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## 30 years of Apple: Assessing Apple's impact

Cyrus Farivar - MacCentral  
 Fri Mar 31, 2006



Apple turned 30 April 1, no small feat in an industry where today's leader is tomorrow's answer to a trivia question. Apple has come a long way since its 1976 founding, evolving from a pair of electronics-minded buddies trying to sell printed circuit boards at their local amateur computer club to a 14,800-employee company with more than \$14 billion in sales and an internationally recognized product line.

Apple's accomplishments include a checklist of memorable products—the original Macintosh, the iMac, the iPod. But what kind of impact has the company had over the last three decades? Outside of the people within its Cupertino, Calif., headquarters, who should be celebrating Apple's 30 years of existence? Pretty much everybody, as it turns out.

Everyone agrees that the company has had a profound impact on technology, innovating and influencing not only how we use computers but the what we use them for. Computers for the rest of us—including Windows users. Apple's accomplishments in producing consumer-friendly computers such as the original Macintosh and the iMac is widely known—just in case you might forget, the company mentions both products at the bottom of every press release it sends out. But Apple's efforts to make computers accessible to a wider audience began long before the Macintosh made its first appearance in a Super Bowl XVIII TV commercial.

"Apple instigated the personal computer revolution with the Apple II, which was the first mass market personal computer as we know them today," said Andy Hertzfeld, a former Apple employee who was part of the original Macintosh team, and author of the book *Revolution in the Valley* (O'Reilly, 2004). But a key part of making computers that the masses could use was developing an interface that ordinary people could use. Apple didn't invent the graphical user interface—rather, the company drew inspiration from what Steve Jobs and software engineer Bill Atkinson saw on their fateful trip to the Xerox Palo Alto Research Center in 1979. Much of the work that Xerox put

into the Alto, the first real personal computer, became the first Macintosh. And elements like the desktop, windows, and a mouse are what helped make the Macintosh such an appealing machine.

"The angels started singing, the clouds parted, it was a religious experience," said Guy Kawasaki, an early Apple employee, describing the first time he used a Mac. "I've never had the same reaction to a product, not in 25 years."

Many of the features popularized in the Mac OS soon started appearing in competing operating systems, notably Microsoft's windows. But even that illustrates the scope of Apple's influence, pundits say. Apple's advances pushed other companies to make their offerings significantly more user-friendly. "The people that have the most to celebrate are Windows users," said Paul Saffo, director of the nonprofit Institute For The Future research group. "But for Apple bringing out the Macintosh and demonstrating the [windows] interface and the mouse, we would all be stuck with a C: prompt."

Nevertheless, Apple lost significant market share to Windows-based PCs. Microsoft's operating system could run on any hardware maker's machine—Apple's software ran on Macs and Macs alone. However, the fact that Apple soon found itself unable to compete with other PC makers for business users may have been a blessing in disguise, said Phil Leigh, an analyst and founder of market-research firm Inside Digital Media. Apple made the move to improving its computers' graphics and multimedia capabilities; that, Leigh said, made the Mac the preferred platform for artists, designers and musicians. "Since the market has for the last 10 years been steadily trending toward digital media, this has worked towards the advantage of Apple," Leigh added. "Apple has a rare opportunity that is seldom provided, at a second chance at greatness," Leigh continued. "Digital media is becoming the dominant application on computers."

Ten years ago, Bill Gates wrote a book called *The Road Ahead* and he pointed out that the computers of tomorrow are not going to be used to do word processing 1,000 times faster, they are going to be used to do entirely new things. It's pretty clear that digital media is at the heart of that right now."

Most agree that Apple's focus on digital media or other innovations wouldn't have happened to as great a degree without Steve Jobs, the company co-founder who was forced out in 1985 only to return as an advisor and interim CEO 12 years before shedding the "interim" tag in 2000. Jobs has had a profound impact on how Apple, and thereby the entire computer industry, evolved.

