

from MacCentral

Steve Jobs Discusses Music Labels, iPods and Intel Macs

By Jim Dalrymple, MacCentral

Apple Computer CEO Steve Jobs and Senior Vice President of Worldwide Product Marketing Phil Schiller met with media today at Apple Expo Paris to discuss the iPod, music and the Macintosh. While the company was without any blockbuster announcements at the show, they did upgrade their .Mac online service with higher capacity and new features.

The chat with media today replaced a Jobs keynote presentation, which usually opens the event in Paris. Apple announced earlier this month that while Jobs would attend the show, there would be no formal keynote.



iTunes and the Motorola Rokr phone

Jobs answered questions about Apple's recent partnership with Motorola to release the Rokr phone, which is capable of downloading music from Apple's iTunes application. Jobs said that overall the work with Motorola was a learning

experience for his engineers. (Also see Macworld's Motorola Rokr review).

"We wrote the iTunes software for that phone," said Jobs. "We see it as something we can learn from. It was a way to put our toe in the water and learn something," he said.

While the Motorola phone will work with iTunes purchased music, some service providers may be considering launching their own music service. In doing this, they would own the network and the music store, but Jobs isn't sure that this type of service would work for consumers.

"I'm not convinced that it will be successful," said Jobs. "The network providers will charge a lot to download music to a mobile — maybe US\$3."

Jobs also reasoned that a computer would still be required even if a mobile user downloaded music directly onto their mobile phone.

"You will have to backup the music on your phone up

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KMUG MONTHLY MEETING

Luncheon

Third Thursday of each month at 10:30 A.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

Evening

First Thursday of each month at 6:30 P.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
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***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

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using your PC,” said Jobs. “If you lose a phone then you lose all your music. If you get a new phone you have to transfer it all. It’s not clear that buying music over the air makes economic sense.”

iPod and video

Jobs took some time to discuss video on personal devices, like the much-rumored Video iPod. While some companies are making moves in the video market, Jobs said that the market isn’t yet right for personal video devices.

“You can already download movies on the iTunes Music Store, and some albums offer video as an incentive to buy the music,” said Jobs. “We also offer video podcasts, but will people buy a video device just to watch this video? So far they haven’t. No one has been successful with that yet.”

Microsoft and others are focusing some effort on creating PCs for the living room, but Jobs warned of such plans. He also described Intel’s recently introduced Viiv range of PCs as “just an experiment.”

“Making a component for the living room is easy to do, but it is the go to market strategy that is difficult,” said Jobs. “It’s not a technical problem, it’s a go to market problem. I don’t think the convergence of television and computer is going to happen.”

Earlier this month Apple held an event in San Francisco, Calif. where the company dropped its top-selling iPod mini in favor of the redesigned iPod nano. Jobs described the transition to the nano as “having a heart transplant right before the holiday.”

While many other companies would be inclined to keep a device like the iPod mini and continued to update it with more colors and higher capacity, Apple instead replaced it. Jobs said, “anyone would think we were crazy,” but early reports from analysts indicate the transition was a smart move for Apple’s long term domination in the market.

Many wondered why Apple would hold an event to launch a new iPod just a couple of weeks before Apple Expo Paris. With the holiday shopping season

approaching, Jobs was very clear in his response.

“We launched the iPod nano two weeks ago rather than at the Apple Expo because in the run-up to Christmas every week counts,” said Jobs. “The launch had been planned for over a year.”

Jobs also addressed questions on features that some of Apple’s competitors are offering in their MP3 players, like having a radio tuner built-in. While many see adding a radio to an iPod as a useful extra feature, Apple’s feedback is less vociferous than the noise generated by the company’s critics, Jobs confirmed.

“We don’t get a lot of customers asking for it,” he said.

Apple’s senior vice president of worldwide product marketing Phil Schiller pointed out that iPods now offer radio on demand. “Thanks to podcasting you can listen to radio shows whenever you want to,” he said.

Jobs also warned of the challenge of offering extra features just for the sake of it, saying. “We are very careful about what features we add because we can’t take them away.”

Looking at other technologies like Bluetooth — often referred to as Wireless USB — Jobs called it a “technology in search of a problem.”

“Frankly music is very big,” said Jobs. “We tend to forget how big it is. With Bluetooth, songs take a while to download. And if you have Bluetooth headphones you have to charge them as well as the iPod. People don’t want to do that. Also the sound isn’t good enough.”

Apple and secrecy

Apple is well known as being one of the most secretive companies in the entire industry. While many companies lay out their product roadmaps and openly discuss their products, Apple instead keeps its cards close, declining to comment on any rumor or speculation.

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This, in part, has fueled the creation of many popular rumor sites and articles that openly speculate on upcoming products. This, in turn, has led to several lawsuits and letters from lawyers demanding that Web sites remove stories from.

Jobs explained the company's motivation in not discussing future products.

"Microsoft is copying our operating system, Dell is copying our hardware. They just have to follow our tail lights," said Jobs smiling.

Taking the opportunity to take another slight jab at Microsoft, Jobs responded to a question about why Apple doesn't make iChat for Windows systems.

"Microsoft has to earn a living too," said Jobs.

Music labels getting greedy

Recent reports have revealed some labels have been attempting to force Apple to change the prices it charges on the iTunes Music Store. Calling the labels "greedy," Jobs confirmed that one label wants higher prices — Jobs is putting up a fight.

"The problem is we are still competing with piracy," said Jobs. "The labels make more money from selling tracks on iTunes than when they sell a CD. There are no marketing costs for them. We are competing with piracy, so it needs to be a fair price — if the price goes up people will go back to piracy," he warned.

Jobs said that about 75 percent of the iTunes Music Store catalogue is selling at least once a month, giving copyright holders money.

"If they want to raise prices they are getting greedy," said Jobs.

The Macintosh continues to grow

Apple continues to enjoy growth in the Macintosh market, which many feel is a result of the so-called "halo effect" caused by the incredible demand for the company's iPod MP3 player. Jobs said that Apple's US market share is at 4.5 percent, while the

global share is at 3 percent. Apple's Vice President and General Manager Europe Pascal Cagni gave similar good news.

"In Europe in the last quarter Apple saw the fastest ever growth — 6-7 percent year-on-year," said Cagni. "We have done very well in the UK, and fantastically with the iPod, and in Russia and Turkey too."

In June Apple confirmed that the company would move from PowerPC based processors to Intel. Jobs said that the company would "find out" if the transition would impact its Mac unit sales, but said they remain on schedule, saying.

"We said we'd be shipping by next June and we are on track to have that be a true statement," said Jobs.

Apple has long held that the best thing about a Macintosh is its modern operating system. That, says Apple, will not change when the company moves to Intel.

"Why do people buy a Mac? It's not because of the processor. Its because of the operating system, OS X," said Apple Senior Vice President of Worldwide Product Marketing Phil Schiller. "Intel Macs will feel the same. The transition can be one that is very easy for customers."

Multiple reports confirm that hardcore advanced PC users have been downloading illegally distributed copies of Apple's developer version of OS X for Intel processors. They have been hacking the system to make it install on all manner of PC processors, including those from Intel and AMD. Jobs confirmed that while they might be able to do that now, they won't allow that to happen in the future.

"We don't know how having OS X available for PCs would affect Macs," said Jobs. "We will have technology in OS X for Intel so that it cannot be installed in other PCs."

Jonny Evans and Karen Haslam from Macworld.co.uk contributed to this story. ●

from the NY Times

iPod's Law: The Impossible Is Possible

by David Pogue

Apple says its iPod music player and iTunes music store have 74 and 85 percent of their worldwide markets. But according to Gene Munster, a Piper Jaffray analyst, the end is near. "Nobody can sustain an 80 percent market share in a consumer electronics business for more than two or three years," Mr. Munster told CNN. "It's pretty much impossible."

Well, he's right about one thing: Apple's market share won't stay at 80 percent. It's about to go up.

If you doubt it, then you haven't yet handled the iPod Nano: a tiny, flat, shiny wafer of powerful sound that Apple unveiled last week. Beware, however: to see one is to want one.

If you hope to resist, lash your credit card to your wallet like Odysseus to the mast.

Some music players contain a tiny hard drive, offering huge capacity. Others store music on memory chips, which permit a much more compact design. (This type is known as a flash-memory player, or flash for short.)

What's so clever about the iPod Nano (\$249) is that it merges these two approaches. It contains memory chips, so it's dazzlingly tiny - 3.5 by 1.6 by 0.27 inches, to be exact, about the size of a folded playing card and thin enough to slip under a door. Yet because Apple stuffed it with four gigabytes of memory, it holds as much music as some hard-drive players - more than 1,000 songs. (Apple also offers a \$199 model with half the capacity.) Because it contains no moving parts, the Nano is less delicate than full-size iPods and virtually skip-proof.

To sweeten the deal, Apple endowed the Nano with a sharp color screen (176 by 132 pixels, 1.5 inches diagonal), the better to show off album-cover art, your photo collection and the iPod's famously clean menu system. The Nano even has room for a click wheel, the scrolling device that makes iPod navigation simple even when you're hunting for a musical needle in a haystack of albums.

