

## Power Adapter Safety Alert

The Ultracompact USB Power Adapter Exchange Program for all iPhone 3G owners allows owners to exchange their current adapter for a new one free of charge. Apple has initiated the exchange because of a safety issue. The redesigned power adapter features a small green dot.

## SanDisk 32GB CF card



Sandisk's new 32GB Extreme III CompactFlash card still promises at least 30MB per second in read and write speeds. Ideal for photography and HD video, recording in full 1080p with enough room for 80 minutes of footage on a single card.

## 'I'm a PC' ad made on a Mac

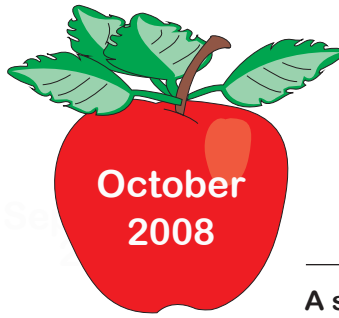
Photographs posted on Microsoft's website from its 'I'm a PC' ads were made on Macs. A look at the metadata from the "stereotyped PC user" photo revealed that its creation software was Adobe Photoshop CS3 for Macintosh. Ad agencies use a variety of products and operating systems for creating material, even if it happens to be from a competitor of their client. There's extra attention on Microsoft's ads, however, because they're clearly focused on defending its image against Apple's commercials.

## Photoshop CS4 adds 3D painting, GPU effects

Adobe has released Creative Suite 4, bringing with it Photoshop CS4 (\$700) and Photoshop CS4 Extended (\$1000), which supposedly simplifies many tasks with content-aware scaling, auto-align and auto-blend modes on 360 degree panoramas. Mac users are rightfully disappointed at the lack of 64-bit support in Adobe Creative Suite 4 while Windows users will be able to take full advantage of it. According to Adobe, Mac users will have to wait at least until the release of CS5.

## iPod touch voted Gadget of the Year

Apple's iPod touch has won "Gadget of the Year" in a British T3 awards competition, which included awards that were chosen by both the readers and T3.



# The Juice

A snapshot of news in the world of Apple, Inc.®

## Apple introduces redesigned MacBook family

*Tuesday, October 14, 2008*

The all new MacBook family redefines notebook design and dramatically lowers the entry price for advanced notebook features by \$700.

The new MacBook and 15-inch MacBook Pro now have a precision unibody enclosure crafted from a single block of aluminum, resulting in thinner, more durable and incredibly beautiful designs. In addition, every member of the new MacBook family includes state-of-the-art NVIDIA graphics and instant-on, LED-backlit glossy displays.

The new, glass Multi-Touch trackpads offer 40 percent more tracking area with support for Multi-Touch gestures like pinch, rotate and swipe. New gestures allow users to activate Exposé or switch between applications at the touch of a fingertip. The entire trackpad surface is also a button, allowing users to both track and click virtually anywhere on the trackpad. Users can easily enable multiple virtual buttons in software, such as right-clicking.

The new LED-backlit glossy display provides brilliant, instant-on performance that uses up to 30 percent less energy than its predecessor

The new 13-inch MacBook, starting at just \$1,299, is 0.95-inches thin and weighs 4.5 pounds. It's available in two models: the 2.0 GHz MacBook with a 160GB 5400 rpm hard drive, and the 2.4 GHz MacBook with a 250GB 5400 rpm hard drive and a backlit keyboard.

The new 15-inch MacBook Pro is 0.95-inches thin and weighs 5.5 pounds. Starting at \$1,999, the MacBook Pro runs up to 2.8 GHz with a new graphics architecture that allows users to switch between the NVIDIA GeForce 9400M integrated graphics processor for better battery life and the powerful NVIDIA GeForce 9600M GT discrete graphics processor for higher performance. It's available in two models: a 2.4 GHz model with a 250GB 5400 rpm hard drive and a 2.53 GHz model with a 320GB 5400 rpm hard drive.

Apple also updated the MacBook Air and the 17-inch MacBook Pro. MacBook Air now includes new NVIDIA GeForce 9400M integrated graphics and a faster architecture. Starting at \$1,799, MacBook Air is available with a 120GB 4200 rpm hard drive or a new 128GB solid state drive. The updated 17-inch MacBook Pro keeps its original aluminum design, and comes standard with a high resolution 1920 x 1200 LED-backlit display and a larger 320GB hard drive or an optional 128GB solid state drive.

The new MacBook, 15-inch MacBook Pro and 17-inch MacBook Pro are now shipping and the new MacBook Air will be available in early November through the normal channels.

And finally, for the budget-minded, an updated 13-inch white MacBook, featuring 2.1 GHz Intel Core 2 Duo processors, a 120GB 5400 rpm hard drive and a slot-load 8X SuperDrive is now available for \$999.



Apple's new MacBook



Apple's updated MacBook Air



Apple's new MacBook Pro

## SOFTWARE/HARDWARE

There is now a solar-powered iPhone case/charger that taps into going green and keeping your iPhone battery full. The device (\$48) and is made of black leather, includes a 3.7-volt rechargeable battery and a built-in photovoltaic cell. The case can fully charge an iPhone in about



12 hours in direct sunlight (less for just a quick call) and comes in two formats: a flip-top model that opens at the bottom

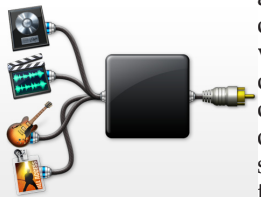
and a booklike model with a fastener at the side. It's compatible with current and older iPhone's. The case adds about 3 ounces to your iPhones overall weight.

