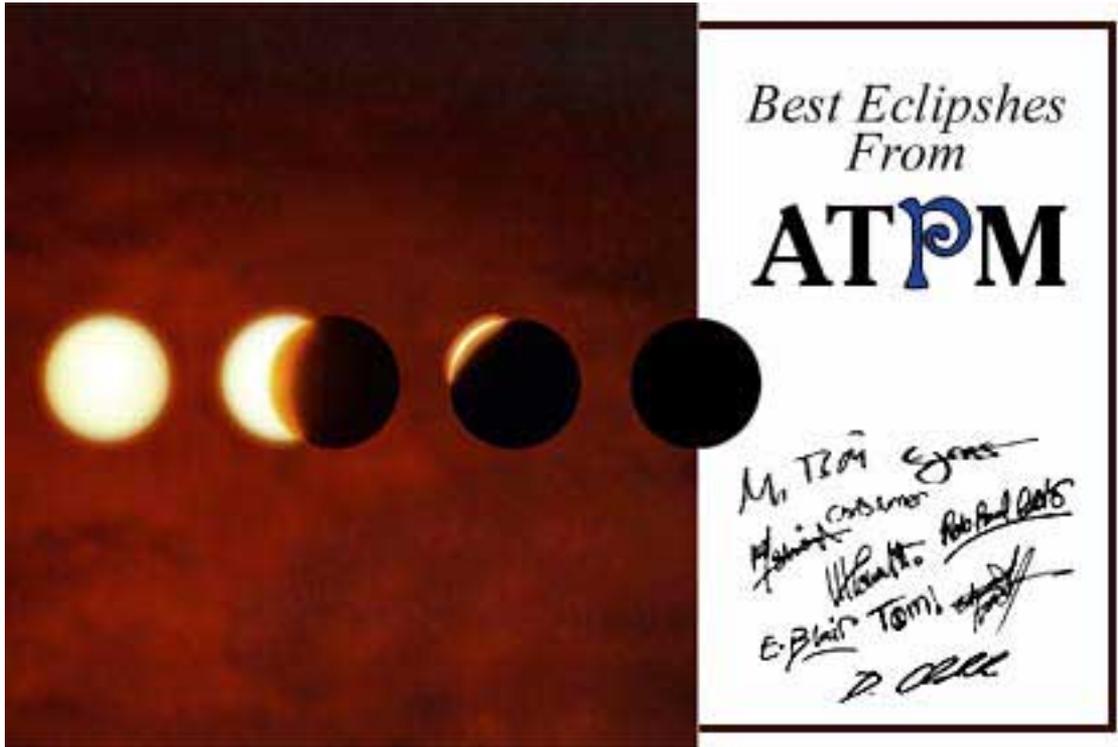


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Thanks for reading ATPM.



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Welcome

Welcome to the latest and greatest issue of *About This Particular Macintosh!* To honor all the cool announcements from Macworld Expo and in light of the graphic symbol used as a name by the music artist formerly known as Prince, we decided to title our issue with the following hieroglyph OS8.7=OS9=OSX-1. After a heated debate about the matter ensued among members of our editorial staff (actually, it was a water pistol fight between Michael and Ed), we chose to re-title the issue using regular words. Let it be known that the current collection of [Audacious Tidbits](#) and [Puckish Musings](#) is now officially named the “New Math” issue of ATPM. No matter how you count it, you’ll enjoy this month’s issue!

iBook ’em, Danno!

It’s a good thing the iBook announcement wasn’t made in Hawaii because Steve Jobs & Company might have been arrested! The consumer-level Apple portable will murder the competition’s hopes for a prosperous holiday season. In this month’s [Personal Computing Paradigm](#), Michael Tsai provides readers with an overview of the major announcements at last month’s Macworld Expo.

The Devil’s In The Details

The latest [Apples, Kids & Attitude](#) column should be required reading for those foolish souls who still deny Apple’s return from the abyss. Beating analysts’ estimates (again), our favorite manufacturer of fruit-flavored PCs delighted shareholders and Mac fans with its latest financial results. Please read Robert Paul Leita’s [financial insights](#) inside this month’s issue. PowerBook owners may also find this column to be of special interest. After detailing Apple’s financial results on the fly, he [recommends](#) a few PowerBook accessories for Mac users on the go.

Creepy, Crawly, Control Strip

It all started with an e-mail to the staff. ATPM’s contributing editor (and Welcome author) wanted to know how to move the control strip from its newfound position one-third the way up the screen. The creepy, crawly control strip had plagued all three of his working Macs. The

quality of the helpful e-mail responses from the staff was astounding! The solution, it turns out, is to option-click-drag the control strip to its preferred location. If you option-click-drag on the end of an open control strip you can move it to the opposite side of the screen. It's good to have friends in high-tech places! Please feel free to submit your own Mac questions to our hard-working staff by e-mailing help@atpm.com.

T-Shirts Here, Get Your Hotshot ATPM T-Shirts

Edward Goss, ATPM's [trivia](#) columnist, is giving away a free ATPM T-shirt to the first two trivia contestants who e-mail him with the correct answers to his questions. Check out Ed's latest [column](#) for your chance to win. Emblazoned with the eye-catching ATPM logo and our thought-provoking motto, the T-shirts come in sizes from small to XXL. Order one today. One price fits all! More information can be found on the [T-Shirts page](#) of this issue..

Webbed Feats

Did you ever wonder where the tools for many of today's cool Web sites come from? In this month's [Shareware Roundup](#) entitled, "Tools for Web Masters and Code Warriors," Bill Lovett evaluates five inexpensive ways to make writing HTML (and XML) code both easy and efficient.

Thank You, Adobe

Overshadowed by the oft-reported turnaround at Apple Computer, the recent restructuring at Adobe Systems has been widely overlooked. The company's recent 52-week high of over \$93 per share represented a 400% increase in value since its September 1998 low of less than \$24. Adobe Systems was originally funded by an investment from Apple Computer. For many years the two companies enjoyed a strong, symbiotic relationship. It's not a coincidence that Adobe's renewed success has occurred at a time of new prosperity at Apple.

Less than one year ago Adobe's management was publicly humiliated by the press released-based (and quickly aborted) takeover attempt by its much smaller, privately owned archrival, Quark, Inc. The poorly executed takeover effort became a rallying point for Adobe's executives and staff. Adobe's new products and multi-application software collections bear evidence that the company has truly listened to its customers. We appreciate the added attention.

Hamstrung By Samsung?

At press time Apple announced that it had inked a deal with a unit of Samsung Electronics Co. wherein the American Mac maker will purchase \$100 million of the Korean company's convertible bonds. Ostensibly the funds are to be used to increase Samsung's ability to produce the LCD screens needed for Apple's PowerBook and iBook product lines.

As of this writing there is more money to be made in CRTs than LCDs so the worldwide supply of TFT-LCDs is limited (we love using initials!). With the cash investment from AC, SEC will be better able to guarantee sufficient quantities of LCDs for Apple's CPs and PBs. In other words, each company can benefit from the other's success. This appears to be a very smart investment. It also suggests that the ETA for the CP will not be DOA. We hope this kind of pro-active planning means that Apple's long legacy of product delays will soon RIP.

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Have you ever used one of the Internet's automated translation sites to change text from one language to another? Aside from the sometimes hilarious translations, few business users choose to rely on this kind of translation service for important commercial materials. The fine folks at 4translation.com¹ offer high-quality translation services at attractive rates. Native-speaking professional linguists perform all language translations.

At 4translation.com your work will be professionally translated and returned to you in the file format **you** specify. If you want "ladies gather for tea" roughly translated into "females collect leaves" in umpteen different languages, stop by one of the Internet's automated translation sites. But if your business isn't comedy (or you don't wish to give your competitors something to laugh about) we recommend the translation services of 4translation.com. The editors of ATPM would like to welcome 4translation.com as our newest sponsor.

Please enjoy our latest issue!

The ATPM Staff



1. <http://www.4translation.com>

Publisher's Letter

Last month I wrote a [letter](#)¹ introducing our new PDF edition. We also circulated a survey so that you could tell us which format you preferred. I want to thank each and every one of you who filled out the format survey. We know what we want, but we don't know what you want unless you tell us. In this case, we wanted to replace the DOCMaker stand-alone edition of ATPM with the PDF version. DOCMaker was getting long in the tooth, and it was preventing us from enhancing ATPM. Response to the PDF edition was incredibly positive. However, a sizeable number of survey results favored the DOCMaker format, so we knew we couldn't just get rid of it.

We polled the DOCMaker voters to see why they liked it, and three reasons kept showing up:

- People liked DOCMaker's sharp text. It was easy on the eyes.
- They enjoyed being able to scroll vertically to read more of an article, or horizontally to skip over it.
- They wanted something stand-alone that they could just double-click to read, without having to open a bloated browser or PDF viewer.

Today, I'm happy to announce ATPM's new publishing strategy, which addresses our readers' needs (above) as well as our needs—to be able to quickly publish a high-quality publication, so that we can spend the majority of our time creating the **content**. At Macworld Expo, Steve Jobs completed the 2x2 grid representing Apple's product strategy. It's time we completed ours.



1. <http://www.atpm.com/5.07/publishersletter.shtml>

Just as Apple can't make one, or even two Macintoshes that meet everyone's needs, we don't believe that everyone has the same needs in a Mac magazine. Some Mac users work tethered to the Internet, with their email client set to check for mail every two minute. Others must pay per-minute rates to use the Internet and prefer downloading an offline copy to read on-screen or print out. We believe we have something to satisfy everyone.



The Online Webzine edition is for people who want to view AT^{PM} in their Web browser, while connected to the Internet. It provides sharp text, lots of navigation options, and live links to AT^{PM} back issues and other Web pages. You can use Sherlock to [search](#)² all of the online issues at once.



The Acrobat PDF edition is optimized for printing, but it can also be viewed on-screen, and we've increased the font sizes to make this easier. It may be viewed online in a browser, or downloaded and viewed in Adobe's free [Acrobat Reader](#)³ on Macintosh or Windows. PDFs may be magnified to any size and searched with ease.



The Offline Webzine is a HTML version of AT^{PM} that is formatted for viewing offline and made available in a StuffIt archive to reduce file size. The graphics, content, and navigation elements are the same as with the Online Webzine, but you can view it without being connected to the Internet. It requires a Web browser.



The eDOC edition of AT^{PM} is a self-reading document that, like our old DOC-Maker format, may be read on just about every Mac ever made, without any additional software. It features a table of contents, clickable URLs, high-quality printing, and easy magnification and searching. Oh, and it's very fast.

We hope that these four formats will provide something for everyone. As always, be sure to let us know how we can improve your AT^{PM} experience. Enjoy the rest of the magazine!

Michael Tsai, mtsai@atpm.com, is the publisher of AT^{PM}.



2. <http://www.atpm.com/search>

3. <http://www.adobe.com/prodindex/acrobat/readstep.html>

ATPM in Palm Format

I have enjoyed reading your e-zine over the last few years. I recently bought a PalmPilot, and was thinking how great it would be if you also had the e-zine in a downloadable format for this platform. I think it would need to be a .prc or .pdb-type of file.

I'm relatively new to the PalmPilot, and am just getting to working with the Web and my email so I can take it on the road with me. I have a lot of down time at my job, riding buses to and from the hotels, and/or waiting, when I could be reading your excellent offering. Just a suggestion.

Sincerely yours,

Chris Paine

macchris@prodigy.net

Thanks for your letter. We'll consider doing a PDB version. Please let us know if you'd be interested in one. —Ed.

Open Letter to Steve Jobs, iCEO of Apple Computer,

There's something really important (for me, and I hope, for you too) that I want to tell you, and I want to do it now, because I think this is the right time.

So, here goes.

1. It is true that the Apple market share in Portugal and all over the world, is not as big and important as we want it.
2. It is true that Apple Macintosh computers (servers, portables and home computers) and the Mac OS (as we and everyone can prove it on the market—games, multimedia, music

composition, design, graphics, etc., etc., etc.), are, without doubt, the best ones They are easier to connect and to use, friendlier, more beautiful and more functional. This is evidence even for “enemies” who know this reality.

3. It is true that the iMac is a machine of excellence (with real proof in all the markets), especially because of its facility of connection and, more important, its facility of the connection to the Internet (I’m thinking, at this moment, about the wonderful spot of the three steps.) and its simplicity of use, its beauty (now with the five colours), and for the compact machine that it is (all-in-one, sound, microphone, modem, USB, and so on). By the way, when will there be a colored iMac with a monitor of 17”?
4. And, finally it is true that, in political, economic, social and cultural terms, whoever is connected to the Internet (and in the future it will be even more necessary) has a real competitive advantage, and who wants (and we, the Portuguese—we want it!) to maintain and to develop themselves, shall do everything not to be unplugged one more second.

So, dear Steve, what’s going on, when equipment so wonderful and so easy as the iMac, doesn’t sell and is not known as we all wish it was? Well, I really think that we must do something more to transform this situation.

So, let’s do it, O.K.?

This idea came to me when, a few days ago, I read on the Apple.com site about a spectacular notice that the official mail company in France was going to put 1,000 iMacs in all the post offices.

And we, in all the other countries all over the world (and in Portugal too)—what are we going to do? Nothing? No, I think that we must learn from France’s idea. Why not copy the French experience in other countries all over the world? Copies (good copies, of course) could be our future! I think it is not bad to copy this way, is it?

Well, dear Steve, maybe I am exaggerating my thinking but, I want to share with you some “ideas” that are in my mind, O.K.?

1. Why not put one (or more) colored iMacs, in all the post offices, of all cities, of all countries, for everybody’s access to the Internet and for database consulting?

2. Why not put one (or more) colored iMacs, in all the libraries of all cities, of all countries?
3. Why not put one (or more) colored iMacs, in all the primary , secondary, university, public and private schools, of all cities, of all countries?
4. Why not put one (or more) colored iMacs, in all the great supermarkets and great shopping centres, of all cities, of all countries?
5. Why not put one (or more) colored iMacs, in all the police stations, of all cities, of all countries?
6. Why not put one (or more) colored iMacs, in all the airports and all train stations, of all cities, of all countries?
7. Why not put one (or more) colored iMacs, in all the travel agencies, tourism, or information booths, of all cities, of all countries?
8. Why not put one (or more) colored iMacs, in all the bank or insurance agencies, of all cities, of all countries?
9. Why not put one (or more) colored iMacs, in all the health centres, and hospitals, of all cities, of all countries?
10. Why not put one (or more) colored iMacs, in all the rooms of the hotels, motels, or apartments, of all cities, of all countries?
11. Why not put one (or more) colored iMacs, in all the museums, minister's or secretary's offices and public finance offices, of all cities, of all countries?

O.K., O.K., O.K.!

I know that, at this moment, you are thinking of calling the “men in white” to carry me to nearest psychiatric hospital. I also know that what I am writing to you is completely insane, but let me tell you four more things:

1. Isn't it true that the iMac is better than every one of the beige machines?

2. Isn't it true that the iMac is easier to connect to the Internet?
3. Isn't it true that the iMac is more beautiful?
4. Isn't it true that the iMac is easier to plug in and use?

And all the others (not we) know that this is true?

- They know this reality?
- They know this evidence?
- They know this competitive advantage?

Well, what I think is that Apple Computer (with all its representative companies all over the world—Interlog, in Portugal—no, I'm not an Interlog employee) must do something more to give all the information about the competitiveness of the wonderful and colored iMac. Apple Computer must overflow the market of colored iMacs, even if, to do that, it is necessary to do a 50% discount on its price!

For another thing, I think Apple Computer must contact the great and glorious Mr. Bean, and put him at the bank, at the post office, at the hospital, at the police station, etc., etc., with a colored iMac, surfing on the net or consulting a database, and let all of us see him on television and in all the other means of merchandising.

All I know, dear Steve, is that if I go to the airport, to the supermarket, to the shopping centre, to the room of my holiday hotel, and I could surf on the net or consult a database in a wonderful, easy-to-use and beautiful colored iMac, then, sooner or later, I would want one in my own home.

Dear Steve Jobs:

Please, forgive me for all these “ideal ideas” and for my “academic” English.

I don't want an answer.

Of course the only answer that will satisfy myself, is to go to all the places and to have an iMac to go to the net and see (why not, in the database of the AppleWorks) all the information I need.

Best regards,

José Augusto Macedo do Couto, Portugal

jamcouto@esoterica.pt

• • •

We'd love to hear your thoughts about our publication. We always welcome your comments, criticisms, suggestions, and praise at editor@atpm.com. Or, if you have an opinion or announcement about the Macintosh platform in general, that's ok too.

Send your e-mail to editor@atpm.com. All mail becomes the property of ATPM.



The Devil's In The Details

Last month Apple Computer released financial results for its third fiscal quarter (the three-month period ending June 26, 1999). A brief review of the results is as follows:

- Net profits from operations were \$114 million, or 69 cents per share.
- Sales for the quarter were \$1.56 billion, an 11% over the same quarter last year.
- Gross margins increased to 27.4% from 25.7% one year ago.
- Unit shipments increased an industry-topping 40% from 1998 levels while average revenue per unit dropped from \$2,019 to \$1,683.
- iMacs represented almost 54% of total unit sales of 905,000.
- Apple ended the quarter with \$3.1 billion in cash and has announced that it will buy-back up to \$500,000,000 of the company's stock.

This writer finds it astounding that Apple Computer has been able to increase profits while realizing a sharp decline in revenue per unit sold. The only explanations for this feat are excellent product planning and near perfect execution of the company's hardware strategy. Apple is faced with significant manufacturing constraints. The company cannot quickly add manufacturing capacity in an inexpensive way. For this reason Apple has wisely chosen to maintain gross margins at the expense of market share. Sales spikes and short-term gains in market share do little for the company's bottom line if it can not maintain its gross margin per unit sold.

Although the iMac has been available in the US for about a year, there are many overseas markets where the fruit-flavored machines became available in ample quantities during the June quarter. This is a healthy indicator of Apple's ability to maintain steady unit growth by effectively timing the introduction of products into different markets. Foreign sales accounted for 45% of Apple's revenue for the quarter. While unit sales in North America increased only 12%, sales in Japan almost doubled from the prior year period. Unit sales in the rest of Asia

and Europe increased 42% and 52%, respectively. Apple's revenue for the quarter was slightly lower than what most analysts expected. This is due in large part to the high percentage of iMacs sold. iMacs will most likely outsell Apple's minitowers until new, pro-level machines debut in the fall.

All Market Share Is Not Created Equal

Like the market for automobiles, the personal computer market has many kinds of buyers. Historically, Mac buyers have tended to be better educated and more affluent than the average personal computer buyer. Similar to buyers of luxury automobiles or better-equipped SUVs, Mac buyers will spend more for the equipment they prefer.

Reports indicate that Apple's retail/catalog market share exceeded 11% for the month of June. This is a very healthy sign. If one were to ignore the deeply discounted PCs (computers sold with little or no margin) from the retail/catalog sales numbers, one would see that Apple has a significantly higher share of the profitable PC business. Apple Computer has no desire to be the #1 personal computer maker (at least not a realistic desire). Becoming embroiled in a bare-knuckled fight for low-margin market share will do little for the company's bottom line. In order to maintain earnings momentum, Apple's products must appeal to a select group of consumers. Apple's goal has been to make inroads into the segment of the PC market that actually makes money. Since the release of the iMac, Apple has been very successful in achieving this goal.

Apple's rise in market share has come at the expense of Compaq and other name-brand manufacturers. Adding to Compaq's woes is the continuing success of Dell Computer. Without naming names, Michael Dell has intimated that Compaq will not survive as a consumer PC manufacturer. Compaq's loss of high-margin sales to Dell and Apple has meant huge losses for the nation's #1 computer maker. Compaq cannot make money competing with manufacturers of commodity-grade PCs. Compaq's antiquated distribution system and high cost structure have placed the company at a competitive disadvantage. Apple and Dell will continue to gain quality market share at Compaq's expense unless Compaq's new CEO begins to turn things around.

You Get What You Pay For

Forget the free PC craze...for now. It's a fool's deal. It's akin to the "free" cell phone offers that litter Sunday papers. Anyone who has tried to seriously do business from a "free" cell phone

knows what I mean. The free PC craze indicates that the conventional desktop computer market has matured. There is a significant shift in PC computing habits to mobile computers and computer-like Internet devices. Without volume, low-margin PCs makers are out of business. Retailers such as CompUSA are moving away from desktop PCs in favor of computing appliances. The only way to maintain the sales volume of discount PCs is to offer them for “free” as part of a Internet service package.

While the sub \$700 PC market continues to gain market share, it poses little threat to Apple’s continued growth in its core markets. Today’s discount PCs will have a very short useful life and lack the features and quality components desired by experienced users. AMD (Advanced Micro Devices) and Intel will continue to sucker punch each other for low-end market share. Intel would like nothing more than to put AMD out of business, and the folks at AMD relish the fact that they keep Intel executives from getting a good night’s sleep. It’s a loser’s game of diminishing returns for both companies.

Gateway continues to diversify its offerings into other computer-related products and services. Dell Computer has announced its own Internet service strategy. In the coming months, Apple Computer will follow suit. Look for a major announcement from Apple about its Internet strategy soon after the iBook hits store shelves. What has hampered Apple’s Internet service plans have been its single-minded focus on survival and its efforts to re-engineer its hardware products and manufacturing processes. This will change in the coming months as Apple’s turnaround becomes complete and the company’s executives explore new areas of revenue growth.

The Beginning OfThe End

The three-month period ending June 26, 1999 marked Apple’s seventh consecutive profitable quarter. The current quarter will mark the completion of Apple’s turnaround. By the end of the September period, virtually all components of Apple’s hardware strategy will be in place. Last month’s Macworld Expo provided a preview of new products to come. For an overview of the exciting announcements from Macworld Expo, please read Michael Tsai’s [Personal Computing Paradigm](#) in this month’s issue.

Despite Apple’s recent success, enthusiasm on Wall Street has been tempered by concerns for the company’s future net earnings growth. This is in light of the inevitable increase in the company’s income tax rates. Apple’s net earnings have benefited from reduced tax rates due to the huge losses incurred prior to the company’s change in fortunes. Apple’s reduced tax rates

are gradually coming to an end. The company's pre-tax earnings will need to rise significantly if Apple is to maintain its current level of post-tax earnings growth. This will not be an easy task. However, I believe the company's management has excellent product plans in place, and net earnings should continue to grow at a healthy pace if Apple's executives do not get sidetracked by the temptation to increase market share at the expense of gross margins.

A Few Of My Favorite Things

There's an old adage that it's not the cost of a high-end item that kills you, it's the stuff that goes with it! And so it goes...I recently took delivery of a Lombard PowerBook. Like most mobile Mac professionals I soon learned that there are additional items that are necessary to make the most of one's PowerBook purchase. On a price/performance basis, the Lombard PowerBooks are the least expensive pro-level mobile computers Apple has ever introduced. A few more dollars spent smartly will enhance a PowerBook owner's mobile computing experience.

Carrying Case

I scoured the Internet and my local computer stores in search of the best carrying case for my PowerBook. After examining dozens of models from many different manufacturers I settled on the "Lap Dog" from [Shaun Jackson Design](http://www.sjdesign.com)¹. I'm very happy with my purchase.

The Lap Dog is not just attractive; its specially designed series of straps and Velcro-secured wraps keep the PowerBook protected and securely in place as one travels from office to office and from office to home. It also functions as a convenient lap-based work surface for those times when a table or desk might not be available. The Lap Dog features zippered pouches that fold over the top of the PowerBook when you are in transit. The pouches are large enough to hold the PowerBook's AC adapter, CD-ROMs, or a DVD movie. I highly recommend this product.

Screen Cleaners

When it comes to cleaning a PowerBook's LCD screen with an unknown product I can only advise "when in doubt, don't!" The Lombard PowerBook is arguably the best mobile computer available in the market today. Its high-quality components require high-quality care. My Apple reseller advised me not to use any ammonia-based cleaners on my PowerBook's LCD

1. <http://www.sjdesign.com>

screen and recommended a product called [Klear Screen](http://www.klearscreen.com)². Unfortunately they didn't have any Klear Screen products in stock. Neither did my local Fry's Electronics store. Not willing to wait a few days for a phone-order parcel, I grabbed another product off the shelf. It was a mistake. Immediately after "cleaning" the LCD screen with the other product, I packed it away in my car's trunk, called the maker of Klear Screen and ordered a "Power Klean Kit." It's an excellent product, and I'm happy with its results.

External Keyboard and Mouse

The PowerBook's keyboard and touch pad are easy to use. That said, there are times when I prefer an extended keyboard and a conventional mouse. Macally's USB iKey keyboard and iMouse are the perfect home/office accessories for your PowerBook. The keyboard is light-weight and stows in a regular-sized backpack. Macally products are available through major catalog resellers and most [other places](#) where Macs are sold.

That's It For Today

In ATPM 5.11 I will revisit the predictions I made earlier this year and provide readers with an in-depth evaluation of Apple's financial standing, following the close of the current fiscal year. I look forward to visiting with you in November.

"Apples, Kids, & Attitude" is copyright © 1999 Robert Paul Leitao, rleitao@atpm.com.



2. <http://www.klearscreen.com>

I Scream, You Scream, We All Scream For...

Ahhh yes. Nothing quite like summer, is there?

This past weekend, I was in Fort Lauderdale for a University of Maryland (my alma mater) alumni gathering. The keynote speaker was the Men's Basketball Coach, Gary Williams, who had flown in that morning from Baltimore.

He got the most laughs when he commented that he had to come to South Florida to escape the stifling heat Baltimore was suffering. It was actually a few degrees cooler over 1,000 miles further south.

When it comes to beating the heat in Florida, we have two very effective methods. We can either take a dip in the pool or the Gulf of Mexico, or we can huddle in the air conditioned comfort of our homes and offices until the heat breaks in October. It's like the seasons are reversed here. When everyone up north goes out to enjoy the warm temperatures, we close ourselves in. And when our northern friends shiver through the cold, gray days, we break out of our air conditioned cocoons to enjoy the fine Chamber of Commerce weather.

Of course, our Floridian methods to beat the heat are not the case everywhere in the country. In fact, I can remember growing up in a house that had **no** air conditioning. That wasn't a problem during those New Jersey winters but, when a heat wave would take hold, boy, did we sweat.

That was when we would get creative with our methods of cooling down. We would still go to the local swimming hole, but we would also go to the movies to bask in the air conditioning.

It didn't matter what was playing. Heck, we could have probably sat in a dark theater, just enjoying the fact that we weren't sweating, and been happy. But the best way to cool off was to get a big, double scoop of ice cream. Rocky Road was always my favorite. In the days before I had to worry about my expanding waistline, ice cream two or three times a day was in order on those very hot days.

But during this long, hot summer, things seem to be a little different.

First, folks have been screaming for the newest and the greatest computer on the horizon—the iBook. The sleek, new portable computer was rolled out at the Macworld Expo. It's colorful. It's powerful. It's loaded with features. It makes a great number of minor but well thought out improvements from traditional portable computer design, such as eliminating the door which covers the connection ports. That cover seems guaranteed to break off under regular use, so it's goodbye and good riddance. It looks like the design folks at Apple have really put their heads together on this one and they just may have built a winner.

Oh sure, the iBook is still vaporware. For the time being, at least. Even with units expected to ship sometime in September, people are already lining up to order their iBook from [the usual sources](#). Now all that Apple has to do is make enough of them to meet the expected demand. If not, things could again get a little goofy with the media.

One of the most interesting things about the iBook is the AirPort feature. By adding the AirPort card, up to 10 iBooks can connect to the Internet, or to other iBooks, at 11 Mbits per second, when within 150 feet of an AirPort base station. This is the sort of thing that really catches my attention. I mean, imagine walking into one of those schwanky Internet/cappuccino/live entertainment places, ordering your hot beverage of choice, and connecting to the Internet by just opening up your iBook. No cables to worry about, so you can relocate anywhere in the joint to get a better view while you people watch. And, when Gunther delivers your steaming mocha latte, you can log onto your IRC chat client and let the pretty woman/handsome hunk sitting across the bar from you know that, sorry, you are way too busy to go out on a date this Saturday night. You are going to be committed to your iBook for awhile.

Another thing that the PC crowd has been screaming for is the iMac. Well, at least, they are screaming to make money off copies of the iMac. You see, since Apple released the uniquely styled iMac, several PC manufacturers have sought to cash in on the smooth style and bright colors of the machine.

In fact, the success of the iMac's style has caught the attention of none other than Bill Gates himself. According to News.com, at Microsoft's annual gathering of financial analysts in Seattle in July, Gates took a swipe at Apple's multi-colored iMac packaging strategy in the course of a discussion of various Intel-based devices.

"The one thing Apple's providing now is leadership in colors," Gates said as he pointed out a red-colored Intel-based personal computer on display. "It won't take long for us to catch up with that, I don't think."

I think the color most seen in Redmond these days is green—green with envy. For something dismissed as a gimmick (yes, even by yours truly), the iMac has caught the imagination of the computer-buying public and has broken a number of sales records. Even I have a brand new iMac on my desk at home, which, no doubt, helped to boost the stock's value just a teensie bit.

I do like to take credit.

So, you can't blame PC manufacturers for trying to get a piece of the action. I mean, hey, this is a proven design as far as computers go. If people buy the iMac, they will surely buy a jazzed-up Wintel box, right?

But, what makes me the happiest is that Jobs & Company are digging in their heels. It appears that they are not going to let other companies take what is working and co-opt it for their own benefit. One too-close-for-comfort design, Future Power's "E-Power" system, was close enough to the iMac's design (in Apple's opinion), to warrant a lawsuit that is now being pursued "aggressively," according to Interim CEO Steve Jobs.

Not bad for a company that seemed to be run by *The Three Stooges* just a few short years ago. This is the fighting spirit which Apple needed for years, and under Steve Jobs, has seen. Remember, if Apple is big enough to be on Bill Gates' radar screen, it is doing its job—motivating Microsoft to build better products—using its creativity, and not copying or absorbing the know how—to make the computer world a more exciting and powerful place to be.

So, as you can see, the temperature isn't the only thing that is blazing this summer. Apple has lit a fire under the status quo, and now it's time for other companies to get off their backsides and take notice.

All I can say is, bring on another scoop of Rocky Road, and make sure I have my ringside seat to the computer developments.

“Apple Cider: Random Squeezings from a Mac user” is copyright © 1999 Tom Iovino, tiovino@atpm.com.



Ok, So I'm A Rocket Scientist...

And Shania's still not impressed. My faithful readers have probably noticed my lack of output lately, and frankly, I don't blame them. Getting laid off, bein' outta work for two months, and then finally finding work at JPL. For those who don't know, the Jet Propulsion Lab is the arm of NASA, the Naturally Arrogant Space Authority, or whatever, that deals with the making and breaking of satellites and stuff.

I think I've settled down into the routine of doin' what I was doin' at Ray-O-HAC—read newsgroups and e-mail, and fixing an occasional Mac. I mean, they just work, right?

Now the bad news is I can't see the Hollywood sign anymore—even on a clear day. Wrong side of the hill. But, if I change the name of my column one more time, our graphics designer will have a heart attack. So in the spirit of covering the Hollywood beat, and everything Mac in relation to it, the column title will remain.

No Business Like It

Long time readers will remember that last year, I covered the ShowBiz Expo. Well, since it is an annual event, I went again. In fact, that makes this my 2nd Annual ShowBiz Expo report.

So, what did I see?

Macwise, not a helluva lot. End of report.

Well, not really. Lots of companies using iMacs as point of sale devices, others for demos of the company software on the platform of choice. Found a piece of budgeting and scheduling software that I really liked, but it's only available for the PC. When I asked when it would be

available for Mac, the reply was, "You need to run it on Virtual PC, we aren't going to make a Mac version." To which I replied, "But that means, I can't ask for a review copy..." However, I will be reviewing in upcoming issues Final Draft 5.0, StoryBoard Artist 3.0, Dramatica Pro 4.0, and Movie Magic Screenwriter, the latest and greatest (don't know the version). There's a review of QT 4 in this issue. I would usually do these types o' things, but no time on this one. However, I'm in the minority, as I like the user interface. Stay tuned.

Digital Video, The Pulse-Pounding Sequel

I wanted to review Maxie Collier's *The DV Filmmaker's Handbook*, but as two-thirds of the book has nothing to do with D, or V for that matter, I'll simply discuss it here.

The information that is relevant was outdated when Maxie went to print. Maxie is an acquaintance from misc.writing.screenplays, a newsgroup that longtime readers will remember that I post to on more than an occasional basis. Ok everyday, or at least I did, 'til my news server decided I needed to authenticate to read and post. But I digress. Anyway, he published in October last year. Since then, we've seen the B & W G3's, and the coming out, if not the advent of, the Canon XL1 DV camera.

The end result? The entire book is useless, except for the appendix, which lists links to useful information, that's kept relatively up-to-date. No mention of misc.writing.screenplays, though. Overall, it has a good beat; however, I couldn't understand the words. I give it a 67, with a proviso that information like this will do much better on the Web, as it can be constantly updated.

Which brings us to his Web site, <http://www.dvfilmmaker.com>. As opposed to Maxie's book, the Web site is excellent. And, he does publish a quarterly newsletter, which I recommend you subscribe to. Grammatically of course, that should read, to which I recommend you subscribe. But hey, it's my column. I'll screw with the English Language any way I want. When you have a column, you can write it your way. Remember, the English invented the language, and we Americans did a number on it.

But I digress again. The site is divided into several sections. I suggest hitting the message boards first, or the current newsletter, which is actually three months old, so I hope we'll see a new issue soon. Read and absorb. At the message boards, you'll meet others like yourself, trying to make a DV film, which is actually a misnomer. I called SAG, and got the definitive answer on this. For those who tuned in late, generally, something you shoot on film is covered

by SAG, and if you shoot on tape, AFTRA gets the call. These are the two unions the govern acts.

