



BRMUG

Baton Rouge Macintosh User Group

January 2008

News and Views

BRMUG Information

Membership Meetings

Regular meetings are held on the third Thursday of each month at 6:30 P.M. The normal meeting location is the Bluebonnet Library. All members and guests are welcome at the meeting. Following the meeting, an informal gathering at the Bluebonnet Brewbachers usually occurs that all are welcome to participate in.

Planning Meetings

Planning meetings are typically held the Thursday after the regular meeting at 6:30 P.M. at the Bluebonnet Brewbachers. The goal of this meeting is to plan for the future of BRMUG. Officers are expected to attend. Guests are welcome.

About BRMUG

BRMUG provides a web site as its primary mechanism to distribute information to Macintosh users: <http://www.brmug.org>. We provide archives with many of our past newsletters. We have listserv that you can join/read to communicate with other members. You can also contact the BRMUG President -- Isaac Traxler via e-mail (traxler@brmug.org) or phone (225-926-1552).

BRMUG Volunteers

President: Isaac Traxler
Vice President: Glenn Matherne
Treasurer: Don Ballard
Secretary: William Sellers
Member at Large: Richard Johnson

Newsletter Articles

Please submit newsletter articles to newsletter@brmug.org. Submissions that are not commercial in nature are encouraged! Articles are printed on a space available basis.

The January Meeting of BRMUG will be held at the **Bluebonnet Library** on **January 17th**, the third Thursday of the month, at 6:30 P.M. This month, *William Sellers* will provide a **Review of Mac-**

World and an Overview of Backing Up with Mozy. MacWorld is bound to have lots of neat stuff to discuss. After that William will talk about the importance of doing backups. He will tell us about a service called Mozy that he uses. I am sure this will be a good start for the year. Hope to see you after the meeting.

Members and guests are welcome. After the meeting, we will have our normal Social Hour at Brewbachers. <http://www.brmug.org/about-brmug.php> has directions and maps

Meeting Agenda:

6:30 PM	Welcome and recent news
7:00 PM	TBA
8:00 PM	Questions and Answers
8:30 PM	Adjourn to Brewbachers

Meeting at Bluebonnet Library!

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

December Gathering

Because of the busy Holiday time, we do not have a normal meeting with a presentation. Instead we just get together and socialize. As in the past several years, we held the Holiday Gathering at Brewbachers on Bluebonnet. I was excited to see so many people make the get together. We were also joined by some new folks.

I really enjoyed the chance to sit and talk and learn from each other. I hope to see everyone at the next meeting.

February Meeting

The February Meeting will NOT be at Bluebonnet Library. Instead we will meet at Network Technology Group. This is located at the Bon Carre Business Center (old Bon Marche Mall). William Sellers will give us a tour of his work place. Afterward we will have a short meeting.

AAPL

The year is off to an interesting start. Apple closed at just over \$172 Friday for a Market Cap of over \$150 billion. While this is not much different than it has been

Helping Macintosh users more effectively utilize their systems.

the last several months, we have watched Apple go up and down. It might appear that Apple has stalled and that the magic is gone.

In fact, the opposite is true. Even though the price is not going up absolutely, it is going up relative to other tech stocks. IBM's market cap is below \$135 billion and Intel is below \$130 billion.

So even though it looks like Apple is not gaining, relative to the other tech companies, it is. And this week brings us MacWorld. It might change everything.

MacWorld

MacWorld is January 14-18. Of course, Apple has not told us what they will announce. Everyone agrees that it will be impossible to top last year and the iPhone announcement.

Still, the promise of what might be announced at MacWorld is fun to speculate about. Apple might announce that the iPhone has made it to the 10 million mark (the hope for its first year of sales).

New versions of the AppleTV are expected to be announced. Rumors indicate that it will grow to 2 or 3 models with the higher end model including a DVD drive. While the AppleTV has not been a big part of Apple's sales so far, Apple does not seem to be giving up on this product line.

Rumors also speculate that Apple will announce a movie download deal. This is a prediction that will probably come true this time or sometime soon.

A number of folks expect to announce another portable computer. Some are thinking it will be a tablet computer. Others are predicting a very small, ultra-portable laptop. I guess we will find out this week.

Baton Rouge Apple Store

Apple is scheduled to open a real Apple Store here in Baton Rouge early next year (March?). A quick Google search will yield all kinds of information. Here is a story the Advocate did: <http://www.theadvocate.com/news/business/12352351.html>. We still have a few months to wait -- but this will be real cool!