Dag Spicer, senior curator of the Computer History Museum in Mountain View, Calif., remembers Jobs return to Apple after the company purchased Next Inc. "Apple had just lost \$740 million

*continued on page 4*

### Tonight's Agenda

- 6:45 Help desk with Tom
- 6:45 **MagicTime!**  
New members - Brian  
Dues (\$3) - Ray  
Industry news - Lyle  
Shareware - Ray  
Wanted/Items to sell
- 7:30 Tonight's mini-demo:  
**Building an external hard drive**  
presented by Lyle Sanders
- 8:00 Wrap-up - Brian

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In some applications, you can put the cursor on a word on the screen and then press: **command-control-d**. You then get the **definition** of the word.

So far I know it works in Apple Mail, Safari, BBEdit and TextEdit.

It doesn't work in Eudora, Firefox, Microsoft Word, Excel and iTunes.

- Ray Kallman

## 2 Mac OS X: Living Long and Prospering

Rob Pegoraro - [washingtonpost.com](http://washingtonpost.com)  
April 2, 2006



On April 1, Apple Computer Inc. turned 30 years old. But an equally significant anniversary occurred two Fridays ago: March 24 marked Mac OS X's fifth birthday.

Four major updates later, that operating system ranks as one of Apple's greatest successes. First, it broke the company's long streak of unfinished operating-system projects. Second, OS X has shown that it's possible to fix three of the worst parts of computing: adding programs, removing them and keeping everything in good working order.

Users and authors of other operating systems might want to ponder that example, not least after Microsoft's March 21 announcement that its already-late replacement to Windows XP, Windows Vista, would be delayed yet again. It's now not scheduled to appear in stores until January.

That Mac OS X would make any kind of dent in the universe was no sure thing when version 10.0 arrived on March 24, 2001. Its mere existence was a minor miracle: Since 1994, Apple had pledged to replace the aging Mac foundation with a multitasking, crash-proof system, then repeatedly failed to ship anything resembling that goal.

The best it could do was crank out lesser upgrades to a code base first released in 1991, with architectural defects dating to the Mac's birth in 1984. The Mac looked great and was easy to use, but it crashed way too often and tripped over its shoelaces when asked to run too many programs at once.

Mac OS X also looks great -- its fluid, shimmering, translucent Aqua interface has been imitated many times, most prominently in Windows Vista's Aero Glass graphics -- but those nifty special effects aren't the most important feature in OS X. Nor is it this operating system's agile multitasking and nearly crash-free stability, or even the processor-independent architecture, that make it at home on both PowerPC and Intel chips.

Instead, it's the way Mac OS X lives by three basic principles, which together make it easier to live with than any competitor.

- The system is separate from everything else. Perhaps scarred by the old Mac OS, which could easily be modified and destabilized by third-party extensions, Apple locked up the core of OS X. Users can look but can't touch at the system's guts without typing an administrator's password, and the same goes for any programs that they install and run. The immediate benefit of this is security against viruses and other intruders. They can't do nearly as much damage as they could in Windows, where everybody normally has the run of the machine, without a user's express consent. This policy has also kept OS X free of the rot-from-within that afflicts Windows over time. A Mac's System folder won't clog up with byproducts of software installations, because they usually can't get there in the first place. The programs themselves all land in the same Applications folder (more on that later), and if they must add any system-wide supporting files, they go in a separate, easily inspected Library folder.

- Each user's files are separate from everybody else's. Every file you create or use exists in your own home folder, named after your user name, including any personalized settings and cached files for your programs. This ensures that the users of a Mac can customize their software without affecting each other's experiences and vastly simplifies debugging faulty programs and making backups of data.

If a program starts acting up, just run it in another user's account -- or create a new account. If the problem persists there, you need to look for an updated copy of the program. If it doesn't, you can probably fix things by deleting the applications files from the Library folder in your home directory. And when it's time to back up your data, you don't need to scour the hard drive. Just copy your home folder to as many CDs or DVDs as it takes to hold everything.

