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AMD Tries to Upstage Intel with Triple-Core Processor



09.18.07 - Sumner Lemon - IDG News Service

Advanced Micro Devices added a triple-core desktop processor to its product road map on Monday, looking to upstage rival Intel ahead of its Intel Developer Forum (IDF) conference in San Francisco this week.

The triple-core Phenom processor is slated for release during the first quarter of 2008, following the release of the first quad-core Phenom chips in December. Like the quad-core version of the Phenom, the triple-core version of the chip uses a single silicon chip instead of a multichip package that combines two chips, such as Intel employs for its quad-core chips.

AMD's announcement appeared in time to upstage IDF, which starts Tuesday. Intel will offer detailed updates on its processor road map at IDF, including more information on the release of its Penryn family of processors, slated to hit the market starting in November, and will likely discuss upcoming products, such as the Nehalem family of chips due to be released in 2008.



iPhone \$100 Store Credit Process Posted

by Glenn Fleishman - glenn@tidbits.com

It's rare that a price cut provokes outrage, but Steve Jobs's announcement of a \$200 drop in the retail cost of the iPhone raised ire. Within two days, he put some salve on folks who felt they'd paid the chump



tax, offering \$100 Apple Store credit and promising the tools to obtain the credit would be live this week ("Apple to Offer \$100 iPhone Rebate for Early Purchasers," 2007-09-10). A page at Apple's site is now live to carry out that task, and we hear that complaints at Apple Stores have dropped off significantly now that the details are available.

Apple wisely offers a FAQ that explains precisely who qualifies for which price rollback. In short, if you bought an iPhone on or before 21-Aug-07, still own it, and haven't received other credits, you get the \$100 store credit. If you purchased an iPhone on or after 22-Aug-07, you can obtain the full difference in price by going back to the Apple Store where you bought it with the receipt by 19-Sep-07 or calling the Apple Online Store if that's where you purchased it. Apple doesn't mention that if you purchased the iPhone within the last 30 days from AT&T, you may be able to get a difference in price minus a restocking fee. Nor does Apple note that some credit cards offer short-term price protection benefits.

The process of obtaining the credit is simple, although more complicated than necessary. In Step 1, you enter your phone number and the serial number on the back of the iPhone (it's also located in the Settings application under General). If your details are valid, Apple sends you an SMS (text message) with a six-digit code you enter in Step 2 along with your phone number again (in case you return to the page later). If that code is valid, in Step 3 you're presented with a credit in the form of a credit number and PIN, which you can copy and paste, save as a PDF, or print on paper. The credit can be used at a retail Apple Store or the Apple Online Store. Although you cannot use the credit within iTunes for music or video, according to Connie Guglielmo of Bloomberg, you can purchase iTunes gift cards. The process worked perfectly for me.

The credit apparently never expires, as there is no expiration information anywhere. That conforms with many states' laws in which certain forms of credit or gift balances are not allowed to expire or have fees deducted from them for "maintenance." However, you have to request your rebate by 30-Nov-07.

Now as to my point about why the process could be simpler. If you registered your iPhone, Apple already has an Apple account for you, your serial number, and your phone number. Why not simply email you a link if you qualify and tell you to pick up your credit coupon? They know who qualifies because their system checks that when you enter data.

The reason they're not offering this simpler option is that the percentage of redemption would be higher than if they require us to go through this process. Already, Apple is paying 50 or 60 cents on the dollar to offer store credit, given their internal margins and markups. They're keeping our loyalty, which is worth something, too. And the lower redemption rate they'll see from employing a process with a deadline means that they will instead probably pay out closer to 20 to 30 cents on the dollar over all eligible phones, if that.

Will There Be Life For Apple After Jobs? Commentary

09.19.07 - Charles W. Moore - applelinks.com

AppleMatters' James R. Stoup posted an interesting think piece yesterday, entitled "One Day I Will Switch from Apple." Stoup professes to love Apple products, and sounds like a consummate MacHead, but allows that day he sees himself switching to Linux.

"I realize that is a bold statement," James writes, "so let me clarify my position. When I say 'one day,' what I really mean is 'one day, after Steve Jobs leaves Apple.'" Because as much as I don't want to admit it (and if you think I'm in denial, just imagine Apple's stockholders), Apple is going to become a radically different company once Jobs leaves. And, sadly, it will change for the worse. In fact, I expect it will mirror the history of Disney after Walt Disney died...."

That's a pessimistic, but probably also a realistic outlook, and I have to say I harbour similar apprehensions. Consequently, I find myself vicariously cheering on the development of desktop Linux against the day that Apple becomes just another computer company.

Now, I would be delighted if these forebodings prove groundless, and that Apple continues to crank out insanely great stuff for decades to come, even after the inevitable departure of Steve Jobs for what I hope will be a long and happy retirement. However, a decade after Jobs returned to Apple after a long exile having been fired from the company he founded by John Sculley in 1985, there is still no obvious heir-apparent. Perhaps Jobs is quietly grooming someone to replace him as Apple CEO, but it's difficult to fathom who that might be.

James Stoup's Walt Disney analogy is an apt one. Disney was never the same after Walt died. Like Jobs, he was the visionary and anchor of the firm he created, and the money-grubbing bean-counters who followed in his wake simply didn't

← continued p. 2 →

Tonight...

- 7:00 Help desk - Tom Davis

7:00 **Magic Time!**
New members - Brian Fountain
Dues (\$3) - Ray Kallman

@ 7:30 **apple Mail Call!**

Wrap-up - Brian





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RAM, sometimes simply called memory, acts as a buffer between your computer's CPU (processor) and its hard drive to speed up access to files and programs in use.

Whenever you start a program on your computer, some or all of it is loaded into memory. You will experience extreme slowdown and the spinning beach ball if you do not have enough memory installed.

The other type of memory in your computer is some of the same sort, but the difference is that it is much faster and it is directly plugged into the CPU allowing for near instantaneous data retrieval.

The memory in the current line of Macs runs at 667MHZ (667 million cycles per second), a huge increase over the last generation of Macs whose memory ran at 333MHZ.



The theoretical speed increase by installing in pairs is 100%, but real-world testing indicates differences ranging from barely perceptible to life-altering.

because memory fires in bursts and by offsetting the burst of one chip it can theoretically send twice as much data through the memory bus in the same amount of time.

The Mac Pro is special, though: if you install identical chips four at a time, you can take advantage of the 256-bit wide memory architecture.

Mac OS X Graphing Capabilities!

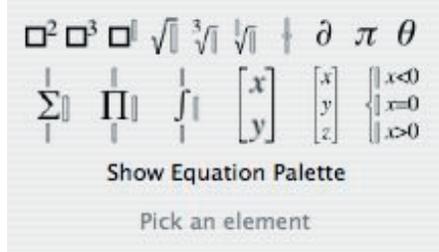
09.19.07-tips4mac.blogspot.com/

This is actually a great application that comes with the OS, but that is pretty much unknown. The application is called Grapher. You really won't need your graphing calculator anymore once you start using this.

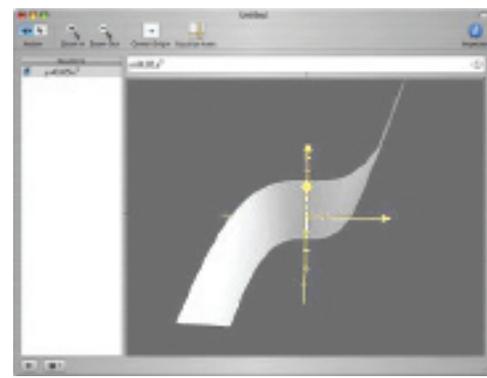
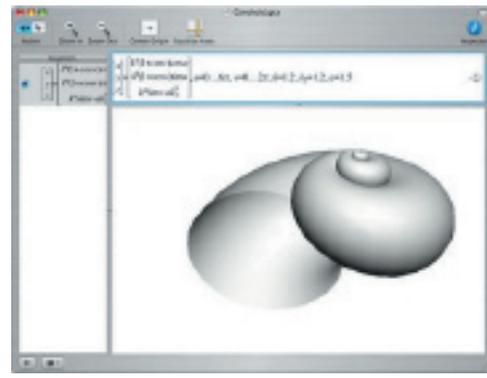
obvious. It took me a while to figure out how to add the exponentials, etc. I really thought it was bound to be in the Inspector, but after searching for a while, I finally realized that it is right there in the equation bar.



This will pop up:



Here are examples of what you can do:



Don't ask me to explain what these are!



possess the imagination and creativity to carry on his legacy faithfully and authentically. The "vision thing" can't be whopped up at will.

Another analogy is England's Jaguar Cars. Just as Apple was founded by two Steves, Jaguar was founded by two Williams, William Lyons and William Walmsley, as the Swallow Sidecar Company back in the 1922.

when Lyons stepped down as Jaguar managing director in 1966 (he remained chairman and CEO until 1972), the rot quickly began to set in. The company was swallowed up in a series of mergers that created the British Leyland Motor Corporation conglomerate, and basically continued to exploit the gradually diminishing momentum of the Lyons vision.

Jag hived off the foundering Leyland group in 1984, and continued struggling along until bought by Ford in 1989, ensuring its survival for a time at least, but it has never made a profit for Ford in 18 years, and is rumored to be on the block again.

Back to Apple, Jobs/Disney is not an exact analogy, since Apple's history does contain a long precedent interregnum of 12 years without Jobs, which was longer than his present tenure so far.

Still, the Jobs II era has certainly been Apple's creative heyday, and even in exile, Jobs, at least in hindsight, was laying the groundwork for Apple's renaissance in the form of NeXT computer, whose NeXTStep operating system became the basis for OS X and the vehicle that brought Jobs back to Apple.

I've disagreed with a lot of Jobs' decisions at the time they've been announced, but more often than not he's been proven right, for instance in pulling the plug on Mac OS clone licensing back in '97, although I still think he was precipitous in canceling the G4 Cube.

Will I one day end up running Linux on a PC box? Who knows? For now, Mac OS X and the continued elegance and superb user experience of Apple products will keep me in the fold.

Perhaps he'll outlast me



The Tarmac Vaporware Gazette, named in honor of past president Jerry Rowe, is published for each meeting by smitty's printshop, a non-existent shop specializing in things of little or no importance to the world at large.

TarMac "Control Panel"

- Brian Fountain, president
Tom Davis, vice-president
Ray Kallman, treasurer
Lyle Sanders, user group ambassador
Jamie Lewis, master-at-arms

Tarmac By-laws

- If you show up you're a member
If you speak up you're an officer
If you stand up you're the president

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