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*About This Particular Macintosh™ 3.11: About the **personal** computing experience™*

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Thanks for reading *ATPM*.

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# Welcome

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Happy Holidays! This year we have many things to celebrate! Our e-zine continues to grow and our favorite computer gets faster (and better). Please take a look inside our latest issue. But first, our introduction...

## The Truth...(As We Knew It)

Several months ago our Apple “mole” Morty (code-named Deep Six, Nine) shared some juicy tidbits of information. Unable to confirm his hearsay, we decided the best course was to make no official public statements. Deep Six, Nine (who should not be confused with Watergate’s infamous “Deep Throat” or any member of a Star Trek spinoff series) suggested that “big news” was brewing at 1 Infinite Loop. Because DS9’s report could not be substantiated, we were left with an ethical dilemma.

As reputable members of the Internet press, we feel it’s inappropriate to spread unsubstantiated reports. Therefore, we felt it better to “sit” on the story (figuratively speaking). However, we think it’s important that you know that we knew what everyone now knows, but we knew it before it became news. To illustrate just how much we knew, we’ll tell you what we knew before you knew, so everyone will know that we knew it.

For the record, this is what we knew: On November 10, 1997, Apple Computer will announce the release of a new line of computers powered by the revolutionary G3 (third-generation) PowerPC chip. Apple Computer will also announce that build-to-order Macs can be purchased directly from Apple via the World Wide Web. Steve Jobs will continue as interim CEO through at least until the start of the Christmas shopping season. Thanks Morty! Now what did you say about a “strategic alliance”? Oh well, we’ll have more to say in the months ahead.

In a related matter, we're selling a bridge located in one of New York City's five boroughs, not far from where the Dodgers' first played ball...any offers?

## Ye Olde Apple Store

Many of our readers have been wondering why Apple opened an online store whose prices are no better than catalogs and traditional resellers. To make matters worse, Apple Computer must charge sales tax on products shipped to any state where it has an office. Readers who live in states which charge a high sales tax complain that this is a significant additional cost compared to purchases made through a catalog that have an office in their states (Ever wonder why many catalog operations are located in less populated states?). We agree. Well, not exactly. It's not for us to remind our readers that, in many states, sales tax (or use tax) is legally due whether it is collected by the merchant or not. But, there is more to the story!

## The Truth... (As We See It)

Macintosh users are a select lot. Many call our lack of conformity in a Wintel world "irreverent." However, we think of ourselves as singularly devout (at least where it concerns our choice of personal computers). Almost by definition, non-conformity means we are a minority. We tend to follow the beat of a different drummer and perhaps, the "Tempo" of an entirely different band!

As Interim CEO Steve Jobs pointed out, Apple and the Macintosh are not a religion (see below) and the company's recent decisions are almost purely economic. Apple needed to cut costs and get the right products into people's hands as quickly as possible. Inventory and inventory management problems have plagued Apple for many years. By reducing channel inventory (the stuff sitting out there) and providing buyers with a more efficient way to buy computers, both Apple Computer and Macintosh users will benefit greatly.

## The Truth...(As We Know It)

One of the sad truths of Macintosh's market share is that Apple Computer is a victim of its own success. Millions of Macintoshes in use today are more than 5 years old! Wintel users have been locked in an endless cycle of constant hardware upgrades, while Mac users have been able to save their money. One of the best ways to help the Macintosh platform is for owners of older Macs to finally upgrade their equipment. Don't be shy! The new G3 machines are awesome!

## The Truth...(As We Envision It)



Ask 1,000 people, "What is religion?" You'll probably get 2,000 different answers. For people who have never used a Mac, the enthusiasm of many Mac users may seem akin to "religious fervor." However, Steve Jobs is correct. Macintosh is not a religion. It is a tool that helped many of us be more productive, more creative, and have fun!

No matter what your religion or denomination, the holiday season is a time when we're drawn closer to family and friends. It's a time when we celebrate the miracle of life and give thanks for our blessings. The *ATPM* Staff would like to thank you, our loyal readers, for your support. We're thankful for the opportunity to publish our zany e-zine.

It's our hope that the Macintosh platform will continue to grow and attract new users. We earnestly believe that Macintosh is the best personal computer in the world and an unrivaled platform of choice for creative expression, no matter the medium or media.

*ATPM* was created to celebrate the personal computing experience. We hope you continue to enjoy our work.

The *ATPM* Staff





## Email

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*Send your e-mail to <editor@atpm.com>. All mail becomes the property of ATPM.*

### Appleaic Dialogues

I have just finished reading the well-reasoned letter by Eric Barnes in *ATPM* 3.10. I had read *Apple Cider* and *The Apple Tree* in *ATPM* 3.09 and found them cogent, so it is interesting to be equally persuaded by Barnes.

The compliment here is that it is a pleasure to have an e-zine where the dialogue *is* so rich and intelligent. (Notice I said “dialogue.” I am not staking a claim to intelligence in my own more monologue-like pieces which you have so courteously published!)

So thanks. I like rich reading fare.

**Tony Harwood Jones**

<tonyhj@mts.net>

Hint: If you like to see nice letters like the one Eric wrote, remember that someone has to write them. So if you disagree with something we say, tell us about it!

...

### Pro-Mac Material

I enjoyed stopping by your Web site and browsing several online issues. I wonder if you

have any information that can assist me in my “battle” as outlined below (already posted to the EvangeList).

I am the Supervisor of Fine & Performing Arts in a public school district. I have a few Macs in almost every music and art classroom. In the high school, larger labs.

The school district “officially” went Windows <dumb jerks> and now the business administrator refuses to purchase new Mac or even new software for Macs! He told me to provide *proof* in writing from non-Mac oriented journals/articles that the Mac is the machine of choice in art and music. <sigh>

I am so “pro-Mac” I ranted and raved and told *him* to give *me* articles that prove that Windows is the machine of choice!!! Needless to say I got a letter of insubordination from him, my boss is furious and now my life is miserable. I don’t need this continued frustration, but...Macs are worth it. :D

Can anyone cite *non-Macintosh* material that indicates Macs are better than PCs in these areas? At this point, I’d print out pages of the *ATPM* if needed! :-)  
If I can’t win this battle, I’ve surely lost my war.

**Pete Crosta**  
<teacherpc@aol.com>

I was able to find a few sources for Pete, but I’m sure there are many more. Please email him if you know of any information that might be helpful. —MT

...

We’d love to hear your thoughts about our publication. We always welcome your comments, criticisms, suggestions, and praise at <editor@atpm.com>. Or, if you have an opinion or announcement about the Macintosh platform in general, that’s ok too.



ABOUT THIS PARTICULAR  
OPINION

APPLES, KIDS AND ATTITUDE™, BY ROBERT PAUL LEITAO



The Apples, Kids & Attitude household would like to extend our best holiday wishes to you and your family. We're in the midst of settling in to our new home so there will not be a regular column this month. We look forward to being with you again in January.

Merry Christmas and Happy New Year!

—Matthew, Jessica, and Robert Leitao

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## It's the most wonderful time of the year...

Yeah, right. Try telling me when I'm stuck in traffic at the local mall, sweating bullets, fretting about what to buy for people on my holiday gift list.

Each year, as the holidays approach, I'm amazed. People become desperate for those perfect gifts. They go in droves to malls to shop, and I do mean droves! There are spaces in mall parking lots where, at any other time of year, you might consider breaking the walk from your car to the mall's entrance into a two-day trek. During this time of year, you'll feel lucky to find these spaces available. Where do all these people come from?

This madhouse environment can certainly add stress to the holidays. My wife and I approach the annual holiday crowds and shopping stress very differently.

I shop for gifts in much the same way lightning strikes. I go into the first store in the mall that catches my eye. Maybe a flashy display in the window grabs my attention. Maybe the store is handing out free holiday cookies at their entrance. That's all it takes. Once inside, the first item that catches my eye becomes the very thing I want to purchase. At home, I'm faced with the challenge of matching this randomly-purchased item with a name on my gift list. This practice has resulted in some interesting reactions on Christmas morning, such as the year my wife opened a beautifully wrapped gift and discovered a pair of oversized thermal underwear. She reminds me of that occasion each year before I start my shopping.

My wife likes to hit the malls only after she gets completely organized. General Eisenhower spent less time planning the invasion of Normandy than my wife spends preparing her shopping list. She marks each name with her own special set of hieroglyphics. Each symbol signifies something unique and important in her filing system. There are separate categories for family members, family members who are too young to buy gifts for us, friends who exchange with us, friends who haven't given us a gift in years but to whom we still feel obligated to give, co-workers we like, co-workers we despise but who can help us politically at work, our bosses..., you get the idea.

Even with all of this organization, there is a second list she carries separately. It's a special one, hastily scribbled onto scrap paper in a scrawl like that of an excited child.

Written by me, it's my wish list of holiday gift ideas!

You see, though I despise *shopping* for holiday gifts, I love to *receive* them, especially from my wife! They are always beautifully wrapped and she doesn't let me shake them even once before Christmas morning. It's torture waiting until then, but it does add to the excitement of the season.

This year, I think I'm going to be greedy. I have yet to write the wish list my wife drags around the malls, but I think I'm going to make two lists. I'm going to call the second one, "What I want from Apple." I'll write it in rainbow-hued crayons and send it to the lovable elves who work with every Mac user's favorite eccentric relative, Uncle Steve Jobs.

So, Uncle Steve, if you're ready to make me happy this holiday season, here goes:

- **I want to see Apple meet all customer demands for hardware in a timely fashion.** OK Apple, your wish to have almost all Macintosh hardware production back under one multicolored umbrella has come true. You know that professionals wanting to push the limits of creativity are going to demand newer, faster systems. People accustomed to the blazing speed and innovative designs put forward by clone manufacturers such as Power Computing need to see the same rabid commitment from your hardware folks. They want the same "flat-out, Kick-Axe" systems for which the cloners were known. Let's make sure that you can also deliver the goods on time and in quantity. The promise of competition-crushing machines that never materialize in sufficient numbers makes for very bad press.

- **I want to see all the details of the Apple/Microsoft partnership (every last one).** Call me a conspiracy theorist, but don't you wonder what little tidbits of this summer's bombshell announcement lie tucked away in a sealed envelope, stuffed into a locked file drawer in Redmond or Cupertino? Sir Isaac Newton once said that every action has an equal and opposite reaction. At first, the news of the Apple/Microsoft deal hit me like a ton of bricks. Microsoft is a big, valuable ally in the computer industry and, after much confusion in the Mac community, we accepted their help. However, in three years when the deal expires, that \$150 million which was eagerly handed over to help Apple could prove to be an albatross around the necks of Mac users everywhere. I wonder whether Newton's theory will prove true here as well.

- **I want to see a commitment on the part of designers to keep the user-friendliness and character of the Macintosh OS intact.** I'm sure the Rhapsody programmers are doing their best to retain the original spirit of the Mac while incorporating the modern features of NeXT into the new OS. Thinking about the promise of the new OS leaves me breathless. Preemptive multitasking. Platform independence. A truly modern OS that capitalizes on the speedy processors developed in the past few years. I just need some reassurance that programmers will listen seriously to the Mac community while they work. Ripping the guts out of the Mac OS just to create *NEXT II: Brainchild of Steve Jobs* will make me and many other Mac users very unhappy campers.

• **I want to see the *Think Different* ad campaign work really well.** I've seen the commercial. I've heard the hype. I have the QuickTime file on my hard drive. I like the message. I really do. However, I worry about the response the campaign has gotten so far. When the *1984* ad ran during Super Bowl XVIII, it was hailed as a watershed advertising event. I studied this commercial in a college advertising class six years after its release. People still talk about *1984* as if it were a pinnacle of creative television advertising. Now, the media reaction to the *Think Different* ad campaign is merely lukewarm. Some call it too soft a sell. Others wonder how the message applies to computers at all. If TWBA/Chiat's latest effort fails to move people viscerally, then it might not be the right message at the right time.