The resulting slab is sweet, small and shiny, a comfortable fit in the middle third of your palm. It weighs so little (1.5 ounces), you don't have to worry about dropping it onto pavement; even if it flies from your hands, the earbud cord catches it like a leash. Once again, Apple has mastered a lesson that its rivals seem unable to absorb: that the three most important features in a personal music player are style, style and style.

Apple is so confident in the Nano's appeal, in fact, that it has decided to make room in the product line by discontinuing the world's best-selling player, the iPod Mini. That's a gutsy move, because the Nano isn't really the same thing.

THE Mini, for example, was available in four metallic colors; the Nano comes only in shiny black or white. (Both have the traditional fingerprint-prone chrome back panel. And both come with earbuds in the traditional status-symbol color, which PC Magazine wittily calls "mug-me white.") The Mini held much more music, too; \$200 for four gigabytes of storage instead of two, for example.

The Nano's battery doesn't last as long, either: 14 hours instead of the Mini's 18, and rival flash players' batteries run much longer still. And the Nano can't connect to your Mac or PC with a FireWire cable, as all previous iPods could (except the Shuffle). Instead, the Nano comes with a snow-white U.S.B. cable.

If your computer has a U.S.B. 2.0 jack, filling up your



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Nano takes about the same time as a FireWire cable would; for example, 700 songs and 1,200 photos take about nine minutes to transfer from your computer on the very first sync. But if your computer has only a regular U.S.B. 1.1 connector (and this includes Macs that are only two years old), you could practically sing your songs in the time it takes to transfer them to the Nano.

Finally, as much as the Nano may look like a scale model of the original iPod, it lacks some familiar features. It can display photos on its postage-stamp screen, but can't connect to a TV for showing off to the masses, as the big iPods can. None of the current iPod microphones, remote controls or digital camera photo-transfer adapters work on the Nano, which lacks the necessary jacks. (The Nano does have a standard iPod docking connector, however, so you can still use iPod speakers, chargers and some FM-radio car transmitters.)

But even though Apple taketh away, Apple also giveth; the Nano offers a raft of features never before seen



Apple's new Nano music player has several features that are not found in other iPods, such as the ability to display the lyrics of whatever song is now playing.

in an iPod. A world clock shows you what time it is in several cities of your choice. The elegant new digital stopwatch, complete with lap counter, is a natural enhancement on a gadget whose fan club includes an awful lot of joggers and gym members. And if you've caught nosy co-workers toying with your 'Pod once too often, you can now lock them out with a four-digit password.

Like other iPods, the new one is designed to synchronize its audio material with the free iTunes jukebox software for Mac and Windows; it handles songs copied from your own CD collection, songs you've bought from Apple's online music store, audio books from Audible.com, and any of 15,000 free weekly podcasts (wildly uneven, and wildly entertaining, amateur radio shows). But only the Nano identifies, with a blue dot, the podcasts you haven't yet listened to, and only the Nano can display the lyrics of whatever song is now playing. (That trick requires you to install the new 5.0 version of iTunes and paste the lyrics in yourself.)

Most iPods have long been able to keep your address book and

calendar synched with your computer - if it's a Mac. But thanks to iTunes 5.0, the Nano and other iPods can import this information automatically from Microsoft Outlook or Outlook Express on a Windows PC.

Some critics have complained that the Nano's headphone jack is on the bottom edge, not the top. That particular invention's mother may have been necessity - as it is, you wonder how Apple crammed so many components into a machine the size of a gum wrapper - but it turns out to be a blessing in a couple of situations.

First, when you extract the iPod from your pocket, you no longer have to flip it around to see its screen

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MacLab is Back in Session

Mac Lab is a Special Interest Group (SIG) associated with the Kitsap Computing Seniors. The Lab offers an opportunity for persons interested in the Macintosh computer to gain some hands-on experience and get answers to questions in an informal setting. The Lab is conducted by members of KMUG.

Mac Lab meets every **Wednesday** afternoon that school is in session.

The meeting is at Poulsbo Jr High in Room 116 from 2:45pm until 4:45pm. If you have any questions contact Gwen Kauffroath (360)377-1715; gwenk17@comcast.net

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and controls. Second, Apple offers a pricey but extremely convenient accessory called Lanyard Headphones (\$39): a simple, tangle-free way to both wear and hear your iPod while you walk, work out or drive. Because the Nano hangs upside-down from the lanyard, the text on the screen is upright when you glance down at your stomach.

The Nano will not come as good news to the growing membership of the curmudgeon club: people who resent the iPod's success (22 million sold so far) and its trendiness. They're fond of declaring that other players offer more features for less money.

In this case, however, they'll have a tough time. Want to know what happens when you pit other players against the Nano, mano a mano? You give

up, because no other flash player on the market offers anything close to the Nano's concept or capacity.

