

Please e-mail your questions or comments to Bill Henry, Editor (henryw@bellsouth.net)



February 2008

Vol. 30, No. 1

Inside this issue

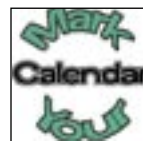
Macbook Air.....	1
BAC February Meeting.....	1
BAC Board of Directors.....	2
Free Training CDs.....	2
iWork Updates.....	2
iPod Nano Pink.....	2
On Campus Mac Growth.....	2
iListen Updated.....	3
MacBook Air cont'd.....	3
AppleTV update/lower price.....	4
MacSpeech Dictate.....	4
Bento.....	4
On Campus cont'd.....	5
Display Ads.....	6

Apple Introduces MacBook Air World's Thinnest Notebook

Apple® unveiled MacBook® Air, the world's thinnest notebook. MacBook Air measures an unprecedented 0.16-inches at its thinnest point, while its maximum height of 0.76-inches is less than the thinnest point on competing notebooks. MacBook Air has a stunning 13.3-inch LED-backlit widescreen display, a full-size and backlit keyboard, a built-in iSight® video camera for video conferencing, and a spacious trackpad with multi-touch gesture support so users can pinch, rotate and swipe. MacBook Air is powered by a 1.6 GHz or 1.8 GHz Intel Core 2 Duo processor with 4MB L2 cache, and includes as standard features 2GB of memory, an 80GB 1.8-inch hard drive, and the latest 802.11n Wi-Fi technology and Bluetooth 2.1.

continued on page 3

MacBook Air sitting on MacBook



🍏 BAC February Meeting 🍏

The February 9th meeting of the Birmingham Apple Core at the Homwood Library will be a viewing of the Macworld keynote presentation by Steve Jobs, Apple CEO.

Come enjoy coffee, donuts, cookies etc.

2007 BAC Board of Directors

PRESIDENT/PEEL EDITOR

Bill Henry

henryw@bellsouth.net

VICE PRESIDENT/PROGRAM CHAIR

Jim Hillhouse

jhill@hillhouse.com

SECRETARY

Ted Galloway (acting)

tedgallo@charter.net

WEBMASTER

Ragnar Flatland

flatrag@mac.com

MEMBERSHIP

Ted Galloway

tedgallo@charter.net

TREASURER

Open

INSTRUCTIONAL MEDIA

LIBRARIAN

Luther Fuller

fullerluther@alltel.net

The Apple PEEL is the official newsletter of the Birmingham Apple Core Macintosh User Group. It is free to members as a benefit of membership. Unless otherwise noted within the articles, all material published herein may be reprinted without permission by any not-for-profit Apple User Group provided proper credit is given to the author(s) and the proper publication.

Instead of placing a trademark symbol on each occurrence of a trademark name, we state that we have used trademark names for editorial purposes only, for the benefit of the trademark owners, with no intent to infringe on those trademarks.

©Copyright 2007

FREE TO A GOOD HOME

**EPSON BLACK INK
CARTRIDGES (2)**

**MADE FOR EPSON STYLUS
COLOR PRINTERS 880/880i/83**

**Item No. T019 201
Contact Bill Henry**

FREE TRAINING CDs

The following titles are surplus to the BAC Library and are available for FREE on a first come first serve basis. Contact Luther Fuller if you are interested.

Mac OS X v10.2 Jaguar (4 disks)

Max OS X Troubleshooting (1 disk, Jaguar)

Mac Troubleshooting (3 disks, OS 9)

Quick Start Your iMac (1 disk, OS 9)

Mac OS 9 (2 disks, OS 9)

Relational Power Made Easier with FileMaker Pro 3.0 (1 disk, OS 9)

iWORK '08 UPDATES

Apple released updates for its iWork Suite of applications. All apps in the suite — Numbers, Pages and Keynote have been updated.

Numbers 1.0.2, Pages 3.0.2 and Keynote 4.0.2 are all available via Apple's built-in Software Update or from the company's Web site.🍏

iPOD NANO GOES PINK

In Time for Valentine's Day

The much-requested pink iPod nano is available immediately in an 8GB model for \$199. iPod nano features a two-inch display which lets users watch the brand new iTunes(R) Movie Rentals, or TV shows and music videos purchased from the iTunes Store. iPod nano delivers up to 24 hours of audio playback or five hours of video playback on a single charge* and is encased in a beautiful all-metal design made with anodized aluminum and polished stainless steel, which is also available in silver, black, blue, green and a (PRODUCT) RED special edition.🍏

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,

continued on page 5

MACBOOK AIR *continued from page 1*

“We’ve built the world’s thinnest notebook—without sacrificing a full-size keyboard or a full-size 13-inch display,” said Steve Jobs, Apple’s CEO. “When you first see MacBook Air, it’s hard to believe it’s a high-performance notebook with a full-size keyboard and display. But it is.”

