



BRMUG

Baton Rouge Macintosh User Group

News and Views

September 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
 Don Ballard treasurer@brmug.org
 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 September meeting will be held at the **Bluebonnet Library** on **September 20th**, the 3rd Thursday of the month, at 6:30 P.M. The meeting will be 6:30 PM at the Bluebonnet Library. This month *William Sellers* will present **Podcasting 102**. A little over a year ago, William gave us an introduction to Podcasting. This time he will present Podcasting from a different perspective. Podcasting can be done relatively inexpensively or it can be a major expense. William will recommend a few different setups that cover the cost spectrum and provide an experienced analysis of the strengths and weaknesses of each setup. If you are interested in Podcasting, this should be a very useful presentation. If you are new to Podcasting this should help you decide at what level to enter. Members and guests are welcome. After the meeting, we will have our normal Social Hour at Brewbachers. Here is a map to help you get there (<http://www.brmug.org/about-brmug.html>).

Here is the meeting schedule:

6:30 PM	Welcome and recent news
7:00 PM	Podcasting 102
8:00 PM	General 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.

BRMUG Picnic

Thanks to all who attended (about 20 folks). I believe we all had a lot of fun.

In particular thanks to the folks who brought food and supplies. Our menu include BBQ chicken, hot dogs, baked beans, potato salad, Texas toast, corn on the cob, colas, water, kool-aid, cookies, cheesecake and watermelon. I can assure you that I ate my fill and really enjoyed the food.

The main meal was followed by a spirited volleyball demonstration. In spite of initial complaints, I believe all had lots of fun playing. For the first game or so we were joined by the second/third generation players (kids/grand kids). As they became bored, the game got serious. For some reason no one wanted to mix up teams this year. As for the result, I'll simply say last year's aberration did not repeat.

Once again, thanks to all!

August Meeting

Thanks to Glenn Matherne for pro-

viding us a refresher on GarageBand. GarageBand has not changed that much since it first came out, but it is still an excellent resource for the musician (or musicians) that wish to record and mix their music. Thank you Glenn for giving us a glimpse of that world.

iPod Line Revamped

When the iPhone came out we all knew it was only a matter of time before the iPod line increased to include something similar to the iPhone.

But nobody expected this many changes this soon. Apple has pretty much totally reinvented the iPod models. The Shuffle is about the same. The Nano has

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a brand new shape. It is much closer to square now and has a larger screen so that it can join in the video display fun. The Shuffle and the Nano are available in 5 colors now. The "normal" iPod has been renamed the iPod Classic and is now available in 80 GB and 160 GB models. The iPod Touch is the new excitement. It is basically an iPhone without the phone and Bluetooth crammed into a slightly smaller case. This produces an amazing product line with lots of choices. Here is a rundown:

- \$79 - 1 GB Shuffle
- \$149/\$199 - 4/8 GB Nano
- \$249/\$349 - 80/160 Classic
- \$99/\$399 - 8/16 GB Touch
- \$399 - 8 GB iPhone

iPhone Price Reduction

Apple surprised almost everybody by dropping the 4 GB iPhone, and lowering the price of the 8 GB iPhone by \$200 (now \$399). Apple then surprised folks by offering early iPhone purchasers a \$100 Apple Store credit to reduce the sting of the \$200 price drop.

Steve Jobs explains the quick price drop in several ways. He does say that the high volume of sales have helped reduce costs for production. But the primary claimed reason is the desire to capture a large market share via the lower price in the upcoming holiday shopping season.

Strangely enough, Steve may be telling the complete truth here. iPhone sales are ahead of prediction (Apple claims to have sold the 1 millionth iPhone already). Apple is aware that the cell phone manufacturers advance at a very



Don stares at the intimidating opponents!

quick rate. The iPhone has a hardware/software advantage right now. It may not have that advantage for a long time. It is important for Apple to gain a significant market share before the advantage disappears (unlike the iPod world where Apple has steadily maintained an advantage). So dropping the price right now to take advantage of Holiday spending

to increase market share might just be a stroke of genius.

AAPL

Apple and the stock market are once again becoming an odd couple. AAPL's price seems to go up and down almost independent of what is going on.

This last month is no exception.



The younger generation getting involved



Master Chef John Quebedeaux getting ready to cook the chicken



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Clearly Wall Street did not like Apple reducing the price of the iPhone. They also seem to be unhappy with the introduction of the iPod Touch.

I believe the new iPod line will make a great place for folks to spend their Holiday cash/credit. Apple could just have record iPod sales this Holiday season. And maybe they will reach the 10 million iPhones in under a year.

In spite of all of the ups and downs, Apple is about where they were this time last month. AAPL closed at over \$138 with a Market Cap in excess of \$120 billion. HP's Market Cap is about \$6.5 billion above Apple and Intel is about \$25 billion above Apple.

Maybe Apple makes some gains next month. If Steve is right and the increased sales offset the decreased profit per iPhone, then Apple will surely gain.

NBC and Apple Trade Punches

NBC told Apple that they would not renew their iTunes contract after it expires in December. Apple said, okay, then we will not carry the new shows from this upcoming season.

NBC dropping iTunes means a couple of things. First off, Apple will lose revenue. NBC shows do bring in a lot of money. Secondly, it gives other folks the idea of quitting.

You might wonder why Apple would reject the income that another season of NBC shows would bring in. While it is true that Apple will lose money, Apple is cutting into NBC's projected income. In other words, NBC will not be able to finance their plan to move to another distribution system via the profits from iTunes sales and they will lose a season's worth of revenue.

Fortunately for Apple, no one else has jumped ship at this point. If NBC remains the only walkout, they will probably have to come back. If enough others leave, Apple will have to cave to their demands.

Future Meetings

We have already planned a tentative meeting schedule for the rest of the year. This month William Sellers will provide us a look at Podcasting. Next month, several of us laptop folks will pool our knowledge and cover the laptop essentials. In November we hope to demonstrate Leopard. As normal, we will plan our Holiday Gathering for December.

Please notice the list on the right. It covers all of our meeting topics for the last 2 years. If you have any requests, please let us know. After doing this for several years, it is often difficult to determine what folks really would like to see next. We try to hit certain topics every year but would gladly entertain new ideas. So drop us a line at help@brmug.org.

2006/7 Meeting Calendar			
December 20	Holiday Gathering	N/A	Brewbachers
November 15	Leopard Overview	Isaac Traxler	Bluebonnet Library
October 18	Laptop Essentials	Team	Bluebonnet Library
September 20	Podcasting 102	William Sellers	Bluebonnet Library
August 16	Garage Band Overview	Glenn Matherne	Bluebonnet Library
July 19	iPhone Mania	Don Ballard & William Sellers	Bluebonnet Library
June 21	FAQ -- Frequently Asked Questions	Team	Bluebonnet Library
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 19	Buddy, Where did you put the Start Button?	Don Ballard	Bluebonnet Library
BRMUG's Meetings at a Glance Send ideas to newsletter@brmug.org .			



This Month:
Podcasting 102
 by William Sellers

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 9/2007

Name: _____

Address: Street, City, State, ZipCode

Home Phone: _____

Office Phone: _____

Things the club should do: _____

My interest areas: _____