- Each application acts as one, indivisible file. Credit Apple for persuasiveness here: After five years, Apple has convinced the vast majority of programmers to support OS X's optional "application bundle" feature. This lets a developer package a program and its supporting cast-- code libraries, foreign-language translations, plug-in components, help files and so on -- in a special folder that OS X displays and treats as a single file.

It would be hard to make installing an application simpler than it is under this system: After downloading the program, you drag its icon to the Applications folder. There is no step three. Likewise, "uninstalling" a program consists of dragging its icon to the trash. (Preference and cache files will be left behind, but they won't harm the system and can be deleted easily enough if you want.) Not all programs work this way. For example, printer drivers and some high-end programs, such as Apple's iLife suite, need the help of an installer. But even then, those programs still generally appear as single files in the Applications folder, which as a result is far easier to read than the Start Menu's All Programs list, much less the Program Files folder.

Some of those three characteristics show up in other operating systems, such as Linux. Some will appear in Windows Vista when that ships. But they've been present in OS X from the start, giving Apple time to add such outrageously convenient features as the Migration Assistant that automagically whisks your files, settings and applications to a new Mac and the "Archive and Install" system fix that gives you a clean copy of OS X while preserving everything else on the Mac.

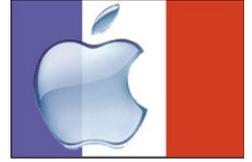
This progress has come at a cost, though: To leap this far ahead, Apple had to ditch a lot of old baggage. While OS X can run "Classic" applications written for the old Mac OS, that compatibility has always been a bit awkward in practice. And on Intel-based Macs, it's gone entirely. Even many newer applications have been rendered obsolete by OS X's major updates.

This transition has been rough on developers and on users, but most of them -- and many others who switched from Windows -- have followed Apple's lead.

Could Microsoft, with so many more customers to satisfy, have made the same trade-off with Vista? Probably not. But maybe it should have. In operating systems, a little revolution every now and then isn't just a good thing, sometimes it may be the only way forward.

## Apple accuses France of 'state-sponsored piracy'

Nancy Gohring  
IDG News Service  
Mar. 22 2006



Apple has accused France of "state-sponsored piracy" in reaction to a proposed law that would allow iTunes users to play their music on devices other than iPods.

Apple's harsh words follow the initial passage of legislation in France on Tuesday that, if passed by a second legislative body, would ultimately force companies to sell digital music that is compatible with any music player. Currently, songs bought on Apple's popular iTunes online music store can only be played on Apple's iPod music players.

If the law passes, "legal music sales will plummet just when legitimate alternatives to piracy are winning over customers," the company said. Free movies would follow close behind, the company asserted, "in what will rapidly become a state-sponsored culture of piracy."

Apple also predicted that iPod sales would increase, because customers could load their players with music that can't be protected, including music from illegal sources.

Some analysts said that Apple is likely to exit the French digital music market rather than alter its policy. Making an exception in France would allow users in that country to share their unprotected files around the world, Jonathan Arber, an analyst with Ovum, said in a research note. "If the bill goes through, Apple is likely to choose a loss of revenues over opening up its model to competitors and piracy and thus shut down the French iTunes store," he said.

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April 2006  
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# New Apple software lets Intel Macs boot Windows

Jim Dalrymple - MacCentral

Apple recently introduced **Boot Camp**, new public-beta software for Mac OS X that lets users of Intel Macs boot directly into Microsoft Windows XP. While the move may contradict previous statements by Apple, the company said they still have no intention of fully supporting Windows on the Mac.

"After we released the Intel-based Macs we had a lot of customer requests asking if it's possible to run Windows on those machines," Brian Croll, Apple's senior director of Software Product Marketing, told Macworld. "We decided we would help it along by creating Boot Camp."

The software, available today as a public preview version of a feature from the forthcoming Mac OS X Leopard, includes an assistant application to aid with drive partitioning and the installation of Windows drivers for Mac hardware.

