



BRMUG

Baton Rouge Macintosh User Group

November 2006 *News and Views*

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 CC's on Highland (either College or Bluebonnet).

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 November meeting will be held at the **Bluebonnet Library** on **November 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, BRMUG will present *Mac Extras and Gadgets you want!* by William Sellers, Don Ballard, Glenn Matherne and Isaac Traxler (everyone else is encouraged to bring recommendations).

The Apple product line (Macintosh, iPod, iTunes, and software) provide a wide choice of dream purchases. Even more amazing are the myriad of extras and gadgets that you can get to enhance your Apple products. With Christmas approaching, many of us are making a wish lists. We at BRMUG want to make sure that you don't forget a thing (and maybe even help you find a better deal). The goal of this meeting is to discuss various accessories, their relative merits, good vendors to deal with and approximate prices. This should be a fun and interactive meeting. I hope to see you there.

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	Mac Extras and Gadgets you want!
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.

October Meeting

Thanks to William Sellers for his presentation on iTunes and the iTunes Store. William did a great job showing how iTunes works and pointing out a lot of changes that have been made recently. He also gave us a number of ideas about different ways to utilize the iTunes Store. This meeting was very interactive with a lot of audience participation.

I really appreciate the hard work that William has contributed to the group over the last few months. He has provided a much needed shot in the arm for BRMUG. Thanks to William and all who were there!

AAPL

The last time I wrote this article was 2 months ago and Apple was at about \$74. Since then, the overall trend has been upward (about a \$10 increase in 2 months to over \$84). Of course the price

has oscillated its way up to \$84. It was not a simple steady growth.

Lots has happened in the last 2 months, including a new round of doom and gloom forecasts for Apple and the iPod. In spite of this, Apple's stock price is still going up. Clearly Wall Street expects Apple to have a strong Christmas season.

Apple's market cap has swelled to over \$71 billion (Dell is at \$57 billion,

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Walmart is at \$193 billion and Microsoft is at \$288 billion). Apple's worth seems to be growing faster than these other companies. Sweet! I just hope it keeps on going up.

Apple's Legal Counsel

Nancy Heinen stepped down as legal counsel for Apple last spring (winder what happened about the same time?). Apple formally announced Donald Rosenberg as her replacement. Donald was a senior vice president and general counsel for IBM. His experience at IBM may be very valuable for Apple (who seems to be in constant litigation).

MacBook Updates

The MacBook quietly got a speed bump. The MacBook now comes in speeds of 1.83 and 2 GHz (compared to 2.16 and 2.33 GHz for the MacBook Pro). Both now use the Core 2 Duo processor. Ram is 512 MB on the entry level MacBook and 1 GB on the other models. Hard drives start at 60 GB and go to 120 GB now on the MacBook.

In fact, many of the performance differences have been reduced. The MacBook still has a smaller, lower resolution screen and a weaker video card. If those factors are not huge to you, the MacBook (starting at \$1099) may be the right answer for you.

Another MacMini Update?

The Mac Mini just got a speed bump. But for a short time Apple had a link pointing to the Core 2 Duo MacMini (so far the Mini has not been updated to the new processor in the MacBook Pro and the MacBook). Typically these quickly removed web pages are correct (just leaked early). So the MacMini looks to be moving up in the world real soon.

Sun Releases Java under GPL

Sun developed Java and has kept it under a restrictive license since the beginning (Microsoft even had to rename their attempt to clone it as C# because of legal wrangling). But all of that has changed. Sun has released Java as GPL (Gnu Public License). This license allows people full source code access and the right to make changes as long as they publish all changes.

This could be huge for Apple. Mac OS X has been out of sync with Java on other platforms (Apple doing the development in parallel with Sun -- but always behind). The future could improve consistency of Java implementations and dramatically

reduce the numerous bugs that have crept into the various releases. Over time, this might make Apple/Mac OS X not at a disadvantage in the Java world. This may turn out to be a huge deal a year or so from now.

The Zune

Much has been said and thought about the Zune. Many have predicted it to be the iPod killer. The time has come (ads for the Zune were in the Sunday paper). At first glance, the product is not scary. It costs \$249 just like the 30 GB iPod (it has a 30 GB disk). It is bigger and bulkier (not a lot, but noticeably). It has wireless for sharing music with friends (purchases and syncing must be done via a dock/cable).

In fact, it looks to be an average attempt to clone the iPod. On merit alone, the Zune would not even worry Creative, much less Apple.

By the way, song purchasing extends the Microsoft point system (used for Xbox Live). You buy points in \$5 increments. Typical songs cost about 79 points (which is about \$0.99). The difference when compared to iTunes Store, with Microsoft you deposit money and then buy against the credit. With iTunes you pay on demand for your purchases. Essentially Microsoft only supports the purchase model where you buy iTunes cards in advance, no on demand purchasing.

The real problem for the iPod is Microsoft's effort to make movies available for download to the Xbox 360. This tied with the Zune could be big. Microsoft is also planning to allow repeated downloads of purchased items.

So Apple will have to carefully watch how Microsoft crafts their integrated products and services.

Justin the Mac Guy?

Apple may be getting rid of Justin (the guy that plays the Mac in the Mac vs PC ads). While the ads have been very successful, Apple has discovered that people like the PC guy better than they like Justin. At one point numerous sites claimed Justin was let go. Others are now reporting that he is still on contract. Maybe Apple never did anything. Or maybe they are reacting to negative feedback about canning Justin. Wonder what the next commercials will be like?

iPod and iPhone

The iPod has been very successful. We know that early next year a new iPod is coming with a full screen on the front.

This will clearly be the Video iPod we have been waiting for.