So, DV film is videotape—AFTRA, right? Well, not entirely true. It turns out, if you want to show your DV film on the big screen, SAG gets the call. As most of you know, I've worked the subject of my column around to me, and [Diamond in the Rough](#)¹. Check it out. I'll wait. When you come back, I'll let you know that I'm shooting within a year, probably in Toronto, on a Canon XL1, and the post will be performed entirely on a G4, which will be available by the time I need it. Quite possibly supplied by the fine folks at [Intelligent Media](#)². And I get to plug some of my favorite Web sites, so life is good.

In the coming months, I'll be digging deeper into the Web, searching out the pearls of wisdom that are DV Film and Mac related. Next month, I'll talk about [GoodLifeMovie.com](#)³.

72 and sunny in Redondo Beach.

e or DV you next month.

Disclaimer: Mike is about to shoot a movie, so, if you wanna jump on the bandwagon and show your financial support <g>, he can be reached at mshields@atpm.com.



1. http://I.am/Bruce_Wayne
2. <http://www.intelligentmedia.com>
3. <http://www.goodlifemovie.com>

Macworld Expo New York 1999

This year's east-coast Macworld Expo began with more pent-up excitement than any other I can recollect. More than a year had passed since iCEO Steve Jobs had announced Apple's new four-product grid, yet one square was still conspicuously empty. Led on by rumors sites such as [AppleInsider](http://www.appleinsider.com)¹, people had been expecting the new consumer portable "any day now" since January. At the keynote on Wednesday pretty much everyone expected the waiting would soon be over.



Without the usual introduction by Colin Crawford of Mac Publishing LLC, Steve Jobs came right onto the stage, quickly said hello, then emphatically stated that Apple had some **insanely great** products to announce. But wait. This wasn't the real Steve Jobs, but Noah Wyle, the actor who played him in TNT's original movie *Pirates of Silicon Valley*. After Mr. Wyle's less than flattering portrayal of the iCEO, I was a bit surprised that Jobs was on speaking terms with him, let alone willing to invite him to his most important speech of the year. Jobs even commented that Wyle was a "better geek than me," although I'm not sure that anyone would consider Jobs a geek to begin with, especially not someone who has seen *Pirates*.

This playful side of Jobs was on display throughout the keynote. Demos ranged from the "too bad I have a 56K" demo of QuickTime TV and the "it's about time" demo of IBM's ViaVoice continuous voice recognition software, to the breathtaking demonstration of Bungie software's [Halo](http://halo.bungie.com)². Then Jobs finally reached the moment everyone was waiting for. As soon as he put up a slide containing the 2x2 grid representing Apple's product strategy, the crowd

1. <http://www.appleinsider.com>

2. <http://halo.bungie.com>

erupted in applause. Most people seemed happy with iBook—Apple’s new consumer portable—but few seemed surprised, probably because so many people now follow the rumors Web sites, which touted nearly everything under the sun as a possible feature for “P1.” Personally, I was relieved more than anything else—relieved that Apple seemed to have lived up to the rumors people expected to be the truth.

iBook

Jobs says that the [iBook](#)³ was meant to be an “iMac to go.” It looks like an iMac, uses the same processor as an iMac (tuned down to 300 MHz to conserve battery), and provides virtually the same expansion/connectivity as an iMac. Like the iMac, it is designed for consumers.



The Original Mac Portable and the iBook

All in all, the keynote audience was very pleased with the iBook except for two points: pricing and availability. At \$1599, \$400 more than the iMac, I think the iBook is [reasonably priced](#) for a consumer portable, but more than people had hoped for. TFT displays and six-hour batteries don’t come cheap, after all. I’m sure Apple is just as disappointed as we are that the iBook won’t be available to start the school year, but if they coulda done it, they woulda.

Although netbooting via AirPort is not yet supported (and would be slow even if it were), AirPort is still excellent for homes and schools. I’m not sure whether you’ll be allowed to use wire-

3. <http://www.apple.com/ibook>

less networking on airplanes, but I would love to see a reprisal of Apple's PowerBook 100 series commercial where two business travellers set up the first network at 30,000 feet. I can see it now: "Don't leave the airport without AirPort." :-)

Finally, the iBook has two other features that are so useful I wonder why no one included them before. First, the iBook has no latch to keep it closed; instead, its display is snapped into position using springs, like a cellular phone. Like ordinary PowerBooks, it automatically goes to sleep when you close it. Like cell phones, it automatically wakes up when you open it. Second, the iBook features a new type of "sleep" that saves the contents of RAM to the hard disk, then shuts the computer off completely. In this way, hibernation (my name for it) uses less power than sleep, while still providing for fast wakeup times. It's very much like what Virtual PC does.



iBook marketing material appeared minutes after Steve Jobs' keynote.

The Makings of Revolutionary Products

The best way to make a revolutionary product is to come up with something insanely great that the marketplace has never seen before. The original Macintosh fits this bill. There's nothing in the iBook that has not been available before, but I don't think that precludes it from being revolutionary. Apple's AirPort wireless networking is based on an industry standard, but Apple has started a revolution by including it as a reasonably priced option on their consumer portable. Without the large research and development budget of the 80s Apple, today's Apple is managing to create revolutionary products by taking industry-standards that few people use and making them standard-equipment. They've done this with USB, FireWire, and now AirPort, just as the "old Apple" did with the CD-ROM drive.

Yeah, Sure, Apple

Although the iBook demo went flawlessly, Apple's software demos did not. Vice President Phil Schiller started off his QuickTime demo by gushing over how well-received the new QuickTime Player was. Apparently, he did not read the criticisms of its horrendous interface in [this column](#)⁴ or the [iArchitect Web site](#)⁵. Or maybe he lives in a reality distortion field. In any case, there's no denying that Schiller was having trouble with the QuickTime Player's interface. He always wanted to maximize the window size for playing a movie. Then, he needed to open the favorites drawer to select the next movie, however this required resizing and moving the window so that there would be room to open the drawer. What a great example of user interface chunkiness. When Mac OS 9 arrives in October, we'll find the QuickTime interface plastered onto Sherlock II, which despite his saying so, apparently does not support natural language queries to Web sites. Other than that, however, it looks pretty darned cool.

Another interface gaffe happened when Jobs was doing a demo with Internet Explorer. He closed the browser window and then could not figure out how to make a new one. Like most beginning Mac users, he seemed to think that he had quit Internet Explorer, so he went to the Finder and reopened it. Since IE 4.5 does not support the reopen AppleEvent, this just switched back to IE without opening a new window. Some members of the audience shouted helpful suggestions, but Jobs apparently wasn't listening. Sure, many people get confused by this behavior, but I never expected the iCEO to be one of them.

Microsoft

Microsoft remains "committed to the Mac," but months after it was released on Windows, Internet Explorer 5 still isn't done. Microsoft Office remains a Windows-like, ported behemoth, although iMac and iBook owners can now buy Word 98 for 75% off the standard price, or \$99. Gee, I wonder what the margins on that product are. Hopefully, Apple will continue to bundle AppleWorks with these products.

On the bright side, Outlook Express 5 features a number of great usability enhancements. The updated version, due sometime in the fall, adds a much better addressing pane to new messages, a mailing list manager, and other assorted enhancements. Despite the fact that the toolbars now feature flat, Windows-style buttons and the address book interface seems to be lifted from the weird-but-cool Claris Organizer, Microsoft claims that Outlook Express 5 is fully

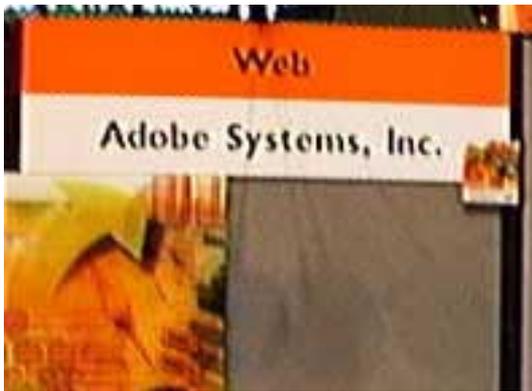
4. <http://www.atpm.com/5.05/paradigm.shtml>

5. <http://www.iarchitect.com/qtime.htm>

themes savvy. To top it all off, Microsoft provides exclusive integration with its Hotmail free e-mail service. I wonder what the DOJ thinks of this. Overall, this upgrade must really irk small Mac-only companies like Bare Bones software and CTM Development that are actually trying to sell e-mail clients.

Last Words

Corel demoed the exciting new CorelDraw 9 and Print Office 2000, but announced that it would no longer develop its WordPerfect codebase for Macintosh. Later this month, the company is making WordPerfect 3.5e available for free, however.



The GoLive section of Adobe's booth and Tektronix' blue-and-white solid-ink printer

GoLive Systems, one of the stars of the first New York Macworld, was present only as a section of Adobe's booth. There were quite a few new hardware products being shown, but nothing that struck me as groundbreaking. And it seems like everything from stereo speakers to solid-ink Tektronix printers is now coming in iMac and blue-and-white colors. What's up with that?

With the exception of the keynote, this was one of the more boring Macworld Expos I have attended. I guess the iBook is a hard act to top.

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BY FRANK PETRIE, PHRANKY@JERSEY.NET

A Matter of Time

We're all aware to what extent computers have changed our day-to-day lives. We can check our bank balances and pay our bills without leaving our desk. We can electronically converse with complete strangers on the other side of the planet on any myriad of topics. And of course, Bill Gates has replaced the Soviet Union in our collective hearts as the object of our national distrust.

But now one global company is proposing a change that may take some adjustment (or getting used to). Swatch, the Swiss watchmaker famous for creating fashionable, hip time pieces, has devised a new method of measuring time.

It's called [Internet Time](#)¹ and, purely by coincidence I'm sure, each unit of measurement is known as a Swatch beat. With Internet Time the day is divided into 1000 beats; each beat is the equivalent of 1 minute 26.4 seconds. So noon, formerly known as 12:00 p.m., will now be known as @ 500 online. Swatch also established a new meridian on Jakob-Staempfli Street in Biel, Switzerland, home of the company's international headquarters. A day in Internet Time begins at midnight Biel Mean Time, 000 Swatch beats (Central European Wintertime).

Why do we need an alternative method of timekeeping? Knowing what time it is elsewhere in the world can be critically important. Converting scheduled times for online events to your local time can be confusing and prone to error. That's where Internet Time comes in. If you plan on using your computer for some event at the other end of the world, all you have to do is find out the Internet Time of the event and check your desktop Internet Time clock, Palm Organizer, or Swatch. Internet Time is always the same anywhere in the world at any given moment—@620 in Frankfurt, Germany is @620 in Des Moines, Iowa.

1. http://www.swatch.com/dog_award/frameset.html

Is this for real? Who knows. Will it give Swatch a lot of free publicity? You bet. Apple, who has long been rumored to be in talks with the Swiss firm about marketing a line of watches to compliment their iMac line, has already devoted [a page](#)² to the topic with links to Swatch's site, while integrating Internet Time into its home page's date and time counter. And Swatch is actively encouraging webmasters to place the clocks on their sites. In fact, Swatch has included Internet Time on its most recent line of wrist watches.

Can the idea catch on? One would imagine that it would have to be a bit more successful than America's attempted adoption of the metric system. After all, there are very pragmatic reasons for an Internet Time standard. It's not meant to replace 24-hour timekeeping, but it is to be used as an online tool. There was no pressing niche for the metric system to fill. In fact, the only time that I recall the metric system being used publicly was when they painted field distances on every outfield wall in major league baseball in both meters and feet.

But will Swatch's push to make Internet Time a new standard for the world meet with success? Only time will tell.

Frank Petrie, phranky@jersey.net, is a renaissance guy on a limited budget. Send your Segments submissions to editor@atpm.com.



2. http://www.swatch.com/apple_jump/index.html

Step I: You, 10BaseT, and the Mac Make Three

If you've found your way onto the Internet, odds are good that you know a little about your computer, like that the big glowing thing is the monitor, the little thing that moves around on the desk is the mouse, and so forth. Even if your understanding of computers stops there, take solace in the knowledge that even your more "plugged in" neighbors probably don't know much about computer networking and its capabilities, both at work and at play; now is the time to learn a few buzzwords of your own.

To many, the term "networking" calls to mind business people exploiting their personal connections and intuition to move up the corporate ladder. Fortunately, the computer version of networking isn't related to the human version; hooking that shiny new iMac up to a network won't make it start looking around the neighborhood for a new owner with a bigger computer room.

To avoid confusion, the first thing to do is tackle some network terminology. First, "network" is both a verb and a noun: "to network" means to connect two or more computers together so they can share information, and "a network" refers to the group of connected computers as a whole.

So what good is computer networking? Simply put, computers connected to a network gain the ability to share information with each other. What kind of information the computers share and how the information is used is up to the person who sets the network up. At the office, they call this person the network administrator. (In the office, "Network Administrator" sounds impressive, but at home, Network Administrators still have to make their own coffee.)

Generally speaking, networks are used for two tasks, especially in the home. Primarily, networks allow one computer to access another computer's files and programs as if they were on the first computer to begin with. This is especially useful if one of the computers does not have much storage space or does not get used very often. The second common use is to share a single peripheral (such as a printer or a modem) among several computers, to avoid the purchase of extras. Networks see other uses (especially in the business world), but those two are the most common. The general function of a computer network is to save you time and money by letting you access your files from wherever you want and by reducing the number of things you have to buy.

At this point, you may be wondering, "What's the catch? I can actually spend less money and increase convenience at the same time?" Alas, there is a slight catch. Although you may not have to purchase an extra printer, you usually do have to purchase one or two things out of which to build your network. Fortunately, network components usually cost significantly less than new peripherals, so you save money in the long run.

There are two sides to a computer network, the hardware (the stuff that attaches directly to the computers, such as the wiring) and the software (the stuff that you store on the computers, enabling them to share information). When you set up a computer network, you start by hooking up hardware, then finish by installing and configuring software to make use of the hardware you just hooked up. A working network requires hardware and software, kind of like writing a letter by hand: you may have the pencil in your hand, but if you don't know how to write, it doesn't do you any good. Knowing how to write without having the pencil doesn't work, either; you need both. Fortunately, once you set your network up, you can basically forget about it, as you don't need to change anything unless you want to add another computer or peripheral.

Now that you know what purpose the hardware and software serve, it's time to deal with them in more specific terms. Network hardware, being the physical link between networked computers, consists of network "adapters" and the wiring that connects them. A network adapter is a piece of computer hardware that acts as a transition point between the network wiring and the computer, passing the network information back and forth. Almost every Mac built in the last several years includes a network adapter built-in, and you can purchase an adapter for Macs that don't come with them.

Of all the network formats out there (there are several) the most common by far (and the one that comes built-in to all recent Macs) is Ethernet. Because almost all networks in use these

days use Ethernet, this article focuses on it exclusively. Ethernet is currently available in two different speeds, each of which sounds like it was made by a European car company. The “basic” kind of Ethernet is 10BaseT (ten base tee) and the faster kind (known as Fast Ethernet) is 100BaseT (one hundred base tee). Each of these names is an acronym, with the first portion (10 and 100, respectively) indicating the speed rating. As you might guess, Fast Ethernet is rated to send network information ten times faster than basic Ethernet.

Geek alert: An even faster kind of Ethernet, Gigabit Ethernet (1000BaseT), looms on the horizon, with the first such products coming off the production line this year. Because Macs don’t yet include it as a built-in networking option, and also because of its higher price tag, I don’t deal with Gigabit Ethernet here.

Although basic Ethernet and Fast Ethernet use different network adapters, they use the same kind of wiring, twisted pair. At this point, the technical terms are mounting up and may be causing confusion. Don’t panic! There are only a few basic things you need to remember:

1. Networks can make your computing experience more efficient and save you money at the same time.
2. Ethernet is the most common kind of computer network.
3. Your Mac either comes with Ethernet support built-in, or you can get a network adapter for it.
4. Fast Ethernet (100BaseT) is faster than basic Ethernet (10BaseT).
5. Both kinds of BaseT Ethernet use twisted pair wiring. BaseT Ethernet = twisted pair, twisted pair = BaseT Ethernet.

Now you know a little about networking, Ethernet, and how the Mac can be made to take advantage of them. Next time, we’ll tackle the individual networking capabilities of each Mac

model to figure out what kind of network adapters and wiring you'll need for your own network.

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Welcome to the second appearance of *About This Particular Web Site*. I hope you liked the first one. Please feel free to send comments about the general usefulness of the column and length of the individual entries to editor@atpm.com. Should the descriptions be longer? Shorter? Please let us know. Remember, the Web sites mentioned here are not endorsed by ATPM; they are just suggestions for your browsing pleasure. Well, let's get started:

- Do you like good food? Most people do. But sometimes you just don't have the time to cook. Take-out and delivery are alternatives. But where do you find the food you are longing for? [Food.com](http://www.food.com)¹ is the answer. First you select the city you live in—currently Atlanta, Boston, Chicago, Dallas-Ft. Worth, Houston, L.A. Miami-Ft. Lauderdale, NYC, Philadelphia, S.F., and Washington D.C., and their surroundings are covered. More will be added soon. Then you select a restaurant you like (they can be filtered by type of food), browse the menu and place your order for take-out or delivery. In Boston and its surroundings alone you can select from 475 restaurants. Food.com is actively working to expand its offerings, for example by partnering with “frequent eaters” programs and offering office meals.