• **I want to see unshakable support of the Mac platform by the software biggies.** When the news of the Apple/Microsoft deal broke, I signed on to AOL to gauge the response. One individual characterized the deal as being with the "Dark Side," and felt that, in order to avoid being co-opted into the Microsoft juggernaut, the only remaining option was the Be OS. Another individual coolly noted that the Be OS would be a viable option only after Adobe, Microsoft, Macromedia, Symantec, and their coding brethren wrote applications for that platform. My fear for the Mac is software giants like these may feel that the "big bucks" will be made in the Wintel community and eventually abandon the Mac altogether. With no professional software, today's fast, flashy Mac OS computers will become tomorrow's yard sale rejects. Iron-clad support from the big software companies is essential for keeping Macintosh the platform of choice for creative professionals.

• **I want a CEO who can stop the hemorrhaging.** Let's face it, anything seems more palatable when it's coated with sugar. However, the reality is that sugar-coated liver and Brussels sprouts are still two of my least favorite foods. Major financial losses every quarter are bad no matter how positive a spin is put forth by the folks in Cupertino. The next CEO needs to figure out — quickly, I might add — how to get control of the company's finances and return Apple to profitability. Though the numbers reveal that Apple has lots of capital on hand and can absorb these major hits quarter after quarter, you have to wonder how much longer the company can go on like this. I know that if I don't add enough money to cover the personal checks I write, I get a call from a very nice person at the bank asking what the problem is and how I intend to correct it.

There, that shouldn't be too long a list for the elves at One Infinite Loop to fill. I certainly hope that they take time to carefully gift wrap each item before giving us Mac users the peace of mind we so desperately need.

Now, if I can only get a chance to shake each package to guess what's inside...

*"Apple Cider" is © 1997 by Tom Iovino, <tkiovino@aol.com>.*



ABOUT THIS PARTICULAR  
**OPINION**



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**ON A CLEAR DAY, YOU CAN SEE THE HOLLYWOOD SIGN...  
BY MIKE SHIELDS**

I haven't yet seen a Chia-Pet™ ad on television, so the Christmas shopping season hasn't officially begun. By the time you read this, the late night chants of "ch-ch-ch-chia!" will probably be droning in the background on your TV as you surf the 'net. So, in my continuing effort to increase the Mac's market share with my "Get a Mac" campaign, let me make a couple of suggestions.

First, "Really, get a Mac."

You saw that coming. OK, I'll be more specific, "The new G3 Macs are, dare I say it, insanely great!"

I attended the "Steve Jobs Show" on November 10th. I even got a free meal. I found a really nice tomato ravioli salad amidst the spread. But, I digress. How did I find out about the event? Well, I've become a MachACer. There's a ground swell movement at Huge. I digress again. Truthfully, it was the Apple Press Conference, but it was hosted by Steve. Incidentally, he has decided to remain interim, rather than permanent, CEO, so they're still searching. I'm hoping to get my name on the short list, as you'll see later.

The major announcements can be summed up as follows:

- 1) Apple will have stores within CompUSA stores.
- 2) Apple will sell direct via the 'Net.
- 3) The new G3 Macs are available, and they're the best that money can buy.

In no particular order and with other asides thrown in, here's my take on the above.

If you've ever been to a CompUSA, you know they have several hundred shelves of mostly Microsoft software, in front of banks and banks of Wintel clones from the major manufacturers.

Imagine now, a corner of the store wholly devoted to the Mac. To me, this means two



shelves of not-so-current Macs, some refurbis, and a salesman who knows how to point and click. Now, the announced store-within-a-store concept promises fully-trained Apple salesmen, with the latest, greatest hardware and software. Steve showed a nice QuickTime VR of the store they've installed in Silicon Valley. He and the COO of CompUSA promised a total of 54 open by Christmas. There should be one near you. If there isn't, move.

Go directly to the Apple Web site, click on The Apple Store, and buy one of the new G3 Macs. I had the good fortune to witness a demo of the G3 vs. the Pentium II at the Steve Jobs Show. You might think the G3, at 266 Mhz, would be slower than a Pentium II that clocks in at 300 Mhz. However, this was not the case. Steve put the new G3 next to a fully loaded Compaq 5100 with the aforementioned Pentium II chip. The test? Rendering an animated GIF. Suffice it to say, by the time the Compaq had finished rendering the GIF, the G3 had finished rendering and playing it.

Steve had a few choice words for Michael Dell. "When he was asked recently, in early October, what he would do if he were Apple's CEO, you know what he said? '...I'd shut it down and give the money back to the shareholders.'"

Steve thought this was rude. He even looked up the definition. He displayed a slide with the dictionary quote of rude's meaning. The assembled crowd and I agreed, Dell's comment was rude.

After deciding to sell directly on the 'Net, Apple did half a billion (with a "b") dollars of business during its first twelve hours of existence. Conclusion? The Mac, she's not dead. Now, all I have to do is figure out what to do with a cookie, a screwdriver, and a shopping cart.

## My First Fan Letter

Well, the response to the new column has been overwhelming. OK, I recently received the following:

Mike,

I don't know you, but I have some advice anyway: forget the movie and go into advertising. "Think Different" is cute but it sticks to the same high-brow image that has marginalized the Mac. Sometimes I think it's better for Macs not to be looked at as "special" or "unique." It needs a more "popular" image as in "anyone can use this machine whether you're writing email to your grandchildren or working in artificial intelligence." IMHO "Get a Mac" says that. It's simple, direct, a little irreverent but still appropriate in a board meeting.

I'm telling you, advertising. Or maybe you could sell your advertising idea for

600K and make the movie yourself...

