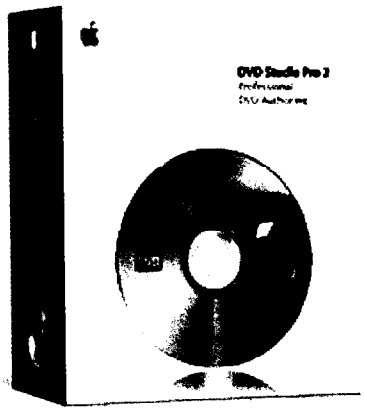


If that's a delivery truck pulling up to your door, you may soon be computing in the fast lane. On a Power Mac G5 computer, to be exact.

This week, Apple began shipping single processor models of the world's fastest personal computer to the over 100,000 customers who have placed orders to date. And we announced that shipments of the dual processor model—featuring two 2GHz PowerPC G5 processors, each with its own 1GHz front-side bus—would commence before the end of the month.

Like to see the new Power Mac G5 in action? Then plan to visit an Apple Store or Apple Authorized Reseller in your neighborhood in upcoming weeks.

Pro DVD authoring with ease



DVDs are a great way to distribute sales presentations, training materials, even feature films. But aren't pro-quality DVDs—complete with subtitles, up to 9 video streams, surround-sound audio encoding, and region coding—hard to create?

Not since DVD Studio Pro 2 made authoring pro-quality DVDs drag-and-drop easy.

Now shipping, DVD Studio Pro 2 lets you select templates, buttons, and other design elements with the click of a mouse and simply drag them to its Menu Editor; double-click on a title placeholder and replace it with your own copy; click a tab to access all your videos, audio files, photos, and other digital assets; and import projects from

Enjoying the iTunes Music Store?

Whether you've downloaded one song or a hundred songs, you'll want to protect your musical investment by backing up the music you've purchased. (In fact, considering the time you've invested importing your music into iTunes from CDs, you may want to back up more than just your purchased music.)

iTunes makes this easy. Using CDs or DVDs, for example, you can store approximately 150 songs on a CD or as many as 1500 on a DVD. We tell you "How to Back Up Purchased Songs" in an Apple Knowledge Base article and offer other back-up options, as well.

What's new?

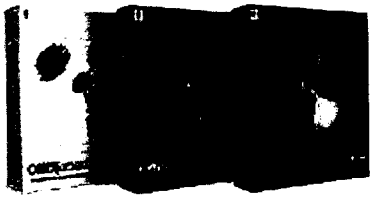
Read about the problems some computer users are having on the Internet? We're all lucky we chose the Mac and have access to such powerful products as those from Symantec. The company's Norton Internet Security 3.0 for Macintosh offers virus protection, erects a Firewall to hide your Mac from hackers, protects your kids from online threats, safeguards the personal confidential information you keep on your computer, and more. Norton Internet Security 3.0 is now available from the Apple Store.

You only have two lives to live. So you'd better make the most out of your "Second Life."

iDVD, iMovie, and Final Cut Pro.

Take a quick tour, sample its Advanced and Extended modes, and see for yourself how easy DVD Studio Pro 2 can be to use.

Choosing an Office to work in



When you're ready to step up to the ultimate productivity application suite, Microsoft can offer you an option to fit your needs—and your budget. That's because Microsoft Office v. X for Mac now comes in three distinct editions:

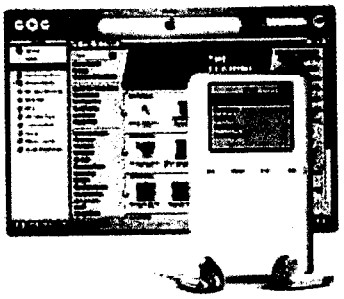
Office v. X Student and Teacher Edition provides the full Office suite—Word X, Excel X, PowerPoint X, and Entourage X—at a great low price of $149.

Office v. X Standard Edition offers the full Office suite for just $399.

Office v. X Professional Edition sells for $499 and includes Virtual PC for Mac version 6.1, Microsoft Windows XP Professional, and the complete Office application suite.

Special pricing is also available for those who'd like to upgrade to one of the three versions of Office v. X for Mac.

Tune in. Win an iPod.



Now's your chance. If you haven't already opened an account on the iTunes Music Store, we've got 32 reasons for you to do so ASAP.

From August 20 to September 20, we're awarding a 10GB iPod to a new member every day. Sign up just once—the sooner the better—and you're eligible for the entire 32-day period, no purchase necessary.[1]

You could win an iPod today. You could win one tomorrow. But once you begin shopping on the iTunes Music Store, you're going to love the freedom it gives you—to explore different genres; to preview before you buy; to download with just one click; and to take your music with you wherever you go.

[1] Terms and conditions apply. Only one entry per person.

Lights, camera, training.

With thousands of applications available for the Mac and thousands more for the PC, what do you do when a friend or colleague sends you a file you can't open? Here's a thought: reach for MacLinkPlus Deluxe 14. The latest version of the proven file conversion software from DataViz features new translators for Word and Excel (among others), a new Quick Tips feature (for opening unrecognized files), and contextual menu support for Mac OS X.

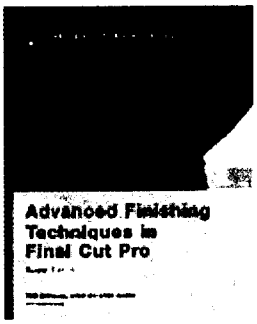
Providing longer stand-by time, increased playback time (on the 1st and 2nd generation iPod), and audio playback and user interface improvements, iPod Software 1.3 Updater for Windows is available from the Apple Knowledge Base.

Apple eNews
August 21, 2003
Volume 6, Issue 17

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on September 11, 2003. See you after Labor Day.

Apple eNews is a free, bi-weekly email publication.

Event dates are subject to change. Some products, programs, or promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.

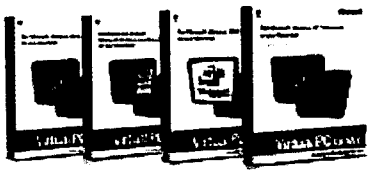


Final Cut Pro 4, Apple's Emmy award-winning video editing and finishing tool, offers unprecedented creative control—for nonlinear editing, professional audio scoring, pro-quality animated titling, and more.

To help you master the program as quickly as possible, we've developed a training series for Final Cut Pro 4 and, in cooperation with Peachpit Press, a comprehensive coursebook (brilliantly written by Diana Weynand) that's used in all the courses.

In its 21 lessons, "Final Cut Pro 4: Editing Professional Video" takes you through all aspects of the editing process, thoroughly acquainting you with the toolset available in Final Cut Pro 4. For example, in the lesson on "Two-Sided Trimming," Ms. Weynand explains how to use the Roll tool to adjust both sides of an edit point at the same time. Like to see how?

A veritable Virtual PC – from Microsoft



Microsoft is now shipping Virtual PC for Mac Version 6.1 for Mac OS X. The application—available in a standalone version as well as versions with Windows 2000, Windows XP Home, and Windows XP Professional—lets you run Windows applications (like Access, Microsoft Project, and others) on your Macintosh. The apps will even show up in your Dock, just as other Macintosh applications do.

Virtual PC for Mac makes it easy to run applications you wouldn't otherwise be able to, copy and paste between Mac and Windows applications, and share folders and removable media. The new version offers improved performance, automatically detects USB printers (in Mac OS X), and offers video support for the 23-inch Apple Cinema Display.

Already using Virtual PC 6.0? Update it to version 6.1.

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Apple eNews

October 23, 2003

In this issue:

- Introducing the all-new iBook G4
- The most affordable digital hub
- Come prowling with us
- Coming attractions: IDisk and Mac OS X Panther
- The brothers digital
- Take me out to the Tetons
- Technically speaking
- What's new?

Hot news headlines

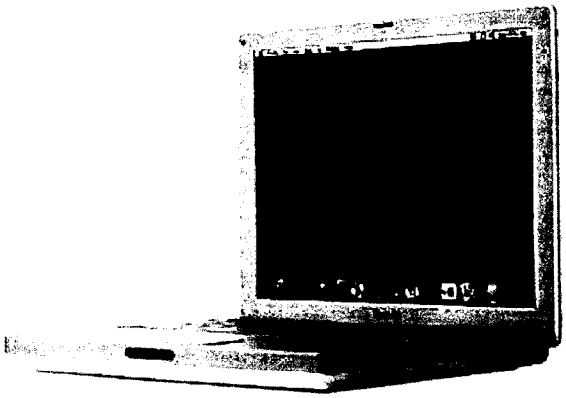
- "Overall," croons the Wall St. Journal's Walt Mossberg, "I believe Apple's iTunes is the best combination of a music store and jukebox program for Windows users. It has an elegant, easy-to-use design, and a large music catalog. It loads and runs crisply on Windows, and is the only Windows downloading service that works with the best, and most popular, portable music player, Apple's own iPod."
- For more than 30 years, designer Paula Scher has conducted a conversation about design. In the process she's profoundly shaped America's visual culture.
- "I'd like to do something I've never done before," said Steve Jobs puckishly. "I'd like to do a demo on a PC." The introduction of iTunes for Windows may be a watershed event in the history of the computer industry. Read about the event.

More news...

Technically speaking

With over 150 new features, Mac OS X v10.3 "Panther" offers something for everyone. A new Finder that makes it easier to find and manage your files. An iDisk you can access all the time — even when not connected to the Internet.

Introducing the all-new iBook G4



The new iBook G4, starting at just $1099, can take you anywhere you want to go and help you accomplish whatever you'd like to do. At an incredibly affordable price.

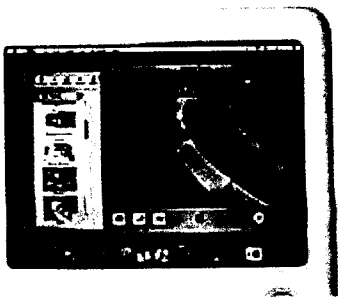
iBook G4 boasts a performance-enhancing PowerPC G4 processor running at speeds up to 1GHz; sports a fast ATI Mobility Radeon 9200 graphics processor; includes a new slot-loading optical drive (CD-ROM or Combo drive); and features the rock-solid, easy-to-use, and feature-packed Mac OS X v10.3 "Panther."

Elegant and easy to carry at just 4.9 pounds (12.1-inch model) and 5.9 pounds (14.1-inch model), iBook G4 offers impressive battery life — up to 6 hours. And it offers great wired and wireless connectivity solutions for your life on the go, including built-in Bluetooth and AirPort Extreme (both available as options).

Affordable, full-featured: Find out more about the all-new iBook G4.

The most affordable digital hub

A DVD-burning system for under $1100? A system with a Combo drive for just $799?



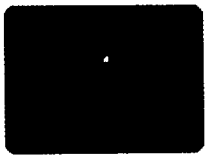
Believe it. eMac, our most affordable digital hub, features a brilliant 17-inch flat CRT display, a 1GHz PowerPC G4 processor, and

Video conferencing for the rest of us with iChat AV. Heightened security with FileVault. And much more.

For those of you eager to get up-and-running with Panther ASAP, we're offering a pair of exciting new self-paced or leader-led courses. While "Mac OS X Fundamentals" will acquaint you with all of the new features of Panther, "Mac OS X Daily Productivity" shows you how to manage email, instant messaging, contacts, faxing, web surfing and searching in Safari, and printing more productively.

Sign up today.

What's new?



Like the music of Black Eyed Peas? How about Jet? You can preview albums from both groups by visiting the iTunes Music Store, and you can enjoy their songs when you watch the new iPod TV spots.

Compress. Access. Backup. Send.

StuffIt Deluxe 8.0, the newest version of the compression utility favored by many Mac customers, offers a number of exciting new features that make "it easy to shrink files to a fraction of their original size and to add strong encryption and error-correction, so you can cut transfer times and protect privacy and data integrity."

ExtremeZ-IP

Known for its robust Windows-to-Macintosh file and print sharing products, Group Logic now offers ExtremeZ-IP Version 3.1. The new version of their best-selling network workflow software offers Windows 2003 Server and Mac OS X compatibility and adds support for Rendezvous.

the revolutionary SuperDrive for burning CDs and DVDs.

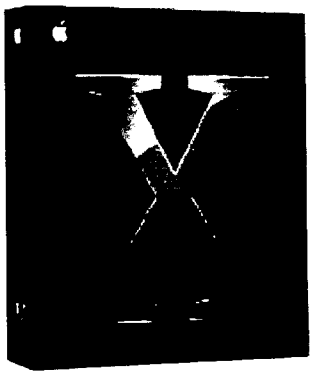
It also comes with:

- Mac OS X Panther, the newest release of the world's most advanced operating system
- iLife, the thoroughly integrated suite of applications — iTunes, iPhoto, iMovie, and iDVD—for managing your digital music, photos, and movies and creating your own DVDs[1]
- And a variety of other great software, including AppleWorks, iSync, iCal, iChat AV, Quicken Deluxe 2004, Tony Hawk's Pro Skater 4.

eMac. Everything you need for your digital devices in an amazingly compact all-in-one system.

[1] Burning DVDs requires a SuperDrive-equipped model of eMac.

Come prowling with us

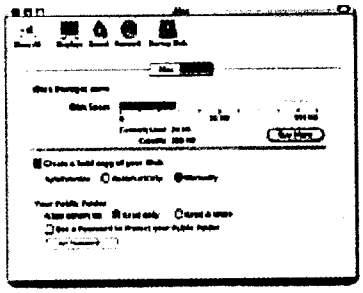


You're invited.

Tomorrow night — 8 p.m. to midnight — to the Night of the Panther.

It's our celebration of the worldwide release of Mac OS X v10.3 Panther. The newest version of the world's most advanced operating system offers over 150 new features. And by joining in the festivities at an Apple Store or Apple Authorized Reseller near you, you can be one of the first Mac customers to try out the completely new Finder, discover the joys of Exposé, go face-to-face with iChat AV, unlock the mysteries in File Vault, get caught up with Mail, and become acquainted with many more of the innovative features you'll enjoy in Panther.

Coming attractions: iDisk and Mac OS X Panther



Looking for instant gratification?

With the new implementation of iDisk for Mac OS X v.10.3 Panther, you'll get it. Opening your iDisk, browsing the files and folders stored on it, opening and saving files — all iDisk activity will be as fast as performing the same activities on your Mac now. That's because, in Panther, a copy of the contents of your

Legal question? You can find answers to many legal questions and create many essential legal documents using the latest version of Kiplinger's Home & Business Attorney. Another Mac OS X product from Kiplinger — WILLPower — offers powerful estate management tools, letting you easily create wills, living trusts, powers of attorney, and more.

Just in time for Halloween, Ghostmaster puts you in control of a scary assortment of ghosts, goblins, ghouls, and gremlins. Ready for a howling good time?

"Preflighting" allows print and multimedia professionals to check their files virtually before sending them off to production. For this invaluable cost-saving process, many pros put their trust in FlightCheck Professional from Markzware, a robust Mac OS X quality-control tool.

"AppleScript for Absolute Starters," a freely available booklet in PDF format, offers a primer on AppleScript.

Shareware Spotlight. You'll eat this up. iSeek from Ambrosia Software puts a search field in the menu bar of any open Mac OS X application, letting you search for anything instantly.

Like to see some more new additions?

Apple eNews
October 23, 2003
Volume 6, Issue 22

We hope you enjoyed reading this issue of Apple eNews. Look for your next issue on .

Apple eNews is a free, bi-weekly email publication.

Event dates are subject to change. Some products, programs, or

iDisk remains on your hard drive at all times, so you don't even have to connect to the Internet to access its contents, open files, or save them.

And as soon as you do connect to the Internet, Panther automatically synchronizes any changes you've made locally to your iDisk on .Mac servers, a convenience you'll really appreciate if you work on more than one Mac.

The brothers digital

They shot over 175,000 feet of film, but when Joel and Ethan Coen finished production on their newest cinema escapade, they didn't leave a single frame on the cutting room floor.

That's because the recently released and critically acclaimed "Intolerable Cruelty" was edited in Final Cut Pro on a pair of Power Mac computers. One per brother.

"The good thing about this system," says Ethan of the two Power Macs he and his brother use for editing, "is that it represented for us no interruption of the way we're used to working. The computers are set up so I can mark up takes in the same way and send them over to Joel's computer, where he assembles them. That's one of its big virtues for us."

Take me out to the Tetons

Just back from glorious Grand Teton National Park, you've captured a potentially awesome panorama of Mt. Moran and the Teton range exquisitely reflected in the blue waters of Jackson Lake.

But just as you have your two digital images aligned perfectly in Photoshop, you notice that the tonal values of the one image don't match the values of the other.

Time to book a flight back to Jackson Hole? Nope; time to crack open a delightful new book from Russell Brown, senior creative director at Adobe. In "The Photoshop Show," Brown demonstrates (in print and in a CD packed with sample files and QuickTime movies) some of the incredible things you can easily do in Photoshop.

Take a look, for example, at how Brown solves the dreaded Teton tonal range problem.

promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.

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Apple eNews for Education

November 2002
Volume 1, Issue 3

Hot News Headlines: "Apple Xserve server...defies categorization" (PC Magazine)

In This Issue

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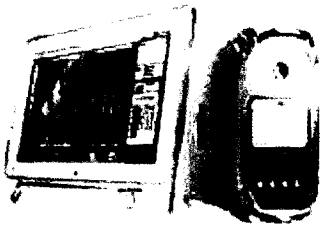
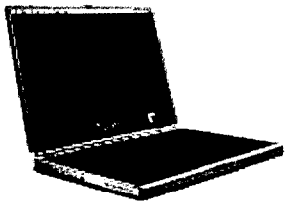
- Planning and Learning on the Go
- A Genome in His Pocket
- A Perfect X for Campus
- Cut a Record. Score a Film.
- Ask Apple



Power Couple

Burn Up the Road



Now, when your research takes you from Seattle to Miami, you can use iDVD to burn iMovie and iPhoto presentations to DVD, archive your important data onto a DVD-R disc (up to 4.7GB) right from the Finder, and create audio CDs from your favorite playlists. All thanks to our new SuperDrive-equipped PowerBook G4 computer.

Just introduced, our newest PowerBook models offer all the power and performance of desktop computers in a thin, light, and stunning portable design:

- Up to 1GHz PowerPC G4 processors with Velocity Engine and 1MB L3 cache
- Slot-loading SuperDrive (DVD-R/CD-RW) or Combo drive (DVD-ROM/CD-RW)
- ATI Mobility Radeon 9000 graphics processor with up to 64MB of memory
- A DVI port that lets you connect an Apple all-digital flat-panel display[1]
- 10/100/1000BASE-T (Gigabit) Ethernet
- 5.4 pounds, 1-inch-thin Titanium design

[1] Requires Apple DVI to ADC Adapter, sold separately.

Planning and Learning on the Go

More and more of

A Perfect X for Campus

If you'd like to purchase Mac OS X v10.2 "Jaguar" for yourself, your computer lab, or your department, we can offer you a great savings opportunity.

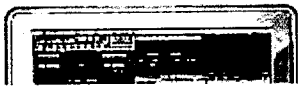
Between now and December 31, 2002, higher education customers can take advantage of our X on Campus program and receive all of the following for just $99:

- Mac OS X v10.2
- Getting Started with Mac OS X CD (self-paced training)
- 128MB of additional memory for each computer

Buying Mac OS X v10.2 for 10 (or more) computers, you'll receive all of the above and AppleWorks 6.2 (which includes Microsoft Word and Excel translation services) for the same $99 price.

For complete program details, be sure to visit our website and read about our X for Campus program for individuals and institutions.

Cut a Record. Score a Film.



One of today's hottest film

us bring work back-and-forth between home and campus and have discovered how enjoyable a proposition that can be with an iBook computer. Now Apple has made educating on the go even more affordable while introducing the fastest iBook models yet.

Featuring a supercharged PowerPC G3 processor running at speeds up to 800MHz and a blazing ATI Mobility Radeon 7500 graphics accelerator with up to 32MB of dedicated memory, the new iBook delivers all the power you'll need to write grant proposals, fine-tune PowerPoint presentations, work on student evaluations, create digital portfolios with iPhoto, and any of the other activities made easier—and more enjoyable—on an iBook.

Like to learn more about our new iBook computers?

composers, Danny Elfman scores big with a Mac. "With the Mac," he says, " I have an experimental freedom that's not possible unless you have unlimited amounts of money and unlimited amounts of time."

The prolific composer explains how much he depends on his Mac-based studio in "Danny Elfman: Building Music for the Movies."

He's not alone. Get a sense of how synonymous music and the Mac have become by reading "Making Waves." It explains how students at Berklee College of Music rely on the Mac "to pitch a CD, record it, mix it, manage the budget, design the packaging, write the liner notes, and more."

Meanwhile, "Macs Sound Out Success for Musicians and Engineers" tells us how an innovative program at Sacramento City College "offers students the chance to acquire hands-on expertise with some of the most sophisticated hardware and software tools available."

A Genome in His Pocket

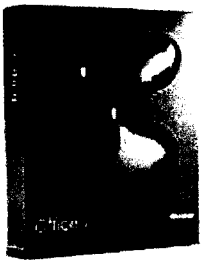
Estimated to include 30,000 to 40,000 genes that determine every human characteristic from eye color to disease susceptibility, the human genome contains so much information it would fill one thousand 1,000-page phone books.

So you might think that noted researcher Dr. William Gilbert would have a difficult time sharing all that information with colleagues.

On the contrary, when Gilbert wants to discuss his research, he simply pulls out his iPod. "Plug it in, drag, drop, zip, boom, bang and walk it down the hall," says Gilbert.

To read more about how Gilbert and his fellow researchers use iPod, the Power Mac G4, and the Apple/Genentech version of BLAST to piece together the genetic puzzle of the human genome, visit our new Pro site and read the entertaining story, "Will Gilbert: Performing Feats of Bioinfomagic."

Ask Apple



Q. *Students who visit our computer labs often have documents created in Microsoft Word for Windows. Can they open these files on our new Macintosh computers running Mac OS X?*

A. Absolutely. Microsoft created Office v. X for Mac expressly for Mac OS X. Because it features file parity with Windows versions of Word, Excel, and PowerPoint, documents created in the Windows versions of the Office suite can be opened easily on a Mac. Just double-click them, and they'll open as if they were created on a Mac.

Best of all, when you're done, you can save your work, and the documents will open just as easily in the Windows versions of the Office applications. Office v. X even lets you save documents with the familiar file extensions for Word (.doc), Excel (.xls), and

PowerPoint (.ppt).

We hope you enjoyed reading this issue of Apple eNews for Education. Look for your next issue in December.

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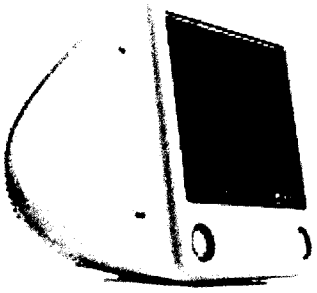
Apple eNews for Education

April 2003
Volume 2, Issue 4

Hot News Headlines: At NAB, Apple Introduces Final Cut Pro 4, DVD Studio Pro 2, and Shake 3

In This Issue

- You Can Win an iLife Educator Award
- Knowledge Is PowerSchool
- A Powerful Tool for the Teacher
- The Envelope, Please...
- Upgrade to Mac OS X and Save Over 60%
- An Immersive Experience. An Educational Success.
- Learning All About iLife



Now Starts at Just $779

You Can Win an iLife Educator Award

Pay a visit to our new iLife site and you'll find a wonderful collection of lesson plans illustrating how innovative teachers use the iLife application suite—iMovie, iPhoto, iTunes, and iDVD[1]—to bring learning to life in exciting new ways.

We hope you're inspired by them, and we hope they encourage you to develop iLife lesson plans of your own. If you do, you may be able to participate in the Apple iLife Educator Awards.

Open to eligible K-12 educators, the Apple iLife Educator Awards can offer you the opportunity to share your iLife lesson plans with fellow teachers, receive recognition for yourself, and win new Apple products for your classroom—with retail values up to $20,000.

But, hurry, your entries must be postmarked by June 13, 2003. For eligibility information and complete program details, please visit the iLife Educator Awards website.

[1] iDVD requires a SuperDrive-equipped Macintosh computer.

Upgrade to Mac OS X and Save Over 60%

If you've purchased 1000 or more Macintosh computers capable of running Mac OS X for your district since 1999, you might think that upgrading all of those computers to Mac OS X v10.2 "Jaguar" would be too expensive.

Nothing could be further from the truth.

In fact, eligible school districts that take advantage of the new Mac OS X District License Program will realize both significant savings—over 60% off the best education volume pricing currently available—as well as districtwide licenses for:

- Mac OS X v10.2 "Jaguar"
- Keynote 1.0
- iLife 1.0
- "Getting Started with Mac OS X" self-paced training

Qualifying districts also receive 12 months of technical support and eligibility to purchase the Apple Maintenance Program for Mac OS X at a 40% discount.

For complete eligibility details and contact information, please visit our Mac OS X District License Program website.

Knowledge Is PowerSchool

Using a tool with which almost everyone today is familiar—a web browser—PowerSchool makes it easy for teachers, administrators, parents, and students to have almost instant access to the information they need.

With the Codie Award-winning PowerSchool, parents can check their children's grades as often as they'd like, whether they're in the office, at home, or away on a business trip. Teachers can check attendance, file reports, and take care of other administrative duties quickly and easily, leaving them more time for what's important: teaching. And administrators have access to all of the data they need to file local and state reports and keep their schools running efficiently.

To learn more about PowerSchool—especially the recently released version 3.5—we encourage you to visit our website, take a guided tour, and read about schools currently using PowerSchool.

A Powerful Tool for the Teacher

When it comes to getting the attention of your students, how can you possibly compete with the eMac or iBook sitting on their desks?

You shouldn't have to. But with Apple Remote Desktop running on your Mac, you could instantly "lock all screens." That will get their attention pretty quickly.

How else can you use Apple Remote Desktop?
You can:

- Monitor the activity on every computer in your classroom or lab.
- Share what you're doing on your computer with one, a handful, or every student in the class.
- Instantly distribute electronic materials. (Homework assignments, perhaps.)
- Take control of the computer of a student needing assistance.
- Send a note directly to a student (e.g., "Get back to work.") without anyone else knowing.

An Immersive Experience. An Educational Success.

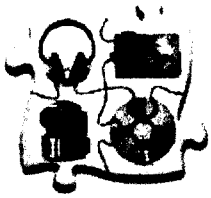
How would you feel if students were so excited about taking your course, you had to set up a waiting list?

That's the situation facing teachers participating in the Apple Web Design Academy. A pilot project under way in the Miami-Dade County school district, the Academy offers students a year-long, in-depth, professional-level course in which they learn every aspect of the business of web design from project planning to client management.

In the process, students learn not only technical skills but also collaboration and communication skills that will prove invaluable to them regardless of the careers they choose.

To learn more about the Apple Web Design Academy, visit "Web Design for the Real World" and watch the QuickTime video available at the Apple Learning Interchange website. You'll find still more information if you read this profile on the Miami-Dade schools.

Learning All About iLife



Did you enjoy the iLife lesson plans featured in the March issue of Apple eNews for Education? iLife, the suite of integrated applications that includes iMovie, iTunes, iPhoto, and iDVD,[1] can be a great asset to teachers, inspiring students to get totally involved in (and thoroughly enjoy) the lessons you've prepared for them.

This month, we have good news for those of you who'd like to learn more about iLife.

Peachpit Press recently published "The Macintosh iLife: An Interactive Guide to iTunes, iPhoto, iMovie, and iDVD." Written by well-known Mac author Jim Heid, the book/DVD combination offers a thorough grounding in the iLife applications,

And that doesn't include any of the administrative benefits you'll derive. Learn more about Apple Remote Desktop.

The Envelope, Please...

We thank all of you who took the time to respond to our survey in the March issue of Apple eNews for Education.

