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## October 2007

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## Mac OS X Version 10.5 Leopard Expected Before the End of the Month.

300 plus new features including:

### Desktop

Enjoy a gorgeous new look and organize your files in Stacks.

### Spaces

Drag windows to different workspaces and unclutter your Mac.

### Finder

Browse your files like you browse your music with Cover Flow.

### Mail

Email personalized stationery, write to-dos, and take notes.

### Quick Look

View, play, and read files without even opening them.

### iChat

Add effects to video chats and make remote presentations.

### Time Machine

Go back in time to restore any file on your system.

### Boot Camp

Run Windows on your Mac — faster and easier, now built into Leopard.

### 64-Bit

Leopard delivers 64-bit power and precision in a single OS.

### Multicore

Leopard takes full advantage of the lat-

est multicore processors

### Security

The proven foundation of Leopard keeps your Mac safe.


### Core Animation

Create stunning graphics and animations with this built-in API.

### Unix

Introducing the fully UNIX-compliant Mac OS X Leopard.

### Pricing & Availability

Mac OS X version 10.5 Leopard is scheduled to ship in October and will be available through the Apple Store® ([www.apple.com](http://www.apple.com)), Apple's retail stores and Apple Authorized Resellers for a suggested retail price of \$129 (US) for a single user license. The Mac OS X Leopard Family Pack is a single-residence, five-user license that will be available for a suggested retail price of \$199 (US). Volume and maintenance pricing is available from Apple. 



## BAC October Meeting

The October 13th meeting of the Birmingham Apple Core at the Homwood Library.

We will have a presentation about the upcoming OS X release version 10.5 'Leopard'.

Come enjoy coffee, donuts, cookies etc.

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## Daniel Cooperman to Join Apple as General Counsel

Apple® announced that Daniel Cooperman, senior vice president, general counsel and secretary at Oracle Corporation, will join Apple as the company's senior vice president, general counsel and secretary, reporting to Apple CEO Steve Jobs. Cooperman will begin at Apple on November 1. "Dan will be an excellent addition to our team and will fit right into Apple's fast paced culture," said Steve Jobs, Apple's CEO. "Dan is a seasoned professional with extensive experience in securities compliance, intellectual property, litigation and corporate governance."

Apple also announced that Donald J. Rosenberg, who has served as Apple's senior vice president, general counsel and secretary, is leaving the company.

"We thank Don for his contributions to Apple during the past ten months, and wish him well in his future endeavors," said Steve Jobs, Apple's CEO.

At Oracle, Cooperman has been responsible for Oracle's legal department, including worldwide legal policies, corporate governance, securities compliance, mergers and acquisitions, commercial licensing, intellectual property, employment law, litigation, patent law and legal support for Oracle's various business units. Cooperman currently serves as chairman of the Board of Directors of the Software & Information Industry Association, the largest trade association in the software industry. He is a member of the American Bar Association's Committee of Corporate General Counsel and is on the Advisory Council for the Law, Science and Technology Program at Stanford Law School.

Prior to joining Oracle, he was a partner with the San Francisco-based law firm of McCutchen, Doyle, Brown & Enersen (now known as Bingham Mc-

Cutchen), and served as chair of the firm's 65-lawyer Business & Transactions Group and managing partner of the San Jose office.

Cooperman graduated summa cum laude with highest distinction in economics from Dartmouth College in 1972, then attended Stanford University's Graduate School of Business and School of Law, receiving both his M.B.A. and J.D. from Stanford in 1976. 🍏

## iPhone Upgrade 1.1.1

Noah Funderburg, an assistant dean at the University of Alabama School of Law in Tuscaloosa and a longtime Mac user, had little sympathy for iPhone hot-rodders.

"Anyone who hacks must know that they are taking certain risks," Mr. Funderburg said. "If they aren't willing to assume the risks upfront — like a brick iPhone — then maybe they should not hack the device.

"We have a free marketplace," he said. "Buy a product, including using it on the terms accompanying the purchase, or don't buy it. And learn to live with not always getting everything you want." 🍏



## iLife '08 Updates

Apple has released a number of updates for the iLife '08 suite, available in your Mac OS X software update.

