



BRMUG

Baton Rouge Macintosh User Group

News and Views

February 2006

BRMUG Information

Member Meetings

Regular meetings are held the third Thursday evening of each month at BlueBonnet Library at 6:30 P.M.

Planning Meetings

The Thursday after the regular member meeting the planning meeting is held at 6:15 at Calendars on Perkins near Essen.

About BRMUG

For more information call the User Group President, Isaac Traxler, 225-926-1552 or send e-mail to info@brmug.org or check our web page at <http://www.brmug.org/>

BRMUG Volunteers

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 Contact anyone above if you have suggestions for BRMUG.

After the Meeting

Join us at Brewbachers on Bluebonnet after the BRMUG meeting: fun, food, open format. Get to know each other.

Newsletter Articles

Please submit newsletter articles to newsletter@brmug.org. Articles are printed on a space available basis. Submissions are welcome!

The February meeting will be held at the **Bluebonnet Library** on **February 16th**, the 3rd Thursday of the month, at 6:30 P.M. The meeting will be 6:30 PM at the Bluebonnet Library. This month, Isaac Traxler will present *iPhoto 06 Overview*. iPhoto is an important part of the iLife package. iPhoto is Apple's consumer solution for managing photographs. The new version offers a number of new features and promises a speed improvement. This month we will put iPhoto through its paces -- so please join us. Members and guests are welcome. After the meeting, we will have our normal Social Hour at Brewbachers. If you need help getting there (<http://www.brmug.org/about-brmug.html>).

Here is the meeting schedule:

6:30 PM	Welcome and recent news
6:50 PM	Don's Distraction
7:00 PM	iPhoto 06 Overview
8:00 PM	Questions and answers
8:30 PM	Adjourn to Brewbachers

Meeting is at Bluebonnet Library!

Visit <http://www.brmug.org/next-meeting.html> for more information.

January Meeting

In January, Don Ballard gave a presentation aimed at helping users who are new to the Macintosh but familiar with Windows. It turned out to be full of useful information for new and longtime Macintosh users. Thanks Don! I hope everyone enjoyed the presentation and learned a little something also.

AAPL

We knew it could not last forever. Apple peaked at just over \$86. In the last 30 days it has plummeted over \$20 and is now at around \$67.50. While \$20 is a lot to lose, it was gained in under 6 weeks.

Maybe Apple's price was just too high and needed to get closer to reality (what about the \$100 targets some financial institutions were predicting).

Maybe the iPod era is over and Apple will return to making really good computers and software. Of course the iPod just had its best year and quarter. And the iPod just entered the video market. I would think a more capable video model is around the corner and it should be a big seller. The death of the iPod has been claimed since the day it

was introduced.

Maybe the iTunes Music Store has peaked and will see a decreasing market. Since the beginning, no one expected the iTMS to be a success. Today it sells more music than any other online service (by a lot). It has moved into selling TV shows and music videos without a hitch. Clearly it is close to the end of its useful life.

The transition from PowerPC to Intel will kill Apple. Intel iMac sales have been brisk and PowerPC iMacs are still selling. Apple has already begun the transition without seeing the Osborne

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effect (announcement of substantially different machine cannibalizing sales of current models).

Apple will never be able to make the transition to Intel software without major problems. Obviously Apple has been largely successful so far in making that transition internally. Lots of vendors are also making the transition.

So if each of these individual points are clearly not true (or at the least questionable), why did Apple's stock drop so severely? Maybe because it climbed equally quickly. The Stock Market does not tend to like fast steady climbs. Maybe the entire world just got nervous about Apple being bigger than Dell (the number PC vendor).

And maybe it was something that was not directly connected to Apple. Maybe folks are nervous that Steve Jobs will turn his attention to Disney (being the single largest shareholder). And the distraction from Apple will cause a loss of focus. Clearly, Apple's success is tied to its focus. I really do understand this as an important concern and can see Wall Street showing concern the only way they know how.

Only time will tell. Life is still good. Apple is still worth a lot and has made an amazing comeback. The only ones hurting now are the folks who bought at \$80+. Hang on -- this is an E-ticket ride and we have plenty to go.

Intel iMac

Apple and Microsoft have signed an agreement. This was supposed to be a big story. Everyone wanted to know how Apple was going to deal with all the Power iMacs in the pipeline. It appears that Apple is smarter than we guessed. They are simply selling both side by side and letting consumers decide which one is right for them (reminds me a lot of the original iMac announcement -- Apple just put it out there and gave us all time to get used to the idea).

Everyone was also expecting a huge war over benchmarks. And while it is true that a few folks are spending inordinate amounts of time trying to determine which machine is how much faster than which at thousands of different tasks, most have settled down to just trying the new machine and admitting it generally feels a little snappier.