The results? The majority of you indicated that you would like us to continue publishing over the summer and that you would like to receive issues of the newsletter in both July and August. As a result of your feedback, we will continue to send you Apple eNews for Education over the summer.

illustrating how well they work together.

Or you might consider signing up for two new Apple workshops. Visit our website for information about "iLife: Going Digital with iPhoto" and "iLife: Going Digital with iMovie and iDVD."

[1] iDVD requires a SuperDrive-equipped Macintosh computer.

We hope you enjoyed reading this issue of Apple eNews for Education.

Look for your next issue in May.

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Apple eNews for Education

April 2003
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Hot News Headlines: At NAB, Apple Introduces Final Cut Pro 4, DVD Studio Pro 2, and Shake 3

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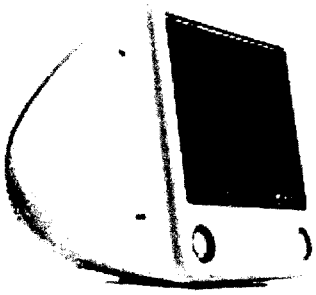
- An Immersive Experience. An Educational Success.
- Learning All About iLife



Now Starts at Just $779

You Can Win an iLife Educator Award

Pay a visit to our new iLife site and you'll find a wonderful collection of lesson plans illustrating how innovative teachers use the iLife application suite—iMovie, iPhoto, iTunes, and iDVD[1]—to bring learning to life in exciting new ways.

We hope you're inspired by them, and we hope they encourage you to develop iLife lesson plans of your own. If you do, you may be able to participate in the Apple iLife Educator Awards.

Open to eligible K-12 educators, the Apple iLife Educator Awards can offer you the opportunity to share your iLife lesson plans with fellow teachers, receive recognition for yourself, and win new Apple products for your classroom—with retail values up to $20,000.

But, hurry, your entries must be postmarked by June 13, 2003. For eligibility information and complete program details, please visit the iLife Educator Awards website.

[1] iDVD requires a SuperDrive-equipped Macintosh computer.

Upgrade to Mac OS X and Save Over 60%

If you've purchased 1000 or more Macintosh computers capable of running Mac OS X for your district since 1999, you might think that upgrading all of those computers to Mac OS X v10.2 "Jaguar" would be too expensive.

Nothing could be further from the truth.

In fact, eligible school districts that take advantage of the new Mac OS X District License Program will realize both significant savings—over 60% off the best education volume pricing currently available—as well as districtwide licenses for:

- Mac OS X v10.2 "Jaguar"
- Keynote 1.0
- iLife 1.0
- "Getting Started with Mac OS X" self-paced training

Qualifying districts also receive 12 months of technical support and eligibility to purchase the Apple Maintenance Program for Mac OS X at a 40% discount.

For complete eligibility details and contact information, please visit our Mac OS X District License Program website.

Knowledge Is PowerSchool

Using a tool with which almost everyone today is familiar—a web browser—PowerSchool makes it easy for teachers, administrators, parents, and students to have almost instant access to the information they need.

With the Codie Award-winning PowerSchool, parents can check their children's grades as often as they'd like, whether they're in the office, at home, or away on a business trip. Teachers can check attendance, file reports, and take care of other administrative duties quickly and easily, leaving them more time for what's important: teaching. And administrators have access to all of the data they need to file local and state reports and keep their schools running efficiently.

To learn more about PowerSchool—especially the recently released version 3.5—we encourage you to visit our website, take a guided tour, and read about schools currently using PowerSchool.

A Powerful Tool for the Teacher

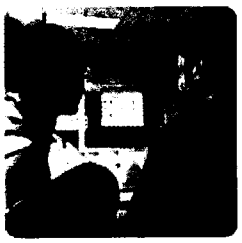
When it comes to getting the attention of your students, how can you possibly compete with the eMac or iBook sitting on their desks?

You shouldn't have to. But with Apple Remote Desktop running on your Mac, you could instantly "lock all screens." That will get their attention pretty quickly.

How else can you use Apple Remote Desktop?
You can:

- Monitor the activity on every computer in your classroom or lab.
- Share what you're doing on your computer with one, a handful, or every student in the class.
- Instantly distribute electronic materials. (Homework assignments, perhaps.)
- Take control of the computer of a student needing assistance.
- Send a note directly to a student (e.g., "Get back to work.") without anyone else knowing.

An Immersive Experience. An Educational Success.



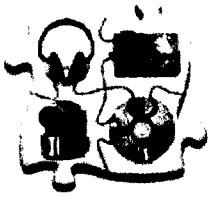
How would you feel if students were so excited about taking your course, you had to set up a waiting list?

That's the situation facing teachers participating in the Apple Web Design Academy. A pilot project under way in the Miami-Dade County school district, the Academy offers students a year-long, in-depth, professional-level course in which they learn every aspect of the business of web design from project planning to client management.

In the process, students learn not only technical skills but also collaboration and communication skills that will prove invaluable to them regardless of the careers they choose.

To learn more about the Apple Web Design Academy, visit "Web Design for the Real World" and watch the QuickTime video available at the Apple Learning Interchange website. You'll find still more information if you read this profile on the Miami-Dade schools.

Learning All About iLife



Did you enjoy the iLife lesson plans featured in the March issue of Apple eNews for Education? iLife, the suite of integrated applications that includes iMovie, iTunes, iPhoto, and iDVD,[1] can be a great asset to teachers, inspiring students to get totally involved in (and thoroughly enjoy) the lessons you've prepared for them.

This month, we have good news for those of you who'd like to learn more about iLife.

Peachpit Press recently published "The Macintosh iLife: An Interactive Guide to iTunes, iPhoto, iMovie, and iDVD." Written by well-known Mac author Jim Heid, the book/DVD combination offers a thorough grounding in the iLife applications,

And that doesn't include any of the administrative benefits you'll derive. Learn more about Apple Remote Desktop.

The Envelope, Please...

We thank all of you who took the time to respond to our survey in the March issue of Apple eNews for Education.

The results? The majority of you indicated that you would like us to continue publishing over the summer and that you would like to receive issues of the newsletter in both July and August. As a result of your feedback, we will continue to send you Apple eNews for Education over the summer.

illustrating how well they work together.

Or you might consider signing up for two new Apple workshops. Visit our website for information about "iLife: Going Digital with iPhoto" and "iLife: Going Digital with iMovie and iDVD."

[1] iDVD requires a SuperDrive-equipped Macintosh computer.

We hope you enjoyed reading this issue of Apple eNews for Education.

Look for your next issue in May.

Apple eNews for Education is a free, monthly email publication.

Event dates are subject to change. Some products, programs, or promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.

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Apple eNews for Education

June 2003

In this issue:

- Finding a New Conduit to Digital Literacy
- Creating a Top-Notch Help Desk
- Teaching and Delighting with QuickTime
- The New eMac: Performance. Value. All in One
- A Bounty of Mac OS X Resources Awaits You
- Jot Down these Notes

Hot news headlines

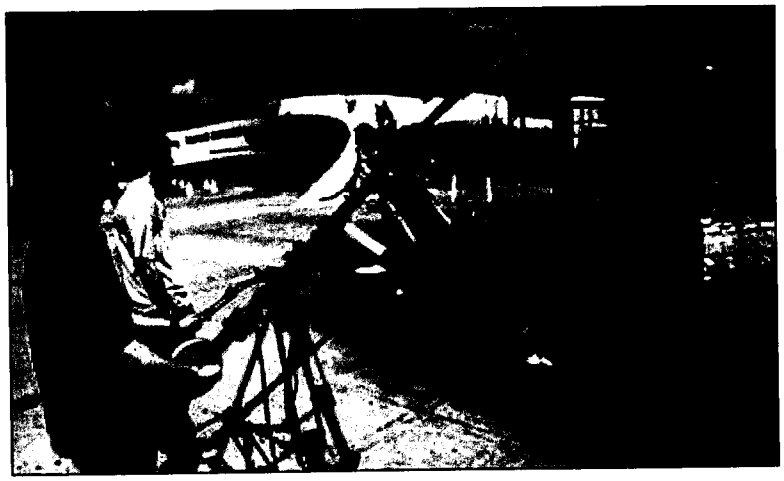
- Who has switched to the Mac lately? Let's see: there's the ISP executive who's switching to Xserve and Xserve RAID. A Windows Zealot of the North. A mainframe systems architect. And you'll never guess who else.
- QuickTime 6.3 brings support the 3rd Generation Partnership Project (3GPP) standard, including Advanced Audio Coding (AAC) and Adaptive Multi-Rate (AMR) audio, MPEG-4 and H.263 video, 3G Text (TX3G) and native .3gp file format support, and delivers a foundation for creation, delivery and playback of rich multimedia content over wireless networks.

More news...

Jot Down these Notes

This month, Apple visits Seattle and NECC 2003. If you go, be sure to test drive an iBook; have a Hands-on Encounter with iMovie, iPhoto, or one of our other education products; participate in the Peer-to-Peer Theater and learn how educators from all around the country have integrated Macs in the

Finding a New Conduit to Digital Literacy



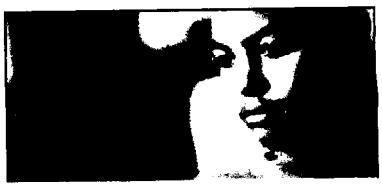
When students at San Diego's Rancho Bernardo High School complete a project, the entire school often sees the final product.

On television.

Engaged by a curriculum designed to offer a comprehensive introduction to digital video production and post-production, students enrolled in the Regional Occupation Program in Digital Media use state-of-the-art hardware (Power Mac G4, PowerBook G4, and Xserve computers) and software (Final Cut Pro and QuickTime Broadcaster) to create broadcast-quality television commercials for local companies as well as a monthly video newsmagazine that streams over the Internet and has received national attention.

"Working with tools like Final Cut Pro," says digital media instructor and mentor Ross Kallen, "is really giving kids a visual language, real-world skills, and a new conduit to literacy."

Creating a Top-Notch Help Desk



It's two o'clock on a Friday afternoon. Who can you call when you have a question ("Can I use Microsoft Word v. X to create a PDF?"), need

classroom and seen improvements in both student involvement and achievement; learn all about the George Lucas Educational Foundation (GLEF) Learning Interchange; and be sure to attend "Delivering Measurable Achievement" a presentation by John Couch, Vice President Apple Education.

Maybe you think the 12" PowerBook would make a great gift for Naomi as she heads off to Colgate. Or perhaps you fancy our 15" PowerBook for yourself. Whichever model you admire, you'll be pleased to hear that pricing now starts at just $1499 on our 12" PowerBook models and just $1899 on the wildly popular 15" PowerBook models. Take a look.

Now available: iMovie 3.0.3. The update provides improved performance and stability for rendering video and audio. It also introduces refinements to the Ken Burns effect, allowing greater pan and zoom control and making it easier to crop digital still images. Install QuickTime 6.3, as well, to improve audio sync and audio integrity.

We've also just released Keynote 1.1. The update improves the quality of imported QuickTime video, optimizes the playback of Keynote presentations exported as QuickTime movies, enhances PowerPoint import and export compatibility; improves interaction and feedback while working with slides in Navigator, and offers other exciting enhancements.

If you've been using iSync to keep up-and-running support ("Can you help me set up file sharing in Mac OS X?"), or run into a problem ("My printer suddenly vanished from the network. What should I do?")?

Many school districts find an abundant supply of enthusiastic students and teachers ready to volunteer their services on the local Help Desk. But how do you make certain that all of your Help Desk technicians have a strong working knowledge of Mac OS X, know how to ask the right questions, develop good troubleshooting skills, have access to and know how to use a comprehensive support database, and understand how and why to document their case reports?

You can enroll them in the one-semester course, "Support Essentials: OS Help Desk," the newest offering in the popular Apple Digital Campus Curriculum series.

Teaching and Delighting with QuickTime

Photo by Liesl Clark, taken on or near the Vinson Massif in Antarctica

Looking for great multimedia content to excite students about science and nature? Authors create a great deal of high-quality content using QuickTime, letting you brave the cold environs of Antarctica or relish the balmy clime of San Diego. Virtually.

Antarctica. Its vast glaciers hold clues to Earth's climatic future. Two years ago, an eight-person scientific team assessed those icy masses from atop the highest peak in Antarctica. Stand at the bottom of the world with NOVA explorers and inspect panoramic views of the magnificent Vinson Massif shot by Liesl Clark. Then visit the NOVA's Mountain of Ice website for even more on the story.

A QuickTime VR website—this one featuring the aquatic life in coastal ecosystems—allowed students at the Turtleback Elementary School in San Diego, California, to compare the environment and inhabitants of their own West Coast estuary with one all the way across the county in North Carolina. Learn about the award-winning "Estuary Live" program and watch the movie students created about their field trip in San Diego Bay.

The New eMac: Performance. Value. All in One

Designed for education, the new eMac delivers all the performance you need at an affordable price. Though pricing begins at just $749, eMac offers a compact all-in-one design with a brilliant 17-inch flat CRT display (16-inch viewable) that's perfect for labs, classrooms, or a teacher's

your contacts and calendars synchronized among your Mac, iPod, cell phone, and PDA, you'll also want to read about and install iSync 1.1.

Just a few days remain. If you'd like to submit your projects and win an Apple iLife Educator Award for you and your school, you have only until June 13 to enter.

How much time does your school spend keeping track of its textbooks? Did you know that the COMPanion Corporation offers a powerful Mac OS X application called Textbook Tracker that can make child's play out of textbook management?

For more information and to download a trial version, visit the Apple Textbook Tracker page.

COMPanion also offers Alexandria, a powerful library automation solution. Included among the extensive list of features Alexandria provides are advanced six-level Boolean searches; comprehensive circulation tracking and reporting tools; impressive cataloging management capabilities; built-in web publishing options; subscription, routing, vendor, budget, reservations/bookings, and acquisition management tools; email notification; barcode and spine label printing services; and much more.

Apple eNews for Education.
June 2003, Volume 2, Issue 6.

We hope you enjoyed reading this issue of Apple eNews for Education. Look for your next issue in July.