Two-gigabyte flash players are rare as hen's teeth in the United States, and rival four-gigabyte models are nonexistent (one gigabyte is generally the maximum). Color screens are uncommon on flash players, too; Samsung and iRiver each make one, but they're a lot bigger, uglier and less capacious.

So are the analysts right that the sun will soon set on the iPod Age? The truth is, the iPod has faced stiff competition from some of the industry's best-known companies since the day it was introduced. Yet even after four years, all of Dell's horses and all Sony's men haven't made a dent in the iPod's dominance. And with the introduction of gorgeous, functional and elegant iPod Nano, that's not about to change. ●

from Mac Central

Macworld Expo Boston Cancelled

By Jim Dalrymple MacCentral

IDG World Expo on Friday said that have cancelled Macworld Expo Boston and will instead focus their efforts on a single conference and expo in San Francisco. The event, which has been a mainstay of East Coast conferences for almost 20 years, has been axed just two years after returning to Boston from New York City.

"The marketplace and our own research have made it clear that the industry prefers one main industry event," Mike Sponseller, spokesperson for IDG World Expo, told MacCentral. "Based on the

industry's input, we will be refocusing all of our resources to produce Macworld in San Francisco."

The relationship between Apple and IDG World Expo is very good according to Sponseller. The two companies continue to work together on strategies and work together "on every facet of the San Francisco event."

"The decision of how to best serve the Mac community is not one we take lightly," said Sponseller.

Many considered moving Macworld Expo back to Boston a mistake from the start, but show organizers continued on the path even without support from Apple. IDG would not say whether they now considered the move a mistake.

"At this point, that really isn't important," said

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Disclaimer

The KMUG Newsletter is a compilation of information related to the Macintosh community or areas which impact Macintosh computing. Content comes from a variety of sources: contributions, other user groups or internet news sources. All articles are given full credit for the author and it's source. The information presented in the KMUG Newsletter does not reflect the opinion of KMUG, but is presented for it's informational content.

Luncheon Meeting

KMUG Meeting

September 15, 2005

Gwen opened the meeting by introducing Frank Buxton who gave a very informative lecture on the basics of video shooting and editing to the group of 25 attendees. Some of the highlights:

Deciding what the project is going to be and how you are going to shoot it.

Getting equipment together, including plenty of video tapes and charged batteries.

Tips included holding camera with both hands with elbows locked tight to your sides for camera stability. Can also use monopod or tripod for smooth panning, zooming and tilted angles.

Suggested not talking while taping but do that during the editing. Can purchase a wind screen to cut noise. Putting date, time, and place at beginning is helpful.

While shooting- start with overall long shot to establish the scene- then medium and on to close ups. Follow up with another orientation view. Have subjects not look directly at camera. Do not overdo zoom. Also leave camera in one place long enough to get good look at scene. You can always cut back when editing.

When editing, use more cuts than transitions. Also, important to put in chapters when making DVDs. Frank highly recommends getting a book such as iMovie HD: iDVD 5 The Missing Manual by David Pogue.

***Meeting Program
for
October 20
Dick Nerf
subject to be decided***

After the presentation Lewis led the round-the-room questions and discussions. One suggestion was to burn all Serial Numbers for software, etc. to a CD to put away in a safe place.

submitted by Phyllis Robie

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Sponseller. "It was a strategic decision made by prior management and we really can't answer for them."

IDG World Expo said the 2005 Macworld in San Francisco showed growth from the previous year with an 11 percent overall attendance increase. The attendance certification audit performed by Exhibit Surveys, Inc. found that there were nearly 36,000 overall visitors at Macworld San Francisco 2005.

There was also a 13 percent increase in the number of paid conference delegates; a 10 percent increase in the number of exhibitors; and a 31 percent increase in the average number of hours spent on the exhibit hall floor by attendees.

IDG World Expo and Macworld are both owned by IDG. ●

Need some technical assistance?

There are several local people who are in the business of providing technical assistance for the Mac. You may have seen and heard them making presentations and answering questions at KMUG meetings. If you need help, look at the Professional Technical Assistance Referral area on the KMUG Website.

<http://www.homepage.mac.com/kmug1>

***KMUG's home page is now at:
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To join Kitsap Macintosh User's Group, send name, address (e-mail and snail mail) and dues (see renewal below for membership fee to:

KMUG

P.O. Box 1271, Silverdale, WA 98383

or come to one of our meetings and sign up!

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If you received a paper newsletter please check the membership expiration date on the address label.

To renew with the newsletter e-mailed to your computer, dues are \$20.

To renew with a paper newsletter, dues are \$30.

----- **ABOUT MEETINGS** -----

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This month's newsletter editor was Joe Williams



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