MacBook Pro

Another topic that was expected to produce lots of discussion is the Mac-

Book Pro.

And it has. Most of it has been positive so far. The first thing was the discovery that the units at MacWorld were pre-release models. For some reason, the world was surprised to discover that Apple did not have dozens of MacBook Pros on hand over 30 days before they start shipping.

A lot of speculation has occurred about the name. MacBook Pro does take the focus off of Power (Power PC architecture). It does imply that other MacBook models might be forthcoming. It unfortunately does not tell us if the new iBooks will take on this name or stay iBooks or be something else. It does not tell us what the other models will be. We all assume that 17" versions will be available at some point. We also expect a smaller model (12"). A lot of speculation has resurfaced about tablets. Also the dream of a true sub-notebook has come up also.

Today has brought exciting news though. Some MacBook Pros will be shipped later than expected (not really unexpected). Other will ship sooner (that is a small surprise). All have gotten a speed bump. The entry level 1.67 GHz will now be 1.83. The 1.83 GHz high end model will move to 2 GHz (2.13 is a build to order option now). This change came at no charge to the customer. Wow! Speed bumps for products before they ship. Maybe Wall Street is right. Clearly Apple does not understand business. MacBook Pros are scheduled to start shipping next week.

A downside has been discovered. The new MacBook Pro comes with a built-in camera. Since many sites no longer allow cameras to be taken in, the MacBook Pro is not an option for a significant segment of the population. Hopefully Apple will hear and make a model that does not include the camera.

Paid for Free

Many people have contributed to Apple's WebKit (the Open Source basis that Safari is built upon). Apple has been enjoying the benefits from the labors of these folks. Even though they are working for free without expectation of compensation, you always wish the good guy could win sometimes. They did this time -- believe it or not. Apple has given 12 of the top contributors new MacBook Pro laptops for free. Just to say thanks. Five have been invited to MacWorld at Apple's expense. Finally,

it pays off to work for free!

Camino 1.0 Released

Safari is Apple's browser. Sometimes you want to try something else. We all know that FireFox is an excellent browser, but it just does not quite feel enough like a Macintosh application sometimes. Camino is based on the Mozilla engine like FireFox except that it is exclusively designed for the Macintosh. At under 40 MB, it is very small and loads quickly. I encourage you to give it a go.

iLife 06

The new hardware has been thoroughly reviewed now. And so the world is starting to look at software. iLife 06 has received several very positive reviews. Apparently everyone is quite happy with Apple's improvements. Don't forget - this month I will give an iPhoto 06 Overview.

iTunes Contest

Before iTunes Music Store fades away into obscurity, it has one more trick up its sleeve: 1 Billionth iTunes Song Downloaded. iTunes has downloaded over 975 million songs. You need to visit apple's web site and watch the counter as it ticks off songs being sold. It is amazing. I had no idea how fast they sell.

Now for the contest. Every 100,000th download from now until 1 billion will win a black 4GB iPod Nano and \$100 iTunes Music Card. The billionth download will bring with it a 20" iMac, 10 60 GB iPods, and a \$10,000 iTunes gift Certificate. Wow! Makes you want to go download a song doesn't it.



BRMUG Mailing Address
 5261 Highland Road #202
 Baton Rouge, LA 70808

For more information call the User Group President, Isaac Traxler: (225) 926-1552
 e-mail: info@brmug.org
 web: <http://www.brmug.org/>

1 GB iPod Nano

Apparently Apple has not heard that the iPod is supposed to go away. They just introduced a 1 GB version of the iPod Nano. The Shuffle still includes 512 MB (\$69) and 1 GB (\$99). The Nano comes in 1 GB (\$149), 2 GB (\$199) and 4 GB (\$249). The iPod Video has a 30 GB model (\$299) and a 60 GB model (\$399).

iTMS New Offerings

We are getting quite used to the slow steady growth of iTMS's offerings. Along with adding selections from Showtime, I noticed that videos from the Sports Illustrated Calendar were not available for download! I think this might shorten how long we have to wait for the next 25 million downloads.

Logic Pro 7.2

Apple has released the next version of Logic Pro (high end music software) as promised. And yes this version comes as a universal binary (works on Intel and Power PC Macintoshes). The new version also include several new features. Apple is starting to make progress towards that goal of shipping all of its Pro applications as universal binaries.

This Spot for You

The goal of BRMUG is to *Helping Macintosh users more effectively utilize their systems.* We do this in a lot of different ways.

Meetings: We have monthly meetings with a planned topic. We appreciate and actively seek out ideas for meeting topics. We would also like to have new speakers -- so if you want to do a presentation, just let us know. If you do not feel up to a full hour, but would like to do 20-30 minutes, let us know, we can have 2 mini-presentations instead of 1 main one.