Keep up the good thoughts,  
Charles

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/-----Charles D. Starrett-----\  
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|-----starrett@fas.harvard.edu-----/
```

I've reprinted the message in its entirety, totally without the author's permission. I hope Charles doesn't mind. I'm still trying to figure out his ASCII art. First, I'd like to thank him for the kind words. I hope the fine folks at Chiat/Day see the error of their ways. Second, in case the rest of you tuned in late, the column to which he refers appeared last month. It should still be available on the site archive, or if you subscribe and simply missed it, it'll be in your local copy.

Yes, unlike most of the other monthly columnists you read who shall remain nameless, I'm available to lambaste or praise anytime at: <MShields@atpm.com>. MacMan is taking an extended vacation. However, if you have a Mac question you can't possibly answer, he's available at: <MacMan@atpm.com>.

## Corporate Short-Sightedness

The fine folks at Huge Information Technology, or Hughes IT, have decided that within two years they will migrate the company to everyone's favorite platform, Wintel. Even MacMan himself can't stop it. Maybe a letter to Gareth Chang is in order. Anyway, what this means to your favorite columnist is that my current job might not exist much longer.

What does this mean to you? Maybe nothing. Maybe everything. Huge is a moderately big corporate account for Apple. You don't have to do any math to figure out that if Huge starts buying Wintel machines, they won't be buying Macs. If this happens here, where an Apple Board member sits, it could happen anywhere.

I could be wrong. Maybe this is coming from Huge's new owners, Raytheon. Supposedly, the sale is final this month. Or next month. I hear the new company will be called Hu-Ray. Or Ray-o-Hac. They've got their own corporate IT strategy, which may or may not include the Mac. Or CSC for that matter.

So, I may be without a home from which to this fine monthly column. I might not have a fine view of the Hollywood sign like I currently enjoy. The title of this column may change yet again. Problem is, all the good names are taken. Hopefully, Chiat/Day is hiring.

72 and sunny in El Segundo.

e Ya next month.

*Disclaimer: Mike will accept praise, flames, and job leads at: <mshields@atpm.com>. He wants to stay in the LA area and would prefer some sort of Mac job in the entertainment industry.*



## The Big Apple Event

A few days before Apple's November 10 "event," the front door to the company's Web site was mysteriously down, with the following riddle in its place:



Think different. Really different.

Come back Monday at noon (PST), and find out just how different we mean.

That Monday at Apple's Boston media center, I attended a live satellite video feed of the "event," which was really a press conference led by Steve Jobs. I normally don't go to these kind of events because there's little to see that's not written up in the press release. This time was different, largely because the Internet community and Jobs led us to believe that there would be big announcements. I wanted to see it first hand and compare it with the press coverage on Tuesday.

The room was packed. People were standing without chairs in the back; there were even people outside the room watching the video screen through windows. We all expected something big, and the excitement level was high. A few minutes after the 2:00-scheduled start, Jobs still wasn't on the air. "He sure knows how to keep us in suspense," someone muttered.

It was speculated that Apple would announce partnerships with Lucent and Oracle, Jobs would announce plans for using Intel's Merced chip, Apple's Network strategy would be

unveiled, and Jobs himself would be named permanent CEO — or announce the chosen one. None of these happened.

Instead, Jobs explained what the cookie, the shopping cart, and the screwdriver stood for — and their importance to Apple's future. Each announcement was described as *very* different. They *are* very different — from what Apple has been doing in the past. Truthfully, I felt a little underwhelmed. Maybe I should stop listening to rumors. On the other hand, it's possible something big *was* going to happen, but was canceled at the last minute. The event was scheduled to last until 4:30, but ended around 3:30. Perhaps Jobs didn't want to say too much at one time, or maybe the deal(s) fell through at the last minute. In any case, I'm very pleased with the announcements that *were* made.

The cookie, he explained, represents a “very different chip.” The way he said it, I almost thought he was going to announce that a new PowerPC processor was in the works — something vastly superior to the PowerPC G3, which we've been hearing about since the August Macworld. In the end, I was glad that he gave the PowerPC G3 as much attention as he did. It's a great example of the power of RISC technology and deserves as much attention as possible. It's at least as fast (except, perhaps, in floating-point operations) as the 300+ megahertz Mach 5 processors used in Apple's high-end, at a fraction of the cost. It's also *smaller* and *simpler* than previous PowerPC processors.

Jobs did an excellent job comparing it to Intel's best — the 300 Mhz Pentium II with MMX. He showed us the processor cards. The G3 is tiny, and most of what you see isn't the processor, but the back-side cache. The Pentium II casing is huge and uses 43 watts of power, compared to 6 for the G3. Jobs noted that the Pentium II alone uses twice as much power as the whole PowerBook G3. That's why you can't even buy Pentium II-based laptops.

Phil Schiller, Apple's vice president of product marketing, did a few head-to-head demos comparing the best of Apple's midrange PowerMac G3's with the best Intel systems (costing considerably more money). The PowerMacs were considerably faster. Building a movie in Adobe After Effects on both machines, the PowerMac was able to finish creating the movie and lap the Windows NT machine on playback. The crowd loved it.

Speeding past Pentium machines in Photoshop, After Effects, and Director demos was certainly impressive, but my favorite part came at the end. Schiller launched a “the existing first version of” Microsoft Word. (I think, perhaps, he meant the first beta of Word 98.) It opened, literally, in less than two seconds flat. “But wait,” he added. “We don't have to stop there. Let's open up Excel, too.” Sure enough, Excel opened. In less than two seconds.

The shopping cart represented Apple's new online store, and the screwdriver symbolized production facilities, retooled to allow customers the option of built-to-order machines. The company negotiated a new partnership with CompUSA, which includes an Apple Store inside of every CompUSA location and specially-trained Mac sales people. Retail has been a

classic weakness for Apple. It's nice to see that something is being done. You can check out a QuickTime VR panorama of the Apple Store inside CompUSA at:

<<http://www.apple.com/hotnews/971113vrstore1.html>>. Unfortunately, it's at a lower resolution than the one Job's demonstrated at the "event."



I haven't been to a CompUSA recently, but I know for a fact that the online Apple Store is excellent. It was created using Web Objects, a technology Apple acquired when they purchased NeXT. Dell used a similar, but less advanced (as Jobs was quick to point out), system until recently, when they were "encouraged" to switch to a Microsoft-supported system.

I've done a lot of online shopping and Apple's store is the best I've seen. It's easy-to-use, uses familiar Macintosh buttons, and looks very clean and classy. It's also very fast. After selecting a system and add-ons to purchase, you can enter billing information via phone, fax, mail, or the Internet. After placing the order, you can download an Acrobat PDF file of your receipt and print it out. Spiffy.

A nice touch is that the sales phone number is included in the store's URL. I had a question about the memory that the G3 machines use (The Web site contained some incorrect information about memory, as it turned out), so I called the Apple sales line. For the first time — ever, I think — I wasn't put on hold. Not only that, but the sales person was very knowledgeable, answering all of my (rather difficult) questions straight away. It's about time Apple learned how to sell things!

Unlike previous Apple events, this one was focused on the *now*. Jobs assured the audience that the G3's were ready that day. As soon as people left, they could place orders from the online store. Sure enough, many orders were placed that very day.

The new strategy *sounds* great, but is it too soon to applaud? Build-to-order machines currently take an additional two weeks to deliver. No one knows yet if Apple can keep up with demand. It may not have to worry about system inventories, but it still has to keep parts in stock.

Jobs mentioned that we have to think different (This is one case where it *would* be grammatically correct for him to use "differently" instead of "different," but I'll let it slide.) about performance because the PowerMac midrange is now competitive with the Wintel high-end. What he didn't stress, is that Apple has to educate its customers about the difference between megahertz and actual speed. The 266 Mhz PowerMac G3 is faster than the 300 Mhz 9600 (using the Mach 5 chip), the 300 Mhz Performa (using the 603e), and 300 Mhz Pentium and Pentium II machines. It's tough to communicate stuff like this when marketing people have been so successful at equating "Bigger numbers and higher prices" with "faster." Apple is certainly faced with a challenge.

The "Reality Distortion field" was certainly at work on November 10th. Every single person in the room seemed upbeat and excited about Jobs' announcements when, in reality, most already knew about the G3 processor, online store, and build-to-order.