1. <http://www.food.com>

- So we have whetted your appetite for e-commerce? If your computer has a DVD drive capable of playing DVD movies and you don't know how to get them, [Netflix](http://www.netflix.com)² might be right for you. You can rent DVDs from a wide range of available titles (3,600 right now). You select the movie (or movies) online and pay with your credit card. They arrive by mail in two or three days. You have one week to watch the movies, then you put them into the prepaid envelope that came with your rental and return them via the US Postal Service. DVD rentals are \$3.49 per DVD (\$4.99 for reserved movies). Shipping charges are \$0.95 per DVD plus \$0.99 per order. If you want to keep the movies for another 7 days, you have to pay \$0.99 late fee per disk. I found Netflix's customer service very friendly and helpful. If you'd rather buy DVDs, [Amazon.com](http://www.amazon.com)³ and [DVD Empire](http://www.dvdempire.com)⁴ have a wide range of titles available for purchase. Netflix offers a "like it, keep it" program that lets you buy a rented DVD from [Amazon.com](http://www.amazon.com) and refunds the rental and possible late fees. New [Netflix](http://www.netflix.com) customers get three free rentals. It's possible to prepay for 10, 25 or 40 movies (Flix Value Pak) and receive further discounts that can be used to buy movies later on.



- Still don't have enough food? Find out everything about cheese at [Cheese.com](http://www.cheese.com)⁵. They currently have information about 652 different kinds of cheese, and more are being added. The information provided consists of a description, country of origin, milk, texture, and producer. You can find cheeses by name, country, texture, and milk, as well as vegetarian cheeses. They have a cheese bookstore and even cheese news. Like they say, "It's all about cheese!"



2. <http://www.netflix.com>

3. <http://www.amazon.com/exec/obidos/redirect-home/aboutthisparticu>

4. <http://www.dvdempire.com>

5. <http://www.cheese.com>

- Do you want to experience the full power of e-commerce? Try [Mercata](http://www.mercata.com)⁶. By pooling your buying power with that of other shoppers, Mercata can achieve substantial savings over retail prices (50% and more is common) on selected products. You set the maximum price you want to pay by making an “offer”. The more people participate, the more the price will drop. You can observe the most current price online. If your offer is accepted, you pay the lowest price achieved by the group. I have not tried it myself, but it certainly sounds interesting.
- So you are an Apple fanatic and want to see, know, and have everything connected to your favorite brand? The [Apple Collection](http://www.theapplecollection.com)⁷ has everything. Icons, art, design, prototype pictures, postcards, and collectibles.
- If you want to personalize your Mac even more, [Woody's Classic Wallpaper](http://members.xoom.com/woodys_cwp/index.html)⁸ has wonderful fine art images for wallpaper, desktop pictures, backgrounds, and screen saver images. Of course, with our [desktop pictures](#), who would want anything else! ;-)
- For those of us who could not make it to this year's MacHack, the best hacks can be downloaded from the [MacHack 99 site](http://www.machack.com/99/hacks99.html)⁹. Proceed at your own risk!



6. <http://www.mercata.com>

7. <http://www.theapplecollection.com>

8. http://members.xoom.com/woodys_cwp/index.html

9. <http://www.machack.com/99/hacks99.html>

- If you want to learn more about Apple's past, check out [the Apple History site](http://www.apple-history.com)¹⁰. Providing a concise history of Apple and a gallery of almost all Macs ever made, this site is a must for every Mac fan.



- Our last Web site has, of course, to do with the upcoming solar eclipse on August 11. Exploratorium.edu has a special page called [Solar Eclipse](http://www.exploratorium.edu/eclipse/)¹¹ dedicated to the fascinating phenomenon. The site will feature live coverage as well as plenty of background information (e.g. where and how to see it and what an eclipse actually is), pictures, and even more eclipse links.



Copyright © 1999 Daniel Chvatik, dchvatik@atpm.com. When he's not spending all of his waking hours surfing the Web while claiming to be doing research, Daniel finds time to volunteer as ATPM's Managing Editor.



10.<http://www.apple-history.com>

11.<http://www.exploratorium.edu/eclipse/index.html>

About These Shirts

Made of 100% cotton, these Hanes Beefy-Ts are top-quality shirts designed to last through many issues of ATPM. Available in sizes Medium through XXL, you'll be the talk of the Internet Cafe wearing an ATPM T-shirt. ATPM is not for profit; all proceeds go to support our Website and to buy prizes for reader contests.



The ATPM Logo on the Front, and the ATPM Logo, Slogan, and URL on the Back

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PO Box 11

North Windham, CT 06256-0011, USA



Desktop Pictures IV: Niagara Falls

Welcome to the [fourth installment](#)¹ of the ATPM desktop pictures series. This time our managing editor takes you to the [Niagara Falls](#)², both the Canadian and the American side. Unfortunately the weather was less than perfect, but we hope that you will still enjoy the pictures. If you have your own pictures that you would like to share with our readers or simply have ideas for nice backgrounds or scenery, let us know at editor@atpm.com! As usual, we used [Cameraid](#)³ and [GraphicConverter](#)⁴ to prepare the photos. If you haven't seen the older parts of the series, they can be found here:

1. [Yellowstone National Park](#)⁵
2. [Drops](#)⁶
3. [Toronto](#)⁷
4. [Niagara Falls](#)⁸ (new)

Next month's issue will feature pictures from Monaco.

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1. <http://www.atpm.com/5.08/niagara/>
 2. <http://www.atpm.com/5.08/niagara/>
 3. <http://www.atpm.com/5.04/cameraid.shtml>
 4. <http://www.atpm.com/5.02/page12.shtml>
 5. <http://www.atpm.com/5.03/yellowstone.shtml>
 6. <http://www.atpm.com/5.05/drops/>
 7. <http://www.atpm.com/5.07/toronto/>
 8. <http://www.atpm.com/5.08/niagara/>

Placing Desktop Pictures

Mac OS 8.5 and Newer Go to the “Appearance” control panel. Click on the “Desktop” tab at the top of the window. Press the “Place Picture...” button in the bottom right corner, then select the desired image. By default, it will show you the images in the “Desktop Pictures” sub-folder of your “Appearance” folder in the System Folder, however you can select images from anywhere on your hard disk.

After you select the desired image file and press “Choose,” a preview will appear in the Appearance window. The “Position Automatically” selection is usually fine. You can play with the settings to see if you like the others better. You will see the result in the little preview screen.

If you are satisfied with the selection, click on “Set Desktop” in the lower right corner of the window. That’s it! Should you ever want to get rid of it, just go to the desktop settings again and press “Remove Picture.”

Mac OS 8.0 and 8.1 Go to the “Desktop Patterns” control panel. Click on “Desktop Pictures” in the list on the left of the window, and follow steps similar to the ones above.

Random Desktop Pictures If you drag a folder of pictures onto the miniature desktop in the Appearance or Desktop Pictures control panel, your Mac will choose one from the folder at random when it starts up.

DeskPicture An alternative to Mac OS’s Appearance control panel is Pierce Software’s DeskPicture, available [here](http://www.peircsw.com/DeskPicture.html)⁹.



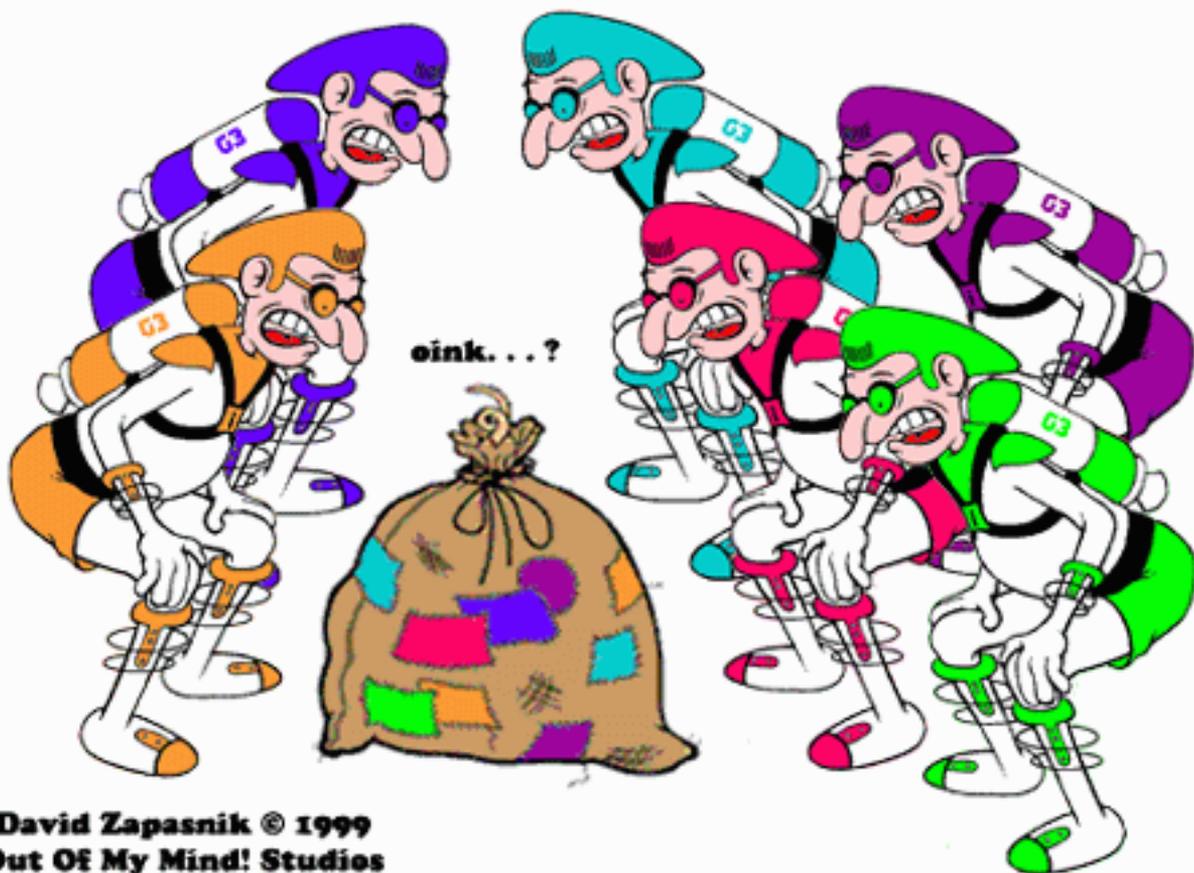
9. <http://www.peircsw.com/DeskPicture.html>

About This Particular
Cartoon

By DAVID ZAPASNIK

dazapasnik@snet.net

During a momentary lull between constant battles, the Super Spectacular Iconoclastic iMac-ulates® await the next wave of attack from their evil enemy, the Multicolored, ePowerless Piginapoke.



David Zapasnik © 1999
Out Of My Mind! Studios



Tools For Webmasters & Code Warriors

HTML manuals love to be optimistic, especially when they're targeted at beginners. "No programming experience necessary," they say. "Anyone can build a Web page, absolutely anyone!" That's true to a certain extent—WYSIWYG editors (What You See Is What You Get) can shield you from the squishy horror of a Web page's inner guts, and premade templates can simplify design issues. But an easy-to-build web page may not be all that it can be. Writing the HTML is just the beginning.

Page Spinner 2.1

Published by: Jerry Åman, Optima System

Web: <http://www.optima-system.com/pagespinner>

Price: \$25.00

File Size: 2.7 MB

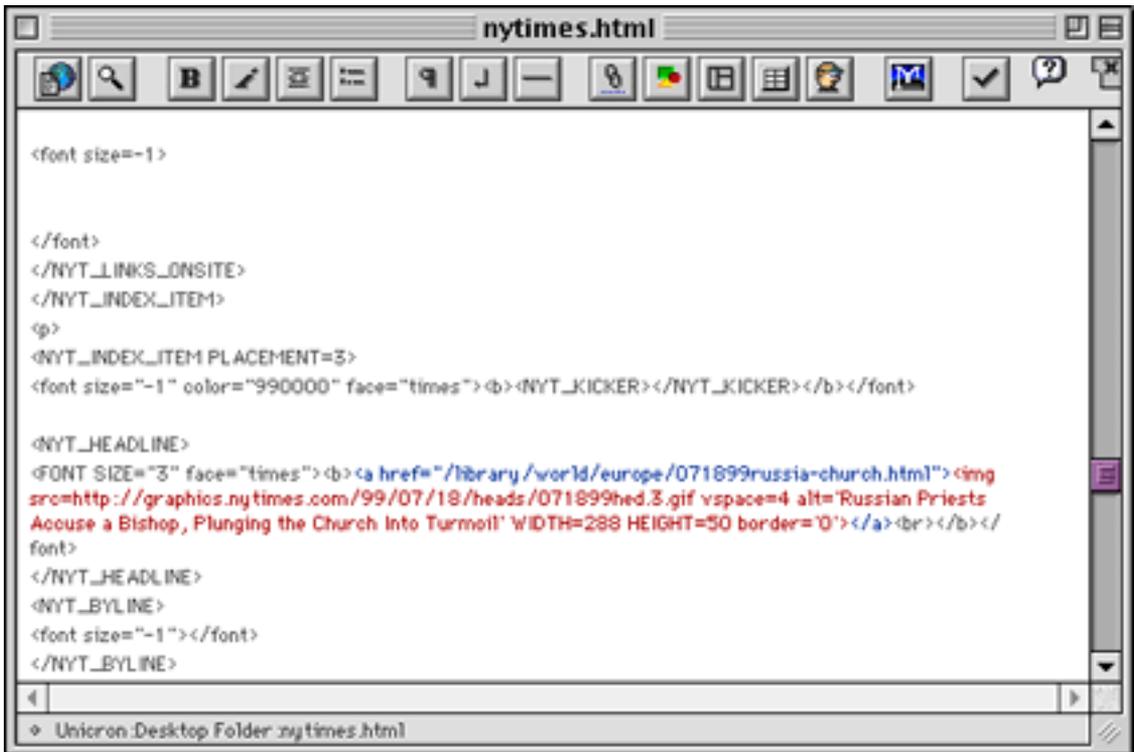
Requirements: System 7.5 or later with AppleScript installed. A 68k version is also available.



If you're going to write HTML code, you need a suitable text editor. Your favorite word processor would probably love to help you out, and may even have a few built-in macros to make the typing job easier, but PageSpinner is a much better alternative.

While it's not quite a WYSIWYG editor, PageSpinner is a step up from the plain unformatted text you'll find in BBEdit, a professional caliber text editor. If you're brand new to writing HTML, the sample files and tutorials in PageSpinner will quickly send you on your way with-

out lengthy discussions of tables or JavaScript or other advanced features. All that comes later, once you master the art of writing a basic Web page and uploading it to a server.



PageSpinner's writing environment relies on automated tag-writing. That means that if you write a sentence and want it to appear in boldface, you just press the bold button like you would in your word processor. In addition to surrounding the selection with `` and ``, PageSpinner makes the text bold.

Not all aspects of HTML are treated with this much friendliness. Page Spinner can insert code for images, tables, and anything else your heart desires, but you'll have to load the file in a Web browser to preview your handiwork. In general, Page Spinner isn't very intelligent when it comes to changing your existing code. If you want to turn red text into blue text, the program will only nest the new color inside a tag for the old one instead of replacing it.

This is anything but terrible. Too much dependence on a WYSIWYG state of mind without a solid grounding in HTML makes the skills you acquire little more than fraud. By manually correcting the program's mishaps, you're learning how to code.

PageSpinner isn't just a tool for novices. HTML savants will find that the Assistant window makes life much easier by grouping related attributes under a single window. For images, that means specifying width, height, spacing, and link information in one fell swoop. The Assistant covers a variety of topics, from text formatting to embedded plug-in files to JavaScript rollovers.

To improve your work flow and bring all the Web applications you'll need within easy reach, PageSpinner allows you to launch a variety of other Web-related applications from one of its menus. That's assuming you already have them on your hard drive, however. An option to launch Photoshop doesn't do much good if you don't have the program.

Version 2.1 offers a host of major improvements, including a new JavaScript assistant, support for HTML 4.0, and PowerPC optimization.

JChecker 1.0

Published by: Matsumoto & Co., Ltd.

