

Does the eMac make the grade? (Educators React).

From: Macworld Date: July 1, 2002 Author: Cellini, Adelia; Michaels, Philip



Marco Torres's classroom may be jammed with a rainbow of assorted iMacs and iBooks, but the all-white eMac has caught the eye of the San Fernando Senior High School social-sciences teacher. And Torres likes what he sees.

"I like the fact that a supercomputer is available at the school level for under \$1,000," says Torres, who expects his Southern California school to buy between 60 and 200 eMacs before the start of the next school year. "It's great [to have] a computer with the processor power for professional use, but tailored to the needs of the educational sector."

That's exactly the kind of talk Apple hopes to hear more of after the launch of the classroom-friendly eMac. Apple sought out feedback from its education customers and then created a computer that it hopes will shore up its place in the classroom.

Released last year, the iBook has been a hit among educators and students. But before the eMac, Apple didn't have a comparable offering on the desktop side.

"Apple was losing an awful lot of business because it didn't have an under-\$ 1,000 product," says Rob Enderle, of Giga Information Group. The flat-panel iMac is priced too high for schools looking to buy computers in bulk, and the CRT-based iMac, while affordable, lacked power and features. "If they want to do movies, the things educators want to do, they're between a rock and a hard place," adds Enderle.

Education is a crucial--and lucrative--market for Apple. But it's also one where the company faces mounting competition. According to market-research firm Quality Education Data (QED), Macs made up 31 percent of the installed computers in the education market during the 2000-01 school year--the largest share of any single computer maker. But Wintel machines make up 64 percent of that total--up from 47 percent in 1998-99. And that share is expected to grow; QED estimates that 74 percent of the planned purchases and leases during the 2001-02 school year will be DOS/Windows computers. Macs will make up the other 26 percent.

To that end, the introduction of the eMac isn't about convincing new users to switch to the Mac; it's about keeping Apple's existing customers satisfied. "The school districts backing Windows are going to keep going in that direction," says Tim Bjarin, president of tech-industry research firm Creative Strategies. "[For Apple], it's a matter of keeping people from defecting. The goal would be to keep them committed to the Mac."

How will the eMac pull that off? By giving educational customers what they're asking for:

Price Priced at \$999 or \$1,199 (for educational institutions), depending on the optical drive you order, the eMac promises educators more bang-for their buck. "It's critical that Apple continue to have a desktop offering under \$1,000 for education," says David Bailey, a research analyst with Gerard Klauer Mattison. "And the eMac is a dramatic improvement over the CRT iMac."

Picture The eMac's 17-inch flat-screen CRT display offers 40 percent more viewing area than the iMac's 15-inch CRT. And the eMac's higher resolution allows students and

teachers to work on documents and projects without having to scroll.

Size Apple has been able to build an all-in-one computer with a 17-inch display for a while, says Greg Joswiak, senior director of hardware products. "The problem with each and every one is they were huge," he adds. Not the eMac--it's roughly the same size as the original iMac. And that's a major selling point for educators, says Bajarin.

Power Including a G4 processor was critical for two reasons, Bailey says. First, the faster CPU is better able to handle the demands of OS X, helping Apple's education customers migrate to the new OS. Second, Apple's assorted "i-apps," such as iPhoto and iMovie, run faster and smoother on a G4-powered machine.

That last point is key when it comes to distinguishing the eMac from its cheaper but stripped-down Wintel rivals. "We're not just trying to create a word processing machine," Joswiak says. "What we've been trying to do with education is make a better teaching tool, a better learning tool."

Star Pupil

PRICE *	CPU	RAM	DISK	SYSTEM BUS	CACHE
\$1,199 eMac	700MHz G4	128MB	40GB	100MHz	256K Level 2
\$999 eMac	700MHz G4	128MB	40GB	100MHz	256K Level 2

PRICE *	OPTICAL DRIVE	VIDEO CARD
\$1,199 eMac	CD-RW/DVD-ROM Combo	Nvidia GeForce2 MX
\$999 eMac	CD-ROM	Nvidia GeForce2 MX

* Prices for educational institutions; eligible individuals will pay an additional \$50.

COPYRIGHT 2002 Mac Publishing. This material is published under license from the publisher through the Gale Group, Farmington Hills, Michigan. All inquiries regarding rights should be directed to the Gale Group. For permission to reuse this article, contact [Copyright Clearance Center](#).

HighBeam™ Research, Inc. © Copyright 2007. All rights reserved.

www.highbeam.com