### iLife Support 8.1

This update supports system software components shared by all iLife '08 applications, improves overall stability, addresses a number of other minor issues, and supports general compatibility issues. It is recommended for all users of iLife '08.

### iDVD 7.0.1

This update improves overall stability, supports general compatibility issues, and addresses a number of other minor issues.

### iMovie 7.1

This update addresses several areas including video and audio editing capabilities, and performance associated with opening and switching iMovie Events and Projects. This update also supports general compatibility issues, improves overall stability, and addresses a number of other minor issues. More details

### GarageBand 4.1

This update addresses isolated graphic display issues, compatibility with 3rd party audio software, fixes minor problems with Magic GarageBand, and supports general compatibility issues.

### iPhoto 7.1

This update addresses issues encountered when moving photos between Events, plus new greeting card themes, including holiday card designs. It also supports general compatibility issues, improves overall stability, and addresses a number of other minor issues. 🍏

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## Office 2008 for Mac Set for January Release Sneak Peak Available

Microsoft Corp. said it will release three versions of its Office 2008 for Mac suite in January, with the most expensive of the bunch aimed at creative professionals overwhelmed by the task of organizing their digital media files.

Office 2008 for Mac Home and Student Edition, which includes three licenses for Word, Excel, PowerPoint and Entourage, an e-mail/calendar/contacts program, will cost \$150, Microsoft said.

A \$400 version aimed at professionals who use Apple Inc. computers, simply called Office 2008 for Mac, includes the same programs as Home and Student, plus the ability to con-

nect to a Windows Exchange server.

A third version, the \$500 Special Media Edition, adds features to the \$400 configuration, including Expression Media, a program that helps computer users organize and manipulate digital photos, video and other files.

Microsoft sells Expression Media, one of several new tools for graphic designers and other creative professionals, for \$299.

All three versions work on Intel-based Macs and older PowerPC machines. The software maker planned to announce the lineup and pricing Tuesday at Apple Expo in Paris, France.

Microsoft has offered a sneak peak at office 2008 for Mac.

[www.macosoffice2008.com/](http://www.macosoffice2008.com/) 🍏

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## Campus Mac *continued from page 4*

summer — sports a sleek exterior made only of glass and aluminum and is touted as one of the slimmest desktops on the market. “The hardware is very classy looking and it runs very well,” Shabbender said. Mac OS X, the operating system that comes on all Macs, is another factor that spurs some computer users to switch over from Windows. Few would dispute that Mac users face fewer software problems than their Windows counterparts. Mac’s operating system is not necessarily more secure than Windows, but it does not face nearly the same threat of viruses and spyware. This may simply be because Windows is much more popular worldwide than Mac OS X, and therefore, more of a target for hackers.

Some also view the Mac operating system as more user-friendly than Windows in terms of layout and design. All new Macs also come with iLife, a selection of creativity programs that can be used for everything from editing photos to building a website to composing a song. But Windows users are quick to point out that many more programs are available for their operating system than for Mac OS X. That might be true, especially for specialized programs and games, but I have not found incompatibility to be a significant drawback to owning a Mac. When Apple introduces its new version of Mac OS X later this month, it will also introduce an official version of Boot Camp, which allows Mac users to run Windows natively on their computers. This means that Mac users will be able to have both Mac OS X and Windows on their computers. Though it is already possible to run Windows within Mac OS X using Parallels or VMware software, those programs are relatively slow. Since Boot Camp will run as an independent operating system, Apple computers will be able to run Windows just as fast as their PC counterparts. For those unwilling to break with the benefits of Windows but attracted to Apple hardware and software, it may prove an appealing solution. With the addition of Boot Camp and many users’ dissatisfaction with Vista, it seems likely that Macs will continue their ascension to campus preeminence, overturning Windows’ decade-long dominance. 🍏

## On-campus Mac users quadruple

By Doug Eshleman  
Princetonian Staffer

I never thought I'd switch to a Mac. After all, I have used PCs since I was 5 years old. I carried around my old Dell Inspiron 8000, a bulky nine-pound beast of a laptop, throughout high school, and it never suffered from any hardware problems over its five-year lifespan.