Newsletter: This newsletter is a way to get information out to all the members. It is a way to communicate with each other. I encourage any of you switchers to tell us your stories. I assure you that it will help someone. Please contribute to the newsletter. Variety is a great thing. *[I apologize for the lateness and lack of postal mail recently. The reorganization at work has left me with three jobs to hold together. Help has just been hired in one place and I hope to get back on schedule soon.]*

Web Site: BRMUG was very early to join the Internet. Our web site does have lots of useful stuff: Meeting topic, newsletter archive and downloads, periodicals (web reading list), contact information and other items.

Business Cards: Ask me for some. We have printed up business cards for BRMUG. The hope is that every member will take some and give them to other Mac users. This is a low pressure way to get the word out about

2005/2006 Meeting Calendar

March 17	Tiger Preview	Isaac Traxler	Bluebonnet Library
April 21	Pages	Isaac Traxler	Bluebonnet Library
May 19	Epson CX6400	Isaac Traxler	Bluebonnet Library
June 16	Software Gems	Isaac, Don & Glenn	Bluebonnet Library
July 21	Garage Band	Glenn Matherne	Bluebonnet Library
August 18	iChat A/V	Don & Isaac	Bluebonnet Library
September 15	Katrina & Apple	ALL	Bluebonnet Library
October 20	Alternatives to High Cost Software	Don & Isaac	Bluebonnet Library
November 17	iTunes, iTMS, Podcasts	Isaac Traxler	Bluebonnet Library
December 15	Holiday Gathering	N/A	Brewbachers
January 19	Buddy, where did you put they put that start button?	Don Ballard	Bluebonnet Library
February 16	iPhoto 06 Overview	Isaac Traxler	Bluebonnet Library
BRMUG's Meetings at a Glance Send ideas to newsletter@brmug.org .			

BRMUG. Baton Rouge has a lot of Mac users. The more that participate, the broader the variety and the deeper the expertise.

Mailbox: We have a permanent mailbox/address that you can send your payments to or other correspondence.

Planning Meetings: We have monthly planning meetings where we redistribute the work and plan for the future of BRMUG. Please join us or send us ideas.

Advertisers: We have had them in the past. If you know of anyone that would like to advertise with us, please let them know. Our rates are very reasonable.

Experts: We have lots -- y'all. Each one of you is an expert in what you expect from a computer and what you have already figured out how to accomplish. Every computer user I have ever worked with for a little while has taught me something. Our strength is not some stuff that I know, nor Don's great experience or Glenn's back-

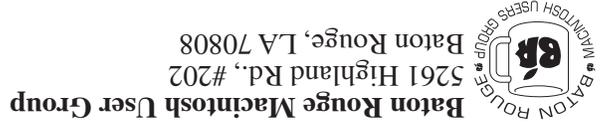
ground. Our strength is combined knowledge as a group. Numerous times when a question is asked, the best answer comes from someone just sitting in the audience. Our collective intelligence and knowledge far outstrips any 1 or 2 of us.

The best meetings (or parts of meetings) are when questions come up and people start volunteering answers or suggestions. We schedule a Q&A session at every meeting in the hopes that questions will happen.

I know that questions and the various answers that appear are real benefit of the club. Anybody can go read news. Everybody can speculate why. Real help and knowledge comes from experience -- collective experience.

So the more folks at a meeting, the more experience to benefit from. And the more we ask questions, the more we all have the chance to share answers.

by Isaac Traxler



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This Month:
!Photo 06 Overview
 by Isaac Traxler

Hiroshima 45
Chernobyl 86
Windows 95

**THIS NEWSLETTER IS RECEIVED BY ALL
 BRMUG MEMBERS, CONTRIBUTORS, AND
 REPRESENTATIVES.**

The Baton Rouge Macintosh Users Group is a non-profit organization dedicated to Macintosh Users. Our mission is to help bring these users together in order to keep them informed of Apple Computer, Inc.'s trends, visions, and educate them on how to best use this most cost effective, easiest and friendliest of all platforms: **The Macintosh.**

If you are in the position of selling, supporting, or using the Apple Macintosh computer or any of Apple's products, we would like your participation and support for the benefit of our membership and your customer base.

Everyone is invited to attend the meetings. For a complimentary newsletter, or flyers to give out to others, or any information about the group contact the following BRMUG Ambassador: Isaac Traxler, President, (504) 926-1552, e-mail: *president@brmug.org*. We'll be most happy to talk to you about the Macintosh!

Send this form with \$15 (\$10 with copy of current school id for students) check payable to BRMUG to: BRMUG Treasurer, 5261 Highland Road, #202, Baton Rouge, LA 70808.

BRMUG Membership Form 2/2006

Name: _____

Address: Street, City, State, ZipCode

Home Phone: _____

Office Phone: _____

Things the club should do: _____

My interest areas:

