

from Mac Central

30 years of Apple: Assessing Apple's impact

by Cyrus Farivar - MacCentral

Apple turns 30 April 1, no small feat in an industry where today's leader is tomorrow's answer to a trivia question. Apple has come a long way since its 1976 founding, evolving from a pair of electronics-minded buddies trying to sell printed circuit boards at their local amateur computer club to a 14,800-employee company with more than \$14 billion in sales and an internationally recognized product line. Apple's accomplishments include a checklist of memorable products—the original Macintosh, the iMac, the iPod. But what kind of impact has the company had over the last three decades? Outside of the people within its Cupertino, Calif., headquarters, who should be celebrating Apple's 30 years of existence?

Pretty much everybody, as it turns out.

On the eve of Apple's 30th anniversary, everyone from former employees to industry watchers

agrees that the company has had a profound impact on technology, innovating and influencing not only how we use computers but the what we use them for.

Computers for the Rest of Us —Including Windows Users

Apple's accomplishments in producing consumer-friendly computers such as the original Macintosh and the iMac is widely known—just in case you might forget, the company mentions both products at the bottom of every press release it sends out. But Apple's efforts to make computers accessible to a wider audience began long before the Macintosh made its first appearance in a Super Bowl XVIII TV commercial. "Apple instigated the personal computer revolution with the Apple II, which was the first mass market personal computer as we know them today," said Andy Hertzfeld, a former Apple employee who was part of the original Macintosh team, and author of the book *Revolution in the Valley* (O'Reilly, 2004).

But a key part of making computers that the masses could use was developing an interface that ordinary people could use. Apple didn't invent the graphical user interface—rather, the company drew inspiration from what Steve Jobs and software engineer Bill Atkinson saw on their fateful trip to the Xerox Palo Alto Research Center in 1979. Much of the work that Xerox put into

Con't on page 2, 30 Years



***United We
Stand***

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
(one block east of Silverdale Way)

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

Con't from page 1, 30 Years

the Alto, the first real personal computer, became the first Macintosh. And elements like the desktop, windows, and a mouse are what helped make the Macintosh such an appealing machine.

“The angels started singing, the clouds parted, it was a religious experience,” said Guy Kawasaki, an early Apple employee, describing the first time he used a Mac. “I’ve never had the same reaction to a product, not in 25 years.”

Many of the features popularized in the Mac OS soon started appearing in competing operating systems, notably Microsoft’s windows. But even that illustrates the scope of Apple’s influence, pundits say. Apple’s advances pushed other companies to make their offerings significantly more user-friendly.

“The people that have the most to celebrate are Windows users,” said Paul Saffo, director of the nonprofit Institute For The Future research group. “But for Apple bringing out the Macintosh and demonstrating the [windows] interface and the mouse, we would all be stuck with a C: prompt.”

A New Direction

Nevertheless, Apple lost significant market share to Windows-based PCs. Microsoft’s operating system could run on any hardware maker’s machine—Apple’s software ran on Macs and Macs alone.

However, the fact that Apple soon found itself unable to compete with other PC makers for business users may have been a blessing in disguise, said Phil Leigh, an analyst and founder of market-research firm Inside Digital Media. Apple made the move to improving its computers’ graphics and multimedia capabilities; that, Leigh said, made the Mac the preferred platform for artists, designers and musicians.

“Since the market has for the last 10 years been steadily trending toward digital media, this has worked towards the advantage of Apple,” Leigh added. “Apple has a rare opportunity that is seldom provided, at a second chance at greatness,” Leigh continued. “Digital media is becoming the dominant application on computers. Ten years ago, Bill Gates wrote a book

called The Road Ahead and he pointed out that the computers of tomorrow are not going to be used to do word processing 1,000 times faster, they are going to be used to do entirely new things. It’s pretty clear that digital media is at the heart of that right now.”

Jobs, Front and Center

Most agree that Apple’s focus on digital media or other innovations wouldn’t have happened to as great a degree without Steve Jobs, the company co-founder who was forced out in 1985 only to return as an advisor and interim CEO 12 years before shedding the “interim” tag in 2000. Jobs has had a profound impact on how Apple—and thereby the entire computer industry—evolved.