Apple eNews is a free monthly email publication.

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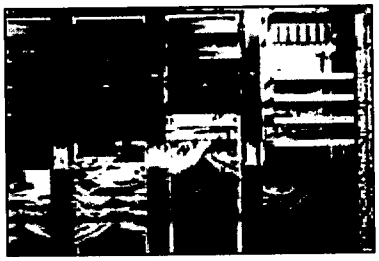
desktop. The most affordable G4-based system Apple has offered, eMac comes with an 800MHz or 1GHz PowerPC G4 processor, includes the iLife software suite (iTunes, iPhoto, iMovie, and iDVD[1]), and offers a variety of great features:

- Three optical drive options, including a new 4x-speed SuperDrive that lets you quickly burn CDs and DVDs
- The option of an ultra-fast wireless network using AirPort Extreme
- A high-performance ATI Radeon 7500 graphics processor
- And even more great software, including Mac OS X v10.2 "Jaguar," AppleWorks, and the World Book Encyclopedia

Check out the new eMac at the Apple Store for Education.

* Available on SuperDrive-equipped models.

A Bounty of Mac OS X Resources Awaits You



Whether you're planning your school's migration to Mac OS X or looking for ways to deploy Mac OS X even more effectively in your district, you'll find a wealth of material on the new technical resources website we designed expressly for K12 IT professionals and administrators.

In addition to news about pertinent new products, programs, and seminars, Technical Resources for Integrating Mac OS X acts as a repository of valuable Mac OS X information, pointing you to:

- How-to Guides that offer step-by-step instructions for addressing common administrative computing tasks
- The IT Info Center, which offers a collection of software, articles, videos, and webcasts on a variety of topics, including Mac OS X migration, deployment, management, troubleshooting, and Windows integration
- An extensive glossary of technical terms
- Frequently asked questions
- Discussion boards on hardware and peripherals, administration, networking, and other topics of interest

Be sure to visit and bookmark Technical Resources for Integrating Mac OS X.

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Apple eNews for Education

September 2003

In this issue:

- A Portable Class Act
- Say Hello to the...
- Wireless Mobile Labs a la Carte
- There's No Life Without Technology
- Jot Down These Notes

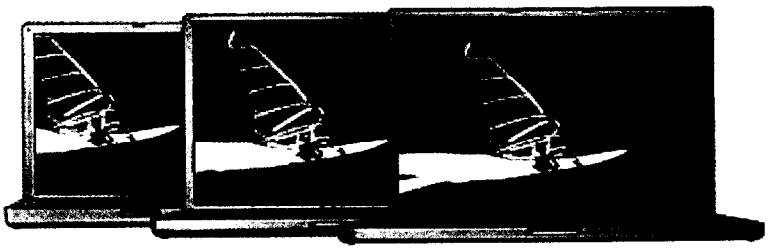
Hot news headlines

- After testing its performance against top-of-the-line dual-processor Dell Precision 650 workstations, PC Magazine concludes that the Power Mac G5 is indeed "generally as fast as the best Intel-based workstations currently available," says columnist Tony Dreier.
- "The Washington Elementary School District is rolling out its new computer technology on a 'tea cart,'" writes Nora Fascenelli in the Arizona Republic. "The traveling computer station is about the size of an old-fashioned tea cart. It's equipped with 30 Apple battery-operated laptop computers, a printer and two base stations for Internet connections."
- The Apple Wireless Keyboard and Apple Wireless Mouse are new Bluetooth-based peripherals that provide reliable performance at up to 30 feet and offer secure 128-bit, over-the-air encryption keeping sensitive information safe as it is being typed.

More news...

Jot Down These Notes

A Portable Class Act



Last week, Apple introduced a new family of PowerBook G4 computers that continues our tradition of offering ultrathin, ultralight, and ultraportable systems for customers who find themselves computing on the go.

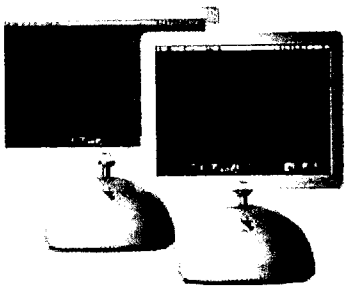
At the head of the class, you'll find the stunning 17-inch PowerBook G4. Just 1-inch thin and weighing just 6.9 pounds, our fastest PowerBook offers a megawide display that graphic designers, video editors, musicians—and principals—fall in love with on sight. It's available at the Apple Store for Education for just $2,699.

Teachers have long favored the 15-inch PowerBook, and the all-new 15-inch PowerBook G4 offers an ideal balance of power and portability in a sleek aluminum design that weights just 5.6 pounds. Available in two models, it features a stunning 15.2-inch widescreen display, a fast PowerPC G4 processor (with speeds up to 1.25GHz), and starts at just $1799.

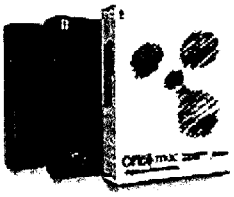
Equally desirable: the ultracompact and full-featured 12-inch PowerBook G4. Now also available in custom mobile lab configurations, the 12-inch PowerBook weighs just 4.6 pounds, comes with a 1GHz PowerPC G4 processor, connects easily to display systems, is AirPort Extreme ready, and starts at just $1399.

Say Hello to the...

New, speedier iMac.



The ultimate all-in-one personal computer, iMac—the rich education tool that lets you take full advantage of the iLife suite of digital products (iMovie, iTunes, iMovie, and iDVD)—now offers more speed than ever before.

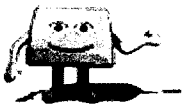


For just $149.95, you can now own the entire Office suite, including Word X, Excel X, PowerPoint X, and Entourage X. They're all part of the new Microsoft Office v. X Student and Teacher Edition, which you can also install on up to three computers.

You'll want to tell the IT professionals in your district about InterGate 8.5 for Mac OS X. The new version of Vicomsoft's award-winning Internet and network management solution now supports Rendezvous, video conferencing, multi-NAT, and VPN. It provides a new Firewall Log window, improved speed and performance, and enhanced reporting.

kar2ouche®

Writing stories, analyzing plays, exploring history, investigating peer pressure, creating storyboards for an iMovie project—it's surprising how many educational uses educators have already found for Kar2ouche, software that "helps students develop contextual understanding, critical interpretation, and individual expression," according to the developer.



Learning how to keyboard ("type," for those of us over 100) can be a challenge, but UltraKey 4.0, the award-winning program from Bytes of Learning, makes it easy. And fun—thanks to its 3D animated instructions, voice-supported instruction (ideal for pre-readers),

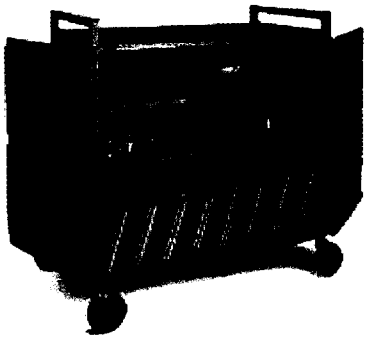
Faster Processor Speeds.
The 15-inch iMac features a 1GHz PowerPC G4 processor; the 17-inch iMac, a 1.25GHz PowerPC G4.

Faster Memory.
256MB of PC2700 (333MHz) DDR (Double Data rate) SDRAM, to be exact.

Faster Video Cards.
The NVIDIA GeForce4 MX with 32MB of DDR SDRAM in the 15-inch iMac and a new NVIDIA GeForce FX 5200 Ultra with 64MB of DDR SDRAM in the 17-inch iMac.

And with the addition of three USB 2.0 ports, both models support faster (up to 480 Mbps) USB peripherals now coming to market. Available immediately, iMac starts at just $1,199.

Wireless Mobile Labs a la Carte



When it comes to creating wireless mobile labs for your school's needs, one size doesn't fit all. What works perfectly for your high school science program may not be the best fit for your K-6 language arts program.

So wouldn't it be great if you could build your own custom mobile lab? Outfit it with the iBook or PowerBook computers that best meet your classroom requirements? Choose additional curriculum programs, software, and accessories for the lab you want? And select the setup services and professional development courses that make the most sense?

Of course it would. That's why we're so pleased to introduce you to a new easy-to-use online tool, one that lets you create a proposal to build a mobile lab that meets the specific needs of your students and school. Find out how easy it is to build a custom mobile lab.

There's No Life Without Technology

Ask any student.

Living in a world replete with pagers, DVD players, digital cameras, laptop computers, video game consoles, cell phones, home theater systems, CD burners, and desktop computers, students are awash in technology. Wired differently than we were by the sensory-saturated world they grew up in, they routinely work on their homework while

and "animated hands." Built for Mac OS X, UltraKey is the "ultimate keyboarding tutor."

For students with physical, visual, or cognitive disabilities, IntelliKeys offers the IntelliKeys USB keyboard, a programmable alternative keyboard that connects to any Mac with a USB port, fully supports Mac OS X, and comes with a series of overlays designed for specific applications: web access, writing, math, and others.

Apple eNews for Education
September 2003
Volume 2, Issue 9

We hope you enjoyed reading this issue of Apple eNews for Education. We'll have more exciting education news for you in October.

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downloading email, speaking with one friend on the cell phone, chatting with another online, listening to CDs, watching television, and surfing the net. We couldn't do it, but for them, multitasking is the norm, not the exception.

Digital kids, they need digital tools that engage and challenge them, encourage them to collaborate and create, stimulate them to learn in ways we have a hard time understanding. Just ask them.

By the way, on Sunday afternoons at most Apple retail stores, we're now offering a series of "Digital Kids workshops." For details, click the link and find the Apple Store nearest you.

Here's one last item regarding your Digital Kids. "School Nights at the Apple Store" is back. Specially designed to allow students and teachers to share their accomplishments with parents, siblings, and other students, the program was extremely successful last year, and we invite you to sign up for your own School Night at the Apple Store soon.

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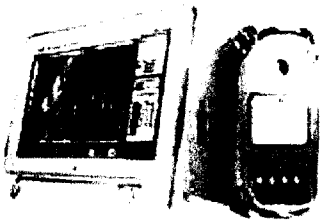
Apple eNews for Education

November 2002
Volume 1, Issue 3

Hot News Headlines: "Apple Xserve server...defies categorization" (PC Magazine)

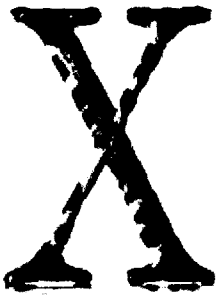
In This Issue

- A Jaguar for the Teacher
- Burn Up the Road
- Planning and Learning on the Go
- A Perfect X for Schools
- Integrating Technology and Curriculum
- Reaching More Students with Technology



Power Couple

A Jaguar for the Teacher



Because we want educators all over North America to realize how valuable a tool our new operating system can be for teachers striving to integrate technology into the classroom, Apple wants to give every K-12 teacher in the United States and Canada a free copy of Mac OS X v10.2 "Jaguar."

There's more.

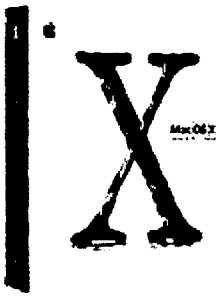
In addition to Mac OS X v10.2, qualifying teachers will also receive a free training CD and copies of our digital lifestyle applications: iMovie, iTunes, and iPhoto. All three work flawlessly with Mac OS X and are already being used extensively to engage students and promote learning.

The program runs through the end of the year. For more information or to order your copy of Mac OS X v10.2, visit the X for Teachers website.

Burn Up the Road

Thanks to our new SuperDrive-equipped PowerBook G4 computer, you can now use iDVD to burn iMovie

A Perfect X for Schools



Teachers have responded very enthusiastically to our X for Teachers program. And we've heard from many administrators, too. Could Apple help them upgrade small workgroups or entire labs and classrooms to Mac OS X v10.2?

We can.

Through our X for Schools program, schools can purchase volume license agreements for as few as ten computers for just $99 per computer and receive all of the following:

- Mac OS X v10.2
- Getting Started with Mac OS X CD (self-paced training)
- AppleWorks 6.2 (built for Mac OS X, it includes Microsoft Word and Excel translation services)
- 128MB of additional memory for each computer

We've made the X for Schools program very flexible, including options for individuals not eligible for the X for Teachers program, as well as schools that have 10-99, over a hundred, or more than a thousand computers to upgrade.

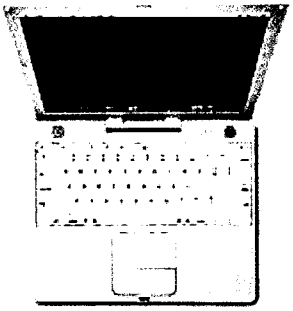
and iPhoto presentations to DVD, archive your important data onto a DVD-R Disk (up to 4.7GB) right from the Finder, and create audio CDs from your favorite playlists in iTunes.

Just introduced, our newest PowerBook models offer all the power and performance of desktop computers in a thin, light, and stunning portable design:

- Up to 1GHz PowerPC G4 processors with Velocity Engine and 1MB L3 cache
- Slot-loading SuperDrive (DVD-R/CD-RW) or Combo drive (DVD-ROM/CD-RW)
- ATI Mobility Radeon 9000 graphics processor with up to 64MB of memory
- A DVI port that lets you connect an Apple all-digital flat-panel display[1]
- 10/100/1000BASE-T (Gigabit) Ethernet
- 5.4 pounds, 1-inch-thin Titanium design

[1] Requires Apple DVI to ADC Adapter, sold separately.

Planning and Learning on the Go



More and more of us bring work back-and-forth between home and school and have discovered how enjoyable a proposition that can be with an iBook computer. Now Apple has just made educating on the go even more affordable while introducing the fastest iBook models yet.

Featuring a supercharged PowerPC G3 processor running at speeds up to 800MHz and a blazing ATI Mobility Radeon 7500 graphics accelerator with up to 32MB of dedicated memory, the new iBook delivers all the power you'll need to write lesson plans, edit class (and home) movies in iMovie, work on student evaluations, create digital portfolios of your students' work with iPhoto, and any of the other activities made easier—and more enjoyable—on an iBook.