Web: <http://www.matsumoto.co.jp>

Price: 2300 Japanese Yen (about \$20)

File Size: 1.1 MB

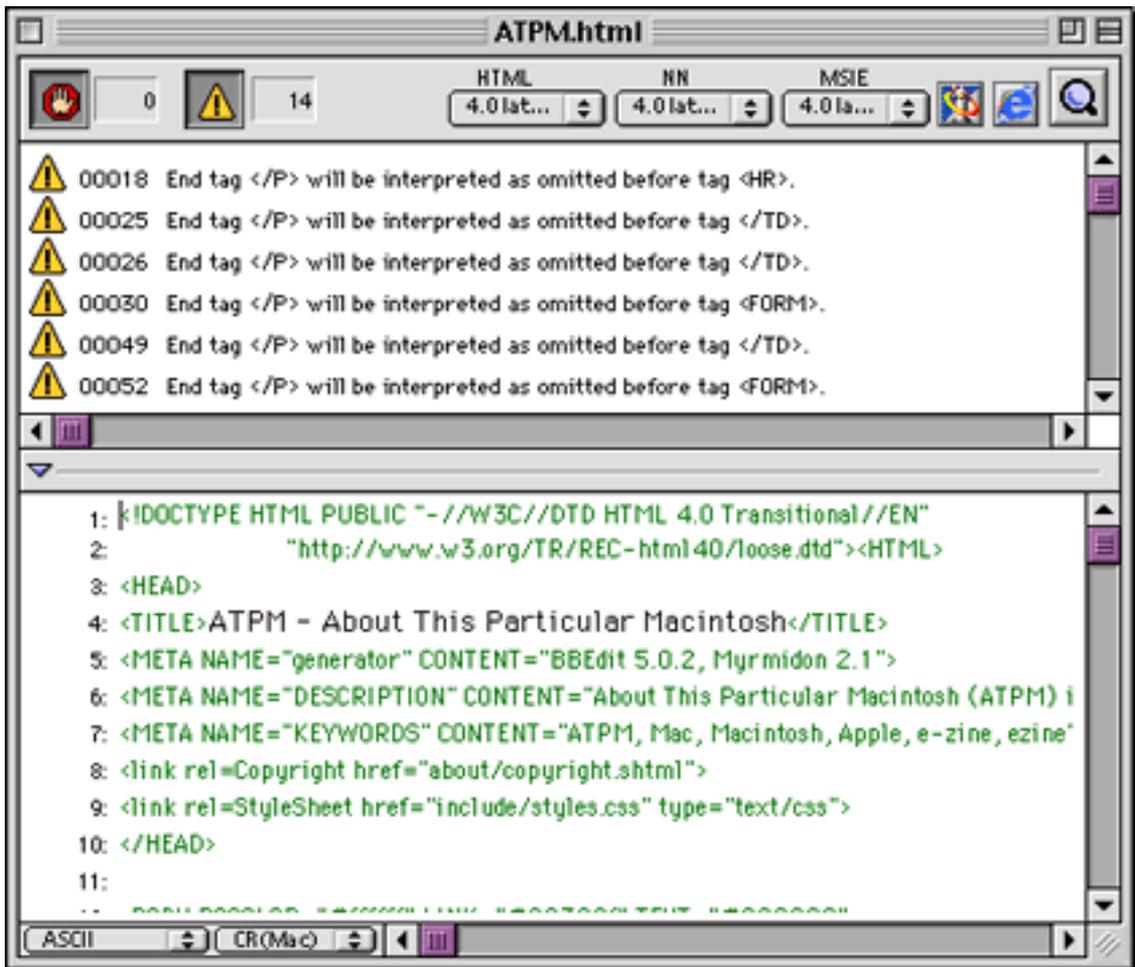
Requirements: System 7.1 or later. A 68k version is available.



No matter how you write HTML—either by hand or with a WYSIWYG editor—validation is a good idea. Just as a spell checker can find mistakes in your words, validating your HTML can find mistakes in your code.

When JChecker scans a file, it builds a list of mistakes in the top half of its main window. Entries can then be highlighted individually to see where the error appears in the file, which is displayed directly below. JChecker categorizes mistakes as either errors or warnings, and both kinds can be filtered out. This feature came in handy when I validated the ATPM home page. The only mistakes JChecker found were warnings about `</P>` tags, like this one: “End tag `</P>` will be interpreted as omitted before tag `<HR>`.” Closing a `<P>` tag usually isn't required. In a cryptic fashion, JChecker seemed to be pointing that out, even though the absence of `</P>` tags made that completely unnecessary.

Aside from filtering, JChecker lets you edit its tag dictionary if you want to banish these pesky annoyances forever. You can also tailor the program's critique toward a certain browser or version of HTML.



Overall, JChecker's validation services are very similar to those you'll find in the iCab Web browser. One handy feature to JChecker's credit, though, is its ability to "beautify" an HTML file. If you strip out all the carriage returns from a file in the spirit of optimization, you'll be left with a large chunk of text that only a machine could read. Beautifying a file is a way of de-optimizing it and restoring readability. The fact that JChecker colorizes tags, comments, and URLs helps out with this too.

HTML validation is freely available online from the World Wide Web Consortium at <http://validator.w3.org>. This organization dictates the official laws of HTML. As JChecker's

manual points out, you may want to defer to this higher authority at some point. The advantage of using JChecker is that you don't have to be online.

OptimaHTML 1.0 PPC

Published by: Nikita Zhuk, MacZ software

Web: <http://Gamma.nic.fi/~evolite/optimahtml.html>

Price: \$8

File Size: 719K

Requirements: System 7 or later with at least 2 MB of free RAM. 68k version is also available. (not to be confused with HTML Optimizer, a HyperCard stack that offers similar services)

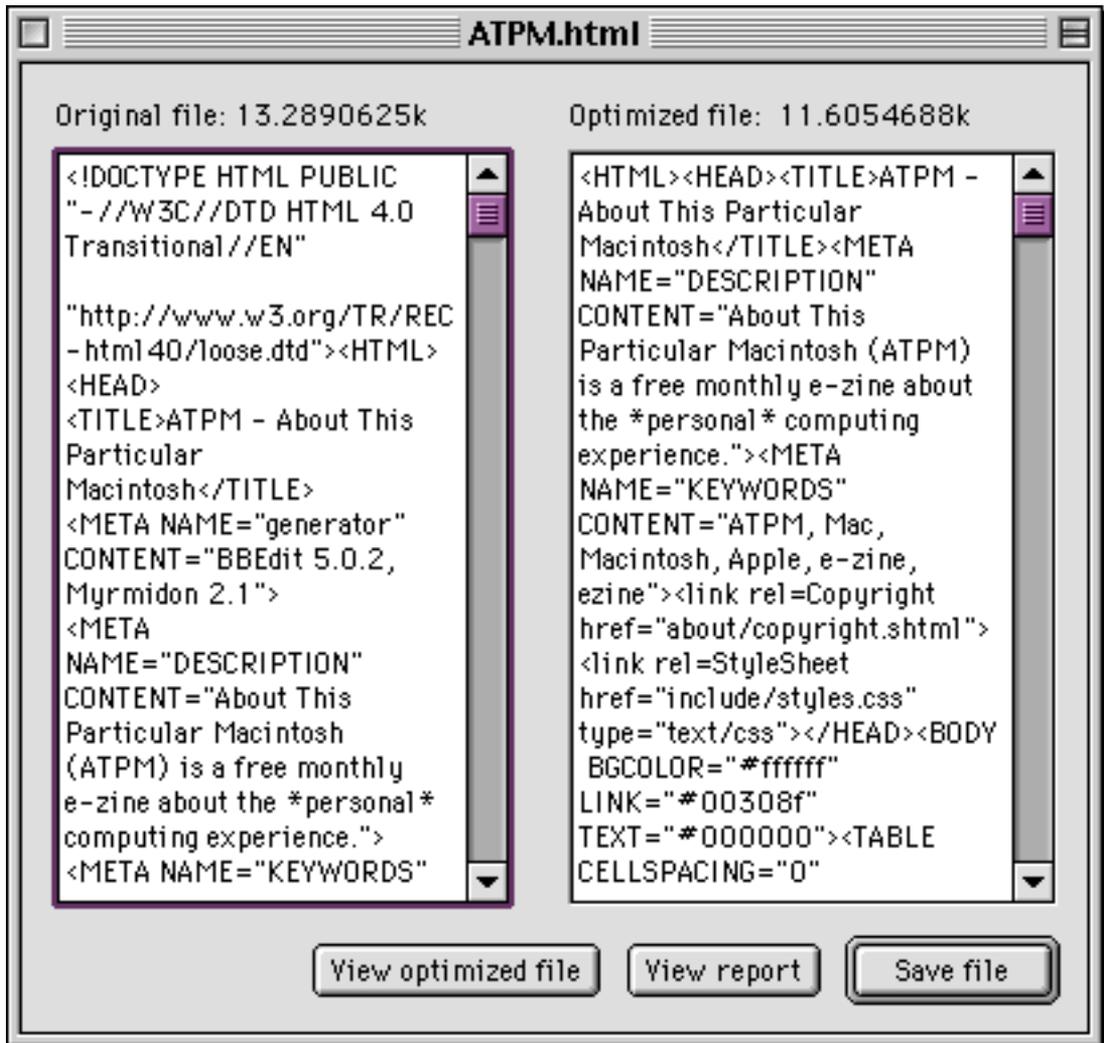


Fast-loading Web pages are a good way to keep your audience happy. Miserable modem users like me are impatient creatures, and we don't want to spend the rest of our lives waiting for an excessively ornate page to squeeze through the telephone line. Blame it on the shortage of bandwidth, or blame it on sluggish browsers. If you compact your HTML code to its smallest possible size, no one will be able to blame you.

OptimaHTML scrapes 24 different kinds of fat from HTML files. Even if it only saves a few extra bytes, removing things like carriage returns, comments, and optional tags will help your pages pop up faster since you're making the Web browser's job a little easier.

To optimize a file, drag it onto the main window (dragging onto the application doesn't work for some reason). Optima's behavior is controlled entirely from the Preferences window via intuitive checkboxes. Once your HTML file is crunched, you can review the changes in a

scorecard format or by comparing the new and original versions side-by-side. This is a nice feature, but the fact that you can't run searches ruins most of its utility.



An optimized file should become one huge block of text.

To put Optima to the test, I introduced it to the root page of ATPM's website. Except for one unruly line of text that somehow unwrapped itself, the resulting file displayed exactly like the original. Removing 931 double-spaces and 200 carriage returns made the file 13 percent smaller. In a similar test, the main page of the *New York Times* shrank by 16 percent. These numbers may seem small, but every little bit helps. How many bytes you save depends mainly on how much you're able—or willing—to get rid of.

Optima is an evenly-matched competitor of more expensive products like VSE HTMLTurbo (\$49.95), but it lacks certain key features like the option to optimize entire folders instead of individual files. A text editor like BBEdit can achieve the same results using its HTML Format feature. Even so, Optima is well worth its shareware fee simply because it's so easy to use.

Style Master 1.3 PPC

Published by: [Western Civilization](#)

Web: http://www.westciv.com/style_master

Price: \$29

File Size: 1.9 MB

Requirements: System 7.1.2 or later with 4 MB RAM. A 68K version is also available.



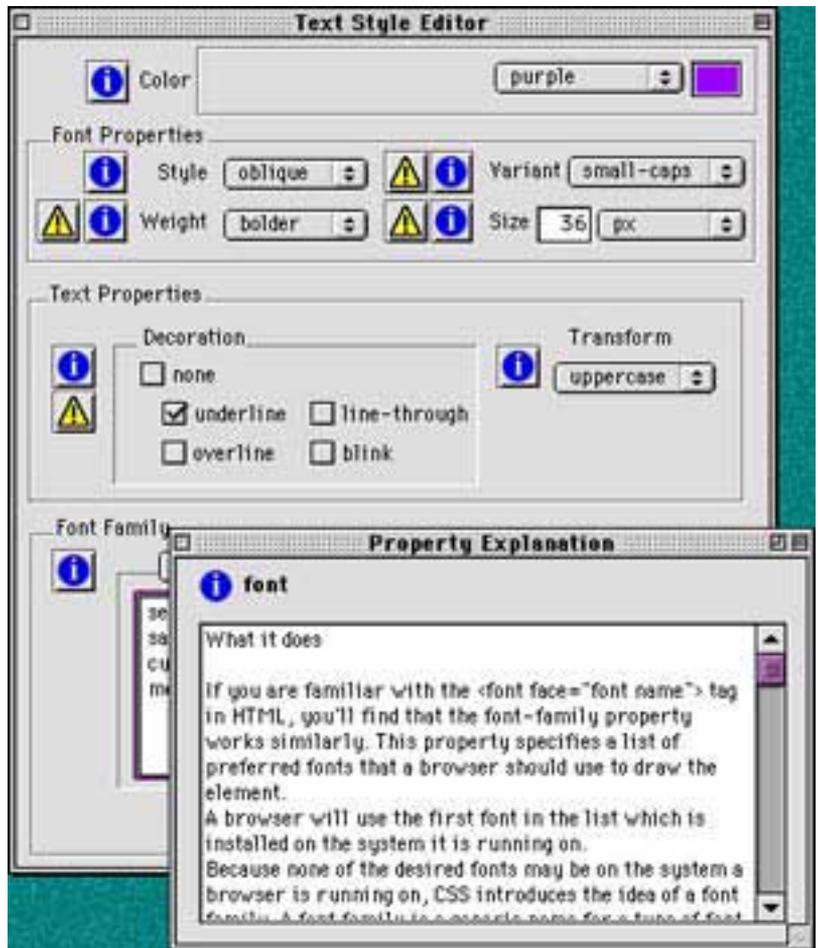
Cascading style sheets give you much more control over the layout and appearance of your pages than you can get with humdrum HTML. It takes a mini-dictionary to list all the attributes and options that can be included in CSS statements, but StyleMaster makes the writing process easier with automation and context-sensitive help.

StyleMaster divides the wide world of CSS attributes into eight categories: text style, text layout, background, border, margin, padding, page layout, and display type. Each one has its own editor, which consists of a window of pop-up menus and dialog boxes where you can fill in as much or as little information as you want. Everything you type in is instantly updated in the main window with proper syntax and structure.

The documentation included with the program does a thorough job of explaining how CSS works, and the built in help system lets you access the same material as you work. All the editors have buttons that summon tidy information windows when clicked. If you don't remember what something means, or aren't sure how big a number you should type in, your questions will be answered here. This feature alone puts StyleMaster far above similar programs like Cascade Light.

Equally useful are the buttons that warn of browser incompatibility. Netscape Navigator and Internet Explorer implement CSS differently, so it's helpful to know how much you can get away with before browser stupidity foils your plans.

Beyond the help mechanisms, StyleMaster will also help you preview your handiwork in either Netscape or IE. In Live Update mode, you can load a Web page in your browser and then adjust your CSS statements in StyleMaster. Every change you make causes the browser window to refresh. It sounds better than it actually is—the automatic refreshing is very sensitive.



Idealistic CSS writers may think it's better to type everything out by hand, but StyleMaster makes the process easier and faster. It even takes care of linking or embedding your style sheets in your Web pages when you're all finished. While the Editor windows can only be closed with a mouse click and the interface could be more keyboard-shortcut friendly, StyleMaster's minor drawbacks shouldn't be an issue unless you're writing extremely complex and lengthy statements.

Emilé 1.0

Published by: Media Design in•Progress
Web: <http://www.in-progress.com/emile/>
Price: \$79 (the lite version is free)
File Size: 3.9 MB
Requirements: System 7.5.2 or later



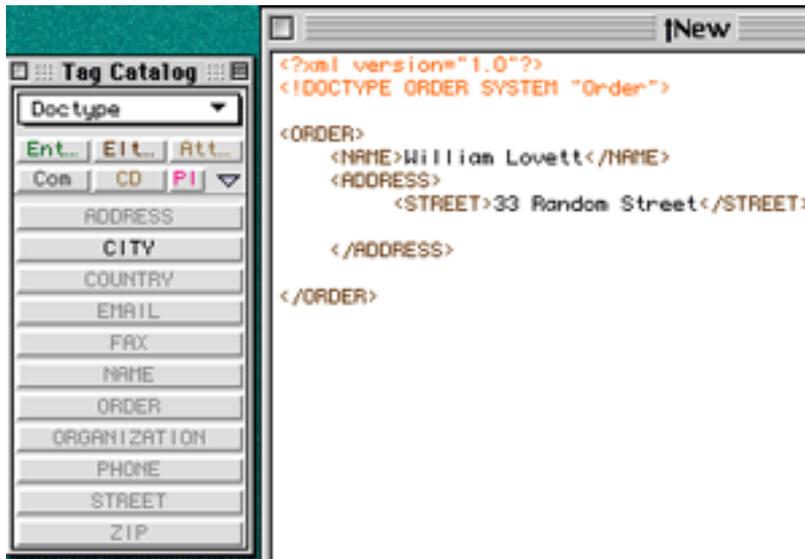
XML is the future of Web design, the chosen successor of HTML that will separate the content of a Web page from its layout. Emilé is the first Macintosh text editor devoted exclusively to this rising standard.

It may be better than HTML, but what can XML do for you? What exactly does it mean to “separate” content and layout? Let’s say you want to write an online version of your resume. The information you’re presenting will probably fall into patterns—for example, in the section where you talk about all the jobs you’ve had, you’d want to mention the name of the company, the dates of your employment, your title, and maybe a brief description of what you did. This pattern would repeat three or four times.

With HTML, each of these pieces of information can only be described in terms of their appearance. Putting a boldface tag around the company name doesn’t tell you, the writer, anything about its relationship with what comes next and what came before.