MacBook Air has a vibrant 13.3-inch LED-backlit glossy widescreen display that is energy efficient, and its spacious trackpad offers multi-touch gesture support for pinch, rotate and swipe, making it more intuitive than ever to browse and rotate photos or zoom into web pages in Safari™. MacBook Air features a full-size keyboard design in a sleek and durable aluminum enclosure. The backlit keyboard makes it ideal for dimly lit environments such as airplanes, studios or conference halls, and a built-in ambient light sensor automatically adjusts the brightness of the keys as well as the display brightness for optimal visibility.

MacBook Air delivers up to five hours of battery life for wireless productivity and includes AirPort Extreme® 802.11n Wi-Fi networking, which delivers up to five times the performance and twice the range of 802.11g*. Apple’s Migration Assistant software now enables users to quickly transfer files, applications and preferences from your old Mac® to MacBook Air right over your wireless network.

MacBook Air users can buy the companion MacBook Air SuperDrive, a compact external drive designed for MacBook Air, for just \$99. The MacBook Air SuperDrive® is powered by MacBook Air’s USB port, eliminating the need to carry a separate power adapter. Many MacBook Air users will not find a need for an optical drive now that they can wirelessly rent movies from the iTunes® Store, wirelessly backup files with Time Capsule and access the optical drives on remote PCs or Macs to wirelessly install software applications on MacBook Air.

MacBook Air is powered by Intel Core 2 Duo processors running at 1.6 GHz or 1.8 GHz, and includes as standard 2GB of memory and an 80GB 1.8-inch hard drive. An optional 64GB solid state drive contains no moving parts for added durability. Every MacBook Air includes a micro-DVI port so users can connect to Apple’s gorgeous 20-inch or 23-inch Cinema Displays to extend their desktop or connect to projectors and other displays via DVI, VGA, Composite and S-video adapters. MacBook Air includes USB 2.0 for plugging in peripherals or charging an iPod® or iPhone™, a headphone jack and Apple’s acclaimed MagSafe® Power Adapter designed especially for mobile users.

Every MacBook Air comes with iLife® ‘08, the most significant update ever to Apple’s award-winning suite of digital lifestyle applications, featuring a major new version of iPhoto® and a completely reinvented iMovie®, both seamlessly integrated with the new .Mac Web Gallery for online photo and video sharing. The new MacBook Air also comes

with Leopard™, the sixth major release of the world’s most advanced operating system. Leopard introduces Time Machine™, an effortless way to automatically back up everything on a Mac; a redesigned Finder that lets users quickly browse and share files between multiple Macs; Quick Look, a new way to instantly see files without opening an application; Spaces, an intuitive new feature used to create groups of applications and instantly switch between them; a brand new desktop with Stacks, a new way to easily access files from the Dock; and major enhancements to Mail and iChat®. .Mac members can use the new Back to My Mac feature to browse and access files on their home computer from a MacBook Air over the Internet while out on the road.

The new MacBook Air embodies Apple’s continuing environmental progress with its aluminum enclosure, a material highly desired by recyclers; Apple’s first mercury-free LCD display with arsenic-free glass; and brominated flame retardant-free material for the majority of circuit boards as well as PVC-free internal cables. In addition, MacBook Air consumes the least amount of power of any Mac, and its retail box, made primarily from 100 percent post-consumer recycled material, is 56 percent smaller by volume than the previously smallest MacBook packaging.

Pricing & Availability

The new MacBook Air will be shipping in two weeks through the Apple Store® (www.apple.com), Apple’s retail stores and Apple Authorized Resellers for a suggested retail price of \$1,799 (US), and includes:

- 13.3-inch LED-backlit glossy widescreen display with 1280x800 resolution;
- 1.6 GHz Intel Core 2 Duo processor with 4MB L2 cache;
- 800 MHz front-side bus;
- 2GB of 667 MHz DDR2 SDRAM;
- 80GB hard disk drive with Sudden Motion Sensor;
- Intel Graphics Media Accelerator X3100;
- Micro-DVI port (includes Micro-DVI to VGA and Micro-DVI to DVI Adapters);
- built-in iSight video camera;
- built-in AirPort Extreme 802.11n wireless networking and Bluetooth 2.1+EDR;
- one USB 2.0 port;
- multi-touch TrackPad with support for advanced multi-touch gestures including tap, scroll, pinch, rotate and swipe;
- 45 Watt MagSafe Power Adapter. 🍏

MacBook Air Counterpoint

What the MacBook Air doesn’t have.