Dag Spicer, senior curator of the Computer History Museum in Mountain View, Calif., remembers Jobs return to Apple after the company purchased Next Inc. “Apple had just lost \$740 million in the first quarter of 1996 and things looked very bleak indeed,” Spicer said. “In my opinion, no one but Jobs could have brought the company back. He’s the only one who can lead Apple internally and inspire Apple customers externally. Basically, Jobs is Apple, which is both good and bad for the company. This has not changed over the 30 years.”

Con't on page 3, 30 Years

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 in the Mt.St. Helens Lab (Room 17) at Ridgetop Jr High School from 2:45pm until 4:45pm. If you have any questions contact Gwen Kauffroath (360)377-1715; gwenk17@comcast.net

Apple: The first 30 years

The critical events that helped shape the computer maker

By Macworld Staff

The last 30 years have been interesting ones for Apple Computer, with the company moving from a Los Altos, Calif., bedroom to a spacious campus in Cupertino. How did the company get from there to here? Here are three decades' worth of events that helped shape Apple, turning it into the company we know today.

Which of these events were the most critical ones in Apple's history? Apple Confidential 2.0 author Owen W. Linzmayer lists his choices for the 30 most pivotal events of the past 30 years in this Macworld UK article.

1976

January: Steve Wozniak, 26, works at Hewlett-Packard while future Apple cofounder Steve Jobs,

21, labors at Atari.

March: Wozniak and Jobs create the Apple I—a computer circuit board without a keyboard, a case, sound, or graphics.

April: Wozniak and Jobs form Apple Computer Company on April Fools' Day. The Apple I debuts in Palo Alto, California, at the Homebrew Computer Club.

In Other News: The United States celebrates its bicentennial; Jimmy Carter defeats Gerald Ford in the U.S. presidential election; Viking I lands on Mars.

1977

February: Michael Scott becomes Apple's president. April Apple unveils the Apple II—the first PC with color graphics—at the first West Coast Computer Faire. It includes a keyboard, a power supply, and a snazzy case.

April: Rob Janov, an art director at Regis McKenna, Apple's public-relations agency, designs the company's new logo: a silhouette of a bitten apple with six color stripes.

June: The Apple II becomes available to the public. It includes 4K of standard memory, two game paddles, and a demo cassette (price: \$1,298).

In Other News: Elvis Presley dies; the TV miniseries *Roots* draws an audience of 130 million; the New York Yankees win the first of two consecutive World Series championships over the Los Angeles Dodgers.



Con't from Page 2, 30 Years

What Steve Jobs or Apple has up its sleeve next is anyone's guess. Many analysts say that Apple is bound to release some type of set-top media player to play digital media. Even the former employees aren't sure—although many ideas have been floated. “The iPod will get wireless features soon and eventually morph into a cell phone,” Hertzfeld said. “The Macintoshes will eventually be able to optionally run Windows applications, removing the most prolific excuse for not buying a Mac.” Most expect Apple to continue innovating and pioneering new technologies, as it has over the last 30 years.

“I hope [Apple is] creating a computer that is to the Macintosh what the Macintosh was to Apple II,” says Kawasaki. “That's the test, that's the main thing.” Contains Blogs Find the latest posts about what's in the news.

Cyrus Farivar is an assistant editor at MacWorld covering networking and storage issues. ●

Con't on page 4, Apple History

Con't from page 3, Apple History

1978

March: Apple introduces interface cards for connecting its computers to most printers.

June The Apple Disk II, a miniature floppy-disk drive, debuts at the Consumer Electronics Show (price: \$595).

In Other News: Sony introduces the Walkman; the comic strip “Garfield” debuts; The Star Wars Christmas Special airs on TV for the first—and only—time.

1979

May: Software Arts unveils VisiCalc, an electronic spreadsheet. One of the first “killer apps,” it helped spur sales of the Apple II.

May: Apple employee Jef Raskin proposes a new project: an all-in-one computer aimed at the average person.