New MacPro Desktop

Apple quietly updated the MacPro Desktop last week. The new MacPro comes standard with two quad core processors. The MacPro is available with 2.8, 3.0 or 3.2 GHz processors. You can still configure it with a single 2.8 GHz processor (quad core). The single 2.8 GHz quad processor with 2 GB RAM and 320 GB hard drive is \$2,299. A second quad-core processor adds \$500

New Xserve

Apple also revamped the Xserve. It is now also available with 2 quad core processors (2.8 or 3.0 GHz). A standard 8-way 2.8 GHz model with 2 GB RAM sells for \$2,999.

Microsoft Office 2008

Microsoft Office 2008 is scheduled to start shipping January 15. The new version includes full universal support (Intel and PowerPC). It is available as 3 different products: Home and Student (\$150), Media

Edition (\$500) and Upgrade (\$240).

Pages Revisited

The last several newsletters have been produced in Pages from iWork (previously I have used inDesign from Adobe). I have remarked in the past how sluggish Pages felt. I am working on this newsletter on my laptop and it is day and night different. On my laptop, Pages feels crisp and responsive. On my desktop, Pages is incredibly slow (slower than my typing by a lot).

What is the difference? My Desktop is a dual G5 with 4 GB of RAM and lots of free disk space. My laptop is a dual core Intel with 2 GB RAM. It is incredible the difference in performance.

Pages is just fine on my laptop. I would not have believed that the same piece of software could perform that differently on the two different systems. Clearly the optimization for Intel has had an incredibly negative impact on Pages when running on Power PC systems.



BRMUG Mailing Address
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 Baton Rouge, LA 70808
 For more information contact the User Group President, Isaac Traxler:
 e-mail: president@brmug.org
 web: <http://www.brmug.org/>

I wonder if Microsoft Office 2008 will show the same slowdown?

Andrea Jung

Andrea Jung has been added to the Apple Board of Directors. She is Chairman and CEO of Avon Industries. She joins the following: Bill Campbell (Intuit), Millard Drexler (J. Crew), Albert Gore Jr., Steve Jobs (Apple), Arthur Levinson (Genentech), Eric Schmidt (Google) and Jerry York (Harwinton Capital).

I suppose we shall see jokes about Macintoshes matching your lipstick? (sorry).

Apple, DRM, etc

Funny how the world has changed. When Apple started iTunes Music Store and released the iPod the world was a different place. The music industry looked at the Internet as a place that was stealing their property and as a possible secondary distribution method.

Apple produced a rudimentary DRM and sold the recording industry on it. And it took off. In fact, iTunes sales have been phenomenal (ranking number 3 behind Walmart and Target). The success has been so strong that Jobs has been able to dictate pricing to the recording industry.

And then Jobs turned the tables. In an interview, Jobs said that he would be glad to remove DRM if the record companies would agree. And then one did. And the DRM has been disappearing from audio ever since.

So far, Apple has not implied that they want to sell video without DRM. The video companies have been reluctant to deal with Apple. iTunes has been very successful at selling TV shows. They have also

2007 Meeting Calendar			
December 20	Holiday Gathering	N/A	Brewbachers
November 15	Leopard Introduction	Isaac Traxler	Bluebonnet Library
October 18	Laptop Essentials	Isaac Traxler	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 & William Sellers	Bluebonnet Library

been good at setting the price. So far the movie industry has been unwilling to deal with Apple for fear of not being able to set their on pricing. Will the possible movie deal announcement at MacWorld signal an end to the stalemate? Will the desire to take advantage of the existing iTunes distribution system override the concern for maintaining price control over their product?

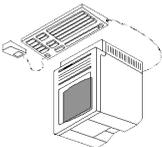
And what if Apple does get into movie rental instead of movie sales? What impact would this

have on Blockbuster and Netflix? Is iTunes ready to handle the bandwidth of movie rental and/or sales? What about high def?

What limits will Apple apply? Will they be Apple's idea or the movies industry's idea?

Can Apple continue to pull rabbits out of Steve Job's magic hat? Thursday we can discuss the current state and review whatever announcements get made at MacWorld. Hope to see you t the meeting! Have a good week!

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This Month:
 MacWorld Review and Backup with Mozy
 by William Sellers

Hiroshima 45
 Chernobyl 86
 Windows 95

Computers and air conditioners both
 work fine until you open windows.

**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 01/2008

Name: _____

Address: Street, City, State, ZipCode

E-mail Address: _____

Join BRMUG Mailing list: **YES** **NO**

Phone: _____

Things BRMUG should do: _____

My interest areas: _____

