



BRMUG

Baton Rouge Macintosh User Group

News and Views

March 2007

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

Isaac Traxler president@brmug.org
 Glenn Matherne vp@brmug.org
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 Don Ballard sec@brmug.org
 Richard Johnson m1@brmug.org
 William Sellers m2@brmug.org
 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 March meeting will be held at the **Bluebonnet Library** on **March 15th**, the 3rd Thursday of the month, at 6:30 P.M. The meeting will be 6:30 PM at the Bluebonnet Library. This month, John Quebedeaux will present *Airport Extreme and Mac Wireless*. Apple has released a new and improved model of the Airport Extreme. John recently acquired his. He will discuss the benefits and features of the Airport Extreme. He will also describe how he uses his at his home to glue together the multiple Macintoshes that make up his household. John has been a long time Macintosh user and I am sure he will have some very good advice about setting up your home network. 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	Airport Extreme and Mac Wireless
8:00 PM	Questions and answers

Meeting is at Bluebonnet Library!

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

February Meeting

You would think I would learn. A couple of years back I had a PowerPoint demo at BRMUG totally destroyed because I tried to do the demo on a newer version of PowerPoint than all of my practice and testing (Microsoft had totally rearranged the menus and other things making it impossible to step through the presentation as planned).

Obviously I did not learn. Inkscape is a great program. It is being updated regularly. The change of the toolbar and the changes to the menus left me spending a lot more time than I should have searching for the way to do the things I intended to show.

Regardless, Inkscape is a very good program. It does require a little effort to learn (especially if you are not used to how most vector programs approach things). I am very impressed with its capabilities. After a little effort, it is also pretty easy to use -- a little steep the first hour or so.

In spite of my issues, I hope you were able to see the value of Inkscape (a very powerful, solid program that has the at-

tractive price of free!). I look forward to a few success stories by others who try it.

Future Meetings

Your BRMUG Planning Committee has been busy. This month John Quebedeaux will show off the Airport Extreme and discuss Macintosh networking. John has been a Mac user for a long time and really understands the Mac, networking and what must be done to have a solid home network. I am sorry that I will be out of the country and unable to catch John's presentation.

In April, William Sellers is scheduled to do an Introduction to Pages (the hybrid

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word processor/page layout program that is part of iWork from Apple).

In May we should have a treat. Long time Windows user Glenn Young will talk to us about his "switch" to the Macintosh. Glenn is/was a very knowledgeable Windows user. A while back he played with a Macintosh a little to do prepare for a Macintosh overview for Cajun Clickers. His experience was positive enough that he bought a used one and tried it for a while. Glenn went through the (mostly) normal process of being frustrated because the Mac was not and did not function like the Windows systems that he was used to. As time went by and Glenn learned to do things the Mac way, he fell in love. In May we get to hear the details of his story, the good things about the switch as well as the issues.

If you know any potential switchers, May would be a really great meeting to bring them to. Hope to see lots of folks at it.

Final Cut Pro Users Group

I received an email announcing the formation of the South Louisiana Final Cut Pro Users Group. First, I would like to say Welcome! to them. Rather than try to describe them, I will simply pass on the body of their e-mail:

With the growth of the motion picture industry in Louisiana, and the growing number of Final Cut Suite users, I am pleased to announce the birth of the South Louisiana Final Cut Pro Users Group (slfcug.org is going on-line soon). We will meet the last Wednesday of each month, with our very first meeting being March 28, 2007, from 6-8:45pm, at the Louisiana Technical College Jefferson campus:

*5200 Blair Drive
Metairie, LA. 70001*

We will have door prizes, refreshments, and we'll set the tone for our group with this inaugural event. As well as having one or more Apple Certified Trainers on hand. Being an ACT myself, and one of about 5 in the New Orleans area, our goal is to have at least one trainer at every meeting. We also have some nice things lined up for the year. If you need any further information, please contact me via admin@slfcug.org.

I believe this group will fill a void that has existed for a while. Their focus is much to specific for BRMUG. I wish them lots of success. Please pass this info on to other Mac users.

AAPL

Another month has gone by and Apple stock is up about \$2 from this time last month. So things are definitely looking up. Today Apple closed at \$88 putting their Market Cap at just over \$75 Billion. Here is a comparison of Market Cap for some folks:

Microsoft	\$269B
Walmart	\$200B
IBM	\$140B
Intel	\$111B
Apple	\$75B
Target	\$53B
Sony	\$51B
Dell	\$51B
Nvidia	\$11B
AMD	\$8B

As you look at these relative values, and you think about Apple's \$10-15 billion in cash and short term investments you can get some strange ideas.

What if Apple bought Nvidia? Maybe Apple would be the big name in graphics at that point. Certainly the driver problems should get better.

What if they bought AMD? AMD has taken a beating over the last several months. They are ripe for takeover. AMD still has good chip designs and good processors. Their prices have always been good. Imagine Apple owning its own chip design and production company. And since AMD bought ATI, Apple gets an inhouse video card company as a bonus! Maybe the Apple and Intel partnership has lasted long enough. Imagine Jobs controlling AMD. Apple has plenty of fast and low cost processors to choose from. Maybe AltiVec re-appears in a future generation. Maybe Apple sells the chips at cost to Linux system providers so that Linux can erode the Windows market share.

What if Apple bought Dell? Wonder what Michael Dell would have to say about Apple then? Dell's facilities could become Macintosh assembly plants (if the quality control could be cleaned up).

The possibilities go on. Walmart is worth a lot of money. But how much do they have liquid? Could Apple convince them that fighting over movie sales is not wise?