Emilé to the rescue. Now you can apply the pattern of your resume to the document you’re about to create. After creating tags like `<COMPANY_NAME>`, `<DATE>`, and `<JOB_TITLE>`, and then establishing a hierarchy for them (i.e. `DATE` must come after `COMPANY_NAME` and before `JOB_TITLE`), Emilé will help you fill in the information by reminding you of what should come next via the Tag Catalog window or by contextual menus. The content of your information is now represented by the tags that surround it.

All this is assuming you want to establish your own private document type in the first place. You could just as easily borrow someone else’s if it suited your purposes.



According to the Tag Catalog, **CITY** is the next tag that should appear.

Now you've got a file that can be saved as HTML, but don't get excited just yet. Today's Mac Web browsers usually can't do a thing with unfamiliar tags. This is where CSS skills come in handy. Now that your information is better organized, you can focus on its layout and formatting from afar. The peace of mind that comes from efficiency is now yours for the taking

Emilé doesn't include a style sheet editor, but other programs from Media Design in•Progress (XPublish and Interaction) do. Like most programs as young as Version 1.0, Emilé has a long list of problems and limitations which are documented in the ReadMe file. Two notable entries point out that Emilé doesn't always colorize text properly, and that the Validation tool is still incomplete.

XML may not be worthwhile when it comes to small Web sites, but it's an efficient option for larger operations. If Emilé's hefty price tag disagrees with you, a lite version is also available. It's free, but has fewer features and isn't optimized for PPC computers.

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BY ERIC BLAIR, EBLAIR@ATPM.COM

Apple Confidential:

The Real Story of Apple Computer, Inc.

Product Information

Author: Owen L. Linzmayer

Published by: No Starch Press

Web: <http://www.nostarch.com/>

Cost: \$17.95

By the time you read this, it will be close to two months since TNT aired *Pirates of Silicon Valley*, their movie about the histories of Apple Computer and Microsoft. I first read *Apple Confidential: The Real Story of Apple Computer, Inc.*, a few weeks before TNT's movie aired. I cannot vouch for TNT's portrayal of Microsoft's rise, but based on other things I have read, *Apple Confidential* is a lot more accurate when it comes to the history of Apple Computer.

Right off the bat, Owen Linzmayer starts to shatter the misconceptions about Apple's past and enlighten the reader about our favorite and/or ill-fated ideas, including, but not limited to: the Macintosh, the Newton, and the Apple III. As for shattering misconceptions, did you know that Apple was not actually started by the two Steve's in a garage? The company actually started in a bedroom and included a third founder. By page 2, you would have learned this.

The chapters of *Apple Confidential* seem to fall into four categories: general Apple history, products, people, and minutiae. Products includes both hardware and software. Minutiae incorporates facts like product code names and smaller Apple related lawsuits (no, not the Windows suit—that most definitely falls into the Apple history section). People covers the



individuals who are intrinsically linked with Apple—the CEOs, Steve Jobs, and others. General Apple history is a more encompassing category, concerning things like the founding of Apple and several of Apple’s deals with Microsoft.

The history, products, and people classifications tend to mix together at times. While a chapter called “The Remarkable Rise and Fabulous Fall of John Sculley” is definitely a person chapter, it gets into his near obsession with the Newton. Furthermore, “The Making of Macintosh” covers the thought process of Jef Raskin and his subsequent battles with Steve Jobs. The overlap is more than understandable, though. Without the people who put their hearts and minds into the company or the ideas that turned people against each other, the history of Apple Computer would not be that different from that of any other corporate entity. Nor, for that matter, would it be any more entertaining than the history of any other corporate entity. While Apple has always had colossal successes and blunders, it is the people who built the mystique of Apple Computer. By focusing on the technology along with the people, as opposed to the technology in lieu of the people, Linzmayer crafts an enjoyable read.

For the most part, *Apple Confidential* reads chronologically. Aside from the occasional chapter of minutia, the start of the chapter usually features the next major event following the start of the previous chapter. Since some events in Apple’s history span many years, however, there is some overlap. For instance, the chapter about cloning covers Bill Gates’ pleadings that Apple license the OS as far back as 1984 up to the end of Macintosh cloning during the Steve Jobs era. Some of this same information appears in the chapters about Michael Spindler and Gilbert Amelio. Sometimes, when reading, I felt as though I was covering the same information several times. As far as I can tell, the only other option would have been to mention the information once and ignore it in later chapters. This would probably have been more confusing, however, since Apple’s history is so intertwined. For instance, the Newton played a large role in John Sculley’s removal as CEO of Apple and Sculley played a large role in the path of the Newton’s development, so that leaving one out of the other’s chapter would not give the reader a complete picture of the circumstances.

Apple Confidential includes several little extras that make the book more enjoyable. First, for history buffs, several letters and memos are included, including Steve Jobs letter of resignation. Secondly, there is a timeline of relevant events at the end of every chapter, to help clear up the sometimes confusing course of events. Thirdly, and arguably most enjoyably, many of the pages contain quotes in the margins relevant to the topic on the accompanying page. Some of these quotes are serious, while others are downright hilarious, especially the quotes from Jean-Louis Gassée.

In all honesty, there are only two minor complaints I have about *Apple Confidential*. First, it seems like nearly every product line has at least a sentence devoted to it. That is, nearly every product but the IIGS. It appears on the Apple II timeline, but that is it. Even though it is technically an Apple II, it seemed to be an attempt to bridge the gap between the Apple II's command line interface and the Mac's GUI. I would have been interested in learning something about the machine.

Secondly, everything seems to get rushed once we get to the chapter covering the return of Steve Jobs. In eight pages, we get Jobs' reason for not taking the permanent position as CEO, the revamping of the Board of Directors, and the departure of Mike Markkula (the only person continuously with Apple from the beginning), Apple's deal with Microsoft at Macworld Boston 1997, the rehiring of TBWA Chiat/Day as Apple's advertising agency, the end of Power Computing, the CompUSA store within a store, the release of the G3 Power Macs, the AppleStore, the reorganization of Claris Corporation into FileMaker, Inc., Apple's first yearly profit since Spindler was CEO, and the release of the iMac followed by the Blue and White G3s. Some of these topics are minor and some are covered in other sections, but some others could be explained in more depth.

If you are at all interested in the history of Apple Computer, read *Apple Confidential: The Real Story of Apple Computer, Inc.* It succeeds in being both informative and enjoyable. Furthermore, if you watched *Pirates of Silicon Valley* when it aired on TNT, read *Apple Confidential* now!

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BY EVAN TRENT, ETRENT@ATPM.COM

Document Express 2.5

Product Information

Published by: Document Express Inc.

Web: <http://www.documentexpress.com>

Email: sales@documentexpress.com

Requires: System 7.5 or better, 2 MBs of hard drive space, 4 MBs of RAM, 68030 processor or later (runs native on PPC), Internet Access

Price: \$149

Reminiscing DE

Back when Document Express 1.0 was first released, I [reviewed it](#)¹ in ATPM 4.05. My general reaction to version 1.0 was that it showed a tremendous amount of promise but was rough around the edges and lacked focus. Upon publication of 4.05, Mark Teixeira, the developer of DE, contacted me and voiced a genuine interest in implementing some of my ideas in a future release. Subsequently Document Express 2.0 was released, and then at Macworld Expo NY, version 2.5 was released. I am happy to report that Document Express has blossomed into the program I had hoped it would and is now a tremendously useful suite for a variety of applications.

From its inception, DE offered wonderfully simplistic and flexible bulk email capabilities, and thanks to a Fax STF plug-in, it offered bulk faxing abilities as well. But DE was bogged down by some interface quirks and contact management limitations. DE also lacked adequate focus. It seemed as if it was trying to do too much and wasn't limiting its scope to performing a particular set of tasks exceptionally well.

1. <http://www.atpm.com/4.05/page10.shtml>

DE's Definitive Development

Version 2.5 has remedied a number of my initial complaints with respect to contact management. There are now twelve custom fields, rather than eight, and a contact's first and last names may be viewed together in one column, saving space, which can be used to display other information. Similarly, Custom fields may now have a list of values which may be chosen from a popup menu. A Quick Find feature has been added, and it responds dynamically, which is slick. As before, Find and Replace is a welcome feature, but the Find provisions remain a bit wimpy. However, the Customer menu has a number of new additions which are very useful and bolster the contact management feature set.



Interface issues have been resolved as well. Page-Up and Page-Down now work properly in List view, as do Home and End. DE now offers better Drag Manager support. For example, a contact may be dragged in list view to the Finder and a clipping will be formed containing the postal address. Likewise a contact may be dragged into any text editor and the address will be inserted. As nice as this is, DE doesn't support dragging data into any of its fields in Entry mode. It would be nice if text could at least be dragged into the Comment field. DE does offer the XTractor plug-in which enables the user to extract an email address from any text dragged into the XTractor window. Thanks to DE's SDK a more sophisticated version of XTractor could be written, but we'll save that for later.

A Few Bugs to Squash

Some interface quirks remain. The biggest problem is that the Entry window behaves strangely in certain situations. For example, there are three columns of fields in Entry mode. However, if the window is resized such that it is too narrow to display all three columns, there is no horizontal scroll bar and hence data can not be read from or entered into those fields.

Tabbing to them does not help. Similarly, a window can be resized so that only part of the third column of fields is visible.

While DE does offer four different window sizes (Micro, PowerBook, Classic and Standard), these views merely affect the number of rows of fields, not the number of columns. What DE should do is prevent the user from shrinking the width of the window beyond a certain point, hence preventing the problem of non-visible entry fields. In DE's defense, however, window sizes have all been designed to fit perfectly on a 640 pixel wide screen. Hence the solution is to simply keep the window wide enough such that all three columns of fields are visible, and most any screen these days should be able to accommodate that.



There are some additional interface quirks remaining. In certain dialog boxes, Shift-Tab does not function as it should, moving the cursor into the previous entry field; rather it functions as Tab does, moving the cursor to the next entry field. This is odd because Shift-Tab and Tab work properly in the Entry view. Granted these complaints are petty and generally speaking, DE is compliant in terms of Mac OS interface standards and guidelines. The List display is wonderfully up to date with the Mac OS, in contrast to older contact management applications. DE is also quite fast, which is a refreshing change from many older contact management applications as well. Overall if your needs are modest, DE should double as both a bulk communications tool and an adequate contact manager.



A New Lease on Life

In terms of focus, DE has come a long way, redefining its purpose and narrowing its scope. Since version 1.0, Webforms has been added. Webforms, which build on the concept of Mailforms, are essentially an automated method of responding to HTML forms. DE includes a CGI (to be placed on a Web server) which will email the results of a form to a user-defined address. DE will monitor that email box for incoming email, deal with the data from the email, merge it into a DE contact database, and optionally auto-respond to incoming emails. Responses may be conditional

or unconditional. DE will, of course, customize the auto-reply appropriately using the information it received in the email. The concept is simple enough but the possibilities are endless thanks to DE's magnificently robust implementation.

The CGI included with DE was written in Perl and designed to run on a UNIX based Web server. It is based on the FormMail CGI, written by Matt Wright of [Matt's Script Archive](http://www.worldwidemart.com/scripts/)²

Webform Account Setup

Logon (required)

POP3 Server: (where you get mail)
mail.myserver.com

User Name:
ETrent

Password:

Sample Website Database

Characters you type in the password box will display as bullets (•). Capitalization matters in passwords; make sure your Caps Lock key isn't down.

Auto-Reply (optional)

The default action is to reply with: None

Conditional Action

First: contains: Rob

If action criteria met, reply with: None

Mail From: First Last <name@domain.com>
Evan Trent <etrent@atpm.com>

Reply To: First Last <name@domain.com>
Evan Trent <reviews@atpm.com>

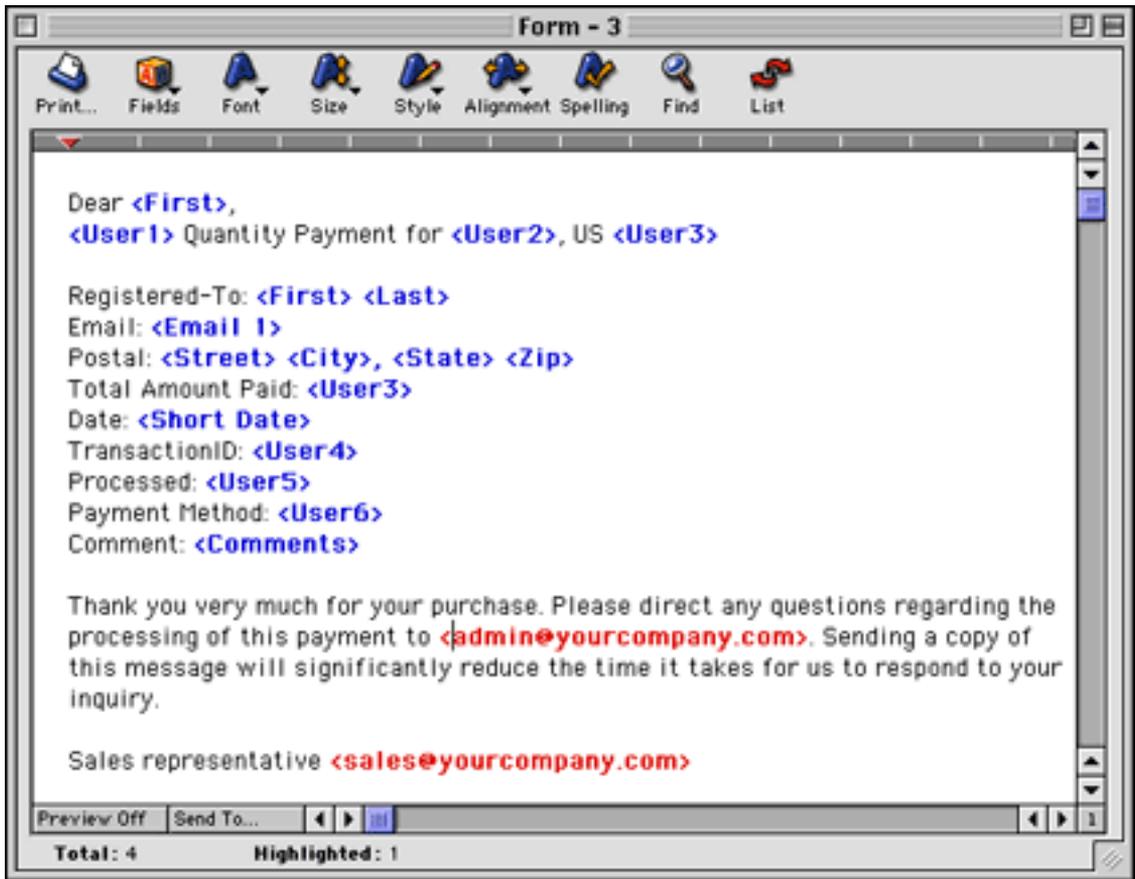
Send carbon copy of Auto-Reply to (optional):
ATPM Staff <ATPMStaff@atpm.com>

Enabled

Cancel OK

2. <http://www.worldwidemart.com/scripts/>

fame. FormMail (which we use here at ATPM) is accepted by most as the best CGI of its kind (as are most of Matt's scripts) and hence was a good choice on DE's part.



Also included is a sample Web site which a user can base his or her own site upon. A number of sample HTML forms are included, all of which engage the CGI, pass the proper parameters and data, and mail the data to the email address specified in the HTML form. DE can then check the POP box for that email address, retrieve the data, merge it into the name of the file specified in the HTML form, and then auto-reply appropriately. This technology provides far more flexibility than an auto-responder and for obvious reasons is more efficient and cost effective than paying an employee to manually enter information received from an email.

Document Express also offers additional functionality thanks to the Serializer plug-in, which enables a software developer to use DE to respond to customer registration forms with a serial number, which is appropriately calculated. The source code to this plug-in is included such that a software developer may simply punch in his algorithm for serial number generation and

then DE will spit out properly formatted serial numbers automatically. This is a truly cool feature.

DE's new feature set gives it greater focus and minimizes the impact of limited abilities such as envelope printing, etc. Previously, DE presented itself as a bulk emailer and contact management combination, but now it is obvious that DE's selling point is bulk, automated, personalized communication. Contact management is merely an organizational tool rather than a main objective. The ability to export and import contacts allows a user to retain his or her favorite choice of contact manager should DE not suffice.

A Superb SDK

Since my review of Document Express 1.0, I had the opportunity to investigate the DE SDK, which enables a programmer to write a plug-in module for DE. Having researched this SDK and subsequently written an article for *MacTech* (March '99) based upon my discoveries, I can report that the SDK is exceptionally well designed and thought out. Programming a plug-in for DE is quite simple, provided a solid understanding of C++ and the Mac OS in general.

The Final Word

Document Express has blossomed into an awesome integrated suite, facilitating bulk customized communication by email and fax, automated database entry based on HTML form submission, automated customized response to HTML form submission, and even serialization. For a small software developer or other entrepreneur, it is an invaluable tool.

The inclusion of a snazzy sample Web site will be much appreciated by those who are unfamiliar with HTML and CGI related issues. Mark Teixeira has even negotiated special Web hosting prices with a Mac based ISP and has more deals in the works for his customers. While DE still could use a bit of smoothing over, as usual my complaints are the result of my perfectionist nature.