But how much longer can the iPod succeed with phones getting better and more common. Everyone has a phone (just about). Some can already play music. From a technology perspective, matching the storage of the Nano in a phone would not be difficult.

So how much longer will the iPod be able to succeed? Will the iPhone be the logical evolution of the iPod? Small phones (the trend) are not big enough for video. So will the audio iPod become the iPhone and will the Video iPod become a larger device?

Google and Apple

Google and Apple keep coming up in the same sentences. Google has improved support for Safari in recent times. The Apple Board of Directors now includes Google's CEO. Google is clearly positioning itself against Microsoft (a place Apple often appears).

iPod Impressions

As many of y'all know, I have been wanting an iPod for a long time. After a while, my wife got the message. She started an iPod fund for me. Each birthday, Father's Day and Christmas added to it.

It took longer than one might think to reach the goal. I had already shopped and knew that I needed at least 50% above the cost of the iPod to cover the necessary accessories.

About a year ago the goal was met. And then Apple changed the iPod and removed Firewire. I was totally confused. My desire for an iPod was two faced. I



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wanted a music player and I wanted a bootable, external hard drive. PowerPC Macintoshes (like I have now) cannot reliably boot from USB. I was literally frozen into inaction.

The new video iPod was smaller, and had a larger better video display. Smaller is always cool. The larger display was very attractive as my eyesight weakens. But I wanted Firewire.

And then the rumors of the true Video iPod started floating. Clearly I am not in a position to buy an iPod every year or so. It seemed crazy to spend \$300-\$400 now and then really want the new device in January. Of course, we don't know its price.

I continued to waffle in indecision until fate stepped in. Small Dog Computers offered the Apple refurbished 60 GB iPod for \$189 (the photo model). This is the model I had been saving for that was discontinued just as I reached the magic point. But now it was under \$200! I ordered it. It arrived and it was wonderful!

Okay, staying up all night synching was a little rough. But it was wonderful. And then the extras became necessary. It seems iPods scratch several seconds before you unwrap them (anyone have some thiotimalin?). I needed a screen protector and a case pronto.

I had not ordered anything while the iPod was shipping (partly because I was waiting for something to go wrong and mostly because I was totally confused by the myriad of different iPod models). Once I had it, I could not wait. With embarrassment I headed to Walmart Surely I could get a screen protector and a cheap case to carry me until I could order what I wanted. As fate would have it, Walmart did not have what I needed/wanted.

So my iPod sort of sat for a while. I needed a car charging solution, a car transmitter, a case, and cables. I discovered that a little patience was very beneficial when buying iPod accessories.

I was able to order a pair of USB hot sync cables for \$8.99 including shipping from Supermediastore I traded one with a friend for a Firewire cable).

For a total of \$19.82 I ordered an A/V cable, splitter with volume control and a case with free screen cover. The cable was perfect (Apple did not include one). The case was what I wanted, but the holes did not line up (learning experience). I was able to add a hole for the earphone jack and be content.

And then I hit the jackpot. I ordered 2 Firewire/car chargers, FM transmitter, the correct cover/skin and a starter kit for \$42 (the \$10 starter kit include numerous necessary cables and another car charger). The order was actually \$30 plus \$12 shipping and handling. I almost did not order because of

2006 Meeting Calendar			
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	iPhoto 06 Overview	Isaac Traxler	Bluebonnet Library
January 19	Buddy, where did you put they put that start button?	Don Ballard	Bluebonnet Library
BRMUG's Meetings at a Glance Send ideas to newsletter@brmug.org .			

the high shipping. But the \$30 was at enough of a discount to more than offset the shipping. The skin was/is great. The starter kit was a great deal. It has many things that I would not have ordered that I am glad I have. The FM transmitter (\$7) works but has a very weak antenna (expected). The Firewire charger is just what I wanted, but I only got one!. I sent an e-mail on Saturday evening late. A few hours later I got a reply promising a second would be shipped immediately. I got it early the next week. So far my expenditures have turned out much better than I expected considering the low prices. I am still holding out for a DLO transmitter (about \$80). Eventually I will get it.

A friend offered me an older iTrip that he no longer needed. I tried it with my iPod and our new truck and fell in love! It worked great! It works fine with our Monte Carlo except on campus (static).

At this point I was starting to un-

derstand this iPod thing a little. That evening when I got home I needed to unwind. I started listening to my iPod via the earbuds. And then I plugged in the iTrip and tuned my stereo. It worked great! I turned off the lights and started shuffle play. Pressing next skipped songs I did not want to hear. A sweep of my thumb adjusted the volume. Perfection. It was like having a remote for my entire CD collection in my hand -- but its not a remote. It is the collection! I get it now. I have since ordered 5 CDs from Amazon. **I LOVE IT!!**

by Isaac Traxler

Check Dealmac for the best daily report of bargains (where I discovered my iPod deals).

<http://dealmac.com/>

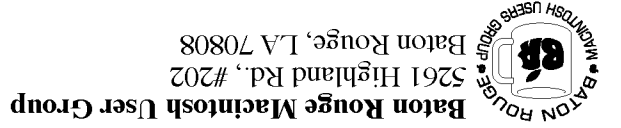
<http://www.smalldog.com/>

<http://www.onlycooltoys.com/>

<http://www.supermediastore.com/>

<http://www.handhelditems.com/>

<http://www.amazon.com/>



This Month:
 Mac Extras and Gadgets you want;
 by William, Don, Glenn & Isaac

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 11/2006

Name: _____

Address: Street, City, State, ZipCode

Home Phone: _____
 Office Phone: _____

Things the club should do:

My interest areas:

