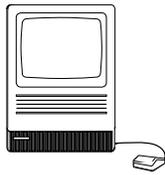# DOUBLE CLICK

February 1998

**MaUsE
Next Meeting
February 25th**

mbanx

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Online Banking

Mac to PC and Back

Mac Expo News

MaUsE
Macintosh Users East

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ADVERTISING

From the Editor

The Double Click comes to you late this month because I have been catching up on sleep after spending all of last weekend at the Mac Expo in Toronto. This year there was a greater 'Mac' presence and I believe that many of the PC folk attending Computer Fest took notice of Apple's technology and may have even learned a thing or two about the platform. I was manning the 'Mac Help Desk' all weekend and couldn't get over the amount of questions regarding the new *G3 Power Macintosh* line – I guess the new campaign is working.
(see page 5 for details)

Neil Oates

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Club News

Online Banking Feature

Learn about the next banking revolution! Never again stand in line waiting to see your account balances on a busy Friday afternoon!

Use your Macintosh to pay bills, make transfers, check your account balances in the comfort of your home. Look at your cash flow (or lack of) anytime. Internet banking is available 24 hrs a day, 7 day a week.

David Chaudhari from mbanx Toronto will present an overview of Internet banking in consumer language at the next MaUsE general meeting Feb.25th.

mbanx.com

Online Auction is Suffering

This is just a reminder that there is an Online Auction forum on The Source. Club members are encouraged to check it out each month, after all, you never know what might pop up. Last month I was the highest bidder on the Premiere issue of Macworld – I picked it up for $10.

Don't let Jim's hard work go to waste, log on and check out the auction.

MaUsE Sells Out!

Beginning immediately, MaUsE is able to offer to its members only, some terrific deals on used Macintosh equipment.

The items for sale are used, but have been refurbished by the members of the MaUsE Equipment Program. Proceeds from sales will be used to purchase parts and components which are needed to finish refurbishing other Macintosh systems which we will be donating to schools and other non-profit organizations and/or individuals. So the money you spend purchasing any of these items will not only result in a good deal for YOU but will be used for a worthy cause. The MaUsE Equipment Program recently achieved a milestone when 9 complete Macintosh IIcx systems were delivered to a local High School to begin a new life, so we know that this program does work!

Keep in mind that all items are used, but we will provide a 30-day money-back guarantee on anything you purchase. After that, you're on your own but that's part of the reason for the super low prices!! Many of these older systems would make ideal "second" systems for home use or as a way to get your relatives or colleagues started in Macintosh computing.

The best way to get full details on these items is to log onto our club BBS, "The Source", where a new conference called "Equipment Sale" has just opened in the Club News area.

For those members who do not utilize the BBS, you can call the club Message Line at 433-0777 and leave a message if you wish to make a purchase or if you have any comments, questions, or concerns.

Following is the initial list of items for sale. More items will probably be added in the near future, which is another reason why accessing the BBS is the best way to keep abreast of developments:

Computer Systems: Complete with 13" Apple Colour Monitor, Extended Keyboard, Mouse, and all cables. Can be reconfigured to suit your specific requirements, with appropriate adjustments to selling price.

Macintosh LC System: 10 Megs RAM; 80 Meg Hard Drive - $225.00
Macintosh IIsi System: 17 Megs RAM; 80 Meg Hard Drive - $325.00
Macintosh Quadra 700 System: 8 Megs RAM; 80 Meg Hard Drive - $400.00
Macintosh Quadra 950 System: 64 Megs RAM; 1.3 Gig Hard Drive - $900.00
Apple PowerBooks: Various 170, 180, 180c models to be announced soon.

Other Items:
MicroNet 330 Meg External Hard Drive: $80.00
Apple Twin Page (21") Monochrome Monitor: $180.00
Apple 21" Colour Display (Monitor): $500.00
Apple 16" Colour Display (Monitor) $350.00

Writer's Wanted

I would like to encourage club members to participate in the construction of Double Click. In addition to being the Editor, I also take on the role of Head Writer. This month you will notice an article written by my mother, Donna Oates. This is an example of the kind of writing that I am asking for, it doesn't need to be elaborate to be interesting.

Apple News

Mac Expo '98

I worked at the "Mac Help" desk at ComputerFest on Saturday but managed to pry myself loose long enough to take in a bit of Bernard Becker's presentation regarding current and almost here Apple developments. A few points I recall:

• Apple Canada is *STILL* saying that they want to bring the internet Apple Store to Canadian consumers, but they are having a complicated time with language issues as well as the complicated federal/provincial sales taxes which exist across the various provinces and territories. Only quick solution would be to disband Apple Canada and run the whole show out of Cupertino, which doesn't seem likely.