September: Apple’s board approves a formal research project for Raskin’s proposal.

November: Steve Jobs and software engineer Bill Atkinson visit the Xerox PARC lab in Palo Alto, California. More Apple employees will visit a month later. The visits will inspire development of both the Lisa and the Macintosh.

In Other News: Susan B. Anthony dollar debuts; Voyager I photographs Jupiter’s rings; ESPN begins broadcasting.

1980

March: Apple FORTRAN is introduced. It becomes a catalyst for high-level technical and educational applications.

May: At the National Computer Conference, Apple announces the Apple III, which features a new operating system, a built-in disk controller, and four peripheral slots. Rushed production and poor direction from Steve Jobs lead to missed ship dates, performance problems, and disappointing sales (price: \$4,300-\$7,800).

December: Apple goes public. Morgan Stanley and Hambrecht & Quist underwrite an IPO of 4.6 million shares of Apple common stock priced at \$22 per share. It’s the largest initial public offering since Ford’s, in 1956.

In Other News: Ronald Reagan is elected president; Ted Turner launches CNN; the United States defeats the Soviet Union in the “Miracle on Ice” game at the Winter Olympics in Lake Placid.

1981

January: Steve Jobs joins Raskin’s Macintosh project.

February: Chiat/Day gets Apple’s advertising account after it buys Regis McKenna’s ad operations.

March: Mike Markkula replaces Mike Scott as president; Jobs succeeds Markkula as chairman. Scott becomes vice chairman.

July: Apple launches a TV ad campaign with talk-show host Dick Cavett as its spokesman.

September: Apple’s first mass storage system, the 5MB ProFile hard disk, is introduced (price: \$3,499).

In Other News: U.S. hostages are freed from Iran; Walter Cronkite signs off as CBS Evening News anchor; MTV debuts.

1982

July: Apple rolls out the Apple Dot Matrix printer (price: \$2,195).

September: Steve Wozniak sponsors a weekend-long outdoor rock concert—the US Festival—near San Bernardino, California.

December: Apple becomes the first PC maker to reach \$1 billion in annual sales.

In Other News: An artificial heart is transplanted into a human for the first time; the space shuttle Columbia completes its first mission; Joe Montana leads the San Francisco 49ers to their first Super Bowl title.

Con't on page 7, Apple History

Con't from page 4, Apple History

1983

January: Apple introduces the Lisa (price: \$9,995).

April: Apple hires John Sculley, former president of Pepsi-Cola, as its new president and CEO.

May: Apple joins the Fortune 500.

November: AppleWorks, an integrated package containing word processing, spreadsheet, and database applications, hits the market.

December: Apple releases the ImageWriter printer (price: \$675).

In Other News: Sally Ride becomes the first U.S. woman astronaut in space; the compact disc is introduced; Tokyo Disneyland, the first Disney theme park outside the U.S., opens.

1984

January: The landmark “1984” commercial introduces the Macintosh during Super Bowl XVIII (won by the Los Angeles Raiders).

January: The Mac makes its debut at Apple’s annual



shareholder meeting (price: \$2,495).

January: The first issue of Macworld, featuring Steve Jobs on the cover, hits newsstands (price: \$4).

J a n u a r y : M i c r o s o f t releases Word 1.0 for Mac.

S e p t e m b e r : Apple ships the Macintosh 512K (price: \$3,195).

In Other News: Federal regulators break up Bell System; President Reagan is re-

elected, defeating Walter Mondale; the Supreme Court rules that taping TV shows on VCRs is not a violation of copyright law.

1985

January: The first Macworld Expo is held at San Francisco’s Moscone Center.

January: Following the previous year’s Super Bowl success, Apple-embossed seat cushions cover Stanford Stadium, site of Super Bowl XIX. The game features a commercial titled “Lemmings”—which bombs.

January: Apple releases the Apple LaserWriter

Con't on page 6, Apple History



Frank and Ernest

COMPUTER DATING

WE'LL JUST PUT YOU ON OUR FIXER-UPPER LIST.

© by Thaves.

www.frankandernest.com

THAVES 6-22

Con't from page 5, Apple History

(price: \$7,000).

April: Apple introduces the ImageWriter II, the HD-20 hard disk, and the Apple Personal Modem.

April: FileMaker 1.0, developed by Nashoba Systems and published by Forethought, makes its Mac debut.

April: Apple releases System 2.0.

April: Apple officially discontinues the Lisa, now named the Macintosh XL.

July: Aldus releases PageMaker, a page-layout application that ushers in the desktop-publishing era.

September: Following clashes with John Sculley, Steve Jobs resigns from Apple. He forms a new computer company, Next.

September: Microsoft introduces Excel for Mac.

In Other News: Microsoft ships Windows 1.0; Coca-Cola changes the formula of its soft drink, releasing "New Coke"; the price of a first-class postage stamp rise 2 cents to 22 cents.

1986

January: Apple releases System 3.0.

January: Apple releases the Macintosh Plus. The first Mac to include a SCSI port, it was aimed at answering complaints that the original Mac wasn't expandable (price: \$2,600).

**Meeting Program
for
May 18th
Harry McConnel
Synchronizing Color between
your computer, scanner and
printer**

In Other News: Steve Jobs invests \$10 million in a Lucasfilm division named Pixar; a Mac Plus makes a memorable cameo in Star Trek IV: The Voyage Home; the first Nintendo video games arrive in the U.S.

1987

January: New desktop communications products include the AppleShare file-server application (price: \$799) and the AppleTalk PC Card (price: \$399).

March: The Macintosh II—which is both the first color Mac and the first NuBus Mac—debuts (price: \$3,989-\$5,498).

March: Apple releases System 4.0.

April: QuarkXPress debuts.

July: Microsoft releases PowerPoint 1.0. The Mac version of the presentation software appears some three years before its Windows counterpart.

Con't on page 7, Apple History



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.

Con't from page 6, Apple History

October: Apple releases System 4.2 and Finder 6.0, combining both in System 5.0. (price: \$6,500).

In Other News: The Dow Jones Industrial Average plummets nearly 23 percent in a single day on Black Monday; 93,173 people attend WrestleMania III at the Pontiac Silverdome, the largest indoor gathering in U.S. history; the world population tops 5 billion.

1988

January: Microsoft launches Windows 2.03, featuring Mac-like icons and overlapping windows. **March:** Apple files a federal lawsuit against Microsoft claiming copyright infringement.

June: Apple releases System 6.0.

In Other News: George Bush defeats Michael Dukakis in the U.S. presidential election; Canadian sprinter Ben Johnson is stripped of his 100-meter-dash gold medal after testing positive for steroids; U2 wins an Album of the Year Grammy for "The Joshua Tree."

1989

February: The Beatles' Apple Corps recording company sues Apple Computer for marketing products with music-synthesizing capabilities, claiming a violation of a 1981 trademark-coexistence pact. It won't be the last legal dispute between the two Apples.

June: Microsoft releases Office 1.0.

September: Apple releases the Macintosh Portable

In Other News: The Berlin Wall falls; Seinfeld debuts, as does The Simpsons; "Dilbert" begins appearing in syndication.

1990

February: Adobe introduces Photoshop.

March: The Macintosh IIfx debuts (price: \$10,000-\$12,000).

November: Michael Spindler becomes Apple's president.

In Other News: The first known Web page is written; Buster Douglas knocks out Mike Tyson to win the heavyweight boxing title; the first McDonald's in Moscow opens.

1991

March: Low-cost printers, including the StyleWriter and the Personal LaserWriter LS, debut.

May: Apple announces QuickTime, a new system-software architecture for the integration of dynamic media.



May: System 7.0 ships.

October: The PowerBook 100 debuts (price: \$2,500).

Con't on page 8, Apple History

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>

Con't from page 7, Apple History

In Other News: The Soviet Union breaks up; Nirvana releases its “Nevermind” album; Gopher, a user-friendly Internet Interface, debuts at the University of Minnesota.

1992

April: Microsoft releases Windows 3.1; it became one of the first widely used PC GUI operating systems.

