

Shelly Watson Returns with Office:Mac 2004

Shelly Watson, an Apple Certified Trainer, who did such an outstanding job at the evening meeting with iLife, returned to KMUG for a demo of Microsoft's Office 2004. Making her presentation using KMUG's new projector, she demonstrated the four elements of Office 2004 for the Mac: Word, Excel, Entourage and



Power Point.

In addition to the demo, Shelly gave away various Office:Mac paraphernalia including t-shirts to the 40+ attendees. There was a drawing for a copy of Office:Mac 2004(which will be available in May) and

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page 2, Shelly***



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



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the winner was Paul Drnjevic.

Shelley recommended the book "Office X Inside Out" by Tom DeGreeno as a resource for Office:Mac 2004. She also mentioned that templates for PowerPoint are cross platform and can be

downloaded from office.microsoft.com (the pc side of Office). If you have questions that were not addressed during her presentation she is available at: imaven@mac.com.

A special thanks goes to Roy Kaulffroath for coordinating with the Macintosh Business Unit of Microsoft for a presenter for Office:Mac 2004. His



coordination with Gary Wilson of the business unit was responsible for getting Shelly for the Office 2004 presentation.

Pictures taken by Bill Gremmert. ●

Technology - MacCentral

iTunes 4.5 to Add iMix, Videos, Video Trailers, WMA import & More

By Jim Dalrymple MacCentral

Apple Computer Inc. is set to unveil iTunes 4.5, a new version of the company's music jukebox software that will contain many new features. Included in the new version will be iMix, Music Videos, Video Trailers, support for importing Windows Media Files. Free weekly downloads and Radio Charts.

According to information posted on Apple's Music Store early this morning iTunes users will now have access to a free single, which will be made available every Tuesday.

Another new feature, iMix, will allow users to publish their playlists for the world to see. "It's Easy to send lists to friends and family via 'Tell-A-Friend' to boost your ratings and top the charts," says Apple's iTunes player.

In the new Music Video Section, which currently has 72 videos online, users can watch the video of a song and below the video purchase the song while they watch. Movie trailers have made their way from Apple's QuickTime to iTunes in the new release, as well.

Radio Charts will track the most played songs in more than 1200 stations across hundreds of cities nationwide, according to Apple.

Apple will also include a Lossless Encoder in the new version of iTunes so users can "import CDs into iTunes with sound indistinguishable from the original recording but at half the size."

Windows Media Files will also be iTunes friendly, as long as they are unprotected files. As of iTunes 4.5 users can import WMA files directly into iTunes. ●

Technology - MacCentral

PalmOne Introduces New Handhelds, Reaffirms Mac Support

By Philip Michaels MacCentral

PalmOne added a pair of color handhelds to its Zire product line Wednesday. But more important to Mac users, the PDA maker also reaffirmed its long-term support for the Mac platform in the aftermath of reports that the next version of Palm OS would drop native Mac support.

"The Mac installed base is extremely important to us," said Stéphane Maes, PalmOne's senior product line manager for handhelds. "We will continue to meet Mac users' needs regardless of what OS we're running."

That news should come as welcome relief to Mac users who were stung by the news that built-in Mac synchronization would disappear future versions of the Palm OS. PalmSource, the developer of the Palm OS, announced at its February developers' conference that Palm OS Cobalt, previously known as Palm OS

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Mac Lab Meetings

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 Tuesday afternoon that school is in session.

The meeting is at Poulsbo Jr High in Room A2 from 2:45pm until 4:30pm. If you have any questions contact Gwen Kauffroath (360)377-1715; gwenk17@comcast.net

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6, would drop native Mac support largely due to changes in how the new PIM apps built into Cobalt will work. Mark/Space has already announced plans to develop a new edition of its Missing Sync software that will allow users to connect Palm OS Cobalt devices to their Macs and synchronize information.

PalmOne, which is a separate company from PalmSource, licenses the latter's technology for its handhelds. And while none of its PDAs currently ship with Cobalt, PalmOne executives stressed that the company enjoys a very loyal Mac customer base that it has no plans to abandon. Asked if that meant PalmOne would consider bundling a third-party syncing application such as Missing Sync with future hardware releases, Maes declined to comment on specific plans. "We're looking at all types of solutions," he added. "That's one of many."