• Apple is prioritizing their marketing efforts at specific segments. The largest of these is the consumer market in the U.S., and that's what has led to things like the Internet Apple Store and the *Store Within a Store* initiative with CompUSA in the 'States. Bernard indicated that the next largest "market segment" is the Education market in the U.S. More Macintoshes are sold to the Education market alone in the U.S. than to all market segments here in Canada. So while Canada is an important market overall, it may be a little while before we see Canada being targeted the way

segments in the U.S. have been to date.

• Having said that, Bernard says that Apple Canada DOES plan to implement the *Store Within a Store* concept in Canada, although he couldn't or wouldn't say exactly when. He did indicate that, at the same time that Apple partnered with CompUSA in America, they actually approached a number of other "chains" and asked them to STOP selling Macintoshes because the way in which they were doing it was actually creating negative exposure for both Apple and the chain.

Here in Canada, Bernard stated that Apple will use Computer City Canada as the selected chain, even though Computer City has been one of the U.S. chains asked to stop selling Macs. From what I have seen, this is a good decision for Canada. Computer City, in my view, already does the best job on Macs, but with the addition of the Store Within a Store approach, it could be MUCH better. In CompUSA stores, computer sales were averaging something like 3% Mac out of total sales before the *Store Within a Store* program went into effect and they are now seeing 14% of total sales being Mac.

• The G3's Macs are a terrific hit. Apple cannot keep up with the demand, so it is unlikely that we

will see prices fall by very much. In a few months, a new generation of G3's will be out which will have some additional features like the ability to house over 700 Megs of RAM, with 2D/3D accelerator cards, etc. I suppose this might lead to slightly lower prices on any of the first generation G3's still in inventory, but a sharp consumer would have to act quickly because I don't think inventory levels are very high.

• Apple is VERY proud of QuickTIme 3.0, and rightly so. I have been running the beta version for over a month and it is noticeably smoother and better than earlier versions. Bernard says that, in a few months, there will be a retail CD-ROM version of System 8.1 available and that it will include the final version of QuickTime 3.0. In fact, I took it that the main reason they have not yet produced a shrink-wrapped total version of 8.1 is because they want QuickTime 3.0 to be part of the box.

As usual, Bernard did a great job of representing the Apple contingent in the midst of the sea of Intel junkies. His presentation was easily the highlight of the show, next to the very few "Mac Help" questions that I was actually able to answer!!

Jim Foster

Pentium II Slow as Snail

CUPERTINO, California—Feb. 5, 1998—Apple Computer, Inc. yesterday launched a new 30-second television commercial that highlights the superior speed of Apple's Macintosh G3 computer systems. The "snail" commercial states that Macintosh computers based on the new PowerPC G3 chip are up to twice as fast as computers based on Intel's Pentium II chip, based on BYTEMARK tests independently developed by industry-trusted BYTE magazine.

"Our Macintosh G3 computers are up to twice as fast as Intel Pentium II-based computers, and we want the world to know," said Steve Jobs, Apple's interim CEO. "Sales of our Macintosh G3 computers have exceeded our expectations so far, and we want to build on that momentum."

The advertising campaign is expected to run for several weeks, and will also feature print.

The campaign builds on the original "Think different" brand campaign and continues the successful new collaboration of work by Apple and TBWA Chiat/Day. Their previous collaboration produced many award winning ads, including the CLIO winner "1984" ad which has been voted the best ad of all time by advertising professionals.

Thoughts on Macs

I consider myself very lucky to live in a house with two computer literate men. They have encouraged me to dive right in and use our Mac to keep in touch via e-mail, to research any *and everything* that interests me on the internet, to get involved and join interest groups on the net, and finally to start to use our scanner. It is a wonderful piece of technology that allows me to reprint things just the same as a photocopier, to enter data or photos into the computer so I can play about with them, and even to use scanned images to create my own designs.

We have relatives in England and the States and being able to "talk" with them by way of e-mail is terrific. It is so much quicker and satisfying to drop them a note and have a reply in a day (sometimes hours) afterwards.

I know there is so much more to learn about computers, and I doubt that I will ever be as computer literate as my family, but I love the speed, convenience, and creative ability of my Macintosh.

I would encourage all of you that may think it is too complicated, or too intimidating, to get someone to help you learn to explore the fun of using computers. There is no doubt that computers are here to stay and I say Thank Goodness!!