May: IBM, Motorola, and Apple team up to make the PowerPC family of single-chip, reduced instruction set computer (RISC) microprocessors.

In Other News: Bill Clinton defeats President Bush; the Toronto Blue Jays become the first Canadian team to win a World Series title; Johnny Carson steps down as *Tonight Show* host.

1993

June: Michael Spindler becomes CEO. John Sculley continues as Apple chairman.

August: Apple launches the Newton MessagePad.

August: A federal judge dismisses Apple’s Windows 2.03 suit against Microsoft. The decision is upheld on appeal.

October: John Sculley resigns. Mike Markkula is elected chairman.

In Other News: Mosaic, a program for browsing



the World Wide Web, is released; Michael Jordan begins a year-and-a-half-long “retirement” from professional basketball; Dominos Pizza abolishes its 30-minutes-or-your-pizza-is-free guarantee.

1994

March: PowerPC processors make their Mac debut, with the release of the Power Mac 6100 (price: \$1,700).

March: Apple announces that Copland, its next-generation operating system, will ship in 1995 and be followed by another OS, code-named Gershwin, in 1996. It doesn’t and it won’t.

September: Apple announces its intent to support Mac clones, licensing Radius, Power Computing, and Umax.

November: The Mac tops the 100MHz mark, with the PowerPC 601-powered Power Mac 8100.

In Other News: Figure skater Nancy Kerrigan is attacked before the Olympic trials; Major League Baseball players go on strike, canceling the World Series; ER and Friends premiere on NBC.

1995

February: The Supreme Court declines to review Apple’s copyright-infringement case against Microsoft, ending the seven-year legal dispute.

May: The Power Mac 9500 ships (price: \$5,300).
June: Apple launches eWorld, an online service. After failing to catch on, eWorld shuts down in March 1996.

September: Apple’s 1995 fiscal-year sales top \$11 billion.

October: The first multiprocessor Mac ships—but not from Apple. DayStar Digital’s DayStar Genesis MP 528 features four 132MHz PowerPC 604 processors (price: \$10,000).

In Other News: Microsoft releases Windows 95; Toy Story hits theaters; Pixar goes public, with Steve Jobs’ shares worth an estimated \$1.17 billion.

Con't from page 8, Apple History

1996

February: Gil Amelio becomes the chairman and CEO of Apple, replacing Michael Spindler.

February: Apple attempts to enter the high-end server market with the Network Server 500 and 700.

May: Internet Explorer 2.0—the first Mac version of Microsoft's Web browser ships.

August: Apple gets into the multiprocessor game with the dual-180MHz Power Mac 9500. Apple won't release another dual-processor machine for four years.

August: Apple ends development of Copland and Gershwin.

December: Apple buys Next and its OS, NextStep. In Other News: Bill Clinton wins a second term, defeating Bob Dole; Jeff Goldblum saves the day with the help of a PowerBook 5300 in Independence Day; broadcasters and electronics makers agree on a high-definition TV standard.

1997

January: Steve Jobs returns to Apple as an advisor.

January: Apple unveils plans for a new OS that incorporates NextStep; it's code-named Rhapsody.

May: To mark its 20th anniversary as a company, Apple releases the 20th Anniversary Macintosh (price: \$10,000).

May: Apple announces plans to spin off Newton as a wholly owned subsidiary.

July: Gil Amelio resigns from Apple.

August: The satellite-beamed image of Bill Gates shares the Macworld Expo stage with Jobs, as Microsoft and Apple announce a five-year technology alliance.

August: Mac OS 8 ships.



August: Macworld and MacUser merge into a single magazine.

September: Jobs becomes Apple's interim CEO.

September: In a move that kills off the Mac clone market, Apple buys Power Computing for \$100 million.

In Other News: The first "Harry Potter" book is published in the U.K.; the Pathfinder space probe lands Mars; the television ratings system debuts on broadcast and cable networks.

1998

February: Apple reorganizes Claris into a standalone subsidiary called FileMaker. It also ends Newton development.

May: Apple unveils a revised OS strategy, changing the name of its next-generation OS to OS X.

June: Umax pulls out of the Mac-clone market.