- No security lock
- No CD/DVD drive
- No user replaceable battery
- 2 lbs. less weight
- No firewire port
- No ethernet connection
- No modem connection

Apple Introduces New Apple TV Software & Lowers Price to \$229 Rent High Definition Movies Directly from Your Widescreen TV

Apple® unveiled all new software for Apple TV® that allows movie fans to rent movies on the iTunes® Store directly from their widescreen TV, and lowered the price of Apple TV to just \$229. With iTunes Movie Rentals and Apple TV, users can just click a button on their remote to effortlessly rent movies from a catalog of over 1,000 titles by the end of February, including over 100 titles in stunning high definition video with 5.1 Dolby Digital surround sound, with no computer required. DVD-quality iTunes Movie Rentals are \$2.99 for library titles and \$3.99 for new releases, and high definition versions are just one dollar more with library titles at \$3.99 and new releases at \$4.99. Apple will provide the new Apple TV software free of charge to existing Apple TV owners when it releases the new Apple TV priced at \$229 in about two weeks.

“With the new Apple TV and iTunes Movie Rentals, movie lovers can rent DVD-quality or stunning HD movies from their couch with just a click of a button,” said Steve Jobs, Apple’s CEO. “No more driving to the video store or waiting for DVDs to arrive in the mail.”

iTunes Movie Rentals feature iTunes’ legendary ease of use, which makes discovering and enjoying movie rentals as simple and easy as buying music on iTunes. Once a movie is rented, it starts downloading from the iTunes Store directly to Apple TV, and users with a fast Internet connection can start viewing the movie in seconds. Customers have up to 30 days to start watching it, and once a movie has been started customers have 24 hours to finish it—or watch it multiple times.

Ed. Note: *The introduction of the new software has been delayed several weeks.* 🍏

Crossgrading from iListen to MacSpeech Dictate

With the release of MacSpeech Dictate, we are entering a new era in speech recognition for Mac OS X. MacSpeech Dictate is the most accurate, easiest to use speech recognition program ever made, and it is exclusively for Macs. MacSpeech Dictate works the way you do, in the applications you use every day. Just speak, and see your words appear in Microsoft Word, Pages, Mail, iChat, or anywhere else.

Based on the award winning Dragon Naturally Speaking speech recognition engine, MacSpeech Dictate will astound you with its amazing accuracy. The words you utter are written exactly the way you said them. MacSpeech Dictate gets it right the first time. Accuracy is so good, in fact,

you may be tempted to give up typing!

You can preorder your crossgrade from iListen to MacSpeech Dictate now, and be among the first to unleash the power of your voice.

Crossgrade Process

To preorder your crossgrade, follow these simple steps:

- Log into your account on MacSpeech.com

If you have forgotten your password, click on the Retrieve Password button. A new password will be sent to your email address.

- Once you have logged into your account, click on Account Overview

- Click on Crossgrade Options

- Click on the Crossgrade link beside your Activation Code listing

- Once your Activation Code has been verified, complete the order process

Included Dictation Models

- US English
- US Teens
- UK English
- Australian English
- Indian English
- Southeast Asian English

System Requirements

- Intel-based Mac
- Mac OS X 10.4.11 or greater “Tiger”
- Mac OS X 10.5.1 or greater “Leopard”
- Internet connection required for product registration. 🍏

BENTO RELEASED, Personal Organizer/Database from Filemaker

Bento brings your important information together in one place to help you get organized. So you can manage your contacts, coordinate events, track projects, prioritize tasks, and more - faster and easier than ever before.

\$49 for a single copy and \$99 for a family pack.

- Bento requires Mac OS X v10.5 (Leopard).

- A Mac computer with an Intel, PowerPC G5, or PowerPC G4

- 867 MHz or faster processor

- 512MB of RAM; 1GB recommended

- A CD drive is required for installation of boxed product software 🍏

On Campus Mac Growth *continud from page 2*

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 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," Shahbender 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. 🍏

SUPPORT
YOUR
PEEL
ADVERTISERS

PLACE YOUR AD
HERE

CONTACT

Ted Galloway
tedgallo@charter.net



- Consultation
 - Sales
 - Installation
 - Training
 - Digital Imaging Solutions
- Authorized
Value Added Reseller
and Service Provider

Chris Perry

1722-B 28th Ave. So., Homewood, AL 35209
Phone (205) 870-7044 Fax (205)780-1944

e-mail: chris@perrycomputer.com
www.perrycomputer.com

SUPPORT
YOUR
PEEL
ADVERTISERS



Bill Henry, Editor
2438 Mahaska Drive
Birmingham, AL 35244

Attend the BAC
Monthly Meeting

Be sure to check your mailing label for your BAC renewal month.
To renew, mail \$30 to BAC, 3417 Wisteria Drive, Birmingham, AL