

from Mac Central

Intel Praises Apple, but Calls for Open Standards

by Sumner Lemon, IDG News Service

Intel looks set to find itself in the midst of an industry battle over how the power and complexity of computers should be combined with the convenience and simplicity of consumer electronics — and the company couldn't be happier.

Speaking with reporters on the opening day of the Ceatec exhibition in Chiba, Japan, Eric Kim, the senior vice president and general manager of Intel's Digital Home Group, Tuesday praised Apple for successfully integrating computers and consumer electronics with its iPod digital music player and iTunes online store, which use proprietary standards.

However, at the same time he also called on Japanese consumer-electronics makers to adopt open standards centered around Intel's own Viiv platform for PCs running Microsoft's Windows operating system.

"Clearly, Apple's orientation is to deliver the best possible user experience from end-to-end by being

closed. That's what they do and they are very, very good at it," Kim said, praising Apple's ability to produce products that are easy to use, despite the complex technology that lies underneath.

"We have a little motto inside Intel, 'Let Apple, be Apple.' We are happy to serve them," he said.

While Apple basks in the ongoing success of the iPod and iTunes, Intel urged Japanese electronics companies to make convergence a feature of more consumer-electronics products.

Praising Japanese consumer-electronics companies as "the most innovative," the former Samsung Electronics executive called on them to work with Intel and adopt open standards for convergence. By keeping standards open, manufacturers help insure that users can move their content seamlessly between devices from different manufacturers, regardless of where the content came from, Kim said.

"At the end of the day, consumers want choice," he said.

The open standards that Intel is promoting are centered around its Viiv platform, a set of specifications for PCs designed to interact with consumer-electronics devices. For example, Viiv

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Evening Meetings Return?

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

from PBS Online

Beam Me Up:

Apple's iTV Strategy is iChat on Steroids

By Robert X. Cringely

An old magazine publisher friend of mine once explained why he liked his business so much. "Subscriptions," he said. "People pay for the entire year before we do anything. In what other business can you get those kind of terms from customers?"

Hold that thought.

For the last two weeks we've been discussing Apple's video download strategy and associated products, especially what Apple is calling for now its iTV video extender, which I have been calling the Video Express since I first wrote about it 18 months ago. It's evident from its High-Definition Multimedia Interface (HDMI) connector (and lack of an S-Video connector) that the iTV is intended to connect primarily to high definition televisions. Yet these were never mentioned in the



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PCs can be connected to a television via a digital media adapter that lets users access and view PC content from their television.

Intel is also working with content makers to make available content that is designed for Viiv systems. Next year, Intel will introduce software for Viiv that allows users to securely access their home PC from a mobile computer using a VPN (virtual private network) connection, Kim said.

Whichever way the battle unfolds between open and proprietary systems, Intel is pleased to find itself in the middle of the looming battle. "We want to be the underlying foundation provider to both closed solutions and open solutions," Kim said. ●

product announcement by Apple CEO Steve Jobs. In fact, the term HDTV was never used despite Jobs declaration that 2005 had been the "Year of HD."

So there is a lot about this product and the underlying services it will provide that Apple isn't saying. Of course Apple will eventually sell and rent HD movies over this device. Then why aren't they saying so?

The answer is more complex than you'd guess, and might be answered best by another question: Where are the Blu-ray high definition DVD drives in Apple's latest computers? Sony is selling computers with Blu-ray drives, why not Apple? Apple long ago pledged allegiance to Blu-ray over the rival HD-DVD. Certainly Apple's top-of-the-line Mac Pro, a double dual-core machine aimed straight at rich media creators, would have Blu-ray, wouldn't it?

One would think so, but I'm quite certain we won't see any Blu-ray drives in Apple computers until the iTunes Store has a deal to sell Sony films. There is a simple quid pro quo here, not just in the lack of Blu-ray drives, but also in the on-again, off-again nature of Sony camcorder sales in the Apple stores. Negotiations are continuing, sometimes in the marketplace itself.

Now what about that USB port on the back of each iTV box? Giving his tour of the gizmo last week, Jobs rushed right past the USB port. What could that port be for? It's not for a USB hard drive, that's for sure, because the key brain in this system is back in your Mac or PC and its very large hard drive. Nor will Apple (immediately) enable the iTV to act as a digital video recorder, because that might step on TV network toes before Apple is ready to do so. The USB port is clearly intended for an Apple iSight camera, a webcam to go with your HDTV. It's iChat for Grandma.

This is the heart of Apple's emerging

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communication strategy. I was tempted to write “voice-over-IP strategy,” except that wouldn’t have been correct. For Jobs, this particular road less traveled is about video conferencing, not voice. VoIP is not grand enough, not experiential. If eBay can dominate it, Apple doesn’t want to be a part of it, and won’t be. Jobs will be much happier enabling a smaller audience to do multi-person chats on their HDTVs.

VoIP is replacing a \$20 phone with a \$1,000 computer. What Apple has in mind is creating an entirely new form of computing experience, but this time — because it will take place mainly on a TV and not on a computer — many users may not think of it as a computing experience at all.

All of this comes together with Leopard, the next version of OS X, which will ship in January. iChat, which started back in 2003 as a simple real-time chat client to keep Macs from being frozen completely out of AOL Instant Messenger (AIM), has grown a lot since then. iChat now has H.264 video support, and with Leopard it will integrate all the iLife (iPhoto, iCal, iMovie, etc.) functions into a system that can support remote users. So you’ll not only be able to see and talk with Grandma, you’ll be able to show her pictures and home movies. If Grandma’s a corporate executive, you can show her a marketing presentation, too.

Moving these functions from the PC to the TV is a no-brainer from a conceptualization standpoint, if difficult technically. Videoconferencing from your computer is an alien act, while doing the same thing in front of your 65-inch widescreen is more like theater, and theater has been in our blood a lot longer than telephony.

While to some readers this may seem too subtle a distinction, what Jobs and Apple are trying to do is something fundamentally different than all their competitors. This HD strategy, for example, keeps us tied not to our desks but to our homes and offices. In a world where everything seems to be going mobile, this is an anti-mobile strategy. Where Microsoft is trying to follow its user out into the street, Apple is trying to lure its user back into the home for

what is essentially a social activity conducted in a formerly antisocial setting. This is computing you’ll never do by yourself.

As a wise friend of mine points out, “video is about sharing,” it is a logical group experience, and perfectly in tune with Jobs’ sensibilities.

And think of the bits and pieces Apple will be able to sell as a result — Mac minis, iTV boxes, iSight cameras, eventually whole HDTVs with much of this technology already installed. Remember most people haven’t yet bought an HDTV, meaning there is a huge opportunity for market leadership. Expect Apple’s HDTVs to be optimized for this experience, which doesn’t require much more than building in an iSight camera.

Don’t forget that ubiquitous .Mac subscription, either. At \$99 per year, .Mac is an expensive yet indispensable part of embracing the whole Mac experience, all without Apple having to provide any real bandwidth because iChat is based on the Session Initiation Protocol (SIP) protocol. There’s that subscription thing and how Apple intends to benefit from it: users have been grumbling about .Mac, but these new services will quiet them down until Apple has made a few billion more dollars.

What has to be especially satisfying about this plan for Apple is that there is literally no response even possible from its greatest competitor — Microsoft. The level of technical sophistication and application integration required to make this work is beyond Microsoft within the next year or five years from now. So where Windows Vista will bring a variety of older Apple OS features to the PC desktop, Apple’s Leopard will go far past the desktop metaphor altogether and introduce friggin’ TELEPORTATION.

Virtual reality pioneer Jaron Lanier once told me, “you can have enough money and you can have enough power, but you can never have enough EXPERIENCE.” Jobs understands this better than almost anyone else and the pieces he’s put together are all aimed at giving us an experience and allowing us to share that experience with others in a large and grand way.

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from Mac Central

Opinion: Why Apple isn't Biting China

by Steven Schwankert, IDG News Service

Hewlett-Packard and its Watergate re-enactment now own the tech scandal headlines, but during the summer our attention focused on other alleged malfeasance, by the company with the normally shiny image, Apple.

A British newspaper claimed that one of Apple's contract manufacturers in China, Foxconn, owned by Taiwan's Hon Hai Precision Industry, was mistreating its workers, through low pay, long hours, and poor living conditions. What went unreported from this saga was that we so rarely see headlines that contain the words "Apple" and "China." Microsoft, Intel, Google — their ongoing conflicts with the Chinese government and the Chinese consumer are bread and butter for business and technology reporters in China. But Apple?

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Now let's extend this view a little bit further — frankly further than Apple would even like us to do because it is in the middle of negotiations with most of the world's movie studios. What happens if I use my Mac mini/iTV/iSight/HDTV combo to invite Grandma for a virtual visit and she decides she wants to play for me some of her Benny Goodman records, after which we all sit down with the kids and watch a young Elizabeth Taylor in National Velvet? Would either of those actions constitute a copyright violation? I don't think so.

But what if a dozen or 100 people get together virtually to do the same thing? Would THAT be a copyright violation? I still don't think so because it would be me watching you watching a movie — exactly the subterfuge that allows characters in new movies to be watching old movies on TV without the production company having to pay royalties to the makers of those old movies. But someone is going to feel cheated, I'm sure. I just hope it isn't Grandma.

In Beijing, the best evidence that Apple exists is an iPod billboard that faces one of the city's main arteries, and advertising during televised English soccer matches. There are quite a few iPods peeking out of people's pockets, but when it comes to which laptops are being tapped upon at Starbucks, it's HP, it's Dell, it's Sony, but except for foreigners, no Apple.

The fact is, when it comes to China, Apple as a computer manufacturer and retailer is nowhere.

The simple reason for this is that Apple is asking too much of Chinese consumers.

The biggest factor is price. Service, quality, prestige, satisfaction — these are extremely secondary concerns to the Chinese consumer. People bringing home US\$400 - \$600 per month are considered middle class in this country. They can afford to buy computers, and for them, price is the singular issue.

An Apple machine in China costs between double and four times as much as a competing Wintel box. The computer whiz kid down the street can build you a generic box with a pirated copy of XP for about \$400. An entry-level Lenovo computer probably costs about 20 to 25 percent more, followed by foreign name brands. Apple is at least double the no-name box. So, one month's salary to give your kid a computer and access to the Internet, or two months'? What would you choose?

The second reason is availability of software. In China, if you're using Apple and you need software, you have to buy the legitimate product. For Apple, that means that their system is rejected, except by high-end graphic designers and die-hards. The cost of ownership of an Apple machine plus legit software to run on it is just too high for most people to consider.

Third is service. Until recently, having your machine break down was the thing that every Apple user in China prayed to avoid. Repairs are much more accessible now, but still there are only one or two

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from Mac Central

SageTV Media Center Software Coming to the Mac

by Jim Dalrymple, MacCentral

Media Center software-maker SageTV says it is bringing two of its products to the Macintosh. The company's flagship media center package, SageTV, will arrive early in the new year, while the remote viewing software, Placeshifter, is expected sometime in the next month or so.

"We've received a lot of interest from Macintosh users asking us to bring SageTV to the Mac," Mike Machado, SageTV CEO, told Macworld. "More homes have mixed environments these days and people want to be able to watch TV on a big screen regardless of their operating system."

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authorized service centers in Beijing, whereas fixing a Windows box is far simpler.

Apple's China strategy for its computers seems entirely different than for the iPod. While its music player is accessible, affordable, and increasingly ubiquitous, for desktop hardware it seems to be following Vertu, the luxury phone maker, instead of Nokia. Unless Apple chooses to address this market on its own terms, there won't be any harvest for it here. ●

Evening Meetings

There has been new interest in the evening meeting format and Don Diehl is working on setting up a regular time and day. At this time the schedule is not finalized. If you are interested in attending the evening meeting call Don at 377-8191.

Currently available for Windows and Linux, SageTV gives users Tivo-like functionality on their computers. Users have the ability to pause and rewind live TV, record television programs to the computer hard drive, set up season passes for favorite shows and do keyword searches using the integrated programming guide.

Using the Plextor ConvertX 402U or other capable device, SageTV can also record shows in MPEG-2, MPEG-4 or DivX.

The capabilities of SageTV go beyond recording television shows. You are also able to listen to music stored on your hard drive, view pictures, get weather reports for your area and set parental controls for content on the system.

SageTV will certainly have some competition when it enters the market, not the least of which from Apple itself. While Apple's upcoming iTV does not include PVR (Personal Video Recorder) capabilities, it will allow users to play songs, music videos, movies and television shows purchased from the iTunes Store. This functionality is very important to users and is closed to all companies but Apple because of its

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Frank and Ernest



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FairPlay DRM.

Machado said that all of the details and features have not been worked out for the Macintosh products, but the company is aware what Mac users are looking for.

“We are still working on what level of integration we will be able offer our customers,” said Machado. “These are important things for us and our customers.”

From what he’s heard from customers, Machado believes that many users want an integrated PVR on their computer. This feature, among other things, will help set SageTV apart from iTV and other products.

“People are telling us that they want a PVR and all of their personal media,” said Machado. “We think solving the PVR issue is important for customers.”

Knowing how much Mac users value design, Machado said that they are working on the SageTV interface to make it a little more familiar to Mac users.

SageTV also has the ability to accept third-party plug-ins. An active developer community has built plug-ins to enable automatic commercial skip, new theme layouts for the interface and many other enhancements. While Machado said he can’t be sure if all of this will work right off on the Mac version he said he is looking forward to having Macintosh developers pitch-in to that community.

The other product SageTV is coming out with for the Mac is called Placeshifter. This allows users to access SageTV (on any platform) over a network from any location.

***Meeting Program
for
October 19th***

Guest Speaker

Dick Nerf

Topic

Delicious Library

**Catalog, browse, and share all your
books, movies, music, and video games
with Delicious Library**

Luncheon Meeting

KMUG Minutes

September 21, 2006

Lyle Kauffroath, Vice President, opened the meeting and introduced Ann and Nichole from Kinko’s Signs and Graphics Center to the 23 attendees. They passed out folders which named and described the wide number of products and services the center provide, ranging from indoor and outdoor banners, to rigid signs made of metal or plastic, all sorts of decals for

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Placeshifter not only gives users the ability to watch recorded TV, but you can also schedule recordings, adjust settings and watch live TV — basically, you can do whatever you could do if you were sitting right in front of SageTV using the exact same interface.

Pricing for the Mac products has not been set, but the Windows version of Placeshifter is \$29.95 and SageTV is \$79.95. The company also offers several bundles. ●

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.

from Mac 911

Picture-less Login

By Christopher Breen

Reader David Craig's spouse prefers a picture-less login. He writes: "My wife and I share a Power Mac G4 running OSX Tiger 10.4.2. I like having a picture with my login, but she would prefer to have nothing. Is there a way to remove it?"

Not exactly. You can certainly have a really uninteresting picture (a blank image), but you'll still see an empty box when you log in. If this will suffice, I'd do this by simply replacing the image with an all-white image. To do so, open an empty window, press Shift-Command-4 to invoke the Selection Screen Shot doohickie, and select an area of white to create a white .png image.

Launch System Preferences, choose Accounts, select your wife's account, click the Picture tab, click the

Edit button, and drag the white .png image you created. A white box will appear in the image pane when your wife next logs in.

Of course you can also apply this hint to change the login image from the stock images supplied by Apple to a favorite picture of your guinea pig.

Note that changing an image in Accounts will also change the corresponding Me image in Address Book.

One way of avoiding any kind of picture at login is to select Login Options in the Accounts system preference and, under Display Login Window As, enable the Name and Password option. With this option enabled, you and your wife will see a box that contains name and password fields when you login rather than a list of users accompanied by pictures. ●

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school and sports, magnets, etc. They also do posters, calendars, exhibits, and presentation materials from digital information. We were told if we had a question about whether or not they can do something, to just come in and ask about it.

Dick Nerf explained the reason for creating the new yahoogroups KMUG site and how to go about responding to the invitation to join the group and sign up for the yahoo groups if not already belonging. This can be used for asking questions, making comments, passing information between members, etc.

Gwen Kauffroath stated that Harry McConnell will

be giving lessons on Photo Restoration for a number of sessions at Mac Lab starting on Wednesday Sept. 27.

Lewis led the questions portion of the meeting. The majority of that time was used to figure out the best way to copy an iPhoto Library folder to an external hard drive. The most promising solution appears to be to make a disk image of the iPhoto Library folder which is found under User and then the Picture folder. In disk image when the dialog box for where to save the disk image appears, if you select the external hard drive, it will be copied right to it. ●

submitted by:

Phyllis Robie

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:
http://www.homepage.mac.com/kmug1***

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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!

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----- **RENEWING MEMBESHIP** -----

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

Evening Meetings

Back Are Back

see page 5 for details

This month's newsletter editor was Joe Williams



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