Like to learn more about our new iBook computers?

Integrating Technology and Curriculum

How valuable are our new Curriculum Mobile Labs?

Curriculum Mobile Labs offer complete solutions that provide research-based curriculum programs with wireless iBooks and a one-day Apple Professional Development workshop. They help students improve their skills in literacy, math, and science by integrating technology into the curriculum. Whether it's teaching PreK-3 students early literacy skills, improving the language skills of non-native English speakers, or helping K-12 students develop essential mathematic and science skills, there's a Curriculum Mobile Lab that's just right for your school.

Complete with up to 20 iBook computers, wireless AirPort networking, and an easy-to-move cart, the Curriculum Mobile Labs contain everything you need to get started.

They can go anywhere in a school and help you save technology costs while regaining valuable school space.

Reaching More Students with Technology

How are innovative teachers using technology to reach more students?

You can see for yourself. Visit the new Apple Learning Interchange (ALI).

An online educational environment, ALI offers teachers a virtual resource center, illustrating how some of the best educators in their fields combine technology, their invaluable experience, and challenging and engaging subject matter to inspire students to reach beyond themselves.

That certainly is the case in Matt Fidler's 11th-grade history class at the Rome Free Academy, in Rome, New York. In an

We hope you enjoyed reading this issue of Apple eNews for Education.

Look for your next issue in December.

assignment that crossed a variety of curricula—social studies, English, art, math, science, and technology—students developed a lasting understanding of the Underground Railroad, in particular, and the relationship between art and history, in general, by studying public murals depicting the Railroad, investigating their topic further via the Internet, and then creating their own digital story articulating what they learned.

Apple eNews for Education is a free, monthly email publication.

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tech specs	auto-sync	cool accessories	beyond music	iTunes

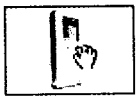
The new super-slim iPod once again redefines what a digital music player should be. It's lighter than 2 CDs, can hold up to 10,000 songs, thousands of digital photos and works as a personal voice recorder. Now you can sync with iTunes for Mac and Windows at blazing speeds, and take your entire music collection with you wherever you go. Available for Mac and Windows starting at $299.

The Apple Store offers convenient online ordering — 24 hours a day, every day.

iPod Software 2.1 update

iPod Software 2.1 Updater adds significant enhancements to iPod including support for voice notes and digital photo storage (using third party accessories).

See more of the iPod



iPod TV ads iPod QTVR iPod Gallery

Tips for Windows users

FireWire and USB 2.0 Support

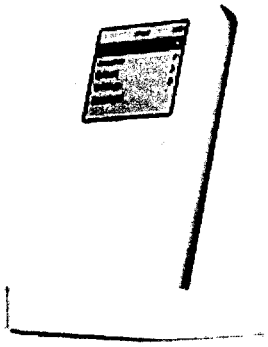
The iPod Dock Connector to FireWire and USB 2.0 offers Windows PC users up to 480Mbps data transfer for quickly loading an entire music library on iPod. The result? Blazingly fast transfer speeds that let you load an album in as little as 5 seconds.

Importing from MusicMatch

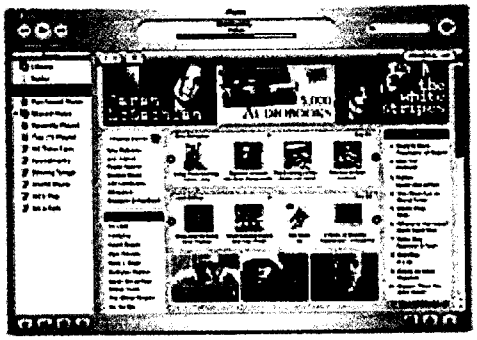
When you install iTunes, you'll be asked if you want the digital music that's already on your computer to show up in your iTunes music library. When you choose "yes," pointers to each song recognized by iTunes will be added to your library.

You can also choose to copy all your

New 20GB and 40GB models



Smaller than ever (just 0.62 inches thick), the iPod fits comfortably in the palm of your hand and slips easily into your pocket — and your life. At 5.6 ounces, it weighs less than 2 Compact Discs, and even many cell phones. And yet the iPod gives you a huge 10GB, 20GB or 40GB hard drive — big enough to hold 10,000 songs. Do the math: that's four weeks of music — played continuously, 24/7 — or one new song a day for the next 27 years.



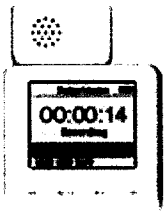
The iTunes Music Store. Now for Mac and Windows.

Build a collection of music on your iPod with songs downloaded from the iTunes Music Store. Choose from hundreds of thousands of songs you can preview and buy with just one click. The iTunes Music Store stays open 24/7 — right on your Mac or Windows PC. Within a minute of finding a song you like, you can own it. You can make unlimited playlists, burn individual songs to CD as many times

as you like and take all your music with you wherever you go on your iPod.

Auto-Sync your iPod with Mac and Windows

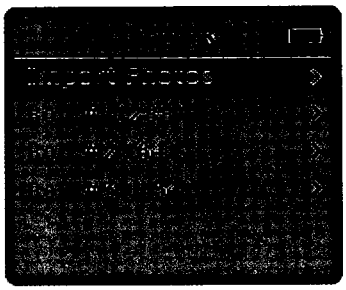
With iTunes 4, autosyncing the iPod with a Windows PC is as easy as it is on a Macintosh. You can move whole digital albums — including those you've just bought in the iTunes Music Store — from your computer to your iPod in seconds flat. With the industry's only true Auto-Sync, your iPod portable digital music player is always up-to-date, mirroring the latest changes you've made in iTunes, while On-The-Go playlists made on your iPod appear in iTunes when you sync your iPod with your computer.



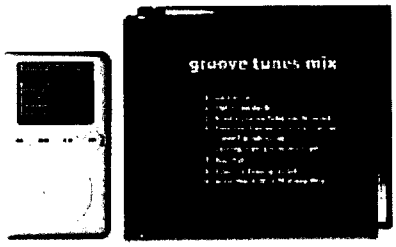
Voice recorder

Record voice notes on your iPod with the Belkin Voice Recorder. You can digitally record these memos, meetings, interviews or foreign language practice sessions and store them on your iPod, which stamps them with the date and time for your convenience. Play them back on iPod, or save to your computer for playback or email.

Picture perfect



Save a bundle on memory cards the next time you take your digital camera with you on vacation. When your card is full, simply transfer the images to your iPod via the handy Belkin Media Reader. The 40GB iPod holds 20,000 images (the equivalent of 160 256MB memory cards), the 20GB iPod holds 10,000 (80 cards) and the 10GB model holds 5,000 (40 cards).



Compared to 2 compact discs, iPod is 15% lighter, 65% smaller and can hold over 9,500 more songs.

Ahead-of-the-curve design

Once again, Apple turns the portable digital music player market on its ear with hassle-free functionality and stunning, well-considered design that place iPod far ahead of the curve and the competition. Building on the success of the touch wheel (which made scrolling through an entire music collection quick and easy), the iPod has an all-touch interface for enhanced durability and sensitivity. With an LCD screen and buttons that feature a backlight for clear visibility in low-light conditions, iPod is designed for easy one-handed operation. So the best way to take an entire music collection anywhere is now even better.

High fidelity

Designed to give you the best portable digital music experience ever, the iPod delivers the highest sound quality from input to output.

music files to the iTunes Music folder. Simply choose File > Add To Library, then locate the music files you want copied into your iTunes Music folder. After adding these songs to your iTunes Music folder, you will have one copy of each song in the iTunes Music folder and one copy in the original location.

iPod Scripts

Create and manage text notes on new iPods with this free downloadable set of AppleScripts (Mac only).

On-The-Go playlists

Have a particular set of songs you want to hear? Queue up as many songs as you like in a playlist while away from your computer. Save them back to iTunes later.

Customizable menus

Want to customize the iPod interface to fit your musical leanings? Now you can. Just look under settings in the Main menu.

The iPod Dock

The 20GB and 40GB iPod models come with a dock that makes charging and syncing easier than ever — no more reaching around, looking for the right port. An elegant, convenient home base for iPod on a desk or connected to a home stereo system, the dock provides syncing via FireWire or USB 2.0*, charging via FireWire and audio line out for connecting to powered speakers or a stereo system.

Pass the remote

Tuck your iPod away and control it single-handedly with a wired remote that lets you fast-forward or rewind a track, play, pause and adjust volume. Included with 20GB and 40GB models.

Special delivery

Protect your iPod from the elements and enhance its portability with an elegant carrying case. Clip it to your belt, purse or backpack for hands-free operation. Included with 20GB and 40GB models.

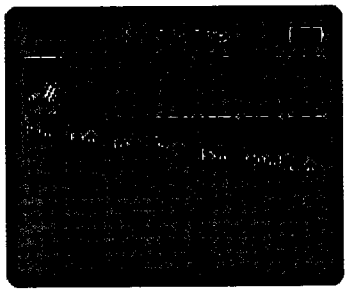
Best buds

The iPod's sleek earbud-style headphones offer a wide 20Hz to 20,000Hz frequency response range for high-quality sound. Thanks to their Neodymium drivers, these headphones are five times more powerful than digital music player headphones that use aluminum, cobalt or ceramic drivers.

Share your feedback with us and help make the iPod even better.

iPod supports the most popular audio formats — including MP3 (up to 320 kbps), MP3 Variable Bit Rate (VBR) and WAV — giving you access to a wide range of audio file types. And iPod is the only portable digital music player that supports the AAC format used by the iTunes Music Store for Mac and Windows. AAC features CD-quality audio in smaller file sizes than MP3, so that even more songs fit on your iPod.

Even more things an iPod can do



The iPod features a sleep timer, so you can fall asleep to your music. And with the iPod's alarm clock, you can choose either an alarm tone or your favorite music to wake you up.

The iPod lets you do a whole lot more, including contacts, calendar and to-do lists. iPod also includes Music Quiz, Solitaire, Brick and Parachute, four great games you can play anywhere (a feature you're sure to appreciate the next time you're standing in line or waiting for someone). You can even use your own music as the soundtrack to a game.

iPod also includes a notes reader that lets you download text-based information and read it on the screen. This way you can have the information you need — on everything from restaurant reviews to nightlife guides, and from news articles to exercise routines — at your fingertips.

*Syncing with USB 2.0 (Windows-only) requires optional USB 2.0 + FireWire Cable.

Home > Hardware > iPod

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Apple eNews for Education

March 2003
Volume 2, Issue 3

Hot News Headlines: How is the iBook changing education in Maine? (New York Times)

In This Issue

- Focusing on Learning...with iPhoto
- We've Got a Great Story to Tell You
- Who's Afraid of the Big Bad Wolf?
- What Makes Xserve Ideal for Schools?
- Switching to iMovie and a Mac Wins the Day
- Show of Hands...

The new PowerBooks

Less is more. More is more.

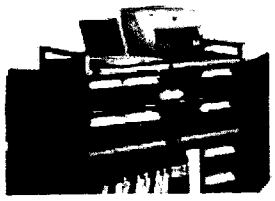
Focusing on Learning...with iPhoto

How can children learn the relationship between letters and their sounds? In Gayle Berthiaume's kindergarten class, students use iPhoto to create alphabet photo books.

Teachers elsewhere use iPhoto to address a wide variety of educational pursuits: defining geometric terms, figuring out how we use idioms, learning to count, understanding the life cycle of painted lady butterflies, studying communities, and many more.

Nor is iPhoto the only iLife application that has motivated teachers and brought learning to life for their students. Teachers have found innovative ways to encourage learning with iTunes, iMovie, iPhoto, and iDVD. And to show you what they've been doing with each of the iLife applications, we've assembled a collection of their best iLife Lesson Plans on our website. Take a look.

We've Got a Great Story to Tell You



It's about Apple's Curriculum Mobile Labs: how they can help raise student performance in reading, math, and

What Makes Xserve Ideal for Schools?

Whether you use the new rack-optimized server to solve your school's or district's web and email needs, store and distribute digital content, collect student portfolios, manage digital media projects, run student information systems (like PowerSchool), stream multimedia content (throughout the building or across the country), or tackle large data sets with computational clusters, Xserve delivers an exceptional price performance advantage.

Starting at just $2299 for K-12 schools, it offers phenomenal processing power (thanks, in part, to single or dual 1.33GHz PowerPC G4 processors), capacious storage (up to 720GB), and a set of robust remote management tools that make it incredibly easy to manage.

Learn more about Xserve.

You'll also want to read about the equally impressive Xserve RAID. The powerful storage system holds up to 14 hot-swappable drives and provides up to 2.5 terabytes of additional storage.

science, and how the Science and Language Curriculum Mobile Labs, in particular, can be used to address two important areas of emphasis in the No Child Left Behind Act.

Please join us on Thursday, April 3, to participate in Apple's first online roundtable discussion. To help share this story with you, Apple has invited speakers from Fairfield Language Technologies and Vernier Software and Technology. They'll explain how their products—featured in the Language and Science Curriculum Mobile labs—can inspire and motivate children studying science and language.

Also on hand will be educators who already use the Mobile Labs. They'll tell us how well their students respond to the labs and how they've helped raise student achievement.

Visit our website to learn about the two ways you can participate in the Apple Education Online Roundtable Series—and for details on a special offer available to schools that purchase any Curriculum Mobile Lab until June 28, 2003.

Switching to iMovie and a Mac Wins the Day

Budding filmmaker—and high school junior—Bryan Amburgey had been shooting video for a few years, but technical issues were, well, an issue. With his "PC crashing all the time," he says, "I was constantly losing stuff."

But then his high school teacher showed him how to use iMovie on an iMac at school. iMovie, he tells us, is "just amazing. And with the reliability of Mac OS X, I had almost no problems at all. It was completely dependable, and I never worried that the system would freeze up or I'd lose data, like on the PC."

With no technical issues to worry about, Amburgey used his first outing with iMovie to create "Color Blind," an award-winning film exploring a very adult subject—racism—in a very imaginative way.