Donna Oates

note: Donna uses a Power Mac 7200/75 and a Umax Astra 600 Scanner

ISO Adopts Quicktime 3.0

CUPERTINO, California--Feb. 11, 1998--Apple Computer Inc., IBM, Netscape Corp., Oracle Corp., Silicon Graphics Inc. and Sun Microsystems Inc. today announced that the International Standards Organization (ISO) has adopted the companies' joint proposal to use Apple's QuickTime File Format as the starting point for the development of a unified digital media storage format for the MPEG-4 specification.

The six companies now look forward to collaborating with other companies and industry bodies to further refine the specification and QuickTime file format--ensuring that MPEG-4 quickly gains market acceptance.

"MPEG's decision to utilize the QuickTime file format for the MPEG-4 specification has huge benefits for users and the industry", said Ralph Rogers, Principal Analyst for Multimedia at Dataquest, San Jose. "This strategy will leverage the broad adoption of QuickTime in the professional media space, speed the creation of MPEG-4 tools and content while providing a common target for industry adoption."

The six companies' co-authored the QuickTime File Format proposal in response to a Call For Proposals issued by MPEG based on stringent technical examination against a broad range of requirements. The companies' proposal recommended QuickTime's file format as the superior technology choice because of its ability to stream across different network protocols, its support for all forms of digital media and its extremely flexible capabilities as a file format. Additionally, QuickTime's file format has a strong following among creative professionals, with a wide breadth of available development tools and cross-platform support. The QuickTime file format is a component of the QuickTime architecture.

Reviews
by you—

Hi Val CD Recording System
by Neil Oates

Earlier this month a friend of mine, *let us call him Joe,* bought a CD recording system for his PC. He chose a Hi Val drive from Computer City which sold for around $530. The drive included an ISA SCSI card – *for a PC*, one blank CD-R, a SCSI ribbon, mounting screws, a manual and a CD-ROM featuring Adaptec's EZ CD Creator and Toast 3.5 – *for the Mac.*

The drive is an internal model and uses a JVC mechanism. It sports a massive 1mb buffer and writes at 2x speed while reading at 6x speed.

So...after installation, Joe was excited about the prospect of burning his own CD's on his Pentium II workstation (64mb RAM, 4 gig Ultra Wide SCSI, 233mhz PII, etc.)

After ruining 3 CD's in the first 2 days, he decided to let me have a crack at it with my Mac.

Two weeks later, I've successfully 'burned' close to 15 CD's. I can't attribute this entirely to the superiority of my computer however. The people at Adaptec must be commended on their Toast software for the Mac. The program allows you to customize your CD-ROM creation with incredible flexibility. Here's a list of the types of CD's that Toast can write:

Mac HFS, Video CD, ISO 9660 (with support for long Win 95 filenames), Audio, Mac/ISO Hybrid, Enhanced Music CD, and CD-I.

CD-R's are becoming a viable option for those seeking inexpensive backups and mass storage. Although the media isn't reusable, some stores sell blank CD-R's for as little as $2 a piece. A blank CD-R will fit 650mb of data, or 74 minutes of audio. I highly recommend the Hi Val drive and Adaptec's Toast software, unless you plan on burning with a Pentium II – *just kidding*. Be aware that fast hard drives are needed as well as lots of RAM, *I've got 96mb*. Writing CD's is not something that the average home computer can do, so be sure to check with a knowledgeable salesperson before buying a drive.

for more info on CD-R software, check out Adaptec's website – http://www.adaptec.com

MaUsE Meeting Location
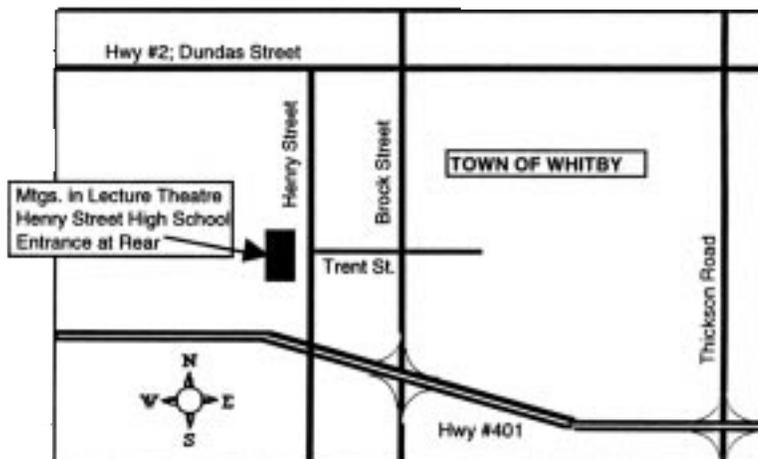
About Double Click

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