August: Apple ships the first iMac (price: \$1,299).

In Other News: Microsoft releases Windows 98; the New York Yankees win the first of three consecutive World Series titles; Titanic wins a record-tying 11 Academy Awards.

1999

January: The Power Mac G3 comes out (price: \$1,599-\$4,999).

Con't from page 9, Apple History

January: The iMac adds new flavors—blueberry, tangerine, grape, lime, and strawberry, to be exact. In the next few years, Apple's consumer line will go through numerous color shifts, including indigo, sage, ruby, snow, and (inexplicably) Blue Dalmatian.

April: Apple releases Final Cut Pro.

September: The iBook hits the market (price \$1,599).



September : The G4 chip becomes the processor for Power Macs (price: \$1,599-\$3,499).

October: OS 9 ships.

In Other News: Noah Wyle stars as Steve Jobs in the TV movie

Pirates of Silicon Valley; Napster debuts; Wayne Gretzky retires.

2000

January: Steve Jobs drops the “interim” tag from his CEO title and shows off OS X's Aqua interface in public for the first time.

July: The Power Mac G4 Cube debuts (price: \$1,799-\$2,299).

September: The public gets its hands on a beta version of OS X.

In Other News: George W. Bush (eventually) wins the U.S. presidential election; America Online buys Time Warner for \$165 billion; a judge rules that Microsoft violated the Sherman Antitrust Act.

2001

January: The PowerBook G4 ushers in Apple's shiny-metal look (price: \$2,599-\$3,499).

March: OS X debuts.

July: The G4 Cube becomes Apple's best-looking failure: the company discontinues production.

September: The new operating system gets a badly needed update with OS X 10.1.

October: Apple enters the portable-music business, unveiling the first iPod music player.

In Other News: Wikipedia goes online; Microsoft releases Windows XP; The first of three Lord of the Rings movies hits theaters.

2002

January: The flat-panel G4 iMac debuts; Apple pronounces the CRT officially dead (price: \$1,299-\$1,799).

January: OS X becomes the default operating system for all new Macs.

April: To appeal to education customers, Apple announces the eMac, an all-in-one system with a flat CRT monitor.



May: With the release of the Xserve, Apple makes its first push into the server market since its Network Server product line. The Xserve is the first Apple machine to include Double Data Rate (DDR) RAM (price: \$2,999-\$3,999).

May: Jobs kicks off the annual Worldwide Developers' Conference by holding a mock funeral for OS 9. The point: Apple had stopped all development of the old Mac OS to focus entirely on Mac OS X.

August: The Power Mac G4 hits the gigahertz mark.

Con't from page 10, Apple History

August: Apple releases its next major OS X update—OS X 10.2, code-named Jaguar.

In Other News: The New England Patriots upset the St. Louis Rams in the Super Bowl—the Pats will win two more Super Bowls in the next three years; Canada wins its first Olympic gold medal in hockey in 50 years; WorldCom files for bankruptcy.

2003

January: iLife—a suite that includes iPhoto, iDVD, iMovie, and iTunes—debuts, along with Safari, an Apple-built Web browser.

April: Apple makes a splash in the music world, with the iTunes Music Store, an online music service where users legally can legally download more than 200,000 songs for as little as 99 cents each.

August: The G5 processor debuts in the Power Mac line, topped by the dual-2GHz Power Mac G5 (price: \$2,999).

October: The latest update to OS X—code-named Panther—brings 150 new features and enhancements to the operating system.

October: The transition from the G3 chip is complete, as the iBook adds G4 processors.

October: Windows users learn the thrill of downloading 99-cent music tracks, as Apple releases a Windows version of iTunes.

In Other News: The project to sequence the human genome is completed; Arnold Schwarzenegger becomes governor of California; two Matrix sequels grace the silver screen.

2004

January: Apple expands its iPod offers to include the slender—and colorful—iPod mini (price: \$249).

January: Music creation comes to the iLife suite, as GarageBand is introduced into iLife '04.

January: Hewlett-Packard joins forces with Apple to sell HP-branded iPods.