Who's Afraid of the Big Bad Wolf?

If they thought wolves were anything like the characters they met (and were frightened by) in "Little Red Riding Hood" and "The Three Little Pigs," the Wolf Project taught students at Michigan's Heritage Junior High School to respect and admire the endangered gray wolf.

Examining specimens, reading texts, and exploring a wide assortment of web-based materials via their iBook and other Macintosh computers, the students came away with an in-depth understanding of the natural history of canis lupus and how it relates to other species, including ourselves, in its natural environment.

After finishing the unit, students used such applications as AppleWorks, HyperStudio, and iMovie to report on what they learned.

Show of Hands...

We'd like your input.

In order to plan effectively, we'd like to know whether you would like us to publish Apple eNews for Education this summer, so please respond to the two questions that follow.

Would you like to read Apple eNews for Education this summer?

- Yes
- No

If "yes," would you like us to publish two issues or just one combined issue?

- Publish separate July and August issues
- Publish one combined July/August issue

We hope you enjoyed reading this issue of Apple eNews for Education.

Thank you.

Look for your next issue in April.

Apple eNews for Education is a free, monthly email publication.

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Apple eNews for Education

October 2003

In this issue:

- Introducing the all-new iBook G4
- One day away
- The most affordable digital hub
- Have you heard "My Life with Chimpanzees"?
- Documenting women's rights in China
- iPod offers new features for learning

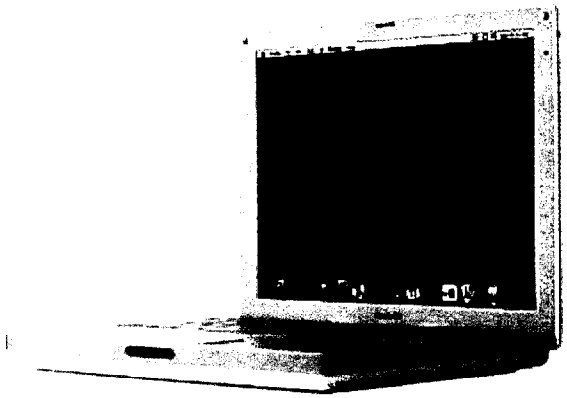
Hot news headlines

- "I'd like to do something I've never done before," said Steve Jobs puckishly. "I'd like to do a demo on a PC." The introduction of iTunes for Windows may be a watershed event in the history of the computer industry. Read about the event.
- Windows users downloaded more than 1 million copies of iTunes for Windows in just three and a half days since its launch on October 16. iTunes users have purchased and downloaded more than 1 million songs in the same period.
- America Online will provide instant, one-click registration to the iTunes Music Store for AOL's more than 25 million U.S. members starting later this quarter. AOL will integrate links to iTunes artists, albums and songs throughout its music site, AOL Music.

More news...

Documenting women's rights in China

Introducing the all-new iBook G4



As light as ever. Starting at 4.9lbs, iBook G4 remains as easy to tote as a textbook.

As small as ever. The same size as looseleaf paper, iBook G4 fits easily in a backpack.

As rugged as ever. Its durable polycarbonate case and internal magnesium frame let iBook G4 stand up to student-dispensed hustling and bustling.

And now the all-new iBook G4 offers greater performance than ever with its robust PowerPC G4 processor running at speeds up to 1GHz and these other exciting new features:

- Slot-loading optical drives (CD and Combo drives)
- Stunning graphics performance from its dedicated ATI Mobility Radeon 9200 graphics processor
- Blazing data transfer (up to 480Mbps) from the new USB 2.0 ports
- AirPort Extreme and Bluetooth wireless connections (optional)

And iBook G4 ships with Mac OS X v10.3 "Panther," offering even more performance and productivity gains.

One day away

On October 24, the best

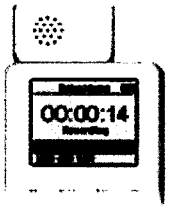
For an annual statewide History Day competition, teams of Connecticut eighth graders used the Internet and other resources to research human rights issues. They then used iLife to document their findings and enter the competition.

One of those teams, moved by the "horrific treatment of female babies in China," "meticulously collected and scanned pictures from books and the Internet," combining them with interview and other film footage, music, and their own voice-over narration.

Their compelling documentary won the girls top honors in their local and statewide competitions, earned their teacher the First Place award in the Apple iLife Educator Awards contest, taught their district the value of iLife and the Mac, and teaches us all a valuable lesson.

See "Grass Born to Be Stepped On" and other prize-winning entries from the iLife Educator Awards.

iPod offers new features for learning



The next time you take your class on a field trip you document with iPhoto, you won't have to worry about running out of flash memory cards.

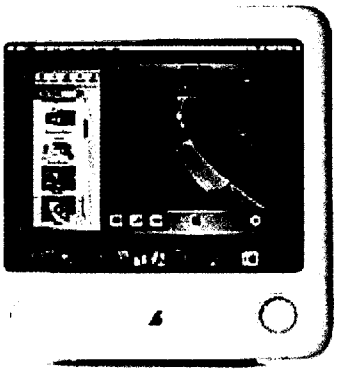
Not if you carry an iPod with you.

That's right, iPod—the world's most popular portable digital music operating system for education—Mac OS X—gets even better. Yes, tomorrow's the day we begin to ship Mac OS X v10.3 Panther, the newest version of the world's most innovative operating system.

Interoperable, Mac OS X v10.3 lets students, teachers, and administrators easily share files with Windows-based systems. It runs the latest educational software, such as iLife and Microsoft Office. And with over 150 new features, Panther pushes the envelope on stability, power, and usability.

With the new Finder, for example, managing your files is simplicity itself. Do you have two or more students using a single Mac? Fast User Switching, a new Panther feature, makes sharing easier on everyone. iChat AV lets students collaborate face-to-face with students across town (or the country). Why should your school upgrade to Mac OS X v10.3 Panther?

The most affordable digital hub



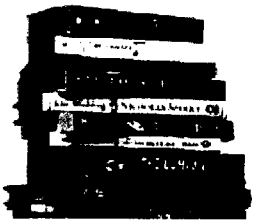
Designed for education, eMac offers everything you need for your digital devices in an amazingly compact all-in-one system. And eMac comes not only with Mac OS X v10.3 Panther—the best operating system for education—but also attractive low prices. In fact, you can now purchase a SuperDrive-equipped eMac for less than $1000.

All systems include a fast 1GHz PowerPC G4 processor, a stunning 17-inch flat CRT display, and a wealth of wired and wireless communication and connectivity options. You choose the optical drive you prefer (CD-ROM, Combo drive, or the CD- and DVD-burning SuperDrive).

eMac runs your favorite learning and productivity applications, including World Book Encyclopedia, Microsoft Office, Safari, iChat AV, and, of course, iLife, the suite of brilliantly integrated applications (iMovie, iPhoto, iTunes, and iDVD[1]) that are perfect additions to every classroom.

[1] iDVD is included on DVD-equipped models.

Have you heard "My Life with Chimpanzees"?



Ever hear E.B. White narrate his own children's classic, "Charlotte's Web"? Sir John Gielgud read Dickens' "A Christmas Carol"? Or Michael York narrate Aldous Huxley's "Brave New World"?

player—now offers on-the-go photo storage, as well. Attach the new Belkin Media Reader to a dockable iPod, and you can store up to 20,000 images on a 40GB iPod. And when you get back to class, iPod makes it easy to download your images directly into iPhoto.

And that's not all. iPod now supports voice recording, too. Connect a Belkin Voice Recorder, and iPod becomes a great portable tool for taking notes, recording classroom discussions, practicing foreign languages, or interviewing classmates.

Audiobooks let students share the experience of hearing talented speakers narrate great literature, many fine examples of which are now available from the iTunes Music Store, including "Aesop's Fables," "Beatrix Potter," "The Adventures of Huckleberry Finn," "The Call of the Wild," "The Hobbit," "The All-True Travels and Adventures of Lidie Newton," and too many more to mention.

Students can also hone interviewing skills by listening to such masters as Terry Gross interview the likes of James Earl Jones, Jodie Foster, President Jimmy Carter, and others.

And, of course, audiobooks travel well, too—seamlessly syncing with iPod.

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We hope you enjoyed reading this issue of Apple eNews for Education. We'll have more exciting education news for you in November.

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Apple eNews for Education

November 2003

In this issue:

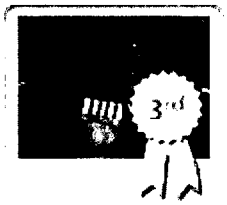
- Making a difference one to one
- It's an eLearning world after all
- Writing on the go
- Yes, they appreciate the accolades
- Going public with iLife
- Jot down these notes

Hot news headlines

- In "Apple's Panther Makes the Grade," Forbes' columnist Arik Hesseldahl wants Mac OS 9 users to know that "the time is right to let it go once and for all." "The transition isn't difficult," says Hesseldahl, and Apple "keeps adding such cool features that the siren's call of Mac OS X is increasingly hard to resist."
- Tired of worrying about computer viruses and security problems? The Wall Street Journal's Walt Mossberg offers a simple solution: Buy a Mac. "There are no viruses on the Macintosh's excellent two-year-old operating system, called Mac OS X. And the Mac is a terrific computer—as good as, or better than, Windows for the typical computing tasks important to mainstream users."

More news...

Going public with iLife



What issues do you feel strongly about? Drunk driving? Homelessness? Child poverty? How

Making a difference one to one

Working with schools that have adopted Apple 1 to 1 Learning, we've heard report after outstanding report. "The iBook computers spark higher-order thinking skills, collaborative learning, and self-paced learning," says Crystal Priest, District Technology Coordinator, Maine Public Schools. "Attendance is improving, grades are going up, discipline problems are going down, and the kids are engaged, animated, and talking."

Teachers in Henrico County, Virginia, have seen scores from standardized tests improve—in all 11 core curriculum areas. They've seen SAT scores rise, dropout rates decline, and more students graduate and go on to college. In Oahu, even students from lower income families enjoy 24/7 technology access.

Apple 1 to 1 Learning has made a difference for thousands of students from all over North America. Like to find out how?

It's an eLearning world after all

They came to Anaheim from all over North America. From Connecticut, Indiana, Nebraska, California, and Alberta, Canada.

But it wasn't Mickey who brought them within a mouse's whisker of Disneyland. Instead, the teachers and administrators came to town for the annual

would you alert others to the seriousness of these issues? Convince them of their relevance? Encourage them to take steps in response?

When Rob Munzing, the video production teacher at Maine's Gardiner Area High School, posed such questions to his students, it didn't take them long to zero in on the issues they cared about or to rise to the challenge of creating public service announcements (PSA) to advise others of the issues.

Using iMovie, iPhoto, iTunes, and iDVD, the students created a series of stirring PSAs that involved research, outlining, writing, team building, project management, storyboarding, video editing, problem solving, and more. And they made Munzing a winner of an Apple iLife Educator Award.

Jot down these notes

In "This Old Habitat," the Field Museum takes you on a virtual field trip to Chicago, Illinois, allowing you and your students to explore area ecosystems, learn about the interrelationships between local flora and fauna, find out about threats to the ecosystem, and discover how students are helping with restoration.

Knowing that children who can't read don't do well in school, Soliloquy Learning uses speech recognition technology to help them, offering young students beautifully illustrated stories they can either listen to or read aloud.

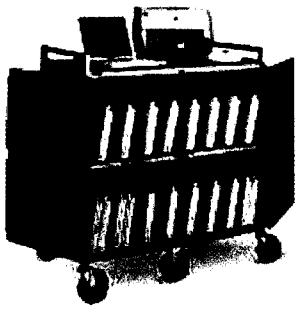
Is the help desk at your school ready for Mac OS X version 10.3 "Panther"? We can help. Just sign up for the intensive three-day workshop, "Mac OS X v.10.3 Help Desk Essentials."

T+L² Conference and the opportunity to share their stories about the starring role Apple technology plays at their schools.

For some, that story outlines the successes they've achieved after implementing 1 to 1 learning initiatives: putting laptops into the hands of students and creating dynamic, problem-based, just-in-time curricula that engage and challenge. For others, it's the profound effect iLife has had on their students, schools, and communities, the positive impact Mac OS X has had on the classroom, or how PowerSchool has made it easier for everyone to share information about student performance.

Writing on the go

Fundamental to the learning process, writing helps students plan more effectively, hone organizational skills, and develop critical thinking. Yet we all know how hard it is to get students to write; to convince them of the value of writing in this multimedia-saturated world.

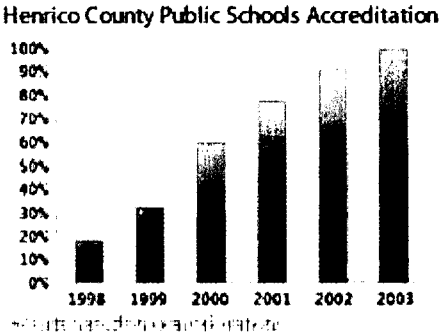


That's why we've been so pleased to hear about the accomplishments realized by the Los Angeles Unified School District and by Birmingham Senior High School. Both have implemented writing curricula pairing the Apple Wireless Mobile Lab with MY Access!, Vantage Learning's online writing development tool.

We'd like to share their methods and results with you during an upcoming webcast or audio conference, "Learning to Go: Improving Student Writing Skills," the second of a series of live roundtable discussions scheduled for Wednesday, November 19. Learn how you can participate.

Yes, they appreciate the accolades

Named "a living laboratory of educational change" and one of the top ten technology districts in the country by District Administration magazine, Henrico County Public Schools have earned National School Boards Association (NSBA)'s Trailblazer Award and Pioneer Award, the Governor's Gold Star Award, the American Association of School Administrators' President's Award, and the Greater Richmond Technology Council's Skillbuilders Award.



Now available from Software Update: AirPort 3.2 and Keynote 1.1.1.

Apple eNews for Education
November 2003
Volume 2, Issue 11

We hope you enjoyed reading this issue of Apple eNews for Education. You'll never guess what we have in store for you next month.

Apple eNews is a free, monthly email publication.