For better or worse, Apple has finally learned how to hype. On his DaveNet mailing list, Dave Winer (a cross-platform software developer) commented, "There wasn't anything controversial in today's event, nothing but no-brainers." Disappointed as I initially was, I think that's exactly the way it should be. The *Think different* message is out. Apple has established who it is and what it plans to do. Now it's time to follow through.

A RealAudio transcript of the event is available at:  
<[pnm://audio.zdnet.com/zdnn/1110/apple1110.ra](http://pnm://audio.zdnet.com/zdnn/1110/apple1110.ra)>.

*"The Personal Computing Paradigm" is © 1997 by Michael Tsai, <[mtsai@atpm.com](mailto:mtsai@atpm.com)>. Michael is still searching for the ultimate answer to the ultimate question of life, the universe and everything.*





BY JAMAL GHANDOUR, [jghandour@atpm.com](mailto:jghandour@atpm.com)

For this issue, I wanted a section that suited the topic of our cover. Moreover, it had to be brief, for the simple reason that most of you are celebrating. However, it turned out to be a much tougher task than expected, as nothing can really go with the joyful spirit of this season. I finally decided upon black & white. In all it's irony, black would symbolize a not-so-distant past, whereas the white would symbolize a brighter, snowy future. Enjoy...

## The Beauty of Black & White

Black & white are the two most underestimated colors in the whole color scheme. In this article, I will explain one effect achieved with black & white, which in my profession is usually called "mezzo."

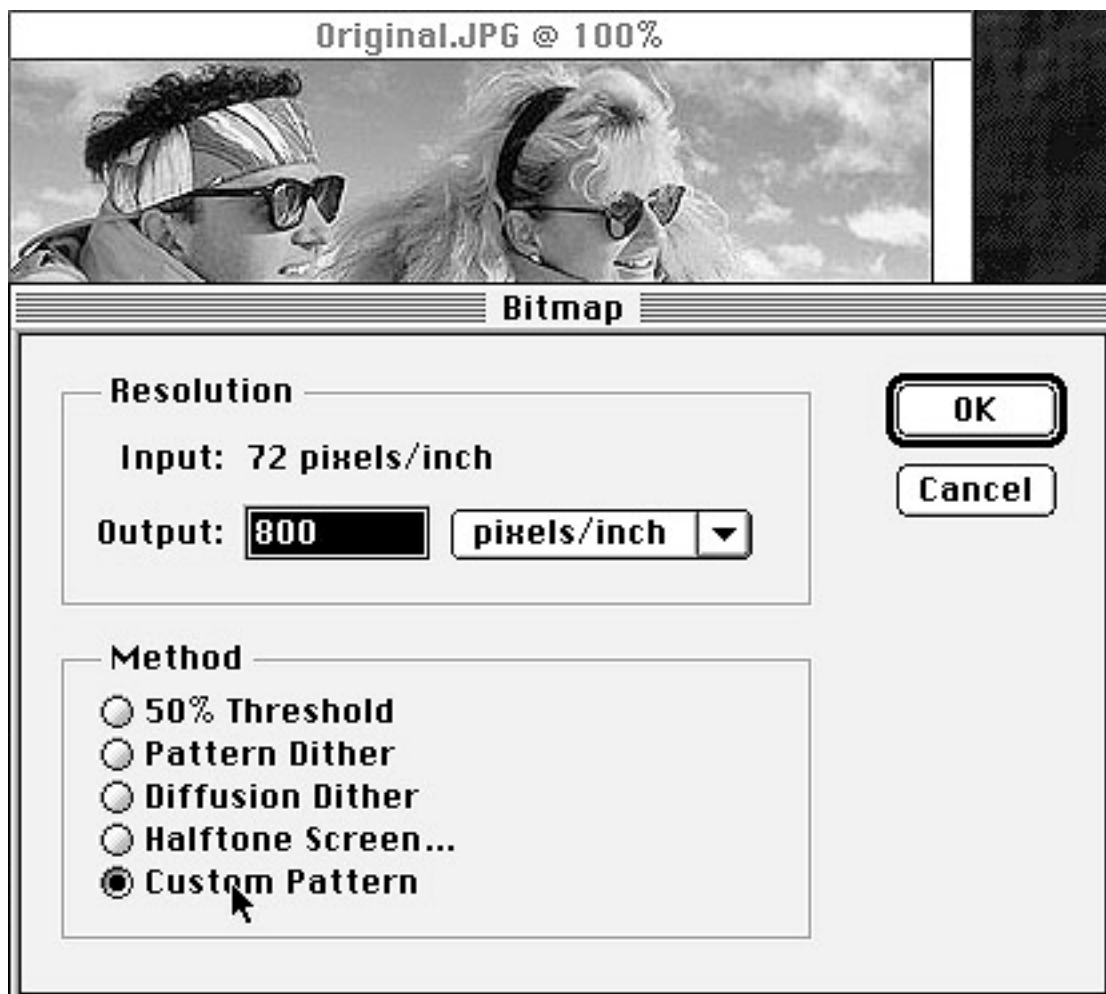


Here are the four steps for creating Mezzo using Adobe Photoshop:



### Step 1

Convert your main image to grayscale. Select “Grayscale” from the Mode menu to convert your image to grayscale.



### Step 2

Set your pattern. Make a selection of the pattern you wish to use as your texture for the main image by choosing “Define pattern” from the Edit menu.

### Step 3

Convert your main image to Bitmap using the Custom mode. Select “Bitmap” from the Mode menu and make sure you click on the Custom pattern check box.

### Step 4

Convert your main image back to grayscale. Select “Grayscale” from the Mode menu. A 1:1 ratio should be just fine.



Before and After

Presto, you are done! to achieve even more startling effects, try coloring the final image or reducing the size of the original pattern. Be aware that different resolutions yield different results.



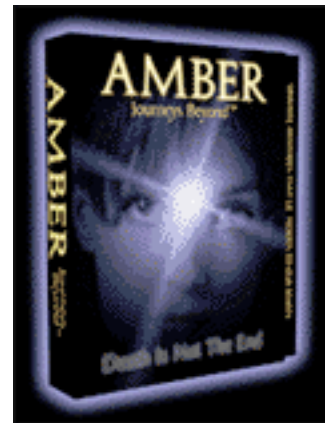


Enough design, where is the turkey? Season's greetings!

*Copyright © 1997 Jamal Ghandour, <jghandour@atpm.com>. Jamal Ghandour, is a "Senior Graphic Designer" and "Computer Section Manager" at CSS & GREY(Kuwait). He also works as "Creative Art Director" at Swiftel international communications.*



## Amber: Journeys Beyond (Death Is Not The End)



### Product Information

Created by: Hue Forest Entertainment

Published by: Changeling and Graphic Simulations

Email: [<thewimmers@hueforest.com>](mailto:thewimmers@hueforest.com)

Web: [<http://www.hueforest.com/overview.htm>](http://www.hueforest.com/overview.htm)

Street Price: \$45 US

### System Requirements

68040 or PowerPC

System 7.0 or higher

5 MB free RAM (8 MB preferred)

13" 16 bit Color display,

25 MB free hard disk space

2X CD-ROM (4x or higher preferred)

Also Recommended: darkened room, thunderstorm or full moon

Also available for Windows 95

Amber has been on the shelves since late last year, but I've heard very little about it from the web gaming community. I'm puzzled by this, because in my opinion, the game has many attributes of a classic.

The genre is a rendered, first-person perspective adventure game, similar to Myst in execution. However, comparisons with Myst aren't all that useful. Amber runs on the recent beefy PPC hardware that was unavailable when Myst was designed.

The plot is introduced by a QuickTime movie. You've been asked to visit a friend, Roxy, at her remote house in the country. She's been doing cutting-edge experimentation in some sort of psychic field, her colleagues are getting worried that she's getting in too deep, and want you investigate to ensure she's not taking any risks. The sun sets as you make the long drive out to her place. As you round a corner near her house you see something on the road

that causes you to lose control of your car and you finally stop by a jetty in the lake at the foot of the house.

The appeal of Amber is twofold: problem-solving and “atmosphere.”

Most of Amber’s puzzles are enmeshed with the story line, so you feel like you’re actually investigating a mystery. It’s obvious that the designers have made the story as non-linear as possible. If you do get stuck solving one problem, the game doesn’t come to a dead stop. During my second game, I noticed some clever and subtle hints for some puzzles within the story line.

For those who like to be immersed in a story with atmosphere, this game has great, big gobs of it. It’s really *dark!* Turn out the lights when you play. The story is best when viewed in a darkened room. Listen for the barely audible noises! Watch as the invisible finger writes on the fogged-up mirror! There were moments when I was genuinely frightened, a pleasant surprise for a computer game!

## Graphics

Graphics range from very good to stunning. The required 16 bit (thousands of colors) monitor allows very high-quality graphics presentation. Color is used to great effect throughout the game. Some visual effects, such as a “cinemascope-like” distortion in one part of the game, must be seen to be believed. The scenes are rendered in great detail, right down to the original artwork that litters the walls of Roxy’s house (you can zoom in). Light-source effects are particularly stunning.



I'd like to know who did the house interior decoration. They can help me with my place anytime.

QuickTime animations are scattered throughout the game. These are the scariest parts of the game. Live action is performed well, believable, and seamlessly integrated into the rendered backdrop.

## Sound

Sound effects are also stunning, with great use of sound post-processing to distort and morph speech. Original music is used sparingly but to great effect to build the atmosphere. Some of the music is really catchy, I found myself going back to parts of the game to hear the music again. The live voice work, like the acting, is excellent.

## Interface

One problem with this game is navigation. It's a point and click sort of game. The cursor changes into an arrow as you move around the scene indicating which directions are available. However, making turns is often confusing. In one scene you might turn 90 degrees, in another 135 degrees, another 180 degrees. It's easy to get disoriented. Some scenes are worse than others in this respect. There are irritating constraints about where you can and cannot go, which makes it difficult to move around and explore. In addition, you must remember to look up and down so as not to miss important clues and move your mouse around the scene to find all the hot-spots.

On a positive note, the mouse is very responsive. On my machine, the scene changes were rapid. The game itself was rock solid, even on my extension-overloaded machine.

## Duration

Amber comes on 2 CDs. The first installs the game and contains some of the final scenes; the second holds the bulk of the game. I played Amber with my two flatmates during a week-long holiday, and together it took us about three days to finish. We weren't stuck long within any scene, certainly not long enough to get irritated. In comparison, Myst took my flatmates about two and half days to finish, with some hints from me when they got stuck. I haven't worked out whether it was the high quality of the game or the relatively short time we played which left me wanting more after I finished. Before writing this review I played half the game for a second time and I'm still impressed. More details are available from the developers' web page at:

**<<http://www.hueforest.com/overview.htm>>**

Overall, Amber is a brilliantly atmospheric game, skillfully brought together. For people who enjoy adventure games, this is a "must-have."

*Copyright © 1997 Dr. Simon Tout, <[s.tout@unsw.edu.au](mailto:s.tout@unsw.edu.au)>.*

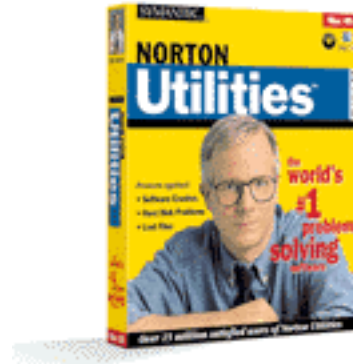




## Norton Utilities 3.5

### Product Information

Published by: Symantec Corporation  
175 West Broadway  
Eugene, OR 97401  
Phone: (800) 441-7234  
Fax: (541) 984-8020  
Web: [<http://www.symantec.com>](http://www.symantec.com)  
Street Price: \$99 US



### System Requirements

System 7.1 or higher  
4 MB RAM (8MB recommended)  
PowerMac or Mac with 68020 or higher  
PowerMac (required for CrashGuard)  
CD-ROM drive

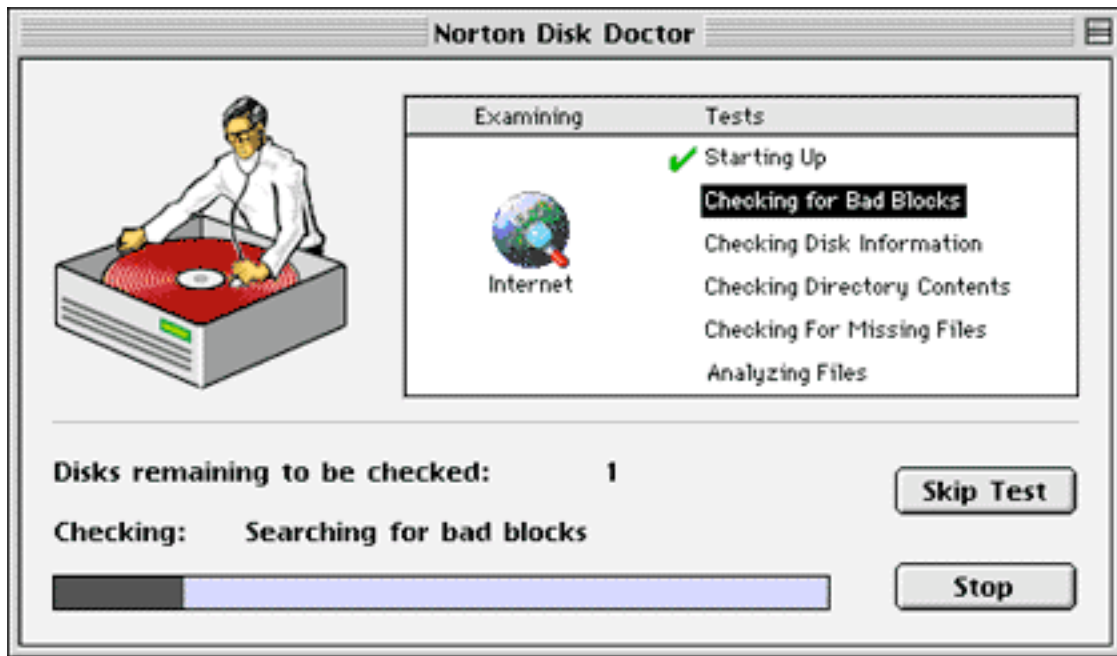
Norton Utilities is a suite of eleven different utilities for maintaining, repairing, and giving information about your disks. It has long been the flagship for all Macintosh disk-repair software. Norton Utilities' only competition has been Apple's marginally-useful Disk First Aid (which ships with every copy of Mac OS) and the new DiskEssentials utility (which hasn't been around long enough for anyone to swear by yet). I think this lack of competition has kept a Very Nice product from maturing into an Excellent one.

## Disk Doctor

Norton Utilities' most important component is Norton Disk Doctor. In fact, Disk Doctor is so well-known, it is often referred to simply as "Norton." For example, "My hard drive crashed today. It was so bad even Norton couldn't save it." In fact, I have very rarely encountered a hard disk problem Norton couldn't fix. Disk Doctor is very simple to use. Just select which disks you want checked and click the "Examine" button. Disk Doctor



checks for bad blocks, errors in the directory structure, and problems with individual files. Some problems occur during normal computer use, causing crashes or disk errors. Many times, you won't notice them until they get very serious. Since you don't access every file on your hard disk every day, files can become corrupt without your knowledge. Often, this happens if your Mac crashes while writing to the disk. Corrupt files will be backed up along with the rest of your data (You *do* backup, don't you?), but you won't know *which* backup contains the last *good* copy of your important file. A better solution is to run a disk-repair program every week or so, to make sure your data remains intact and files aren't disappearing.