Considering its offerings (which I might add are unavailable in any other software package), Document Express is an outstanding product that is now well worth its \$149 price tag. Furthermore, Mark Teixeira has proven himself a dedicated and driven Macintosh developer and

has included an excellent manual to accompany version 2.5. Add it all up and you end up with a robust and flexible application which manages electronic communications superbly.

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BY EVAN TRENT, ETRENT@ATPM.COM

PowerKey 600

Product Information

Published by: Sophisticated Circuits, Inc.

Phone: (800) 769-3773

Email: info@powerkey.com

Web: <http://www.sophisticated.com/products/powerkey.html>

Street Price: \$220

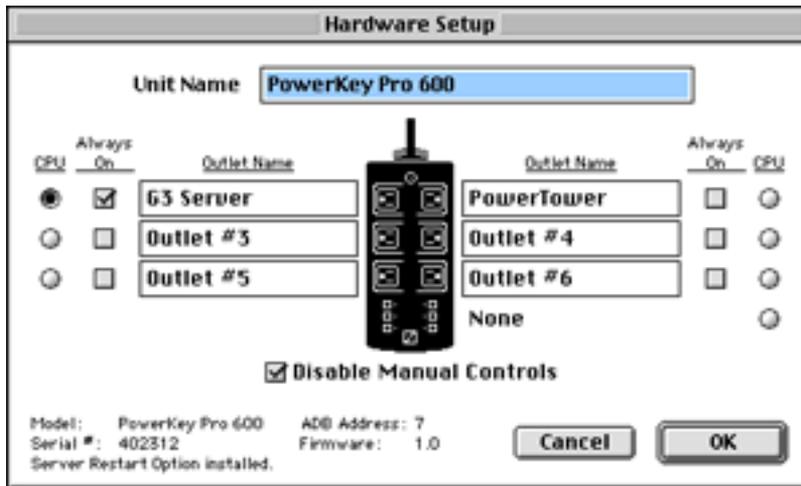


Sophisticated Circuits has really outdone itself with the PowerKey 600. As if it weren't a cool enough piece of hardware, the software that accompanies it is absolutely first rate. The combination of outstanding software and hardware engineering makes for an incredibly useful product that is simple enough to be used and appreciated by even a novice Mac user. For server administrators and power users alike, the PowerKey 600 is a valuable addition to their arsenals.

The PowerKey 600 looks like a surge suppressor but some may be surprised to find that it provides no surge suppression at all. While other reviewers (like the dumb f*@\$%s at Macworld) have been obtuse enough to label the exclusion of surge suppression as an oversight, I would offer a better explanation. First of all, Sophisticated Circuits provides surge suppression in both the Classic and 200 models of its PowerKey. Hence clearly the exclusion of surge suppression from the 600 is an intentional choice. Sophisticated Circuits recognized that many if not all of the users of the PowerKey 600 would be either server administrators or power users with good, strong surge suppressors or, better yet, uninterruptable power supplies. Owning several UPS units myself, I appreciate the fact that the PowerKey 600 does not offer surge suppression and that it is simply a powerbar with six power outlets on it. Should one desire surge suppression, Sophisticated Circuits offers an add-on protector which provides 165 joules.

So if the PowerKey 600 isn't a surge suppressor, what exactly is it? Well, it's an intelligent powerbar which can selectively switch power on or off for any of its six outlets. The status of a given outlet's power can be dictated by the buttons on the PowerKey itself, software controls, scheduling, crash detection, or the coolest feature: Phone Ring Detection. Communication between the PowerKey unit itself and the computer is achieved via the ADB port.

The PowerKey 600 comes with software which is comprised of an extension and an application. One may configure the hardware setup of the PowerKey, which provides an opportunity to name each outlet (for example: printer, monitor, computer, etc.), to choose which outlet is for the CPU itself, and to determine which outlets should always remain on.

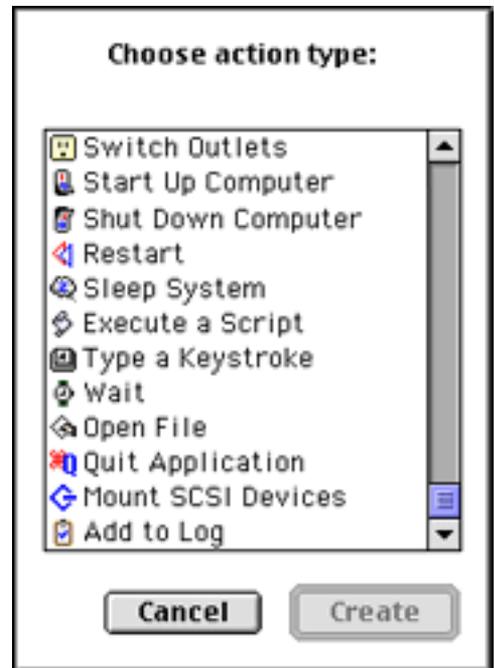


A computer with “soft power” (one which has no power on/off switch on the back and is only switched on via the keyboard) requires that its outlet be marked Always On. Computers with “hard power”, (those with a power on/off switch on the back) should have their outlet set such that the Always On box is not marked. The explanation for this is simple. Any electrical device with hard power can be turned on and off by simply cutting power to its power supply. But machines with soft power operate differently. If power is cut the machine will surely turn off, but when power is re-established the machine will not boot up. Rather, machines with soft power are turned on via an ADB signal that is sent from the keyboard when the power on key is pressed. Because the PowerKey plugs into the ADB port of the Mac it is able to send this signal and boot a machine even if it is a soft power Mac. The hardware setup dialog also offers an opportunity to disable the buttons on the PowerKey unit itself, which might prevent a user from inadvertently switching power on or off to an outlet by bumping a switch or dropping something onto the PowerKey.

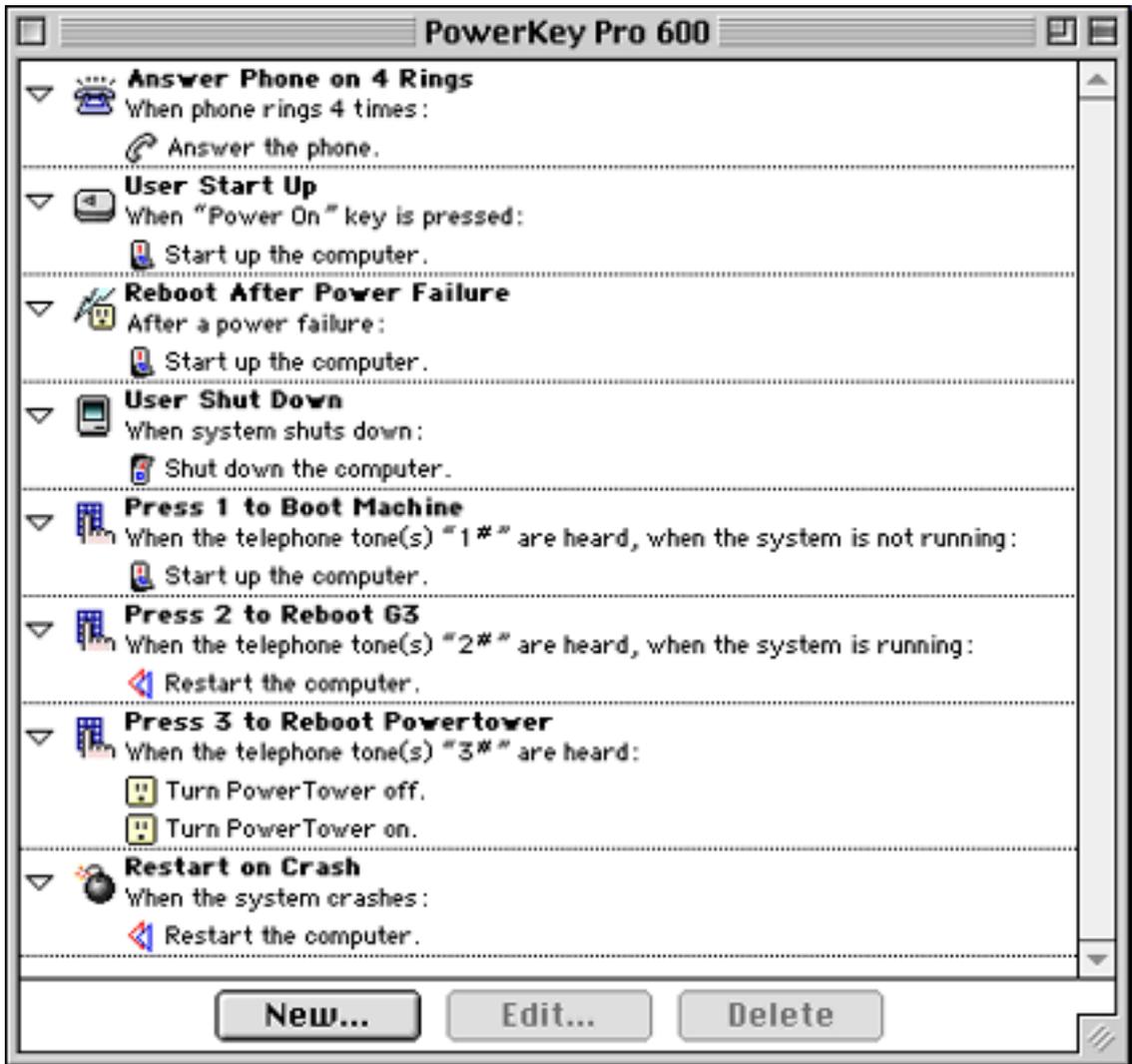
The PowerKey software is essentially an event editor. Events may be triggered under the following circumstances: the Power On key is pressed on the keyboard, the phone rings a specified number of times, a particular touch tone is pressed on the caller's phone, when a user defined "hot key" is pressed, when the system is idle, when power returns (after a power loss), upon Shut Down, when the system crashes and when the crash timer expires.

Events can be one-time events, repeating or scheduled daily, weekly, monthly, etc. Events may also be qualified. They may be allowed to run during certain hours of the day, days of the week or days of the month, but not at other times. As for the events themselves, the PowerKey is capable of doing the following: switching an outlet on or off, starting up, shutting down or restarting the CPU, sleeping the system, executing an AppleScript, typing a keystroke, waiting a specified period of time, opening a file (or application), quitting an application, mounting a SCSI device, answering the phone (and awaiting touch tones), and adding a user defined entry to the log. Clearly the PowerKey is powerful and robust.

The beauty of the PowerKey software is that it's so easy to use! In seconds I had mine configured and I didn't even read the manual. However, the manual is outstanding and it is important to read. It offers some vital information. For example, the PowerKey software comes pre-installed with one event: User Start Up. The event is simple—when the Power On Key on the keyboard is pressed, the PowerKey boots up the CPU. The manual points out that if this event is deleted, the Power On Key will no longer boot up the computer! This is because the PowerKey comes between the keyboard and the ADB port of the Mac and hence it can decide how to proceed when the Power On Key is pressed. The manual also points out that, because



Sophisticated Circuits is slick, there is an override key such that your Mac can in fact be booted. Sophisticated Circuits has left nothing to chance.



I have a few simple events set up for my server. For example, one of my events is titled Reboot After Power Failure. The event is triggered “when power returns” and all it does is “start up the computer.” The events get snazzier though. I have another event labelled Restart On Crash. It is triggered “when the system crashes” and all it does is “restart the computer .” It should be noted that this functionality is only available if the SRO (Server Restart Option) is present. Sophisticated Circuits is presently bundling SRO with the PowerKey 600 at no additional charge, but it must be purchased separately for the 200, for example. More on SRO later.

In my opinion, the coolest feature the PowerKey offers is Phone Ring Detection. I have my PowerKey configured such that if I call the phone line connected to it, it picks up after four rings. If I dial 1 and then #, it starts up my CPU. If I dial 2 and then #, it restarts my computer. If I dial 3 and then #, it cuts power to outlet #2, and then it reactivates power to circuit #2. This has the effect of rebooting my PowerTower, which is connected to circuit #2.

Now of course, some explanation is in order. The PowerTower is a soft power computer with no hardware on/off switch in the back. The power switch on the front of the box is, as with all Power Computing machines, a great little soft switch that will toggle the status of the machine, booting it if it is off and shutting it down safely if it is on. But it is not a hard switch. So why does cutting the power to the PowerTower and then reactivating power work? Because there is a little known feature in the Energy Saver Control Panel (actually an application) which facilitates this functionality. In the Energy Saver Application, under the Preferences Menu there is an item: Server Settings. Upon selecting this menu item the user may choose to have the Mac “reboot after a power failure.” Hence for “soft power” Macs it is still possible to reboot them by cutting power to the power supply and reactivating it, which the PowerKey can easily do by simply turning one of its outlets off and then back on.

The SRO package is very nifty. Essentially the way it works is this. The PowerKey monitors the ADB port for a particular piece of data which the PowerKey extension sends on a recurring basis. When the PowerKey fails to receive this data after a user-defined period of time, it considers the Mac “frozen” or crashed. The PowerKey then reboots the Mac via ADB (it can simply send the proper ADB signal for a Command-Control-Power On Key restart). The user may define how many seconds the crash detection timer must wait, having received no data, to consider the Mac “frozen.” The default value is 300 seconds. Very busy servers may want to set this value higher since the extension may not be able to send data to the PowerKey as regularly with so much processor overhead. One other problem that Sophisticated Circuits is careful to mention in the manual: not all crashes will result in a cessation of data transmission between the Mac and the PowerKey. The solution to this problem is to install MacsBug. MacsBug will pop up every time the machine freezes, and it will stop the PowerKey extension from sending data to the PowerKey unit. Hence the machine will truly be “frozen” and the PowerKey will reboot it. Easy enough!

Several Macintosh server packages offer integration with the PowerKey SRO package. The server software itself can communicate with PowerKey (rather than the extension) and when that communication fails, the machine is restarted. This is a nice feature because if the server software unexpectedly quits, for example, the machine may still not have crashed and the

PowerKey extension might still be sending data to the PowerKey. But by having a particular application talk to the PowerKey directly, the server is guaranteed to be running properly at all times.

Do I have any complaints about the PowerKey? Nope. Not one. When I ordered my 600 from Sophisticated Circuits I received a personalized e-mail response answering all of the questions I had asked in the “comments” field of my order. Every time I asked a question of Sophisticated Circuits I got an exemplary response. It was fast, and it was loaded with information. Sales and support staff are absolutely top rate. My only wish is that the PowerKey 600 could connect to more than one Mac and monitor it for crashes. But of course, when I asked the folks at Sophisticated Circuits if I could do this, they said it was possible if I purchased a particular plug-in for my AppleShare IP server. Is there anything the PowerKey can't do?

The only possible drawback to the PowerKey is that it will not work with non-ADB machines. For example, the iMac cannot use the PowerKey. However, because it is really designed with servers in mind, I think this is an acceptable state of affairs at the moment. Yet, as I am sure Sophisticated Circuits has considered, Apple's next generation of servers may not be equipped with ADB, using USB instead. I expect that Sophisticated Circuits will be ready with a USB version of their PowerKey line at that time.

Everything I have tried with my PowerKey has worked fabulously. I have called in to my computer and booted it, rebooted it and rebooted the computer sitting next to it. The PowerKey can do all of this regardless whether the machine it is connected to is on or off! Crash detection works well for me and in combination with my UPS it guarantees that my server is up as often as humanly possible.

Sophisticated Circuits has designed a dandy of a gadget. The hardware looks cool, functions beautifully and is designed exceptionally well. The software is about as good as it gets. It's simple and straightforward, yet it does everything you could ever want it to. If you have any need at all for intelligent power management, grab yourself a PowerKey.

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BY JAMAL GHANDOUR, JGHANDOUR@ATPM.COM

QuickTime 4

Product Information

Published by: Apple Computer, Inc.

Web: <http://www.apple.com/quicktime>

Requires: 68020 CPU or later running Mac OS version 7.1.1 or higher, with Open Transport version 1.2 or higher. Streaming functionality requires a PowerPC-based Macintosh. In addition, the computer must have at least 8 MB of RAM for 68K machines, and 16 MB of RAM for PowerPC systems, and either a static IP address or a DHCP server.

Price: free playback; pro edition, which includes authoring costs \$29

A few years back when Apple was still struggling to just regain balance, it started a process of technology blind fire, shooting aimlessly in all directions to hit any target anywhere. Amazingly enough, out of the many victims (Newton comes to mind) shone an unsurpassed technology winner that just about revolutionised the computer industry. QuickTime is Apple's award-winning, industry-standard, software architecture for creating and playing digital media for Mac OS and Windows.



In its latest release, QuickTime 4.0 makes working with video, animation, sound, music, text, pictures, interactive images, and 3D graphics easier than ever. There is even support for live video, audio streaming, Macromedia's Flash file format, and MP3 audio files.

But What Is QuickTime Exactly?

Strictly speaking, QuickTime is just another multimedia format which runs on computers that have the QuickTime software installed. So what's the big deal? Well for starters, QuickTime is operating system independent, so it can run on a multitude of platforms. Think of it as an algorithm library, which can translate, compress, filter, and play digital media. It can be used by amateurs and professionals alike in various fields of work, including multimedia artists, musicians, corporate executives etc.