The trouble was Windows — the operating system from hell. So I decided to take the plunge and get a Mac. I wasn't alone; in fact, 40 percent of Princeton students and faculty use Macs as their personal computers.

In the 2003-04 school year, when the iPod was just becoming popular, a mere 10 percent of Princeton students had Mac computers connected to the network, OIT director Steven Sather said.

Sixteen percent of students chose Macs when the Class of 2008 arrived on campus the subsequent fall. The figure reached 23 percent the following year and then jumped to 31 percent of all personal computers on the network in fall 2006.

This year, the University's Student Computer Initiative has sold more Macs than PCs. Students were offered a selection of Dell, IBM and Apple computers, and 60 percent chose Macs, up from 45 percent last year.

These figures are even more surprising when compared to Apple's relatively small market share of computers sold in the United States — 5.9 percent — as reported by MacWorld in August.

After four years of skyrocketing Mac ownership, however, the advent of Windows Vista sparked speculation that Microsoft could reclaim its former dominance on campus.

But the operating system's debut was not all that PC users had hoped for. Vista requires a much more powerful computer to run properly, and unfortunately, some of the Dells found in computer clusters and science labs don't measure up. "Some of the machines are three years old and are not beefy enough to run Vista optimally," said Leila Shahbender, manager of customer support at OIT.

Vista's sleek new interface — touted as sexy by Microsoft advocates — is almost useless and is so taxing that the system should be sold with additional memory. I mean, why hassle your customers?

By contrast, I have used the current version of Mac OS X on computers that are six years old, and it works well. Six hundred to 700 students at the University currently are running Vista, Sather said. The system has some decent offerings, including better security than Windows XP.

But the security is so tight that it can become a nuisance for users to do everyday activities. It's worse to operate without it, though, because that leaves your computer vulnerable to viruses and spyware.

Another major issue is that Vista does not work well with some older programs and peripherals. Consequently, some users are stuck without a working printer now that they have upgraded to Vista because no drivers exist to make the older printer compatible.

Mac users have not experienced nearly as many issues when upgrading their operating systems over the past eight years. This is because Mac OS X updates build on each other, so they offer much more compatibility than Vista, which has been completely redesigned.

Princeton is not the only campus where Mac use is on the rise. At a recent college technology conference, Shahbender found that Mac sales also had significantly increased at MIT, Columbia, Dartmouth, Penn, Duke, Stanford, Cornell and Brown over the past few years.

"The education field has always been their strongest market," Shahbender noted. "You don't see many Macs in the business world."

In the late 1980s and early '90s, there were many more Macs on campus than PCs, but that was when computers were not as commonplace. "It was when Windows 95 came out that the ratio changed," she said. Shahbender added that she attributes Macs' popularity on campuses in part to the ubiquity of the iPod and iPhone. Whether or not one believes the iPod has "transformed the music industry," as Apple CEO Steve Jobs claimed, it is impossible to deny its status as the music player of choice for most people.

Apple announced in August that it had sold over 110 million iPods since the device's introduction in 2001. iPods have achieved a current market share of 77 percent, according to Bloomberg News.

It makes sense that those who already own and like their iPods would be more inclined to choose other Apple products, such as computers. The iPod also gives Apple a fun, trendy image that some of its competitors lack. This effect may have been compounded with the advent of the iPhone, one million of which have been sold since the flashy product's release on June 29.

The growth of campus Mac sales might also be related to marketing. The company directs most of its advertising resources at attracting young people, particularly college students. This approach is evident in the well-known "Get-A-Mac" ads and the iPod commercials with shadow dancers. Most other computer companies don't target such a specific demographic, and many of them appear dull because they sell a large portion of their machines for business use.