Norton Disk Doctor and the other components of the Norton Utilities package adapt nicely to an individual user's abilities. Beginning users need only select which disks to examine and choose whether or not to repair the problems encountered. Seasoned veterans can choose which tests are run on which disks and how extensive they are.

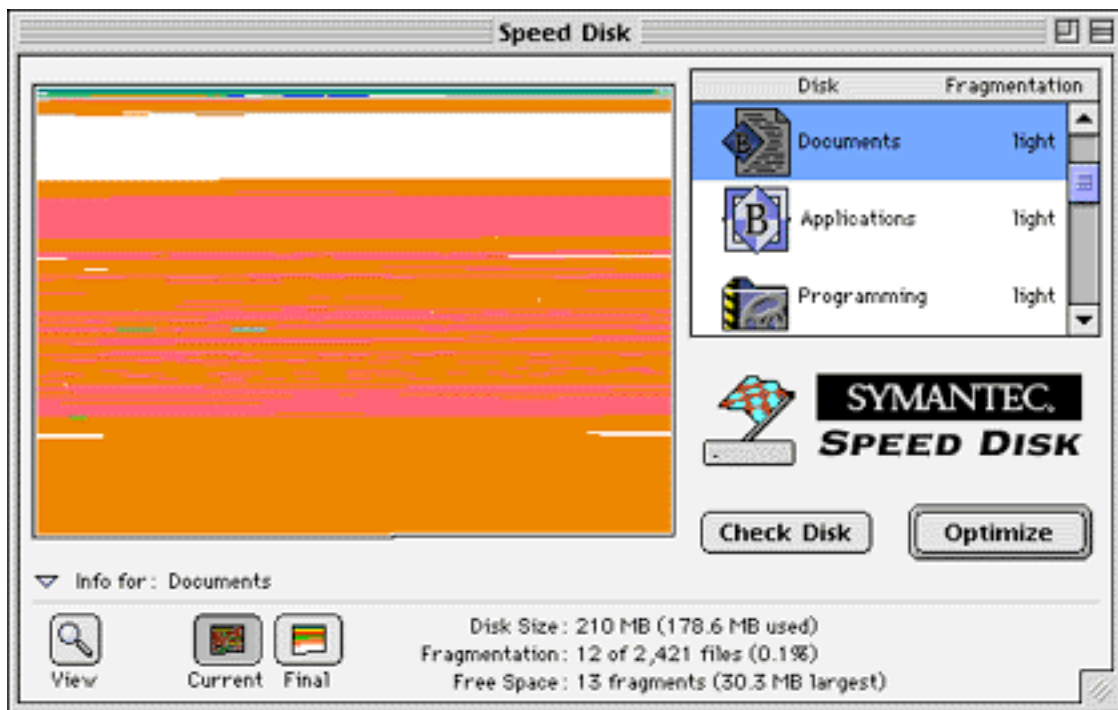
A great feature is the ability to run Disk Doctor almost unattended. Typing Command-A selects all currently-mounted volumes. If you choose "repair automatically" in the Preferences dialog, Norton will examine and repair all your disks in sequence. Later (or much later, depending on how much data you have), Norton will issue a report for each disk, detailing which errors were found and if their repair was successful.

I've found that whenever problems are encountered — even if Disk Doctor says they have been fixed — it's a good idea to repeatedly scan problematic disks until they pass all tests with flying colors. It would be nice if Disk Doctor could do so without user intervention, since the examination process can be very time-consuming.

## Speed Disk

Speed Disk optimizes your disks. As files are created and deleted on your hard disk, free space can become fragmented into little chunks of space distributed all over the disk. When a new file is written to the disk (or a file is modified), there may not be enough contiguous free space to store it. Under these circumstances, the file becomes fragmented — just as the free space was. As you can imagine, accessing fragmented files from different parts of your disk is slower than accessing files stored in contiguous blocks.

When you run Speed Disk, it defragments files and groups common file types by moving files around on your disk. System files are unlikely to change and generally are only accessed once per startup, so under the standard optimization pattern, they are placed on the inside (slower) portion of your hard disk, while more frequently accessed file types are placed on the outer (faster) edge of your disk. Free space is consolidated in the middle, to reduce future fragmentation.



Several advanced options are available that control where files are put during optimization. Settings include General Use, Multimedia, Programming, CD-ROM Mastering, Disk Resizing, and Recently Used Files.

In general, I think optimization is over-hyped. It does speed up your hard disk, but not substantially unless data is heavily fragmented. If you burn CD-ROMs or do video capture,

optimizing can make a big difference. For most use, I've found that optimizing every two months is sufficient to keep my disks working smoothly. I've found it more useful to partition my disks by file-type. I have partitions for applications, documents, system software, and others. The only ones frequently written to are Documents and FTP (my partition for transient files). Thus, these are the only ones that need optimization most frequently.

Version 3.5 of Speed Disk is much faster than previous versions. Best of all, you can select more than one disk at a time and optimize them all with the click of a button.

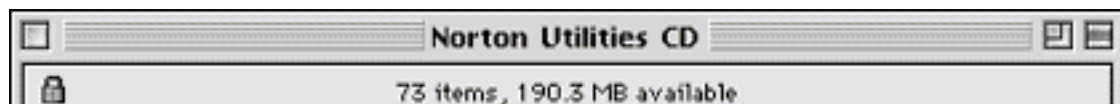
Because optimizing moves virtually all the files on your disk, it's a good idea to have backups of your data before using Speed Disk and to start up with extensions off. That said, I have never lost data because of Speed Disk, even having used it on versions of Mac OS from 6 to 8 and processors from 68000 to PowerPC.

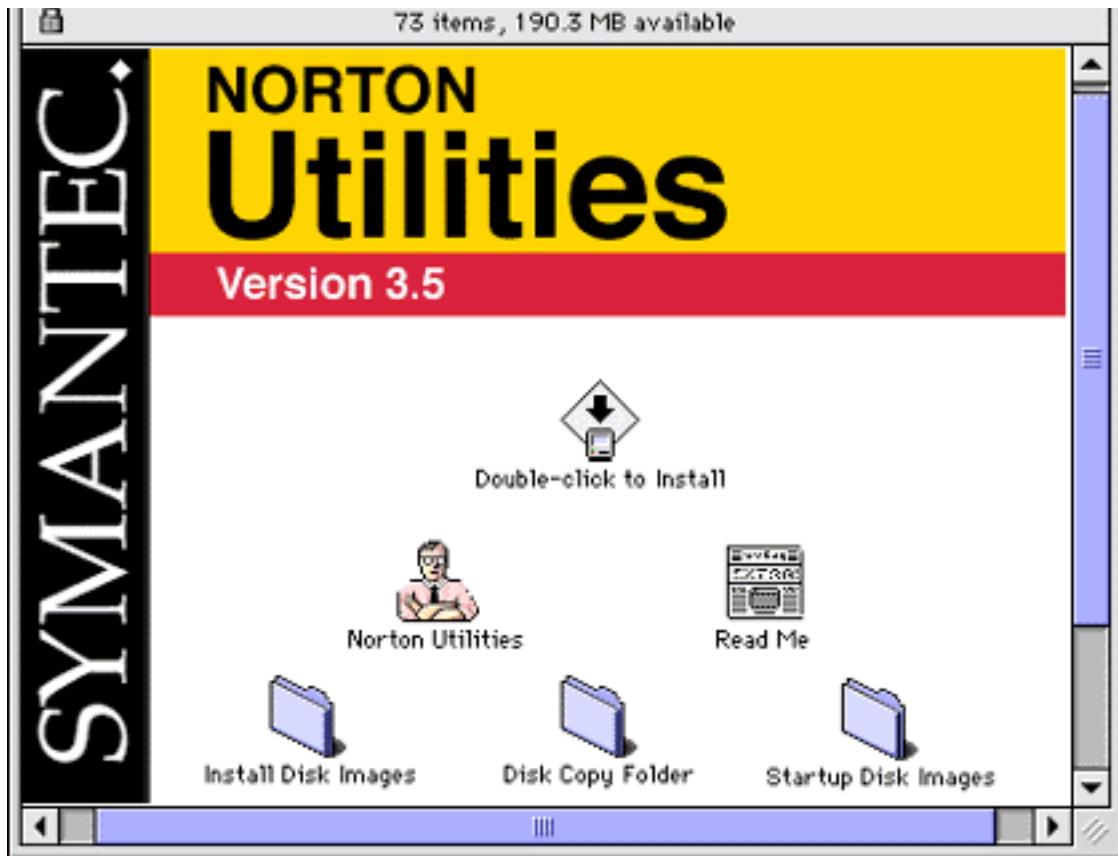
Note: if you are using Mac OS 8, be sure to download the free version 3.5.1 updates for Disk Doctor and Speed Disk from Symantec's Web site.

## The CD-ROM

Version 3.5 of Norton Utilities is the first to ship on CD-ROM. Installation is easier, but more importantly, the CD-ROM is bootable — that is, you can use it to start up your Mac. Disk Doctor and Speed Disk won't operate on the disk(s) containing the active system software and Norton Utilities, so a separate bootable disk containing Norton Utilities is important to have. It also guarantees that you're starting up from a clean system, which minimizes the chances of a crash during the "operation." Furthermore, if your drive is so badly-damaged that your Mac can't boot, you can use the Norton CD-ROM for start up.

Unfortunately, there are several problems with the current CD-ROM. First, it won't start up newer Macs, because they require up-to-date versions of Mac OS. Symantec has been decent about sending updated CDs to people who buy newer Macs, but you have to request them and pay a shipping/handling fee. It would be nice if Norton Utilities adopted a technology call RAM Boot from their former competitor, MacTools. RAM Boot automatically created a RAM disk with the system software needed for start up the Mac (as well as the MacTools software). This was a great feature, because it worked regardless of your OS version. It was especially great for PowerBook users because no extra media was required. RAM Boot was also very easy to use. As soon as a problem was discovered with the disk, it would ask if you wanted to fix it using RAM Boot. Simply clicking a button would build the necessary RAM disk, restart the computer with the RAM disk at start up, launch MacTools, and begin the repair process. With Norton, you have to remember where you stashed the CD-ROM.





The bootable CD-ROM is a great innovation, but because it's a CD-ROM, it is a locked volume. Disk Doctor can't save log files of its work when you start up from the CD, and sometimes it won't even display them after a scan.

Finally, Symantec placed over 60 colored icons in the root window of the Norton CD for displaying their cool logo. Incidentally, the logo is very prominent wherever you are in Norton Utilities. It makes you wonder why they feel the need to advertise to their own customers. My Mac (with a 4X CD-ROM) takes a solid 15 seconds to load all these icons. Since the window opens every time you insert the CD, this is very annoying. Utilities like CD Icon Killer will prevent icons from loading. However, such utilities are extensions, so they won't help when you start up from the CD.

## UnErase and Volume Recover

These programs help you restore files that are accidentally deleted and restore entire disks if their directories are irreparably damaged. In short, they work *sometimes*. There's no guarantee that you'll be able to UnErase a file you deleted ten minutes ago, and often you'll recover only a portion of a file. With text and word processing files, this is sometimes enough. With more complicated files, a "portion" is equivalent to "nothing." The

TrashBack component of MacTools was much better at unerasing. It guaranteed that the most recently deleted files would be recoverable — and completely intact.

Volume Recover has occasionally worked miracles for me, allowing me to salvage many megabytes of data that would otherwise have been lost. At other times, it has turned up nothing. It's nice to know that these programs are there, and they're certainly worth trying them if you need to recover data, but it's better to rely on frequent backups.

## FileSaver

The FileSaver control panel tracks files you've deleted to make them easier to UnErase later. It also keeps backups of your disks' directories, which Volume Recover uses to work its magic. The user defines whether backups are made every few minutes, just before shutdown, or upon sleep.

FileSaver also can scan disks for bad blocks, directory corruption, and fragmentation. If problems are found, FileSaver prompts you to run Disk Doctor or Speed Disk. Scanning can take place at startup, shutdown, or during idle time.

I would prefer that FileSaver kept a log of problems it found, rather than bringing up an alert. It would also be nice if it played a more active role in the repair process, fixing minor problems without user intervention. AutoCheck, FileSaver's counterpart in MacTools, was good at this.

## Other Components

The Norton Utilities package contains a number of other utilities which are nice additions to the package, but you probably won't find yourself using them much.

**CrashGuard**, the newest member of the Norton Utilities suite, is aimed at preventing crashes and allowing you to gracefully recover from them. It sounds promising, but makes my particular Macintosh less stable than usual. My Mac hadn't crashed for more than a week, yet on the day I installed CrashGuard, a Symantec dialog popped up seven times announcing that CrashGuard had just "prevented" a crash. I also experienced a number of crashes from which it could not recover. These occurred in programs that *never* caused problems before. On the other hand, I know people who can't live without CrashGuard. Your mileage may vary.

**Disk Editor** allows you to edit files and directories at a very low level. It's the only utility of its kind of which I'm aware and can be very useful — if you have a reason to use it and know how, which most people don't and don't care to.

**Disk Light** is a control panel which flashes an activity indicator for all your drives in the menu bar. I haven't found this useful, since I can hear my drives when they're active. I

find the flashing icon distracting and having it installed slows my Mac much more than you'd expect from such an innocuous-looking utility. Nevertheless, I know people who love it.