Event dates are subject to change. Some products, programs, or promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.

But the awards are just the icing. Teachers and administrators at Henrico County Public Schools relish most what their iBook laptop initiative has done for their students.

Thoroughly engaged in the learning process, students are better organized and more motivated than in the past, achievements clearly reflected by:

- Increased attendance
- Higher homework completion rates
- Dramatically improved standardized test scores, including SATs
- The lowest dropout rate on record
- Higher levels of parental involvement
- Increased graduation rates

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iMac Update

July 19, 2001
Volume 4, Issue 15

In This Issue

1. What Apple Is All About
2. The Best Computer for Today's Digital Lifestyle
3. Pro create.
4. Just One Bounce
5. Commotion Motion What's this Notion?
6. A Thousand Today. Thousands More on the Way.
7. Macworld Quick Takes

Macworld
Conference & Expo.
July 17-20, 2001
Javits Center - New York City

What Apple Is All About

"This is what we're all about," concluded Steve Jobs at the end of his Macworld keynote, "allowing people to do things they could never do before. Making creativity possible—for everyone."

The Best Computer for Today's Digital Lifestyle

One of the ways we're demonstratir that mission: updating our iMac family to make iMac both faster and less expensive.

As of today, the iMac family consists of three models. Sporting fast PowerPC G3 processors, they run at 500 MHz, 600 MHz, and 700 MHz and cost $999, $1299, and $1499 (MSRP), respectively. The 700-MHz iMac Special Edition will be available in August; the two other models are available immediately.

To make the iMac an even better computer for your digital lifestyle, we increased the amount of memory and storage space. Out of the box, the iMac now offers up to 256MB of memory and up to 60GB of hard disk

A Thousand Today. Thousands on the Way.

Today—just 117 days since we introduced Mac OS X—there are already a thousand native applications available for you to use. By September, you'll have thousands of Mac OS X applications from which to choose.

In fact, over 40 third-party developers announced new applications at the New York show, including ten developers—Adobe, Alias Wavefront, Aspyr, Blizzard Entertainment, Connectix, FileMaker, IBM, Microsoft, Quark, and Worldbook—who demonstrated their new Mac OS X products during the keynote.

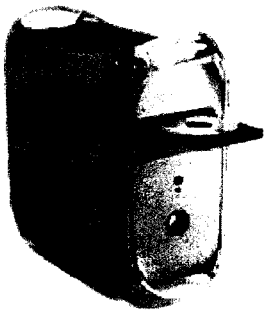
Find out more about what's here today—a list that includes AccountEdge (MYOB), AppleWorks (Apple), BBEdit (Bare Bones), Bryce 5 (Corel),

storage.

And you can take advantage of the extra speed and storage space right away by managing your growing music library and burning audio CDs with iTunes and creating Desktop Movies with iMovie. In fact, iTunes and iMovie are just two of the software applications that come bundled with every iMac and that help make it the best computer for today's digital lifestyle.

Say hello to our newest iMac

Pro create.



There's nothing creative professionals enjoy more than seeing their ideas fledge and take wing, and that's what the new Power Mac G4 is all about. Creativity.

From science to the arts, from digital 3D holography to DVD mastering, the new product line offers the fastest Power Mac G4 ever and the ultimate in performance, expansion, and digital media solutions.

Yesterday, the 733-MHz Power Mac G4 was at the top of the line; today, it's where the line starts. Up a notch sits a Power Mac G4 with a single 867-MHz processor (with a 2MB Level 3 backside cache). And, at the top of the new line, you'll find a system with dual 800-MHz PowerPC G4 processors (with a dual 2MB Level 3 cache).

You can check the specs (and they're impressive) on our website, but the big news is that the SuperDrive—and all of the creative projects its ready availability ennables—now comes standard in Power Mac G4 systems costing just $2499 (MSRP)—$1000 less than before.

Read all about our new Power Mac G4 computers

Just One Bounce

One of the products that will take advantage of the performance offered FileMaker (FileMaker), FreeHand 10 (Macromedia), LiveStage 3 Pro (Totally Hip), and Toon Boom Studio (Toon Boom Technologies)—and what's coming tomorrow by visiting our Mac OS X page.

Macworld Quick Takes

Enjoy comprehensive Macworld coverage—keynote content, photos from the show, Desktop Movies catching all the action, and more—on Hot News.

ooo

CE Software announces QuicKeys X. "Built from the ground up...for Mac OS X," the popular automation software product offers "powerful toolbars, multi-step shortcuts, type text, file management, timers, OS X compatibility, new Aqua interface, and much more. QuicKeys X is scheduled to ship in August."

ooo

Griffin Technology introduced two USB-based audio products at Macworld, the PowerWave, "designed from the ground up with music lovers in mind," and the PowerMate, which Griffin calls "a universal audio controller."

ooo

DAVE is coming to Mac OS X. Thursby Software Systems demonstrated its Mac to PC file sharing

by both the new iMac and Power Mac G4 computers is Mac OS X. Especially the new version of Mac OS X we're previewing at Macworld Expo.

Scheduled to ship in September, Mac OS X v10.1 offers blazing speed (most applications launch with just one icon bounce), enhancements to the Aqua interface, improvements to the Dock (you can move it!), and a host of exciting new features.

Let's talk about those new features. With Mac OS X v10.1, you'll not only be able to create a music library and burn music CDs with iTunes, you'll also be able to burn data CDs from the Finder, make movies with iMovie, watch DVDs with the DVD Player, and create DVDs with iDVD. Those are the features you really wanted us to add, and you'll see them all in September.

That's just the beginning, though. Mac OS X v10.1 is an absolute powerhouse, and we have a great deal more to tell you about it.

Sizzling and feature packed: Mac OS X v10.1

Commotion Motion What's this Notion?

Speaking of iDVD, we had this crazy idea.

As you probably know, iDVD—the application that makes DVD creation child's play—lets you create menus for the slide shows or Desktop Movies you want to include on your DVDs just by dragging and dropping.

Wouldn't it be great if iDVD not only allowed you to create these menus, but allowed you to play your movies and slide shows right in the menus themselves?

The industry term for this is "motion video," and even though Hollywood is just beginning to incorporate it in the DVDs you buy or rent at the store, come September you'll be able to include motion video in the DVDs you create and share with friends, family, colleagues, and clients.

We call them "motion menus," and they're just one of the improvements we'll be introducing in iDVD 2. Previewed at the Expo in New York, iDVD 2 is coming to the Mac in September and requires Mac OS X v10.1.

Get the complete picture: iDVD 2

software at this week's Macworld expo and is offering a free version for Mac OS X version 10.0.4 on its website.

ooo

ArcSoft has begun to ship PhotoStudio X. The new version of its powerful yet easy-to-use photo editing application is the first digital imaging editing software available for Mac OS X.

ooo

Be sure to take advantage of Bare Bones Software's "Not-at-the-Show" special offer on BBEdit 6.1. Built for Mac OS X, BBEdit 6.1 is a text and HTML editor, widely used by Macintosh webmasters and HTML email newsletter editors.

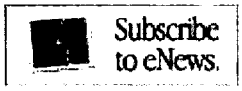
ooo

Compression utilities come to Mac OS X with Squeeze, a new product from Sorenson Media being demoed at Macworld.

ooo

Intuit announced that the next version of its widely used personal finance software will be built for Mac OS X. Quicken 2002 Deluxe for Macintosh, which Intuit expects to ship later this summer, "utilizes the power and flexibility of Apple's new operating system and delivers a financial software package that gives users additional stability and an improved user interface," said Steve Grey, Quicken general manager.

Thank you for reading this issue of iMac Update.
Look for your next issue on July 26.



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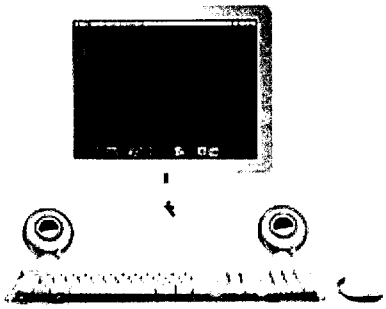
iMac Update

January 10, 2002
Volume 5, Issue 1

In This Issue

1. Stunning. Innovative. Revolutionary. iMac
2. A Choice New iBook
3. See, Touch, Experience the New iMac at an Apple Store
4. I Spy iPhoto
5. Start Up with Mac OS X

Stunning. Innovative. Revolutionary. iMac



Redesigned from the ground up to be the ultimate computer for your digital lifestyle, the new iMac, introduced Monday at the Macworld Expo, continues Apple's tradition of innovation, ease of use, and powerful performance.

The new iMac features a stunning 15-inch flat-screen display that appears to float in mid-air. Flicker free, the display supports millions of colors, offers approximately the same viewing area as a 17-inch CRT (but is about twice as bright and twice as sharp as old-fashioned CRT displays), and is almost infinitely adjustable.

Powerful, the new iMac also features the ultimate processor—the PowerPC G4 processor with Velocity Engine running at 700MHz or 800MHz—the ultimate operating system—Mac OS X, which will ship as the default OS on all new iMac computers—and (in our 800-MHz models) the ultimate optical drive for today's digital lifestyle—the Apple SuperDrive, which lets you read and burn both CDs and DVDs (and was previously available only in systems costing more than twice as much as iMac).

Available in three models starting at just $1299, the new iMac offers up to 256MB of memory (expandable

I Spy iPhoto

Been looking for the missing link in digital photography? An application that makes it child's play to save, organize, and share the hundreds of digital photos you've begun to accumulate.

Then you'll want to take a look at iPhoto.

The newest member of Apple's exciting suite of digital hub applications and built exclusively for Mac OS X, iPhoto lets you manage your growing library of digital photos as simply and elegantly as iTunes lets you manage your music library.

Simplicity itself, iPhoto makes it easy to import, organize, crop, rotate, browse, re-size, search, title, email, print, add keywords to, create slide shows of, and share your digital photos with friends and family near and far.

to 1GB), an NVIDIA GeForce2 MX graphics processor for stunning 3D performance, and up to 60GB of hard drive storage.

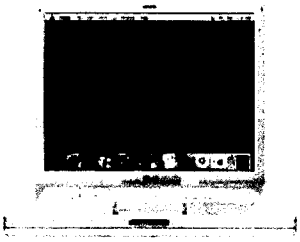
It also comes with a complete suite of digital hub applications. iMovie, iTunes, iDVD (in models equipped with a SuperDrive). And iPhoto, the newest member of the suite, available as a free download from our website.

We expect to ship the 800-MHz iMac (the first to be available) by the end of this month. A 700-MHz model, featuring a DVD-ROM/CD-RW Combo drive, 256MB of memory, a 40GB hard drive, and Apple Pro Speakers, will follow in February. And we expect to ship the third model (with 128MB of memory, a 40GB hard drive, and a CD-RW drive) in March.

Read all about the new iMac on our website.

At the Apple Store

A Choice New iBook



If you like to live your digital life on the go, you're just going to have to choose.

The iBook with that impressive 12.1-inch display you're already in love with.

Or the tempting new 600-MHz iBook with a brilliant 14.1-inch display, 256MB of memory, a DVD-ROM/CD-RW Combo drive, and up to 6 hours of battery life.[1]

Of course, you can't go wrong, no matter how you choose, but visit our new iBook site and read all about both iBook models.

At the Apple Store

[1] Battery life depends on configuration and use.

Another great reason to upgrade to Mac OS X, iPhoto is available for download on our website.

Built for Mac OS X

Start Up with Mac OS X

Now, all of our systems do.

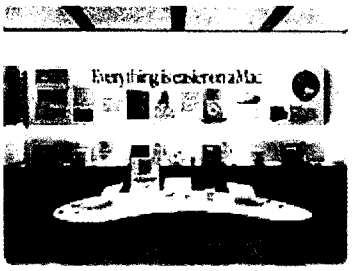
Start with Mac OS X, that is.

Just as before, all Macintosh computers ship with both Mac OS 9 and Mac OS X preinstalled. But beginning with the new iMac and iBook computers announced at Macworld this week, we're now shipping all new systems with Mac OS X as the default operating system.

With more than 2500 applications already built for Mac OS X. Thousands more that will launch effortlessly and work flawlessly in classic mode. A dazzling array of digital cameras, camcorders, scanners, printers, hard drives, optical drives, MP3 players (like iPod), handheld devices, and other peripherals that simply work when you connect them to your Mac. And many more such products being announced every day. The time for Mac OS X has arrived.

At the Apple Store

See, Touch, Experience the New iMac at an Apple Store



You now have 27 Apple retail stores to choose from, and you can check to see if there's a store in your area by visiting our website.

What can you see at an Apple retail store?

Starting this weekend, many Apple retail stores will have the new iMac on display. No, you won't be able to take one home with you for a few weeks, but we encourage you to take the future of personal computing for a test drive.

Yes, you can see the new iMac on our website, but you can see it, touch it, and experience it first-hand at our retail stores.

Thank you for reading this issue of iMac Update.

Look for you next issue on Thursday, January 24.

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iMac Update

January 24, 2002
Volume 5, Issue 2

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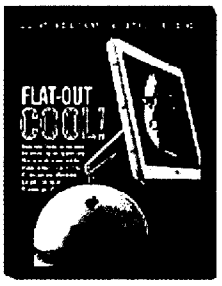
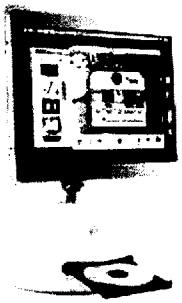
2. Microsoft Offers Us a Suite Deal
3. Atomic Learning Series: It's a Blast
4. Games Galore at Macworld
5. Did You Know That...
6. Just Ask
7. Technically Speaking
8. Quick Takes



What Makes a SuperDrive Super?



Would you like to take the movies you're creating and the digital photos you're collecting and burn them onto a DVD disc that can be played in most home DVD players?

Would you like to listen to CDs? Burn your own audio CDs? Backup your data onto CDs or DVDs? Watch DVD movies?

That's what's so super about the SuperDrive. You can do it all. Using just the software that comes on our new iMac.