In the meantime, PalmOne expanded its product line with the Zire 31 and Zire 72 color handhelds. Priced at \$149, the Zire 31 features a 160-by-160-pixel color display, 16MB of memory, enhanced PIM applications, an expansion slot, and a MP3 playback capabilities through an expansion card. It's powered by a 200MHz Intel ARM-based

processor. PalmOne is targeting the device at students, parents, and seniors who want the color and multimedia features in a PDA without a high price tag.

The \$299 Zire 72 replaces the Zire 71. Like its predecessor, the Zire 72 is a color handheld with a built-in camera; however, the camera has been upgraded to a 1.2-megapixel model that can capture video as well as shoot still images. The Zire 72 features integrated Bluetooth connectivity and MP3 playback capabilities through the RealOne Mobile Player built into ROM. (Video and MP3 features require an expansion card.) The handheld runs on a 312MHz Intel ARM-based processor and comes with 32MB of memory.

Both the Zire 31 and Zire 72 ship with Palm OS 5.2.8, so Mac compatibility largely isn't an issue. One major exception: video playback on the Zire 72. While QuickTime files placed on the Zire 72 will play just fine, video captured with the handheld won't run on a Mac. There is a workaround available -- an open-source video player such as MPlayer should be able to play back Zire 72-captured video images. The compatibility issue doesn't affect still images shot with the Zire 72's camera.

Both the Zire 31 and Zire 72 are available immediately. ●

from MacCentral News Service

Mark/Space brings Missing Sync to Palm OS Cobalt

By Brad Cook

The next generation of Palm PDAs will run Palm OS Cobalt, and Mark/Space, Inc. will step in, as they've done in the past, to provide Mac synchronization with the next version of their Missing Sync application. Announced at the PalmSource Developers Conference happening this week in San Jose, the new edition of Missing Sync will allow you to connect Palm OS Cobalt devices to your Mac via USB, a network, WiFi (AirPort), or Bluetooth and

synchronize your information.

You'll be able to synchronize iCal calendar events, to-do lists, Mac OS X Address Book contact information, and data from existing applications that currently support synchronization, such as FileMaker, Entourage, and others. Missing Sync also includes AvantGo synchronization, which allows you to stay current with news, weather, movie listings, stock quotes, and other timely information. And if your Palm device can display still images or play audio files, you can also use Missing Sync to synchronize between iPhoto or iTunes.

Missing Sync for Palm OS 6.x "Cobalt" will be available later this year and will require Mac OS X v.10.2 (Jaguar) or v.10.3 (Panther). No pricing information is available at this time. The application will also support synchronization on Tapwave Zodiac handhelds. ●

Jobs, Apple Shareholders Talk Marketshare, Real & More

By Jim Dalrymple MacCentral

Apple Computer Inc. on Thursday held its annual shareholders meeting at the company's Cupertino, Calif. headquarters, which saw the nominees for the Board of Directors pass by a huge margin. Apple CEO Steve Jobs (news - web sites) and members of the Executive Committee answered questions for almost 45 minutes ranging from overall company strategy to its plans on expanding its overall marketshare.

Jobs fielded many questions from shareholders including one that many Apple customers have had for several years: What steps are being taken so products are shipped in a timely manner?

"Sometimes it's better to announce a product before it can ship in a timely manner, and sometimes it's not," said Jobs. "On occasion, we have large events where we are going to get lots of press, but the product isn't going to be ready. Often times, it's better to announce it at that event, get the press and ship it a month or later -- hopefully not too much later."

Jobs explained that sometimes when the announcements are made they believe the product will ship on time, but due to production difficulties, it doesn't always work out that way.

"Engineering -- if you're innovating and not just

shipping the same product everyone else is -- isn't just a science, it's an art," said Jobs. "Sometimes art happens on a schedule and sometimes it doesn't. Part of what you pay us for is to optimize the decisions as best as we know how, when the world isn't perfect."

On marketshare

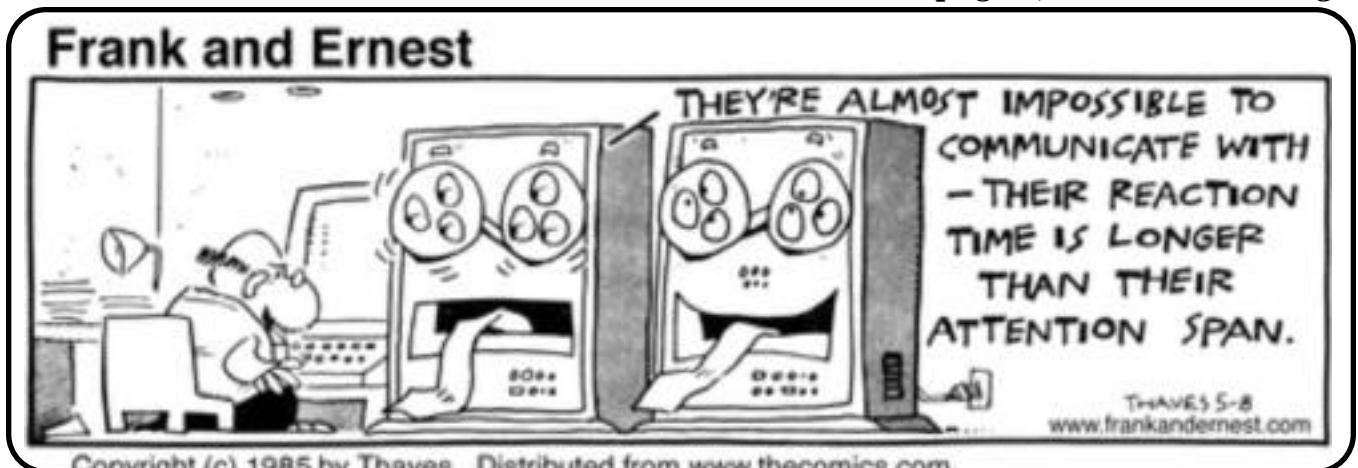
"We have 25 million loyal customers on the Mac. Our number one concern is, are they happy," said Jobs. "The number two thing we are concerned about is growing that number of customers and the number three thing is marketshare."

Jobs said that if Apple is growing its customer base but the market is growing faster, it is cause for concern, but it's not their primary two concerns.

Tim Cook, Apple's Executive Vice President of Worldwide Sales and Operations, asked shareholders to take into account the markets Apple was targeting in its business. Cook said the company's education marketshare has gone up year-over-year from calendar 2003 to 2004.

Another important growth market for Apple has been the iPod. Cook indicated that Apple made a conscious decision to focus on growing iPod sales instead of reaching into the entry-level desktop

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computer market.

"We decided as a company that instead of going into the low-end desktop market, we would invest in the iPod business," said Cook. "If you look at the marketshare on the iPod, it's enormous."

Jobs also pointed out that Apple doesn't compete in the corporate desktop market, so when the overall market goes up, Apple doesn't see the same amount of growth.

"Apple makes money selling personal computers; Dell makes money selling personal computers, but it's hard to tell if anyone else in the entire industry makes any money," said Apple Senior Vice President, Phil Schiller. "So you can ask yourself: would you rather Apple have Apple's share of the personal computer market or Gateway's? I would rather have Apple's."

Marketshare also caused a shareholder to criticize Jobs' comparison of Apple and BMW: When marketshare numbers are released, the perception is that Apple has a small percentage of the market, even though they may have a large percentage of particular markets, like education.

People don't avoid buying a BMW because they are worried about BMW's marketshare, suggested Jobs. "Ultimately what we have to do is be successful," said Jobs.

Jobs asked the shareholder, "What kind of car do you drive?"

"A BMW," she said to loud applause and laughter.

Plant closing and international concerns

Apple recently closed its Elk Grove manufacturing facility in Sacramento, Calif. Cook said that most of the jobs went to other facilities in Southern California, and explained that the Sacramento facility was only making one product. By closing it down, Apple was able to save \$3 million per quarter.

When a shareholder took Apple to task for what he

perceived as a lack of focus when it came to growing its international business, Jobs said, "Your comment about [Apple] just worrying about the U.S. is just dead wrong."

Apple ships localized versions of its products at the same time as the U.S. version in most cases, said Jobs, who added that Apple has online stores in many international markets. Jobs also pointed to Apple's retail store in Tokyo Japan, as well as plans to open a second in Osaka and in London, England later this year.

"We pay a lot of attention to our international market because it accounts for a large percentage of our sales," said Jobs. "I don't know where your conclusion comes from, but it's just wrong."

Independent dealers remain very important

Thomas Armes, a shareholder and former owner of Cupertino-based Elite Computers, asked why Apple was putting independent resellers out of business.

In answering the question, Tim Cook said that 58 percent of Apple's revenue came from the indirect market. "The indirect channel is very important to us and I don't see that changing," said Cook.

Jobs agreed with one shareholder that the Power Mac G5 has not met the sales expectations of the company. Jobs and Schiller said the company would have some "very intense marketing" initiatives in the coming months.

To more applause and laughter, one shareholder asked if Apple would put its innovation to work and make a voting machine for the state of California.

"We have no plans to do that," said a laughing Jobs. "Hopefully they won't base it on Windows when they do make one."

Jobs responds to RealNetworks overture

Recent news about Real Networks proposal to Apple drew a question from the crowd asking why Apple would not consider it.

Jobs said that one of Real Networks business was a

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music download business that competes with iTunes. Looking at the weekly sales, Jobs said it wasn't worth it because of the ongoing development it would take to make the iPod support their store.

"Their music store has been less than a success, so far," said Jobs. "To be honest, it's just not worth it. This is not the first request Rob [RealNetworks CEO Rob Glaser] has made, he has made many, but it doesn't make any business sense."

Jobs went on to talk about Apple's retail stores and their success in the market. Apple is investigating whether they have the fastest growth in retail history, going from \$0 to \$1 billion. The old record was held by Gap Inc. subsidiary Old Navy, but Jobs said even Millard "Mickey" Drexler, retired Gap Inc. CEO and current Apple Board member, believes Apple beat Old Navy.

The business of the shareholders meeting

There were three proposals put before shareholders on Thursday. The first was to elect Apple's Board of Directors including William V. Campbell; Millard S. Drexler; Albert A. Gore; Steven P. Jobs; Arthur D. Levinson; and Jerome B. York. According to early proxy tabulation, all members of the Board of Directors were approved by 82 percent of voting shareholders.

The second motion, which was to ratify KPMG LLP as independent auditors for the fiscal year 2004, passed with the required number of votes, according to Nancy Heinen, Senior Vice President, General Counsel and Secretary at Apple, told shareholders.

The third and last proposal was put forth by a shareholder group asking that the Board of Directors and the Executive Compensation Committee replace the current system of compensation for senior executives with a Commonsense Executive Compensation program.

"As long-term shareholders, we are concerned that compensation paid to senior executives at most companies, including this one, is often excessive," said Michael D. Lacy of the United Brotherhood of Carpenters Pension Fund. Lacy revealed during the proposal that his organization currently owned 807,000 shares of Apple.

"We believe it is long past time for shareholders to speak out on what they consider to be reasonable and fair executive compensation," said Lacy.

Ultimately, Heinen revealed that the proposal did not receive the required number of votes to pass.

Final counts of the shareholders' votes would be released in due time, said Heinen. ●

Luncheon Meeting

KMUG Minutes

April 15, 2004

A big Thanks to Gary Wilson, our Microsoft Contact, for co-ordinating our April program. Also to Shelley Watson, who did such an outstanding job bringing iLife to us at the March evening meeting and has now titillated us with the new features that we will find in the upcoming version of Microsoft Office 2004. She also gave out various Office:Mac

goodies and T-shirts to the 40+ attendees. And Paul Drnjevic was the lucky recipient of the new Microsoft Office 2004 package when it becomes available in May. Shelley recommended the book "Office X Inside Out" by Tom DeGreeno. She also mentioned that templates to download can be found at office.microsoft.com and she is available to answer questions at: imaven@mac.com.

The meeting was adjourned at 12:20.

Phyllis Robie ●

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

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** -----

Luncheon

Third Thursday of each month at 10:30 A.M.
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This month's newsletter editor was Joe Williams



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