**Fast Find** is an application much like the Find File utility that's been part of Mac OS for quite some time. Once upon a time (in the days of Systems 6, 7.0, and 7.1), FastFind was really neat. It was faster and more powerful than the Mac OS equivalent. Unfortunately, it hasn't changed much since then, and I now prefer Apple's built-in Find File.

**System Info** is a benchmark utility that measures various aspects of your Mac's speed. I haven't found it particularly useful, and I prefer the industry-standard (and free) MacBench from Ziff Davis.

**Wipe Info** securely deletes sensitive files so that they cannot be undeleted by people prying into your computer. It's an easy-to-use application, but would be more useful if it popped up when you emptied the trash, as the Speed Erase component of Connectix's SpeedDoubler does.

## Conclusion and History

Once upon a time there were lots of disk-repair utilities for the Mac. Symantec made Norton Utilities, Central Point made MacTools, and Fifth Generation made Public Utilities. MacTools and Public Utilities could scan disks during idle-time. MacTools had TrashBack, the best way to undelete files I've ever seen, and could boot itself from a RAM disk. What did Norton have? It had a bunch of components you don't find in the current release, including a Directory Assistance utility that improved Open/Save dialogs, a backup utility, and a utility for duplicating floppy disks. The last item is as obsolete as Fast Find, but I think many users would enjoy having the first two as part of the current Norton Utilities package.

When Symantec bought Fifth Generation and Central Point, the competition disappeared, taking with them some cool technologies. To this day, I find times when the only recovery program that works is FirstAid HFS, an old application (with a B/W icon!) that's been unavailable for years. Occasionally, I have to resort to an old version of MacTools to fix problems that Norton can't.

I wish we had more choices in the disk-repair market. I wish Symantec had incorporated the good parts of their competition into Norton Utilities. I wish they'd spend more time innovating and less time acquiring. However, Norton Utilities is still a very good product. It has an easy but powerful interface, excellent online help, and is divided into nice, functional units rather than being a single bloated application. The Disk Doctor component, especially, is something I think every Mac user will find valuable.

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ABOUT THIS  
**STUFF**



---

REVIEWED BY BELINDA WAGNER, [bwagner@atpm.com](mailto:bwagner@atpm.com)



### Product Information

Published by: Western Civilisation Pty. Ltd.  
5/121 Curlewis St. Bondi  
NSW 2026  
Australia  
Email: [<info@westciv.com.au>](mailto:info@westciv.com.au)  
Web: [<http://www.westciv.com.au>](http://www.westciv.com.au)  
Street Price: \$50 US

### System Requirements

4 MB RAM, 10 or more recommended

Usually, I enjoy reviewing software. When I am responsible for informing *ATPM* readers about the pros and cons of an application, I push the envelope more than if I am learning it for myself. If it is an application I find useful or just plain fun, I enjoy the feeling of having become a “power user” at an accelerated pace.

Unfortunately, Palimpsest has not been a typical experience. I’ve tried three releases of the software on both 68K and PPC platforms. Even in its current release, which is vastly improved over its predecessor, it is quirky. I always keep my Norton Utilities/Mac OS 8 back-up Zip disk handy for restoring stable function to my laptop, which is critical to my receipt of a paycheck at the end of each month.

When I first read the promotional literature for Palimpsest, I was optimistic. I still hold out some hope for the application. However, it may require the efforts of an outsider, with an objective eye and a better understanding of Macintosh OS architecture, to revamp the application and its documentation.

In its current incarnation, Palimpsest may serve a narrow audience. Perhaps there are people who already understand the subtle differences between “artefacts,” “papers,”



“sections,” “documents,” etc. I admit that I don’t. I was even more confused after reading the Palimpsest manual (once the application was stable enough to run on my machine). If the software became more stable, concepts were explained clearly and concisely, and a more accessible terminology adopted, Palimpsest users might grow to include a wide variety of professionals, academics and students — virtually anyone who needs to keep records about thought processes and pathways that ultimately lead to a finished product.

Then again, I may be wrong. I may have completely missed the boat in my approach to Palimpsest. If that is the case, I apologize. If there are enthusiastic Palimpsest users out there, please write and tell us about your experiences. In fairness, I will point *ATPM* readers to another review of Palimpsest, written by Matt Neuburg and published in TidBITS: <http://www.tidbits.com/tb-issues/TidBITS-364.html>.

I even checked out the newly added “Interviews with our users” section of Western Civilisation’s Web site. There are currently two interviews posted and both individuals, who admittedly used Palimpsest extensively, voiced opinions that echoed my reservations about the investment of time required to learn the application and its quirks. On the positive side, they also echoed my opinion about Palimpsest’s potential and that it fills a unique niche among electronic manipulators of information. Where we differ is in our conclusions about whether the advantages of Palimpsest are worth the investments required.

Based on my personal experience, I cannot give Palimpsest an endorsement, even in its most recent incarnation.

For those of you who want (or have a burning need) to give it a go, here is an account of one of my typical sessions trying to work through the “Getting Started with Palimpsest” Document, written in Palimpsest.

Most Macintosh applications are “install and play.” Usually, there’s not much need to read manuals, except to make the best use of advanced features. Palimpsest is an exception. I was clueless about their terminology. It seemed complex and confusing to me. So, I approached reading the manual as a chance to learn the lingo and look at the underlying structure of Palimpsest documents. After all, I learned most of the best tricks for programming in HTML by viewing the document source. I optimistically hoped that my experience with Palimpsest would be similar. Alas, this was not the case...

OK, that’s one screen freeze...

I lost one paragraph — not bad. Of course, I’ve done this before. Several times, I’ve written larger chunks and not saved them along the way. I opened Palimpsest to check on a few things and wham!...They were gone. I know better now, so I save often.

OK, back to my point about opening Palimpsest documents. What happens when you double-click on a Palimpsest document is that a system dialog box pops up that says:

The document "Palimpsest Manual 1(3)" is of an unrecognized Document Type "Untitled". Do you want to recreate Document Type "Untitled" or open "Palimpsest Manual 1(3)" without doing so?

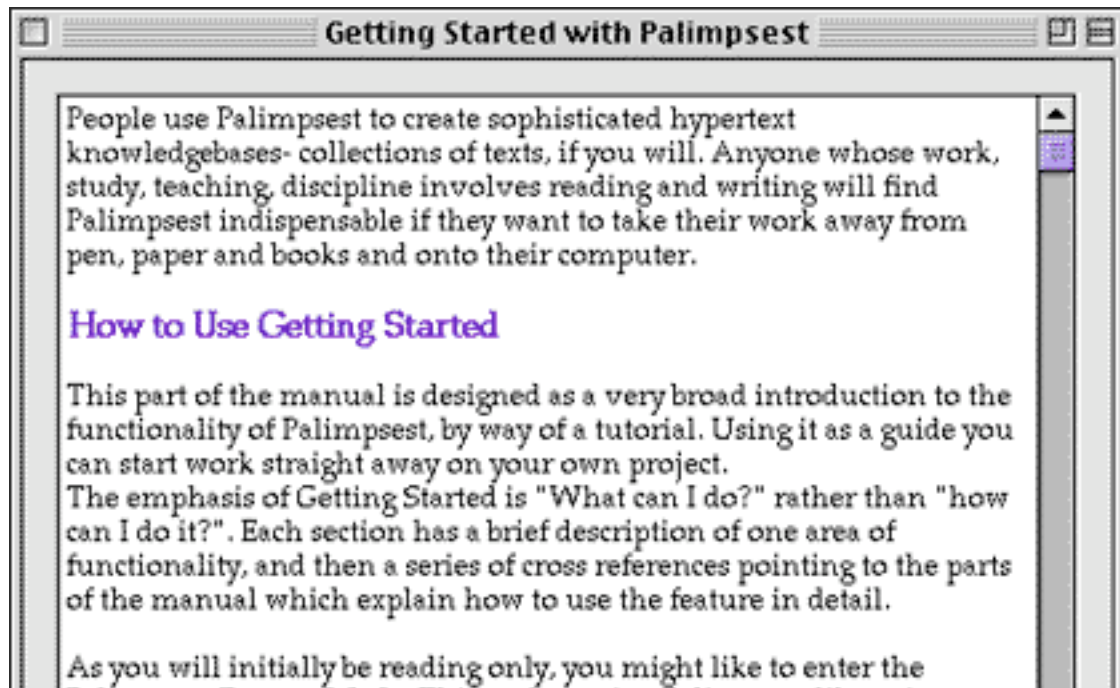
There are 3 options to choose: Recreate, Open or Cancel. The first time this happened, I have to admit, I was taken aback. I didn't think "Recreating" the "Untitled" Document Type were good ideas, so I picked Cancel and opened Macintosh Help. I could find nothing about this message. I couldn't look into Palimpsest Help, because it is a Palimpsest document. So, I held my breath, tried again, and chose "Open." Lo and behold, the document opened seemingly without any further hitches.

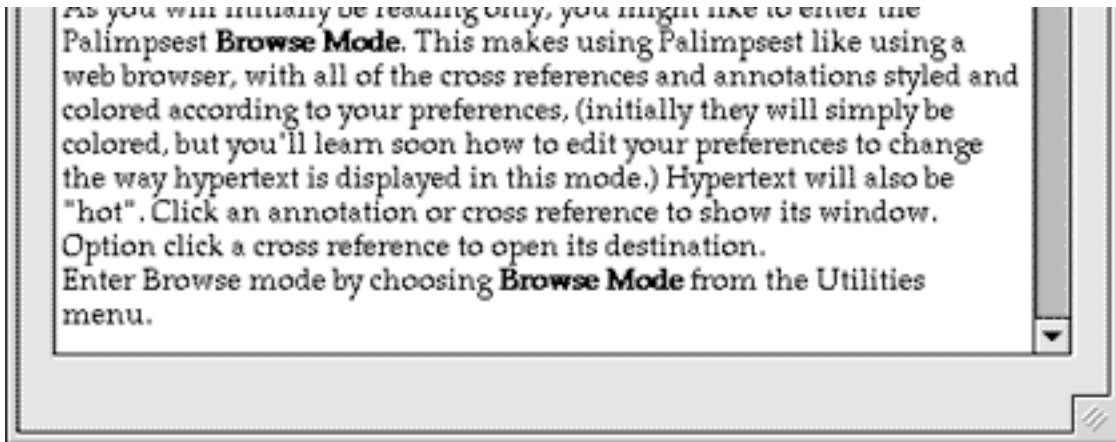
Once into the application, I opened the Palimpsest Help document and again found nothing about this rather glaring occurrence. I believe I am doomed to see this error box appear every time I open a Palimpsest document until I work up courage enough to choose the "Recreate" button. Sorry, but given my long and checkered history with this application, I'll need some serious motivation to attempt THAT.

Darn! Screen freeze number 2 and I forgot to save after each and every paragraph. I think I lost 3 paragraphs that time.

Let's see, I was writing about using the Palimpsest Help and Manual documents...

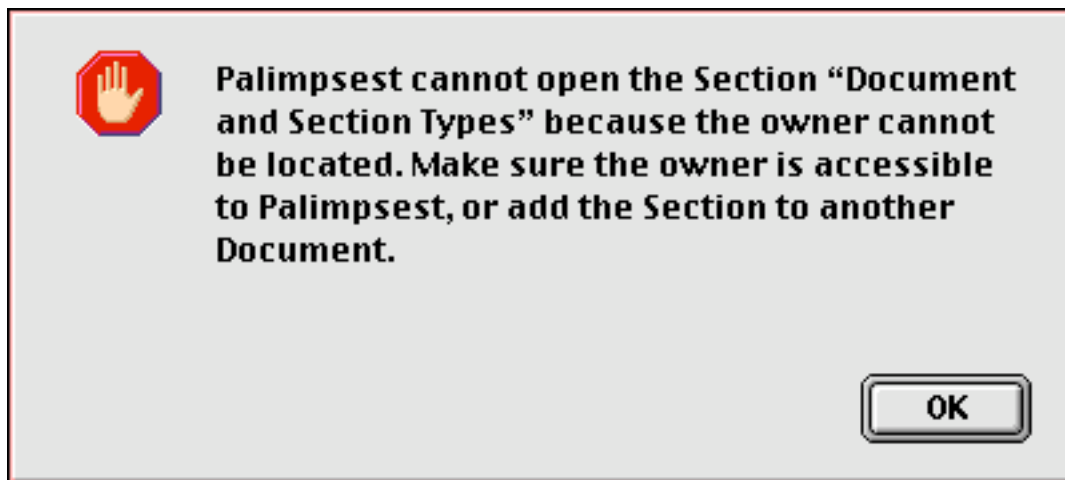
I started reading "Getting Started with Palimpsest." It recommended I use Palimpsest's "Browse Mode." Using Browse Mode, hypertext is displayed in a different color than text which is not cross referenced. As I switched to Browse Mode, some text colors changed to reveal their hypertext status.





However, the operation of following hypertext did not work as documented. A recommended shortcut is to use the “Hypertext Tools” option. This brings up a toolbox of buttons that are supposed to act as shortcuts for menu commands. Notice I said, “Supposed to.”

First, with Browse Mode on and Hypertext Tools visible, I clicked the mouse within the hypertext. The Hypertext Tools disappeared and the summary box describing the details of the hypertext’s definition popped up in a new window. Not knowing what to do now, I clicked back on the original text window. The Hypertext Tools reappeared and I tried to use the “Show Destination” button. Alas, I was greeted with yet another error dialogue box. This one said:



I couldn’t even open the section “Documents and Section Types” manually from the Open option in the File menu. I was able to open this destination reference only by first opening the Palimpsest Manual and choosing the Documents and Section Types section. Really, is this how a Macintosh application is supposed to work? I think not.

Enough with the “play by play” commentary. This narration was typical of my experience

with Palimpsest. I attempted many times to use this application and each session was riddled with screen freezes and data losses.

In case any *ATPM* readers who have stuck it out this far are wondering whether I contacted Western Civilisation and asked them about my problems with their application, the answer is, "Yes." I emailed them while attempting to review version 1(2), which was even less stable than version 1(3). Their reply in essence was that thousands of Palimpsest users had "made it work" on their Macs, perhaps I should check the extensions. Let me just say that as an experienced Mac user, I'd already tried running the application with extensions off and with a minimum set and still the software was very unstable.