The partitioning process is done in Mac OS X and features a slider to let users determine the amount of space to give to Windows. Apple said for the safety of the users, they automatically leave 5GB on either side, so data does not get destroyed.

Changing the size of the partition later or removing it altogether is also supported functions in Boot Camp. "If you want to go back to one partition for the Mac, you just rerun Boot Camp and that comes up as an option — we make it very simple," said Croll.

The one catch for users may be the format of the Windows partition. Macs can read and write to FAT32 drives, but it can only read the newer NTFS formatted drives. Windows cannot natively read Macintosh formatted HFS drives, although third-party utilities will allow this.

When you run the application, Boot Camp prompts you to burn a CD, which contains all of the necessary drivers to run networking, Bluetooth, graphics and other functions in Windows. After the Windows install is complete, you insert the disk and it automatically installs the drivers.

Previously Apple executives had suggested that the company "wouldn't stop" owners of Intel-based Macs from booting into Windows XP. Boot Camp, which requires Mac OS X 10.4.6, a single-disc install of Windows XP or Windows XP Home, and at least 10GB of free space on the startup disc, somewhat changes that: now Apple is giving them a leg up on the process.

However, Apple made it very clear that Windows would not be made available on future Macs and the company would not support the operating system.

"We are not going to sell or support Windows," said Apple's Vice President of Worldwide Product Marketing David Moody. "You have to bring your own Windows."



# Hey Teacher, Thanks for the Apple

Michelle E. Shaw - *Virginian Pilot* - 3.20.06

Gadgets have never been Danny Wysong's thing, but he's rather smitten with his iPod. One reason, the College of William and Mary student said, is because the sleek touch-screen minemachine doesn't overwork his thumbs. "In my previous Russian conversation classes, we would use cassette players and tapes for our oral drill," said Wysong, 20, a junior Russian major from Richmond. "Now it seems a small miracle that I can just select the file on screen and click play instead of getting a sore thumb from holding down the pause button while trying to write with my other hand."



Wysong received his iPod from the school. The iPod, one of the most popular electronic devices purchased last Christmas, is popping up in campus classrooms across the country. Apple, its maker, has been marketing the device to colleges and universities for the past year. There is even a special place for schools within its iTunes program.

The iTunes U service for colleges and universities provides access to educational content round the clock. Professors can upload lectures, and students can get the latest campus news.

Duke University in Durham, N.C., garnered national attention when it passed out 1,600 iPods to freshmen for the 2004-05 school year. The media players were pre-loaded with Duke-specific content, ranging from audio messages from the provost to Duke fight songs. The digital program still exists and includes more students, according to the Duke University news office.

Thanks to a grant from the college's instructional technology department, students in Wysong's advanced conversational Russian class received iPod nanos to experiment with in place of tape cassettes. The nanos retail for between \$149 and \$249 on Apple's Web site.

"Traditionally, foreign language students have spent hours in language labs practicing their pronunciation and working on their listening skills," said Tony Anemone, associate professor of Russian at William and Mary. "In a sense, iPods, plus the technology of the Internet, create a kind of mobile language lab for foreign language students."

Using iPods, Anemone said, students can listen to the assigned recordings as many times as they need, no matter where they are. "They can improve their understanding of spoken Russian at all times of the day and night without leaving their dorm room," he said. "While they're walking on campus, driving their cars, working out in the gym; they can work at their own pace."

Wysong is pleased with the technology upgrades at William and Mary. "My freshman dorm didn't have air conditioning, and now I'm getting an iPod," he joked. "I'd seen the other aspects of the 'digital classroom' around campus, but this was unexpected."

Before he graduates, Wysong will see more technology changes at his school, said Gene Roche, director of academic information services.

"One thing we are thinking about is, what is the smallest device students can carry that will enhance their academic experience," Roche said. "Next year, we may look at the smart phones and see what possibilities those bring."