[http://brando.com.hk/prod\\_detail.php?prod\\_id=02849](http://brando.com.hk/prod_detail.php?prod_id=02849)

Clear Channel's iheartradio (free) delivers your favorite radio stations to the iPhone or iPod touch. The features include listening anywhere over WiFi, EDGE or 3G, bookmark your favorite station and art and song lyrics for the currently playing song. More info and the download link is available via iTunes' App Store.

iPhone version 2.1 addresses most of the issues that have plagued the iPhone and iPhone 3G since the release of software 2.0. It is a free update for all iPhone and iPhone 3G owners.

WireTap Anywhere (\$129; free trial & tutorials available) is an advanced audio tool that lets you record anything, anywhere. You can define your virtual input devices, which can be made up of any and all sources you care to add to them.



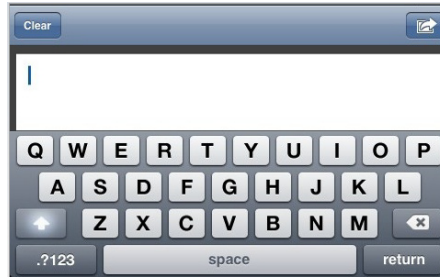
<http://www.ambrosiasw.com/utilities/wta/>

Information on Apple's new in-ear headphones (\$79; coming soon) can be found at:

<http://store.apple.com/us/product/MA850G/A?fnode=MTY1NDA0Ng&mco=MTcyOTAYNw&p=1&s=topSellers#overview>

TouchType (Landscape Email) (\$0.99) is a new application that allows users to compose and reply to email messages in either portrait or landscape mode. Once typed, messages are then

sent to iPhone's and iPod touch's Mail application for sending. It's in the iTunes App Store.



## JIBBLE

The iPhone has won a 2008 British Technology Award in the following categories: Best Mobile Technology, Gadget of the Year and Technological Innovation of the Year. iTunes won the Best Music Technology.

It's expected that Apple will match or overshadow Windows Mobile sales worldwide this year. The iPhone has already trounced Windows Mobile in the U.S. and as a browsing platform.

Windows Vista, a year and a half after launch, has only reached 8.8% deployment in the enterprise, far short of Microsoft's goal of a 20% by the end of 2007.

Macs sales in business have quadrupled in the past 18 months. 80 percent of businesses say they own Macs.

Over the past two years, the iPod's slice of Apple's revenue stream has shrunk from 42% to 29%, while the Mac's slice (both desktops and notebooks) has grown from 40% to 47%, with the notebook slice growing from 55% to 61% of total Mac sales. Apple currently sells nearly one of every three high-end notebook machines from all manufacturers.

June 2009 is the 'approximate' month that Apple has said it would ship Mac OS X 10.6 Snow Leopard.

Best Buy has agreed to purchase Napster Inc. for \$121 million.

The federal Copyright Royalty Board recently left the rate for royalties paid to songwriters for CDs and digital downloads unchanged. Apple had threatened to shutter its iTunes store if an increase in the rate jeopardized its profitability based on a price of 99 cents per song. Apple typically collects 99 cents each time a customer downloads a song from the iTunes Store, of which 70 cents is turned over to the re-

cord labels. The record labels, in turn, typically pay 9.1 cents to the music artists who own the copyrights to the songs. Most of Apple's remaining 29 cents is used for maintenance rather than profit.

iPhone users worldwide have downloaded more than 100 million applications from the App Store since its launch on July 11. Apple's recent metrics reveal that the App Store may be quickly outpacing its iTunes Store with growth twice as quick.

After dumping its \$10 million contract with Jerry Seinfeld after just three ads (only two were aired) Microsoft's new 'I'm a PC!' ads are lacking a little credibility...they were created on Macs running Adobe Creative Suite 3.

The iTunes Store has approximately 8.5 million songs, 30,000 TV episodes, 2,600 Hollywood movies and 50 million customers. There are 3,000 iPhone/iPod Touch applications available (700 are games). 100 million have been downloaded to-date.

Apple has sold 160 million iPods with over 5,000 accessories available.

Microsoft has extended its Windows XP downgrade program for six months past its original cutoff date, allowing PC owners to put off the Vista experience for another half-year.

## TIPS

Want to get smarter on your Mac? Watch the Apple quick tip videos at: <http://www.apple.com/business/theater/>

If you'd like to sing along with the tunes on your Mac or iPod, you can display the song lyrics right on its screen. In iTunes 5 or later, highlight a favorite song. From the File menu, choose Get Info. Click Lyrics, then enter (or paste) the words to the song in the text box and click OK. Sync your iPod. To view them on your iPod, start playing any song to which you've added lyrics. Press the Center button repeatedly until the lyrics appear. To view the lyrics on your Mac, highlight the song, choose Get Info for the song, and click Lyrics.

MP4 or M4V? There's really no difference, but M4V files automatically load in iTunes. Handbrake lets you create both. You can easily change an MP4 into an M4V by changing the extension. Double-clicking on an M4V will load iTunes, but it can also be opened in QuickTime.