I don't know about the rest of you, but an application that needs to be "made" to work sounds like it belongs on a different platform than Macintosh. The hallmark of Macintosh applications is that most users can set about playing with them immediately upon installation. Serious instability issues should be addressed in a "Read Me" file that can be opened by any application, not just the newly installed software. Having a "Getting Started" file that requires detailed knowledge of the software its describing is a bit like putting the cart before the horse.

I hope that Western Civilisation makes a serious effort to revamp Palimpsest, because I think it has the potential to fill a serious void in the world of electronic authoring, research and communication. First, they need to solve their stability problems. Perhaps some of the software features can be modularized, so that users can get used to one group of related features before tackling another. Secondly, the manual needs a total rewrite. Although the manual that accompanies version 1(3) is a vast improvement over previous versions, it is still verbose. Concept definitions are lost in verbal mud. The terminology as presented is complex and hard to retain. Clearer, more concise definitions are needed. Thirdly, they need to ensure that the descriptions of how things work in the application are accurate.

Screen freezes 3 through 8 occurred while putting some final editorial touches on this article. So, if the grammar and prose is not on par with our usual standard, please know that I only have so much time to devote to *ATPM* and Palimpsest has eaten far more than its fair share. Again, I urge *ATPM* readers who want a more positive slant on the application to read Matt Neuberger's review in TidBITS and check out the Palimpsest area of Western Civilisation's Web site. Download the demo if you're interested, but if you have the same experiences I've had, don't say you weren't warned.

Palimpsest versions 1(1), 1(2), and 1(3) were reviewed on a Performa 636CD running System 7.5.3 Update 2 on a 68040 processor and 20 Mbytes of RAM or a PowerBook 3400c/240 running Mac OS 8 on a 603e PowerPC processor and 48 MB of RAM.

*Copyright © 1997 Belinda Wagner, bwagner@atpm.com. Belinda J. Wagner, Ph.D. is a molecular biologist and a faculty member of Bowman Gray School of Medicine in North Carolina. She studies how cells respond to their environment during*



*wound healing.*

## Square One 4.0

### Product Information

Published by: Binary Software  
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Square One is a program launcher, one of literally dozens available on the market. In truth, most of them are the same. Square One offers some nice features, such as integration with KeyQuencer and QuicKeys, but lacks a number of features which other, cheaper, shareware applications provide.

### The Good

Square One is attractive. The palette window can be resized to fit nicely on any screen in any situation. The squares containing the icons automatically rearrange themselves to fit to the window. Icons can be large or small and the filenames for each square can be shown or hidden.

Square One's document list is a convenient method of launching commonly-used files with the appropriate application. However, Square One does more than open applications. It will launch KeyQuencer and QuicKeys macros or groups of macros, files, folders, and URLs (with a specified



application).

Version 4.0 adds “paged” palettes, which add tabs to the top of the palette. Tabs help categorize palettes and are a nice feature for conserving screen space.

Square One is very fast. The Square One extension offers several nice features; one is the “hot corner.” When the mouse is moved to the specified corner of the screen, Square One will come to the foreground. Likewise, a hot key can be defined to bring Square One to the front (I use F-15). Square One also lets the user define a keystroke to shuffle through active applications (much like Windows). A related feature is the “Active Applications” palette. Clicking

on any of the applications on the palette brings it to the foreground. I find this feature relatively useless because it occupies too much screen space and other methods of switching applications require less time.



## The Bad

Square One lacks a number of features. First and foremost, it doesn't allow the user to define custom settings for launching files or applications. For example, what if a program only runs in 256 colors? Square One should provide a method of switching to 8-bit color upon launching this program. It doesn't. That's inexcusable. The only way around this is to write a QuickKeys or KeyQuencer macro that sets the color depth and then launches the application. The problem is that these applications were not designed to do that. Similarly, sound level can't be set upon launch.

I'm suggesting that Square One allow the user to define profiles for each square. Ideally, each square would have its own settings dialog box. Unfortunately, this is not the case.

Another feature that Square One lacks is “Drag and Drop” capability. That is, documents cannot be opened by dragging them onto applications in the Square One palette. Instead, documents are added to the palette and given their own squares. This is completely unintuitive. Square One should behave just like the Finder and support Drag and Drop.

The most obnoxious behavior is the inability to move squares around within Square One's palette. If I want to switch two squares or move one around, I have to delete all the squares and start over. That's just plain silly. Fewer than twenty lines of code would be required to implement this feature which would make Square One much more usable.

## The Ugly

This is where it starts to get a bit ridiculous. Square One wouldn't be so bad if it were the cheapest package available, but it's not. In fact, it's overpriced at \$40. Why? Because for \$15 you can register a shareware package entitled DragThing which does everything Square One does, everything it should do differently, and a lot of stuff it doesn't. I'm not going to get into specifics, because this is a review of Square One. But consider trying DragThing before pitching \$40 at Square One.

Square One is an attractive and functional piece of software. It does what it promises to do gracefully. It has a good manual and integrates well with KeyQuencer and QuicKeys. However, Square One is not particularly intuitive and it lacks a number of features it really should possess. For the price Binary Software is charging, Square One should put shareware competitors to shame. Rather it's the other way around.

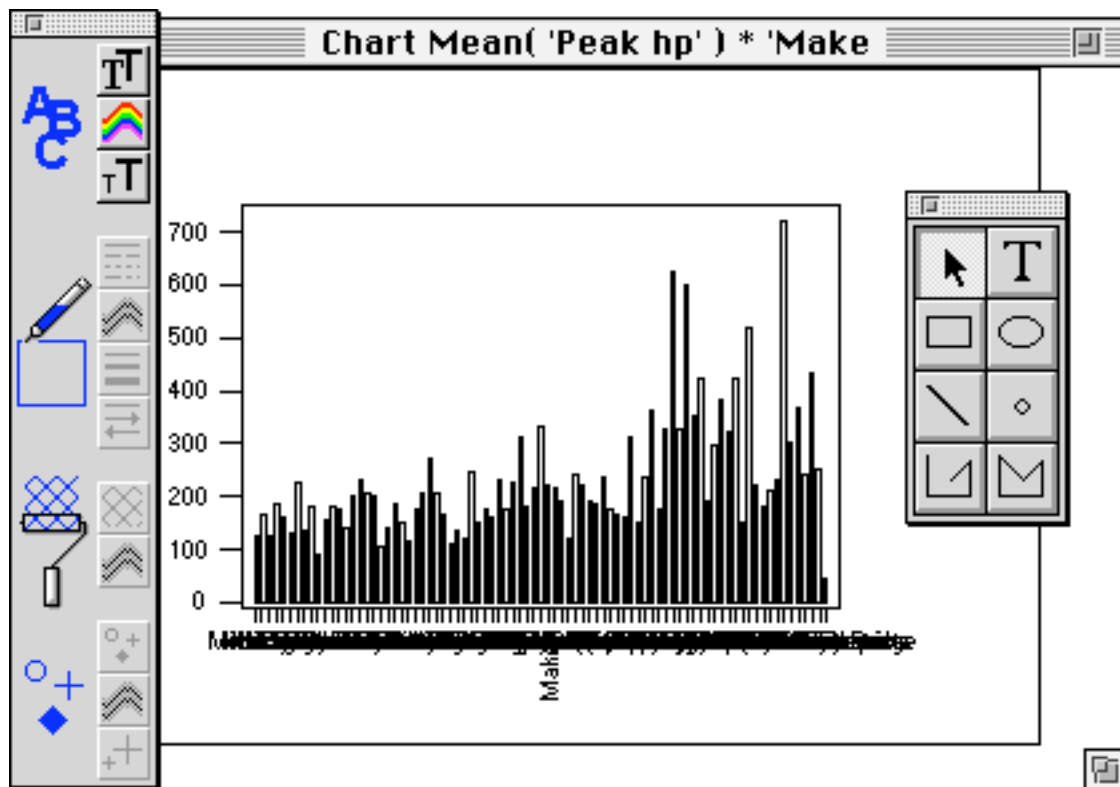
*Evan Trent, etrent@atpm.com is ATPM's webzinger. When not working on web sites, he enjoys C/C++ programming and desktop publishing. Every now and then he spends five minutes away from his computer.*





## Statistical Powerhouses

Two Mac versions of mainframe statistical giants promise “Real Stats, Real Easy” (SPSS) and “Make Data Analysis Easier” (MINITAB). However, one is almost unusable and neither quite lives up to its promise. Both applications can be run from menus or command language. Command language is faster and more convenient once you learn it.



MINITAB

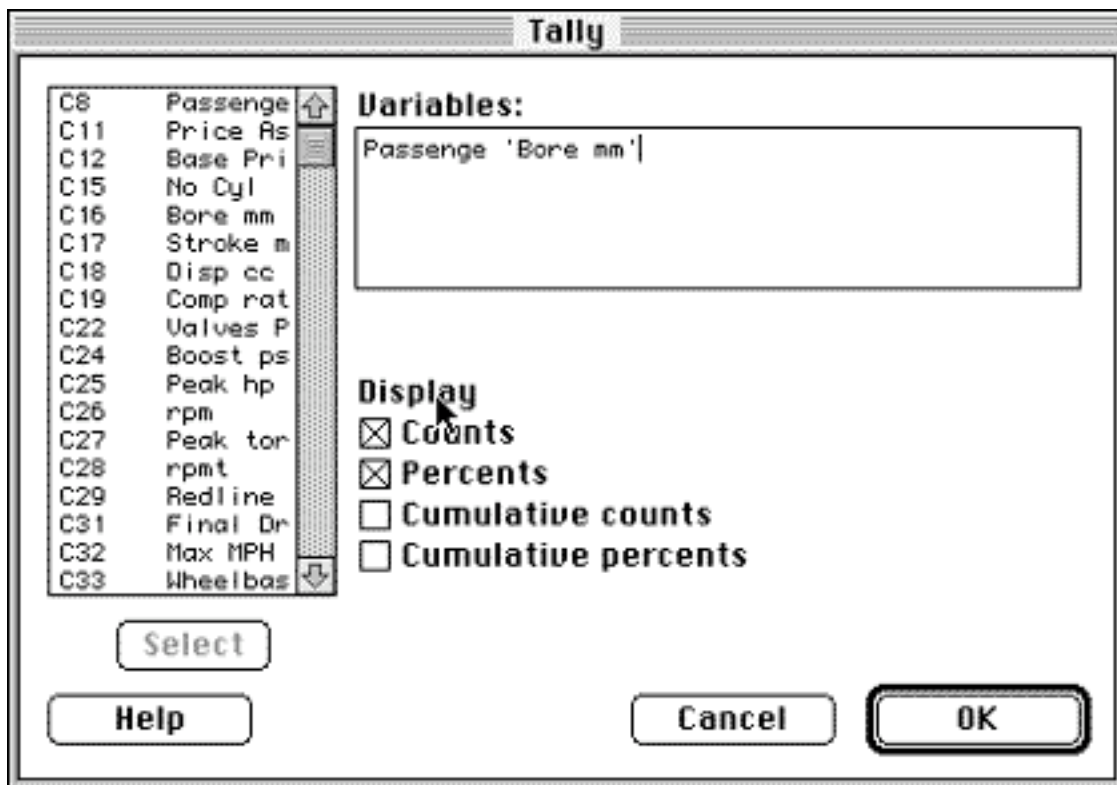
MINITAB's windows open in sensible places, you can save window preferences, and run commands from the output window. By contrast, SPSS cannot do these simple tasks and it mounts the output window in front with every command.

Both applications have eight-character limits on variable names, but only SPSS allows

variable and value labels (a serious MINITAB omission). Both applications create frustration more easily than they generate graphs and MINITAB does not allow many changes to graphs after they are drawn.

MINITAB's manuals are fairly poor, their indexes lack useful topics (such as frequencies), and the on-line help is not as good as that of SPSS (which includes syntax charts).

MINITAB lacks a "select if" command and has a clumsy workaround to this shortcoming. Ordering tables by descending frequency is impossible. However, it is easy to create sets of useful charts and graphs with descriptive statistics and MINITAB's command language allows loop structures. Also, scripts are created by recording steps as you work.

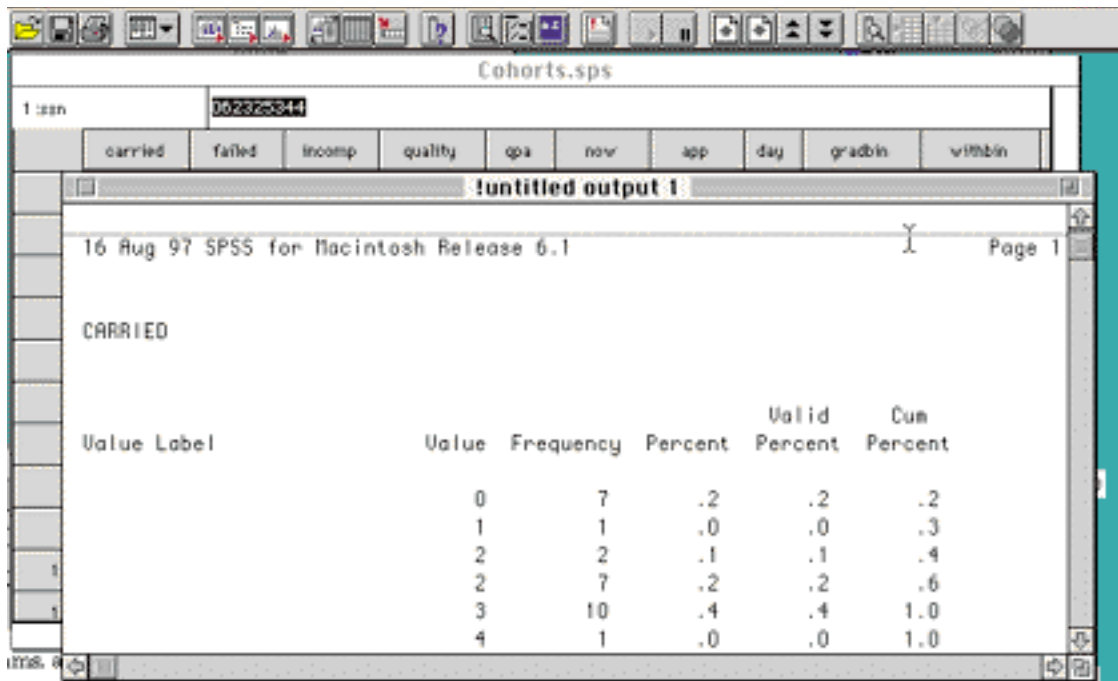


MINITAB

## Output

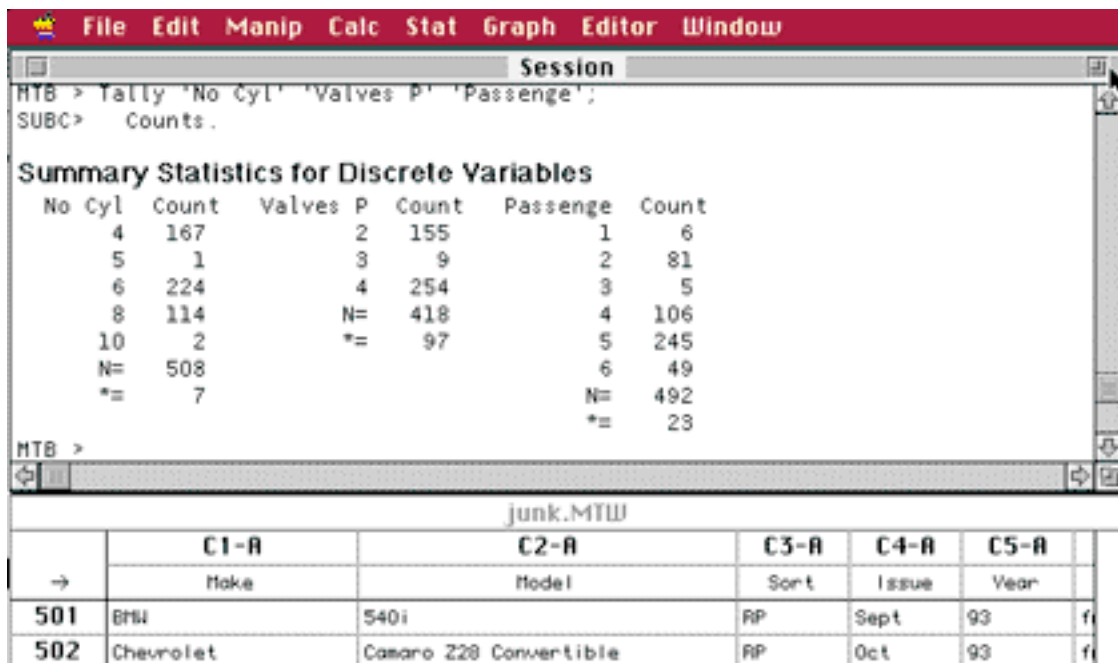
SPSS has an add-on (available for an extra charge) which creates tables — but only in the Courier-like SPSS font, which can be troublesome. Both packages use mono-spaced fonts for output and have options for exporting tab-delimited text via the Clipboard, which *usually* works well. Modern output would be far better.





SPSS

SPSS creates single-column output of lengthy (but narrow) items such as frequencies, uses full sheets of paper to print out memory needs for each analysis, and is far too generous with page breaks. By contrast, MINITAB uses several columns when needed and is more parsimonious with paper and printing time. Different fonts are used for titles, which makes the output easier to sort through.



503	Buick	Roadmaster Limited	RP	Oct	93	fi
504	Cadillac	Sedan de Ville	RP	Oct	93	fi
505	Chevrolet	Camaro Z28	RP	Dec	93	fi
506	Ferrari	348 Spider	RP	Dec	93	m
507	Dodge	Viper R/T 10	PR	Mar	92	fi
508	Dodge	Viper RT/10	RP	July	92	fi
509	Toyota	Beaulieu (new)	RP	Jan	92	

## MINITAB

## Usability

MINITAB runs on any 68040 Mac with a math coprocessor (or any PowerPC) and needs 8 MB of RAM. SPSS is not really usable on anything less than a PowerPC 604 (or 160 MHz 603e) processor and 12 MB of RAM. Furthermore, SPSS frequently crashed our two test machines. The Mac and PC file formats for both applications are identical.

MINITAB lists \$895, while SPSS' base module is \$695. Extra SPSS modules range from \$395 to \$495. Both are available to the academic community for a discount.

SPSS has a wide range of statistical routines, but many are available only in the extra (additional cost) option packages. MINITAB's range is a little less comprehensive, but still wider than most people need.

## Alternatives

Statistica may be a better choice, despite the stronger sales of SPSS and MINITAB. It is easier to use, and more Mac-friendly, without sacrificing scripts.