Expected to ship next week and in stores for you to see right now, the new iMac with SuperDrive costs just $1799. And you get iMovie, iTunes, iPhoto, and iDVD for free. As Walter Mossberg noted in his review of the new iMac, that's less than a comparably equipped Dell Dimension 4400. Which doesn't include any of those impressive digital hub applications. Or Mac OS X.

At the Apple Store

Microsoft Offers Us a Suite Deal

How about a really "suite deal" to get the

Did You Know That...

Like the drum banging bunny, some misconceptions about the Mac seem to just keep going and going.

There's the one about the almost total ubiquity of the venerable Wintel box. That the Mac can't open a Word or Excel file. Or, our favorite, the lament that there just isn't any software available for the Mac.

Some of the things you hear about the Mac (as the songwriter said) just ain't necessarily so.

Just Ask

Have you tried creating a Book in iPhoto yet? It couldn't be easier. Create a new album. Drag and drop photos into it. Arrange the photos in the order you'd like them to appear. Then click the Book button.

new year off to
a good start?[1]

Microsoft will send you up to $150 back (via a mail-in rebate) when you purchase Microsoft Office v.X, the new version of Microsoft Office designed expressly for Mac OS X.

How can you save on this Suite Deal?

- To get $150 back, purchase the full version of Microsoft Office v.X and any Macintosh computer—including the stunning new iMac.
- Get $75 back when you purchase the upgrade version of Microsoft Office v.X and any Macintosh computer.
- Or get $50 back by purchasing Microsoft Office v.X and Mac OS X.

We have complete details and a copy of the mail-in coupon waiting for you at our Suite Deal website.

What's that? You'd like to try Microsoft Office before you buy? Here's your chance. Take advantage of Microsoft's Office v.X Test Drive, and experience Word X, Excel X, PowerPoint X, and Entourage X for yourself—***free***, for 30 days.

At the Apple Store

[1] Microsoft's Suite Deal promo runs from January 7 to March 31, 2002.

Atomic Learning Series: It's a Blast

QuickTime

Let's face it: some of us aren't fond of software manuals. In our eagerness to get to work, we either skip reading them and miss out on product features. Or we procrastinate until we can find enough time to read them.

That's why Atomic Learning Series is such a blast. They provide web-based QuickTime tutorials of the most popular Apple software titles, allowing manually challenged individuals like ourselves to get up and running a lot faster.

In fact, some tutorials—including Mac OS X and iMovie 2—are offered free of charge. Access to their impressive library of fee-based tutorials, meanwhile, costs a modest $49 per year.

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iPhoto lets you pick a Theme, identify the number of photos that will appear on a page, and edit the text. What happens, however, if you have your book all prepared and then decide that you'd really like page 3 to follow page 6?

It's for just such situations that we offer Help. Pull down the Help menu, select iPhoto Help, type "Changing the order of pages" in the dialog box that appears, and click **Ask**.

On a Mac, Help is there when you need it, so just ask.

Technically Speaking

Do you create documents from scratch over and over again? Lesson plans, newsletters, quizzes, presentations, budgets, business letters?

With AppleWorks, you can save time by creating a template that can be customized for each occasion but that includes all of the text, graphics, and formatting options that stay the same from one iteration to the next.

What's more, you can tell AppleWorks that you'd like these templates to appear in the Starting Points dialog box, so they're always handy when you need them.

How can you accomplish this productivity feat? We have the step-by-step answer for you in our KnowledgeBase.

Games Galore at Macworld

Mac gamers attending Macworld were agog. Not only did they learn that a flood of great games was coming their way, they found many on display—and available for play—right on the show floor. Two of the titles, the strategy game Civilization III and the online role-playing game Lineage, even won Best of Show awards.

Fact is: the games at Macworld—from Links: Championship Edition to Survivor to Harry Potter and the Sorcerer's Stone to Spider-Man—were so impressive that everyone had a game or three they just had to try out.

And with Star Wars: Galactic Battlegrounds, Aliens vs. Predator 2, and many more great games announced at the show for release later this year, Macworld attendees left the expo with a lot to look forward to in 2002.

Thank you for reading this issue of iMac Update.
Look for your next issue on Thursday, February 7.

Subscribe to eNews.

At the Apple Store

Quick Takes

Charles Haddad writes in BusinessWeek, "the iMac's design features more than playfulness. Mounted on a stainless-steel arm, the screen can be rotated 180 degrees, up and down, right and left, with the touch of a finger. That means a child can easily readjust the height of the screen after Mom or Dad has been at the computer."

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iMac Update

April 4, 2002
Volume 5, Issue 7

In This Issue

- iMac Comparison Shopping
- Transfer Those Files Quickly & Easily
- Star Witnesses for the Prosecution
- Preventive Medicine
- Just Ask
- Technically Speaking
- Now Shipping for Mac OS X

Norton Returns.

Utilities from Symantec keep your Mac in top-notch shape.

iMac Comparison Shopping

We're currently shipping over 5,000 new iMac computers every day, and many of our Apple retail stores and authorized Apple reseller locations around the U.S. and Canada have all three models on display.

Just as a reminder, all models feature the stunning flat-panel display and a powerful PowerPC G4 processor.

Two of them feature a 700MHz G4 processor; one comes with a CD-RW drive while the other comes with a Combo (DVD-ROM/CD-RW) drive.

Our high-end model features an 800MHz G4 processor with a SuperDrive you can use to burn not only audio and data CDs but also DVDs that play in most standard DVD players.

Like to compare all three iMac models before making a decision?

At the Apple Store

Transfer Those Files Quickly & Easily

You've just purchased a new iMac and would like to transfer files from another Mac (Mac#2) to your new iMac. If Mac#2 has FireWire ports and supports FireWire Target Disk mode,[1] transferring the data will be a snap. Simply

-Turn off Mac#2 and disconnect all FireWire

Just Ask

Did you know that many Mac OS X applications let you use the Delete Forward key to delete text in front of the insertion point? Very handy when you're editing copy in Microsoft Word or editing a web page in BBEdit.

Did you know that you can access online help or Mac Help by hitting the Help key?

Or that a trio of keys lets you decrease, increase, or mute the volume on your iMac?

Fact is, Mac OS X and the Apple Pro Keyboard offer quite a number of special keys, and here's how you can find out what each does. In the Finder, pull down the Help menu and choose Mac Help (or hit the Help key). Then type "using the special keys on your keyboard" and click **Ask**.

Technically Speaking

peripherals. (If it's a PowerBook or iBook, connec power adapter.)
- Use a FireWire cable to connect both computers.

- Start up Mac#2 and immediately hold down the "T key, releasing it when the FireWire symbol appea
- Check the desktop on your iMac for an icon representing Mac#2. Copy away.
- Finished? Drag the icon of Mac#2 to the Trash, tu off (using the power button), and disconnect the FireWire cable.

You're done.

[1] Which computers support FireWire Target Disk mode?

Star Witnesses for the Prosecution

Attorney Peter Zavaletta knew a defense witness had given false testimony. But could he present the refuting evidence to the jury by the next morning?

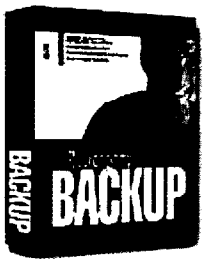
Of course. He had iMovie and iDVD on his legal team. With the help of iMovie, Zavaletta edited the digital video clip that refuted the false testimony. Then, summoning iDVD, he burned the footage to a DVD, playing it for the jury from his iBook. Aided by that important evidence, he won the case for his client.

"It was very dramatic," Zavaletta recalls. "The ability to call video up instantly and have it at your command is what iDVD offers, and that is such a powerful tool."

Preventive Medicine

When it comes to protecting the data on your computer, your best bet is an ounce of prevention. Backup your data regularly.

Sound tedious? It doesn't have to be. Not with the excellent backup products available for Mac OS X.



Dantz, for example, has begun shipping Dantz Retrospect Backup 5.0. Designed to easily backup and restore a computer running Mac OS X, Retrospect 5.0 supports all Apple CD-RW drives and the SuperDrive (as well as other media) and can be set to auto-launch (thus automating the backup process).

And CMS Peripherals continues to release new models in its series of automatic backup systems for

Pop quiz.

AppleCare

Do you install Installer Update 1.0 before or after installing Mac OS X Update 10.1.3?

Because we understand that it hasn't been entirely easy to keep track of which update to install when, we recently added a new article to our Knowledge Base addressing this very topic: "Mac OS X 10.1: Chart of Available Software Updates."

The article lists the updates we've released so far and tells you the order in which you should install them. It also lets you know which updates are required before you can install such applications as AirPort 2.0.2 or iTunes 2.0.4.

Now Shipping for Mac OS X

Palm Desktop 4.0 lets you view, edit, organize, and sychronize your data in Mac OS X, access Instant Palm Desktop right from the Dock, and easily share info with users of Entourage, Mac OS X Address Book and Palm Desktop for Windows.

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You can journey to the Great White North when you launch the role-playing game Icewind Dale, the latest Mac OS X game from publisher MacPlay.

Mac OS X. They couldn't be simpler to use: Connect an external drive, and your data gets backed up automatically.

We hope you enjoyed reading this issue of iMac Update. Expect your next issue on April 18.

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And if you're using Mac OS X—and why wouldn't you be?—don't forget to download and install iTunes 2.0.4.

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iMac Update

April 18, 2002
Volume 5, Issue 8

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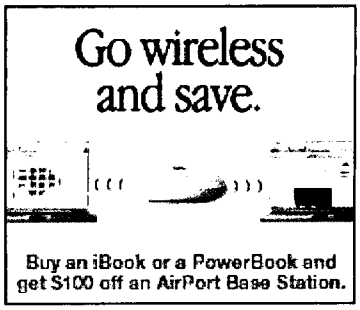
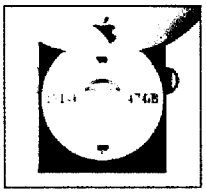


Driving Home the Differences



The new iMac offers the choice of three different optical drives: a CD-RW drive, a Combo drive, and a SuperDrive. What can you do with one that you can't do with another?

A CD-RW Drive can read CD-ROM discs and play audio CDs. It can also burn audio CDs (iTunes), MP3 CDs (iTunes), and data CDs (Disc Burner). In fact, the 24x CD-RW drive in the new iMac is three times faster than the drive in previous iMac systems.

With a Combo drive, you can do everything you can with a CD-RW. And you can read DVD-ROM discs and watch DVD movies.

The SuperDrive, meanwhile, lets you not only do all of the above but also burn DVDs you can play in most commercial DVD players.

Resurrecting Memories with the Digital Hub

It's not often you can resurrect lost memories. But that's exactly what Clint Thayer did with Mac OS X, iMovie 2, iTunes, and iDVD.

Simply by chance Thayer found two 40-year-old reels of 8mm film, footage that nobody in his family had seen for years. Hoping to remedy that situation and reunite his family with past memories, Thayer

Just Ask

After friends suggested you might get higher-quality results importing your music into iTunes at 192 Kbps (rather than 128), you've gone exploring. Pulled down the iTunes menu. Clicked the Importing tab. And pulled down the Configuration menu.

Sure enough, you have three choices—Good, Better, and High Quality.

That's when you notice—and select—the Custom option and are suddenly presented with more choices than you can understand. What do they all mean?

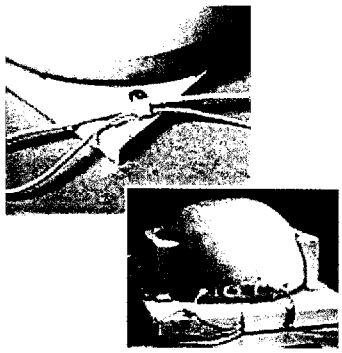
Here's where to get help. Pull down the Help menu, choose iTunes Help, type "about MP3 custom import options," and click **Ask**.

This Deal Is Picture Perfect

embarked on a three-year mission to restore the aging footage, edit it, add a soundtrack, and then present the completed project to his family on DVD.

"After they'd had chance to watch it, the reaction from them, he says, 'was more than I could bear.' And they were all equally astounded that it could even be done."

New Security Options



Computers in classrooms.

Yes, they offer an invaluable experience to students and teachers, but they're also a target of vandals. So schools have to take precautions to secure the memory they've installed and the peripherals they've attached to classroom and lab computers: such as speakers, keyboards, and mice.

Now schools with the new flat-panel iMac have a series of new security devices from Datamation Systems
and FMJ/Pad.Lock offering an extra measure of protection.

Creating Movies and Opening Doors

Whether you speak to budding filmmakers or read the reviews of industry pundits, everyone seems to agree. iMovie makes it easy for anyone with a Mac and a big idea to make a movie. Everything about iMovie is easy, and the results are absolutely impressive.

But there's more to iMovie than simple but superior film-editing software. A lot of iMovie fans have discovered that making movies is only part of the iMovie experience. Educators have learned that iMovie teaches problem solving and critical thinking. And at universities like Atlanta's Emory University, students, advisors, and faculty have seen how an iMovieFest can bring out otherwise hidden talents, build communities, and fully engage students in their own education.

Want to get ready for the fall semester early?

Then focus on this: Between now and June 30, buy any Macintosh computer—including the stunning new iMac—and an HP digital camera or an HP printer and save $100. Or purchase both with your new Mac and save $200.

Take the savings and pick up extra flash memory cards, a USB hub, or even a few iPhoto books that preserve your memories of the new school year. And don't forget that you'll save even more with our special student pricing.

Need to study the details? You'll find them on our "Picture-perfect deal" website.

Quick Takes

According to Boston Globe reporter Hiawatha Bray, the "Stunning SuperDrive puts the latest Apple iMac over the top."

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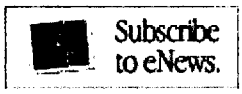
Sure Bob LeVitus, writing of the new iMac in the Houston Chronicle, tells us that "there is no doubt in my mind that this is the best (and best-looking), fastest, most capable iMac of all time." But it's the comments of his neighbor, Dave, that you'll really find interesting.

We hope you enjoyed reading this issue of iMac Update.
Look for your next issue on Thursday, May 2.



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