While iPod usage isn't schoolwide and smart phones are a ways off, this fall will mark the first time freshmen will be required to have a laptop, Roche said.

"The price of the notebook has fallen to a range where they are not much more expensive than the desktops," he said. "We feel comfortable making that a requirement at this time."

## Stoic Form Classic the convoluted road to Classic

Glenn Fleishman - Tidbits

Those who forget the past are condemned to emulate it. Apple's announcement last year that the company would cease selling PowerPC-equipped Macintoshes also meant the end of Mac OS 9's lingering remnant, the Classic compatibility environment.

The Classic environment requires a PowerPC processor in order to run Mac OS 9 in a little prison in which programs can behave within certain parameters. We know plenty of people who need dual-boot Macintoshes - those that can run either Mac OS 9 or Mac OS X from a cold start - and those that have legacy programs that have never been revised but operate perfectly well within Classic mode.

It rubbed many people the wrong way that Apple couldn't simply wire Classic to work under PowerPC emulation. After all, Mac OS X for Intel incorporates on-the-fly Rosetta emulation for Mac OS X programs that aren't recompiled in universal (PowerPC/Intel) binaries or Intel-only binaries.

It comes as a great relief that one company has decided to take a stand. The oddly named **Stoic Form**, based in Dublin, Ireland, told TidBITS in a briefing late this week that it had created Stoic Form Classic, an independently developed version of Classic that runs within Windows XP Service Pack 2 (SP2). They recommend a PC system with an Intel Core Duo processor - if it weren't ironic enough that Mac users who need to maintain Classic applications will have to switch to Windows to do so. Stoic said they licensed virtualization code from Lismore Systems, whose emulation software resembles Microsoft Virtual PC for Mac OS X.



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## 30 years of Apple:



in the first quarter of 1996 and things looked very bleak indeed," Spicer said. "In my opinion, no one but Jobs could have brought the company back. He's the only one who can lead Apple internally and inspire Apple customers externally. Basically, Jobs is Apple, which is both good and bad for the company. This has not changed over the 30 years."

What Steve Jobs or Apple has up its sleeve next is anyone's guess. Many analysts say that Apple is bound to release some type of set-top media player to play digital media. Even the former employees aren't sure—although many ideas have been floated. "The iPod will get wireless features soon and eventually morph into a cell phone," Hertzfeld said. "The Macintoshes will eventually be able to optionally run Windows applications, removing the most prolific excuse for not buying a Mac."

Most expect Apple to continue innovating and pioneering new technologies, as it has over the last 30 years. "I hope [Apple is] creating a computer that is to the Macintosh what the Macintosh was to Apple II," says Kawasaki. "That's the test, that's the main thing."

## Apple Converts Xserves from PowerPC to AMD

Geoff Duncan - Tidbits



When Apple announced in June 2005 it was planning to transition its Macintosh computer line to Intel-based processors, the entire Apple community was aghast: a move away from PowerPC would be a historic turning point for the company and its flagship computers. But a tiny portion of the Macintosh community was aghast for different reasons. They were thinking: "Intel processors? What about AMD?!" Well, today at a press event in Mountain View, they got their answer.

Apple Computer has announced a significant revision to its Xserve line of high-end rackmount server and data-processing computers. Like previous Xserves, the new units feature mammoth memory and storage capacities, multiple high-speed networking interfaces, and lightning-quick internal architecture. These are machines made for high-end scientific computation, video rendering, or mammoth Internet server applications. The difference is that rather than being built around Intel Core Solo or Core Duo processors, the new Xserves feature up to two dual-core AMD Opteron processors running at speeds up to 2.8 GHz. And Apple says they'll be available at the end of the month at startlingly low prices.