DataDesk emphasizes visualization and both SuperANOVA and FloStat are extremely easy to use.

FloStat, which is designed for surveys, imports and exports SPSS portable files, has labels, an easy selection tool, and tab-delimited output. Its low price means you can use FloStat with a more extensive package.

Some graphing programs and spreadsheets do minor statistics, and there are several shareware programs which may be all some people need.

SPSS 4 ran more quickly on a Mac Plus, and was very stable. The current version (6.1) adds menus, menu-based case selection, and a data view which, though nice, are not worth switching to a poorly ported, crash-heavy Windows code.

## Conclusion

MINITAB is cheaper, leaner, and runs well on a Mac. Both are overkill for many people. Measure your needs before you buy, and consider any trial offers or demo versions before you commit. Make sure your final choice has the features you want and can deliver them in a form you can use.

*Copyright © 1997 David Zatz. Dr. Zatz is the Director of Market Research at Pace University. Reviewing in ATPM is open to anyone. If you're interested write to us at <reviews@atpm.com>.*



# Guidelines

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## The Official ATPM Guidelines

The Official *ATPM* Guidelines page is the place to go when you have a question about our publication. We can't imagine that you simply wandered in here. That's because the information on this page is very dry and mostly unentertaining (which is why it's on this page and not included in another part of our publication). We guess you could call this the "Relatively Boring But Occasionally Important Page of Information." OK, enough already with the extraneous syntax, now onto the stuff.

## What is ATPM

*About This Particular Macintosh (ATPM)* is, among other things, a monthly Internet magazine or "e-zine." It's published by Michael Tsai and Robert Paul Leitao (who are still looking for a cool logo for themselves that depicts their joint effort). *ATPM* was created to celebrate the personal computing experience. For us this means the most personal of all personal computers—the Apple Macintosh. *About This Particular Macintosh* is intended to be about your Macintosh, our Macintoshes, and the creative, personal ideas and experiences of everyone who uses a Mac. We hope that we will continue to be faithful to our mission.

## We'd Like Our Readers To Be Involved

Here, at *ATPM* worldwide headquarters, we're interested in hearing from you, our loyal readers. We're especially interested in stories about you and Life With Your Particular Macintosh. We guess we could have called this publication LWYPM but it just didn't sound quite right. So we called it *ATPM* and decided to ask for your stories and anecdotes about our most personal of personal computers. *ATPM* is also looking for people interested in joining our editorial staff. We currently need a **Shareware Reviews Editor**. Please contact us at [<editor@atpm.com>](mailto:editor@atpm.com) if you're interested.

**Cover Art:** We enjoy the opportunity to display new, original cover art every month. We're also very proud of the people who have come forward to offer us cover art for each issue. If you're a Macintosh artist and interested in preparing a cover for *ATPM*, please e-mail us. The way the process works is pretty simple. As soon as we have a topic or theme for the upcoming issue we let you know about it. Then, it's up to you. We do not pay for cover art but we are an international publication with a broad readership and we give appropriate credit alongside your work. There's space for an e-mail address and a Web page URL, too. Write to <[editor@atpm.com](mailto:editor@atpm.com)> for more information.

## We Want To Hear From You

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**MacMan:** Got a technical question? Mike Shields offers technical help in his column. While the opinions expressed in his column are his own, and the advise he gives is also his own (not to be confused with any 'official' or 'semi-official' or 'not official at all but might seem official' advice or comments from *ATPM*), he does think that he provides quality answers to your e-mail questions. Check it out for yourself! Send your inquiries to: <[macman@atpm.com](mailto:macman@atpm.com)>.

**Segments—Slices from the Macintosh Life:** This is one of our most successful spaces and one of our favorite places. We think of it as kind of the *ATPM* "guest room." This is where we will publish that sentimental Macintosh story that you promised yourself you would one day write. It's that special place in *ATPM* that's specifically designated for your stories. We'd really like to hear from you. Several Segments contributors have gone on to become *ATPM* **columnists**. Send your stuff to <[editor@atpm.com](mailto:editor@atpm.com)>.

## Let Us Know That You Know What You Know

**Hardware and Software Reviews:** *ATPM* publishes hardware and software reviews. However, we do things in a rather unique way. Techno-jargon can be useful to engineers but is not always a help to most Mac users. We like reviews that inform our readers about how a particular piece of hardware or software will help their Macintosh lives. We want them to know what works, how it may help them in their work, and how enthusiastic they are about recommending it to others. If you have a new piece of hardware or software that you'd like to review, contact our reviews editor at: <[reviews@atpm.com](mailto:reviews@atpm.com)> for more information.

**Shareware Reviews:** Most of us have been there; we find that special piece of shareware that significantly improves the quality of our Macintosh life and we wonder why the entire world hasn't heard about it. Now here's the chance to tell them! Simply let us know by writing up a short review for our shareware section. Send your reviews to <[reviews@atpm.com](mailto:reviews@atpm.com)>.

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## Wishful Thinking

**Wishful Thinking:** Is the space for Mac enthusiasts who know *exactly* (if you do say so yourself) what Apple should do with its advertising campaigns and product introductions. Have you come up with a great advertising tag line? What about that Mac campaign that has been stewing in the back of your mind? Send your big ideas (or your art) to <[editor@atpm.com](mailto:editor@atpm.com)>.

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## That’s It

We hope by now that you’ve found what you’re looking for (We can’t imagine there’s something else about *ATPM* that you’d like to know.). But just in case you’ve read this far (We appreciate your tenacity.) and still haven’t found that little piece of information about *ATPM* that you came here to find, please feel free to e-mail us at (You guessed it.) <[editor@atpm.com](mailto:editor@atpm.com)>.





This is the fourth in *ATPM's* series of Trivia Challenges. Subjects will vary, as will the difficulty level. Currently, they're just for fun. We are working toward awarding prizes for upcoming Trivia Challenges, as well as devising a way to make the contest as fair as possible. If you have comments, ideas, suggestions, or think an answer is in error, please email me and I will take your comments under advisement. Answers to this month's Trivia Challenge will be found in the next issue of *ATPM*.

I would like to congratulate A. Lee Bennett, Jr. for getting 9 out of 10 answers correct for Trivia Challenge #2 - Star Trek Deep Space 9!

X-Files fans should check out a great desktop picture called "The Mac OS Files", part of "Curt's Startupscreens-Volume II". Created by Curt McAloney, the Shareware collection is available at <http://www.geocities.com/~macplaza/desktopsy.html>.

I guarantee you'll enjoy it, and don't forget to pay your shareware fees!

## Trivia Challenge #4 — The X-Files

1. What is Dana Scully's middle name?  
A. Katherine  
B. Margaret  
C. Elizabeth  
D. Patricia
2. What is Fox Mulder's birthdate?  
A. 11/4/59  
B. 10/13/61  
C. 12/14/60  
D. 10/31/62
3. Who warned Scully of a possible attempt on her life?  
A. Muldur  
B. Skinner  
C. The Well-Dressed Man  
D. Cigarette-Smoking Man
4. Who is not one of "The Lone Gunmen"?  
A. Frohike  
B. Byers  
C. Langley  
D. Van Blundht
5. The Mulder family home is in what state?

- A. Connecticut  
C. Rhode Island
- B. New York  
D. Virginia
- 6.** Who almost kissed Scully while impersonating Mulder?  
A. Skinner  
C. Eddie Van Blundht
- B. Duane Barry  
D. Eugene Tooms
- 7.** Who healed the shooting victims at the fast food restaurant and then disappeared?  
A. Eugene Tooms  
C. Deep Throat
- B. Marita Covarrubias  
D. Jeremiah Smith
- 8.** Who killed Mulder's father?  
A. Cigarette-Smoking Man  
C. Duane Barry
- B. Krycek  
D. Flukeman
- 9.** Who told Scully: "Trust No One"?  
A. X  
C. Samantha Mulder
- B. Deep Throat  
D. Skinner
- 10.** What is the hometown of Sheriff Andy Taylor, who was killed by The Peacock Brothers?  
A. Home, PA.  
C. Rixeyville, VA.
- B. Qounochontaug, R.I.  
D. Dudley, AR.

## The Rules

Each question has only *one* correct answer. You may get help when needed. (Anyone who knows all of these answers is as sick as I am! ) The answers are stored in a hermetically sealed envelope guarded by a fierce Lhasa Apso named "Hammerli" who lives in our house.

## Last Month's Answers - #3 - Babylon 5

- 1.** Commander Jeffrey Sinclair travelled 1000 years back in time to become:  
C. Valen
- 2.** His last name is Naranek. His first name is?  
A. Kosh
- 3.** Who betrayed Sheridan to William Edgars?  
B. Garibaldi
- 4.** Who are Mr. Morden's invisible companions?  
D. Shadows

5. The space station Babylon 5 orbits what planet?  
B. Epsilon 3
6. Who saved Sheridan's life when he died on Z'ha'dum?  
C. Lorien
7. Who is Garibaldi's former girlfriend on Mars?  
A. Lise Hampton
8. Who is Delenn's protege?  
B. Lennier
9. Who is the head of the Psi Corps?  
D. Bester
10. Babylon 4 appeared after a 4 year absence in what area of space?  
C. Sector 14

## **Next Month's Trivia Subject: Star Trek Voyager**

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