Blockbuster and NetFlx are just over a billion dollars each. Maybe Apple should absorb one of them. Imagine every Blockbuster store becoming an iTunes store with iPods on the shelves

also. Imagine the possibilities of adding iTunes Store's online presence to the Blockbuster rental dominance.

By the way, the stock price is up and the laptops are still due a speed bump (and maybe a major upgrade or addition). Quad core Mac Pros can not be far off. And the next version of Mac OS X is only months away. The LCD displays are due a revamp. The iPhone is still in the future. The iPod is way past needing to be shook up. The last time the iPod line was this stable Apple killed off the Mini and revamped the iPod to be followed by the Shuffle and the Nano. Lots of reasons exist for Apple to top \$100 a share by the end of the summer. It might just happen...

Software Updates

The last month or so has been busy for the Apple software folks. Updates for iTunes and QuickTime just came out. Of course the necessary patches for the change in Daylight Saving Time appeared. Java and the normal generic security patches were also released.

For a time when a lot of folks are focussed on getting Leopard out the door, Apple has been very busy fixing their current (and previous) software products.

Apple TV Delayed

The Apple TV should have shipped right about now. But it hasn't. Maybe the orders were so large that Apple is holding off on shipping until they can meet demand. Maybe they are waiting until iTunes updates are out so that the Apple TV will work flawlessly with iTunes.



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Maybe production or shipping hit a snag. Maybe the software/firmware had a problem and Apple is having to correct it. No one seems to know but Apple is saying that the Apple TV should ship in the next 2-3 weeks.

New Laptop

My wife just got a 17" MacBook Pro and Parallels. The next month or so should be very interesting as I borrow her machine now and then to play with it. While the entire machine is simply nice, I really lust after the 180 GB hard drive. Laptop hard drives have come a long ways.

iLaunch

The Onion (<http://www.theonion.com/>) has a great article concerning Apple and its new product: *Described in its patent filing as a "hype-generating mechanism with fully integrated Mac compatibility," the iLaunch is powered by Intel dual-core processors optimized to calculate a product's gravitas. Apple claims the iLaunch can garner the same amount of press attention as a major scientific discovery, high court ruling, celebrity meltdown, or natural disaster at 200 times the speed of a traditional media-fostered launch.*

Visit their website to catch the rest of this hilarious spoof.

Microsoft News

Microsoft is in the news again. Documents for a court case have been found showing the Microsoft considered dropping Office for the Mac in primarily to hurt Apple. The documents go on to describe Office for the Mac as a great testbed for future Office enhancements.

While this is interesting to see in print (on the web actually) -- it is not really news to the rest of us.

DRM - Next Round

Maybe Steve Jobs went to far when he suggested that DRM was a bad thing at that he and Apple would drop as soon as they could (when the producers of content allowed them to do so).

His comments have certainly stirred the pot. A number of people have come out supporting the idea (some of the content producers). A few have declared Apple the "King of DRM" and referred to Jobs' comments as the kettle calling the pot black.

Some have pointed out Apple's insistence on including DRM on all iTunes products regardless of whether the production companies want it. It appears that the current implementation of iTunes is not designed to happily download non-DRM content. I am sure a future version will address this issue.

2006/7 Meeting Calendar			
May 17	Tale of a Switcher	Glenn Young	Bluebonnet Library
April 19	Intro to Pages	William Sellers	Bluebonnet Library
March 15	Airport Extreme & Mac Wireless	John Quebedeaux	Bluebonnet Library
February 15	Inkscape and Vector Graphics	Isaac Traxler	Bluebonnet Library
January 18	MacWorld Recap	Don Ballard	Bluebonnet Library
December 21	Holiday Gathering	N/A	Brewbachers
November 16	Mac Extras & Gadgets you want!	Everyone	Bluebonnet Library
October 19	iTunes And iTS	William Sellers	Bluebonnet Library
September 21	Software Choices	William Sellers & Isaac Traxler	Bluebonnet Library
August 17	Podcasting 101	William Sellers	Bluebonnet Library
July 20	GarageBand	Glenn Matherne	Bluebonnet Library
June 15	Backup Up Your Mac	Richard Johnson	Bluebonnet Library
May 18	Accessorize Your Mac	Team	Bluebonnet Library
April 20	Mac OS X Maintenance	Don Ballard	Bluebonnet Library
March 16	Automator	Arne Christiansen	Bluebonnet Library
February 16	Overview of iPhoto	Isaac Traxler	Bluebonnet Library
January	Buddy, Where did you put the Start Button?	Don Ballard	Bluebonnet Library
BRMUG's Meetings at a Glance Send ideas to newsletter@brmug.org .			

And then things got really funny. At a conference, some music industry executives blamed Apple's DRM for hurting the Industry. Apple has one of the simplest DRM systems in place. It works and makes minimal impact on most users. It provides a relatively simple way for users to export music without DRM (burn a normal music CD that can be played anywhere).

As for evidence to counter the claim of Apple hurting the industry, C-Net claims that digital sales increased 131 percent last year even though the industry as a whole saw a 4 percent decline. Excuse me! Without the

growth in digital sales (majority via iTunes Store) the industry would be down a lot more than 4%. I cannot possibly guess how the executives can ignore these facts.

On a personal note. I have listened to the complaints over the years. About 4 or 5 years ago I quite buying commercial music (1 exception in 4 years). Owning and using my iPod changed my mind. I have already bought several albums in the last couple of months and will buy some more soon. How bizarre can you get?

by Isaac Traxler



This Month:
Airport Extreme and Mac Wireless
 by John Quebedeaux

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 3/2007

Name: _____

Address: Street, City, State, ZipCode

Home Phone: _____

Office Phone: _____

Things the club should do: _____

My interest areas: _____