## Study: Casual Games Can Help Your Mental Health

Peter Cohen - MacCentral

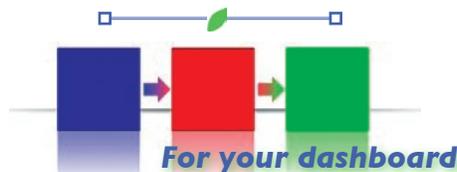
Who says games aren't good for you? A new study suggests that playing casual games including puzzle games can help you maintain a healthy mind. The research is being published by PopCap Games and The Games for Health Project. The findings were presented as part of the Serious Games Summit within the Game Developer's Conference in San Jose, Calif. in March.

Ben Sawyer, co-founder and director of the Games for Health Project, said in a statement that although researchers are still in the early stages of scientific understanding, consensus is growing that "defined cognitive exercise can play a critical role in healthy aging." "As part of that role, it seems clear that puzzle games, strategy games, and games which aren't as spatially oriented can play a significant role in that effort," said Sawyer.

Sawyer cautioned that many pieces of this puzzle haven't yet been put in place: There's no definitive answer to how such efforts work physiologically, nor is there absolute agreement on what kind of games or mental exercises work best. He said that science and medicine is probably about a decade away from understanding this on the same level that they now understand how physical exercise can improve cardiovascular health, for example.

The study cataloged research papers and media stories about cognitive exercise. According to the report, research indicates that people who maintain "healthy cognitive loads" like playing chess, doing crosswords and other activities appear to have lower rates of dementia, Alzheimer's Disease and other cognitive problems. It's not just about working your mind, though — it's equally important to remain physically active and engage in social activity, according to the research.

Produced by the Serious Games Initiative, the Games For Health Project seeks to apply games and game technologies to public policy, leadership and management issues. It's funded by the Robert Wood Johnson Foundation. PopCap Games is a leading provider of casual games for Mac, Windows and the Web.



Pixel Fix, Widgeteria, is a simple dashboard utility for people who have a computer with an LCD screen with any annoying "stuck" pixels. The utility flashes colors at a rapid rate to try to "unstick" them.

There's no assurance that this utility will repair LCD anomalies such as stuck pixels, but it may indeed revive them. **DO NOT ALLOW Pixel Fix to run continuously or for too long as it may cause pixels to freeze from overuse!**

[www.apple.com/downloads/dashboard/status/pixelfix.html](http://www.apple.com/downloads/dashboard/status/pixelfix.html)

## Apple Offers Way to Cap Volume on iPods

Mar. 29, 2006 - Reuters



Apple Computer Inc. said on Wednesday it introduced a software update for its market-leading iPod that lets parents set maximum volume limits on the popular music player, as concerns grow about the risks its earphones might pose for hearing loss.

The software update, which is available as a free download for the iPod nano and fifth generation iPod, gives users the ability to set volume caps on the iPod and lock it with a combination code, Apple said. The move follows a class action lawsuit that was filed against Apple in a federal court in California in January, which claimed that iPods could cause hearing loss because they have the capacity to produce sounds in excess of 104 decibels and up to 115 decibels.

The National Institute of Health said earlier in March that more research is needed to determine whether portable music players like the iPod increase the risk of hearing loss, in response to a lawmaker's request for a review of the issue. "With the increased attention in this area, we want to offer customers an easy-to-use option to set their own personal volume limit," said Greg Joswiak, Apple's vice president of iPod product marketing, in a statement.

The company said iPod users can get the software upgrade as a free download from [www.apple.com/ipod/download](http://www.apple.com/ipod/download). It said the new volume limit feature works with any headphone or accessory plugged into the iPod headphone jack, as well as the iPod Radio Remote.

## Apple Introduces Latest Remote Desktop Software

Apr 11 - Reuters

Apple Computer Inc. on Tuesday, April 11 unveiled the third generation of its desktop management software, Apple Remote Desktop 3.



The company's latest software, immediately available for sale, was designed to work with the new Intel-based Macs and carries more than 50 new features that it said would improve software distribution, asset management and remote assistance.

Its suggested retail price would run at \$299 for managing up to 10 systems and \$499 for managing an unlimited number of systems.