Default Settings
<input checked="" type="checkbox"/> Custom Settings
Streaming 20kbps - Music - High Motion
Streaming 20kbps - Music - Low Motion
Streaming 20kbps - Voice - High Motion
Streaming 20kbps - Voice - Low Motion
Streaming 40kbps - Music - High Motion
Streaming 40kbps - Music - Low Motion
Streaming 40kbps - Voice - High Motion
Streaming 40kbps - Voice - Low Motion
Streaming 100kbps - Music - High Motion
Streaming 100kbps - Music - Low Motion
Streaming 100kbps - Voice - High Motion
Streaming 100kbps - Voice - Low Motion
Streaming 20kbps - Music
Streaming 20kbps - Voice
Streaming 40kbps - Music (mono)
Streaming 40kbps - Music (stereo)
Streaming 40kbps - Voice
CD-ROM - Sorenson
CD-ROM - Cinepak

How does QuickTime Work?

At its core, QuickTime operates in a very simple way to capture video and sound, and then use software compressors to optimize them for playback on personal computers. QuickTime supports so many formats that it should meet just about anybody's multimedia needs. To give you a clearer idea of its abilities, I have listed below the formats supported by QuickTime 4.0 in "Figure 1" on page 76.

But How Well Does It Perform?

Too well, actually. Putting aside the awkward "KPT-like" interface (which I personally find to be sexy) the software really does excel at what it does. The speed, ease of use and support are just unsurpassed.

Import Formats

- 3DMF
- AIFF
- AU
- Audio CD Data (Mac)
- AVI
- BMP
- DV
- FlashPix
- GIF
- JPEG/JFIF
- Karaoke
- MacPaint
- Macromedia Flash
- MIDI
- MPEG 1 (Mac)
- MPEG 1, Layer 3 (MP3)
- Photoshop
- PICS
- PICT
- Pictures
- PNG
- QuickTime Image File
- QuickTime Movie
- SGI
- Sound
- TARGA
- Text
- TIFF
- Virtual Reality (VR)
- Wave

Export Formats

- AIFF
- AU
- AVI
- BMP
- DV Stream
- FLC
- Image Sequence movie exporters
- JPEG/JFIF
- MacPaint
- MIDI
- Photoshop
- PICT
- Picture
- PNG
- QuickTime Image
- QuickTime Movie
- SGI
- System 7 Sound
- TARGA
- Text
- TIFF
- WAV

Browsers

- America Online 3 or later
- Microsoft Internet Explorer 3.x or later
- Netscape Navigator 3.x or later

Video Codecs

- Animation
- Apple BMP
- Apple Video
- Cinepak
- Component video
- DV NTSC and PAL
- Graphics
- H.263
- Intel Indeo Video 3.2 and 4.4
- Microsoft RLE
- Microsoft Video 1
- Motion JPEG A and B
- Photo JPEG
- Planar RGB
- Sorenson Video 1 and 2

Sound Codecs

- 24-bit integer
- 32-bit floating point
- 32-bit integer
- 64-bit floating point
- ALaw 2:1
- AU
- IMA 4:1
- MACE 3:1
- MACE 6:1
- MS ADPCM
- QDesign Music 2
- Qualcomm PureVoice

Figure 1

Recapping, just like Adobe Photoshop has become the de facto standard of image manipulation, QuickTime has become the de facto standard of low- to middle- end digital media. Recommended for everyone! I almost forgot my wish list item: could we please have an MPEG Export option? Pretty please?

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BY DANIEL CHVATIK, DCHVATIK@ATPM.COM

Snapz Pro 2.0.1

Product Information

Published by: Ambrosia Software, Inc.

Phone: (800) 231-1816

Email: help@ambrosiasw.com

Web: <http://www.snapzpro.com>

Download: <http://www.AmbrosiaSW.com/cgi-bin/mirror-url.pl?SnapzPro2.bin> (1112 KB)

Price: \$40 shareware fee; upgrades from Snapz Pro 1.x are \$20

Requires: Color-Capable Macintosh, System 7 or later, some features require [QuickTime](#).

Few Macintosh shareware companies have done as much for our favorite platform as Ambrosia Software. Their games and useful tools have eternal fame among the Macintosh faithful. Therefore it is not surprising that Ambrosia's latest creation, Snapz Pro 2.0.1, sets a new milestone in the shareware arena. An update to the successful Snapz Pro, version 2 of the screen capture utility adds some exciting new features to the already impressive feature set.

Command-Shift 3 and Command-Shift 4 have been with us for quite a while. Originally, the Mac OS only supported Cmd-Shift 3 to capture a picture of the entire screen in a PICT file. Later, Cmd-Shift 4 was added to support the capturing of a selection or the content of a single window (if caps-lock is depressed). Yet it is still impossible to capture the picture of an open menu in the OS without an added tool. Snapz Pro adds this functionality and can even take screen shots where other programs fail.

Snapz features very customizable settings. You can change the keyboard shortcut to any key combination you like. Pressing the shortcut can either open up the Snapz palette or use the last tool selected. The area to be captured can be either selected normally (like in a graphics program) or can be a draggable selection which can be moved and resized until the final area is

confirmed by pressing return. The resulting picture can be saved in a variety of file formats (PICT, TIFF, GIF, JPEG, PNG or MOV) and creators.



In the palette, you can either capture the entire screen, a single window, an open menu, or a selection, and send the result either to the desktop, the Screen Snapz folder, the clipboard, the printer or a customizable folder. The result can be scaled or the color palette changed (for example to the Web or to Windows color schemes).

The most exciting new feature is the ability to capture a QuickTime movie instead of a static image. I have created the movie above using that feature. It works similarly to capturing an image: press the key combo, choose movie from the palette and the desired frame rate, select the area to capture, do whatever you want to film, and press the key combination again to stop. A new window will be opened that allows you to optimize the compression of the movie. Fixed Camera, Follow Cursor, and Smooth Pan camera modes allow you to film just what you want. All the other options, like scaling, apply to the movie as well. You can even capture audio from the Mac's audio ports to narrate the movie etc. It's easy and works great. The frame rate sets the "smoothness" of the movie. The more frames per second, the smoother the movie; however, the size increases as well. The feature is a fantastic idea! Do you want to show some-

one how to do something? Just make a [movie](#)¹ of it with Snapz. Voila! I wonder what Ambrosia will invent for Snapz Pro 3.

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1. <http://www.AmbrosiaSW.com/Products/SnapzPro/snapz2.mov>

What is ATPM?

About This Particular Macintosh (ATPM) is, among other things, a monthly Internet magazine or “e-zine.” ATPM was created to celebrate the personal computing experience. For us this means the most personal of all personal computers—the Apple Macintosh. *About This Particular Macintosh* is intended to be about your Macintosh, our Macintoshes, and the creative, personal ideas and experiences of everyone who uses a Mac. We hope that we will continue to be faithful to our mission.

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Which Format Is Best For Me?



The Online Webzine edition is for people who want to view AT^{PM} in their Web browser, while connected to the Internet. It provides sharp text, lots of navigation options, and live links to AT^{PM} back issues and other Web pages. You can use Sherlock to [search](http://www.atpm.com/search)¹ all of the online issues at once.



The Acrobat PDF edition is optimized for printing, but it can also be viewed on-screen, and we've increased the font sizes to make this easier. It may be viewed online in a browser, or downloaded and viewed in Adobe's free [Acrobat Reader](http://www.adobe.com/prodindex/acrobat/readstep.html)² on Macintosh or Windows. PDFs may be magnified to any size and searched with ease.



The Offline Webzine is a HTML version of AT^{PM} that is formatted for viewing offline and made available in a StuffIt archive to reduce file size. The graphics, content, and navigation elements are the same as with the Online Webzine, but you can view it without being connected to the Internet. It requires a Web browser.



The eDOC edition of AT^{PM} is a self-reading document that, like our old DOC-Maker format, may be read on just about every Mac ever made, without any additional software. It features a table of contents, clickable URLs, high-quality printing, and easy magnification and searching. Oh, and it's **very** fast.

What Are Some Tips For Viewing PDFs?

- You can [download Adobe Acrobat Reader](http://www.adobe.com/prodindex/acrobat/readstep.html)³ for free. If you have a Power Macintosh, Acrobat Reader 4 has better quality and performance. AT^{PM} is also compatible with Acrobat Reader 3, for those with 680x0 Macs.
- You can zoom the PDF to full window width and scroll through articles simply by single-clicking anywhere in the article text (except underlined links).
- You can quickly navigate between articles using the bookmarks pane at the left of the main viewing window.

1. <http://www.atpm.com/search>

2. <http://www.adobe.com/prodindex/acrobat/readstep.html>

3. <http://www.adobe.com/prodindex/acrobat/readstep.html>

- For best results on small screens, be sure to hide the bookmarks pane; that way you'll be able to see the entire page width at 100%.
- Try turning Font Smoothing on and off in Acrobat Reader's preferences to see which setting you prefer.
- All blue-underlined links are clickable. Links to external Websites are reproduced in footnotes at the bottoms of pages, in case you are reading from a printed copy.
- You can hold down option while hovering over a link to see where it will lead.

Why Are Some Links Double-Underlined?

In the PDF edition of ATPM, links that are double-underlined lead to other pages in the same PDF. Links that are single-underlined will open in your Web browser.

Is The eDOC Edition Missing Graphics?

Yes. Because eDOC doesn't compress as well as PDF, we need to remove some of the less-important graphics to keep the file size down. Otherwise, the eDOC edition would be nearly 2 MB.

What If I Get Errors Decoding ATPM?

ATPM and MacFixIt readers have reported problems decoding MacBinary files using StuffIt Expander 5.x. If you encounter problems decoding ATPM, we recommend Mind Vision's MindExpander or StuffIt Expander 4.x. <http://www.mindvision.com>

How Can I Submit Cover Art?

We enjoy the opportunity to display new, original cover art every month. We're also very proud of the people who have come forward to offer us cover art for each issue. If you're a Macintosh artist and interested in preparing a cover for ATPM, please e-mail us. The way the process works is pretty simple. As soon as we have a topic or theme for the upcoming issue we let you know about it. Then, it's up to you. We do not pay for cover art but we are an international publication with a broad readership and we give appropriate credit alongside your work. There's space for an e-mail address and a Web page URL, too. Write to editor@atpm.com for more information.

How Can I Send A Letter To The Editor?

Got a comment about an article that you read in ATPM? Is there something you'd like us to write about in a future issue? We'd love to hear from you. Send your e-mail to editor@atpm.com. We often publish the e-mail that comes our way.

Do You Answer Technical Support Questions?

Of course. E-mail our Help Department at help@atpm.com.

How Can I Contribute To ATPM?

There are several sections of ATPM to which readers frequently contribute:

Segments—Slices from the Macintosh Life: This is one of our most successful spaces and one of our favorite places. We think of it as kind of the ATPM “guest room.” This is where we will publish that sentimental Macintosh story that you promised yourself you would one day write. It's that special place in ATPM that's specifically designated for your stories. We'd really like to hear from you. Several Segments contributors have gone on to become ATPM **columnists**. Send your stuff to editor@atpm.com.

Hardware and Software Reviews: ATPM publishes hardware and software reviews. However, we do things in a rather unique way. Techno-jargon can be useful to engineers but is not always a help to most Mac users. We like reviews that inform our readers about how a particular piece of hardware or software will help their Macintosh lives. We want them to know what works, how it may help them in their work, and how enthusiastic they are about recommending it to others. If you have a new piece of hardware or software that you'd like to review, contact our reviews editor at reviews@atpm.com for more information.

Shareware Reviews: Most of us have been there; we find that special piece of shareware that significantly improves the quality our Macintosh life and we wonder why the entire world hasn't heard about it. Now here's the chance to tell them! Simply let us know by writing up a short review for our shareware section. Send your reviews to reviews@atpm.com.

Wishful Thinking: Is the space for Mac enthusiasts who know exactly (if you do say so yourself) what Apple should do with its advertising campaigns and product introductions. Have

you come up with a great advertising tag line? What about that Mac campaign that has been stewing in the back of your mind? Send your big ideas (or your art) to editor@atpm.com.

Which Products Have You Reviewed?

Check our reviews index at <http://www.atpm.com/reviews> for the complete list.

Will You Review My Product?

If you or your company has a product that you'd like to see reviewed, send a copy our way. We're always looking for interesting pieces of software to try out. Contact editor@atpm.com for shipping information.

Can I Sponsor ATPM?

About This Particular Macintosh is free, and we intend to keep it this way. Our editors and staff are volunteers with "real" jobs who believe in the Macintosh way of computing. We don't make a profit, nor do we plan to. As such, we rely on advertisers to help us pay for our Web site and other expenses. Please consider supporting ATPM by advertising in our issues and on our web site. Contact advertise@atpm.com for more information.

Where Can I Find Back Issues of ATPM?

Back issues of ATPM, dating since April 1995, are available in DOCMaker stand-alone format from <ftp://ftp.atpm.com> and <http://www.atpm.com/Back>. In addition, all issues since ATPM 2.05 (May 1996) are available in HTML form at <http://www.atpm.com/Back>. You can search all of our back issues from <http://www.atpm.com/search>.

What If My Question Isn't Answered Above?

We hope by now that you've found what you're looking for (We can't imagine there's something else about ATPM that you'd like to know.). But just in case you've read this far (We appreciate your tenacity.) and still haven't found that little piece of information about ATPM that you came here to find, please feel free to e-mail us at (You guessed it.) editor@atpm.com.



This is the latest in ATPM's series of Trivia Challenges. Answers to this month's Trivia Challenge will be found in the next issue of ATPM. If you have any suggestions for future Trivia Challenges, or wish to comment about almost anything, please e-mail me at egoss@atpm.com.

We had no winners in last month's Trivia Challenge 5.07—Grab Bag III. Try again!

This month's prize is the fabulous new ATPM t-shirt! The ultra-cool, 100% cotton t-shirt emblazoned with the ATPM logo on the front and our Logo and Motto on the back goes to the first two correct entries I receive. Send your answers to egoss@atpm.com. All readers are eligible to win once every twelve months.

Match the historical events on the left with the years in which they occurred as you test your historical knowledge with:

Trivia Challenge 5.08—Time Line Teaser

- | | |
|---|---------|
| 1. Apple Computer introduces the PowerPC chip. | A. 1814 |
| 2. Jocelyn Elders is appointed Surgeon General. | B. 1845 |
| 3. The rock musical "Hair" opens on Broadway. | C. 1920 |
| 4. The E-zine "About This Particular Macintosh" debuts. | D. 1922 |
| 5. The TV show "Seinfeld" airs the controversial episode "The Contest." | E. 1927 |
| 6. Don Larson pitches a perfect game in The World Series. | F. 1941 |

- | | |
|---|---------|
| 7. Bill Tilden becomes the first American to win Wimbledon. | G. 1956 |
| 8. Independence Day is declared a national holiday in the U.S. | H. 1961 |
| 9. Charles Lindbergh makes his epic New York to Paris flight. | I. 1968 |
| 10. Henry David Thoreau moves to Walden Pond. | J. 1978 |
| 11. The movie "Star Wars" is first shown in theaters. | K. 1979 |
| 12. British soldiers invade Washinton, D.C. and burn down what is now known as "The White House." | L. 1992 |
| 13. The Cable TV network ESPN debuts. | M. 1993 |
| 14. King Tut's Tomb is discovered. | N. 1994 |
| 15. President John Kennedy commits The United States to landing a man on the Moon. | O. 1995 |

Last Month's Answers 5.07—The Grab Bag III

- How many bones are there in a cat's body?
C. 244
- Who is Stargate SG-1's friendly Ja'fa?
B. Teal'c
- Who programmed the game "Apeiron" for Ambrosia Software?
A. Andrew Welch
- What horse last won the Triple Crown?
D. Affirmed
- Who is Shmi's grandson?
B. Luke
- Troops from what country were the first peacekeeping force to enter Kosovo?
D. Russia
- The Texas-Oklahoma border is mostly defined by what feature?
A. The Red River

8. The Box Tops and Big Star shared what lead singer?
C. Alex Chilton
9. What are the inhabitants of Monaco called?
B. Monagasques
10. Who is Superman's father?
A. Jor-el
11. SETI@Home work units are approximately what size?
D. 350K
12. In what year was the Lincoln Memorial dedicated?
B. 1922
13. Whose voice was featured in Apple's first four "Think Different" commercials?
C. Richard Dreyfuss
14. Who hit "The shot heard 'round the world"?
D. Robby Thompson
15. What TV network first aired *The Pirates Of Silicon Valley*?
C. TNT

The Rules

Each question has only one correct answer. The answers are stored in a hermetically sealed envelope guarded by a fierce Lhasa Apso named "Hammerli" who lives in our house.

This Month's CD Recommendation

"[Stolen Moments](#)"¹ by John Hiatt—Although I can say with absolute certainty that there is no such thing as a bad John Hiatt album, this would be a good place to start your collection. The best songwriter in rock music!

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1. <http://www.amazon.com/exec/obidos/ASIN/B000002GJ4/aboutthisparticu>