April: Apple expands its professional digital-video offerings with Motion, a motion-graphics program, and an updated version of Final Cut Pro that supports high-definition.

June: The iTunes Music Store goes international, launching versions in France, Germany, and the U.K.

July: After a six-year absence, the East Coast edition of Macworld Expo returns to Boston; large crowds, unfortunately, do not.

August: The iMac gets a G5 processor and a new design—a flat-panel case that looks more like an LCD than a computer.

October: Apple releases the first color-screen iPod (the iPod photo) and a black-and-red iPod dedicated to the rock band U2.

In Other News: George W. Bush wins re-election; Pixar's Finding Nemo wins a Best Animated Feature Oscar; the Boston Red Sox end their 86-year World Series drought with a sweep of the St. Louis Cardinals.

2005

January: The Keynote presentation software gets a long-awaited updated as part of the iWork '05 suite that also introduces Pages.

January: Apple goes small, introducing both a slimmed-down desktop—the Mac mini—and a flash-based music player—the iPod shuffle.

April: Mac OS X undergoes its first major overhaul since late 2003, with the release of OS X 10.4—otherwise known as “Tiger.”

June: At the Worldwide Developers' Conference, Jobs announces Apple's intention to switch to Intel for its processor needs, starting in 2006.



Con't on page 12, 2005

Mac Tips from MacWorld

by Chris Breen

Being Smart about S.M.A.R.T. errors

Reader Christopher Malloy asks, in three parts, just how S.M.A.R.T. Disk Utility is. He writes: 1.) Within Disk Utility, what is S.M.A.R.T. status detailing? 1a.) What does this mean if my S.M.A.R.T. status is “failing?” 1b.) Is there anything I can do to fix this “failing” S.M.A.R.T. status?

Answer 1.) S.M.A.R.T. (or Self-Monitoring Analysis and Reporting Technology) is an open standard for monitoring and reporting a supported hard disk’s health and happiness. Such a supported drive checks the performance of its workings — motors, media, heads, and electronics — and compares that performance to a set of thresholds burned into the drive’s little brain.

S.M.A.R.T. makes its judgments based on predictive factors—if the flying height of the head is starting to diminish or the number of remapped sectors exceeds a certain number, for example. When S.M.A.R.T. sees this kind of trend, it sends up a flare in the form of a warning that can be read by software such as Apple’s Disk Utility. (You’ll see this status message at the bottom of the Disk Utility window when you select a supported hard drive.)

Answer 1a.) If you see anything other than “Verified” in the status area, back up your drive Right Now and don’t rely on it. You can check the integrity of the drive with a tool such as Micromat’s TechTool Pro or ProSoft Engineering’s Drive Genius

Con’t on page 12, Mac Tips

Con’t from Page 11, Apple History

June: iTunes 4.9 adds support for podcasts, which are now offered via the iTunes Music Store.

August: After years of single-button mousing, Apple releases the multi-button Mighty Mouse.

September: The popular iPod mini makes way for an even slimmer music player—the flash-based iPod nano.

October: The fifth-generation iPod add the ability to play videos—which coincidentally, are now available for download from the iTunes Music Store via iTunes 6.

October: An update to the iMac line marks the debut of Front Row multimedia management software for controlling music, video, and slideshow playback.

October: The Power Mac line gets a processing boost with the introduction of dual-core chips—two processing engines on a single sliver of silicon.

In Other News: In the midst of a labor lockout, the Hockey League cancels its entire 2004-05 season; With Star Trek: Enterprise signing off, it’s the first time since 1987 that a Star Trek TV series isn’t in production; the identity of Watergate source Deep Throat is revealed.

2006

January: The first Intel-based Macs—a flat-panel iMac and the portable MacBook Pro—arrive.

January: The iLife suite adds another component with the arrival of the Web site-creation tool, iWeb.

February: The iTunes Music Store sells its 1 billionth song.

February: With the addition of an Intel processor to the Mac mini line, half of Apple’s hardware offerings have made completed the Intel transition.

In Other News: Disney purchases Pixar, with Steve Jobs becoming the largest individual shareholder of Disney stock. ●



Con't from page 2, Mac Tips

to get a better idea of what's going on.

Those in the know suggest that you contact the drive's manufacturer to learn what you can do about the drive. If it's under warranty, the manufacturer will often replace the drive when a S.M.A.R.T. error crops up.

Answer 1b.) The S.M.A.R.T. status message is akin to the pain reflex — it's not the kind of thing you want to cover up or ignore. It's there to let you know that something unhealthy may be happening. Distressing as it may be to see it, it's there for your own good.

If you'd like to be alerted to S.M.A.R.T. errors without having to open Disk Utility, download a copy of A. Julian Mayer's free SMARTReporter. This handy utility places a hard drive icon in the Mac's menubar that glows green if the drive's doing well, gray if its status is unknown, or red if it's failing. It can also pop-up an alert, launch an application, or send an email message if one of your drives starts to fail.

Defending the Dock

Reader W. Douglas Carden writes in with a common complaint:

“When my Desktop gets nearly full of file and folder icons, some are positioned at the bottom in such a way that the Dock hides the labels. The Finder's view menu will arrange the icons neatly but still places them behind the Dock. I can toggle the Dock on and off, but I would rather have a better solution.”

My guess is that we'll see several reader suggestions that are more elegant than what I propose, but I'd do it this way:

While in the Finder press Shift-Command-4 and use the resulting screenshot selection cursor to take a screenshot of a small portion of the bottom of your Desktop. Open the resulting file in Preview and copy the picture.

Return to the Finder and create an empty folder. Select the folder and press Command-I to bring up the Info window. Click the Folder icon in the upper left corner of the Info window and press Command-V to paste the image you copied from Preview.

The folder's icon should now blend in with the Desktop. In the Info window's Name & Extension field, select everything and press the Space Bar to add a single space. Close the Info window and you'll find that not only has the folder's icon seemingly disappeared, so too has its name.

Hide the Dock by pressing Command-Option-D. Select the now invisible folder and place it on the left side of the Desktop where you don't want files and folders to appear (in the area where the Dock overlaps). Option-drag this folder to create copies all along the bottom of the Desktop. Remove the word “copy” from these copies and add spaces to their names as necessary. Reveal the Dock again by pressing Command-Option-D.

So what's the point of all this? To create an invisible barrier at the bottom of the Desktop. As far as the Finder is concerned, there are objects there and therefore the Finder won't try to put other objects on top of them.

Note: If you have a Desktop pattern that isn't a solid color or predictable pattern, your work is going to be tougher to disguise as the camouflaged icons may not exactly match the Desktop pattern. ●

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

----- **ABOUT MEMBERSHIP** -----

To join Kitsap Macintosh User's Group
send name, address (e-mail and snail mail), phone number and dues (\$20/year) to:

KMUG

P.O. Box 1271, Silverdale, WA 98383

or come to one of our meetings and sign up!

----- **ABOUT KMUG** -----

Officers/Board of Directors

President Don Diehl (diehldon@comcast.net)
VP - Programs ... Roy Kauffroath (sifuroy@comcast.net)
Apple Ambassador Richard B. Nerf
Treasurer/Newsletter Distribution Jim Bybee
Secretary Phyllis Robie & Gwen Kauffroath
Web Master Richard B. Nerf
Evening Meeting Chairperson Vacant
Newsletter Coordinator Joe Williams
(jwilly6173@yahoo.com)

Librarian Gerry Erickson
Discussion Leader Lewis Coleman
Member-at-Large - Technical Issues Bruce Patrick,
Lewis Coleman & Richard B. Nerf
Apple Ambassssador Richard B. Nerf
Other Members-at-Large As needed
Mac Lab Coordinator Gwen Kauffroath
(gwenk17@comcast.net)

----- **RENEWING MEMBERSHIP** -----

Renewal notices will be delivered by email.

Renewal dues are \$20.

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

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
(one block East of Silverdale Way)

This month's newsletter editor was Joe Williams



**KITSAP MACINTOSH USER'S GROUP
POST OFFICE BOX 1271
SILVERDALE, WA 98383**