A final reason for the tremendous growth in Mac use is the quality of the hardware and software that Apple offers. Many people cite Apple computers' "cool design" as one of their major attractions. Apple certainly places a much greater emphasis on design than almost any other computer company. For example, the new iMac — introduced this

*continued on page 3*

## Apple and T-Mobile Announce Exclusive Partnership for iPhone in Germany

Apple® and T-Mobile announced that T-Mobile, the leading network operator in Germany, will be the exclusive German carrier of Apple's revolutionary iPhone™ when it makes its debut in Germany on November 9. iPhone combines three devices into one—a mobile phone, a wide-screen iPod®, and the best mobile Internet device ever—all based on Apple's revolutionary multi-touch interface and pioneering software that allows users to control iPhone with just a tap, flick or pinch of their fingers. Apple sold its one millionth iPhone just 74 days after it went on sale in the U.S. on June 29.

"We're thrilled to be partnering with T-Mobile to bring the iPhone to Germany," said Steve Jobs, Apple's CEO. "Customer response to iPhone in the US has been incredible, and we can't wait to introduce T-Mobile customers to the most revolutionary mobile device on the planet."

"We are convinced that we can get our customers excited about experiencing the mobile internet with the iPhone," said Hamid Akhavan, CEO, T-Mobile International. "I am proud that Apple and T-Mobile have become partners. The best mobile device currently on the market will soon be operating on the best network in the country."

In addition to all the revolutionary features that made iPhone so popular in the US, iPhone users in Germany will have access to Apple's latest music offerings on iPhone including the recently launched iTunes® Wi-Fi Music Store. The iTunes Wi-Fi Music Store offers customers the ability to browse, search, preview, purchase and download songs and albums from iTunes over the built-in Wi-Fi on their iPhone. No computer is required and when the customer connects their iPhone back with the PC or Mac, their music automatically syncs back into their iTunes library.

The T-Mobile network will also support iPhone's unique Visual Voicemail feature, which enables users to immediately randomly access those messages that interest them most.

By the end of 2007, T-Mobile will be the only network operator in Germany to offer EDGE throughout its entire GSM network. EDGE accelerates the mobile data transfer rate to over 220 Kilobits per second, which makes it almost four times as fast as ISDN in fixed-line networks. With EDGE, the German market leader offers its customers 100 percent broadband – anywhere and at any time. With 20,000 HotSpots worldwide, T-Mobile is the biggest Wi-Fi provider in the world. Of those HotSpots, 8,600 are in Germany, where HotSpot users can achieve download speeds of up to 11 megabits per second. 🍏

## Apple Chooses O2 as Exclusive Carrier for iPhone in UK

Apple® and O2 announced that O2, the leading wireless carrier in the UK, will be the exclusive UK carrier for Apple's revolutionary iPhone™ when it makes its debut in the UK on November 9. iPhone combines three devices into one—a mobile phone, a widescreen iPod®, and the best mobile Internet device ever—all based on Apple's revolutionary multi-touch interface and pioneering software that allows users to control iPhone with just a tap, flick or pinch of their fingers. Apple sold its one millionth iPhone just 74 days after it went on sale in the US on June 29.

"We're thrilled to be partnering with O2 to offer our revolutionary iPhone to UK customers," said Steve Jobs, Apple's CEO. "US iPhone customer satisfaction is off the charts, and we can't wait to let UK customers get their hands on it and learn what they think of it."

"Our strategy at O2 is to bring our customers the best products and experiences," said Matthew Key, CEO, O2 UK. "The iPhone is a breakthrough that is changing the way people use their mobiles forever, and we're thrilled to have it exclusively for O2 customers in the UK."

iPhone users in the UK will be able to activate their new iPhones using Apple's popular iTunes software running on a PC or Mac computer in the comfort and privacy of their own home or office, without having to wait in a store while their phone is activated. Activating iPhone takes only minutes as iTunes® guides the user through simple steps to choose their tariff, undertake a credit check and activate their iPhone. Once iPhone is activated, users can then easily sync all of their phone numbers and other contact information, calendars, email accounts, web browser bookmarks, music, photos, podcasts and TV shows just like they do when they sync their iPods with iTunes. 🍏





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