ATPM

About This Particular Macintosh™ 3.01: About the **personal** computing experience™

Volume 3, Number 1
January 27, 1997

Send requests for FREE subscriptions to:
EditorATPM@aol.com

Cover Art

"Time Will Tell"
© 1996 Jonathon Baldwin
jonathan.baldwin@ukonline.co.uk
<http://web.ukonline.co.uk/Members/jonathan.baldwin/who.htm>
We need new cover art every month! Write to us!

Contributors

Staff

Artwork

The Tools

The Fonts

Cheltenham
Cloister
Garamond
Geneva
Gill Sans
Helvetica
Isla Bella

Where to Find ATPM

Online and downloadable issues are
available at the new ATPM Web Page:
http://www.museproductions.com/ATPM

America Online : search "atpm"
Info-Mac and all its Mirrors
Any others? Let us know!

ATPM is an MT/RPL Production
© 1995-97, All Rights Reserved

Reprints

The Legal Stuff

. . .

The Editors and Staff of About This Particular Macintosh would like to thank the following sponsors for their generous support of ATPM, the Macintosh, and all things cool. Sponsorship does not imply endorsement, and endorsement does not imply sponsorship. Click on each banner for more info. Thank you for your support.

Contact ATPMEditor@aol.com for more information.

Welcome

We Deny All Rumors…(Part II)

Back in June (issue 2.06), we used this space to deny the nasty, pernicious rumor that ATPM had been taken over through a covert operation spearheaded by the soon-to-be-later-named Editor. We appropriately and responsibly reported that the change in editorial control had nothing to do with this rumored activity. Suspiciously, the transfer of power did coincide with the rumor and our former editor hasn't been seen at ATPM world headquarters since. Still, we advised all readers to place no more credence in this story than they would if they were told that ATPM had finally set up its own domain name, established a new e-mail scheme, and added to its staff. We do, after all, wonder where these rumors get started. In totally unrelated matters, this month's feature story is entitled "What's NeXT for ATPM?" It includes information about our new Web site at atpm.com and the new e-mail addresses to reach members of the staff (especially the new ones!).

New rumors have now surfaced which suggest, among other things, that we have established a secret agreement with the leader of a south seas island to smuggle people back and forth as needed for our staff. Therefore, we decided it was in everyone's best interest for us to publicly state exactly how we do things at ATPM.

In that same June issue, you may recall that we were deep in negotiations with the Grand Pooh-Bah of a south seas island which had spawned some of our more itinerant staffers. To keep ecological and human balance, only one person was allowed off the island each year. There is absolutely no truth to the rumor that our former editor was secretly swapped for two islanders and an editor to be named later. Although we've recently added two new members to our staff, there is no basis to the story that the creator of ATPM was hog-tied, stuffed in a duffel bag, and traded. The fact that this island is rumored to be the home of a relatively new and mostly irreverent Mac-related Internet publication is merely coincidence. Now for the facts…

The Island of MacAdemia

The following is an honest account of what truly transpired (cross our fingers, hope to diet). During our most recent conversations with this island leader, we mentioned that we needed additional staff for our publication. The Grand Pooh-Bah had been eager to take possession of a Zip drive every since we exchanged a Power Mac 7100 for an island native who eventually became one of our former staff writers. For readers who inclined to know everything, the island is called MacAdemia. So far, it is uncharted (and we will keep the geographical coordinates to ourselves, thank you.).

During one of our conversations with the Grand Pooh-Bah, he recounted how a certain refugee had washed ashore on his favorite inlet beach. This man (referred to only as "the professor") had apparently escaped from another island in the short archipelago where he had lived for many years amongst shipwrecked companions. The professor (now known publicly as Robert Madill) was running away from someone called "Red Shirt, White Hat." From what we understand, the professor, a man of great learning, had been trapped on the island for many years with "Red Shirt, White Hat." He was forced to suffer horrific indignities of countless inane sitcom screenplays that Red Shirt, White Hat (also known to islanders as MacAdamia's "Nut") had written. When we first found Robert, he was intellectually dehydrated. He recuperated at ATPM World Headquarters by reading Adobe software user manuals, and became so proficient that he was offered a position at a university in Canada. We sent him by car so that he could be our first "Road Scholar." As of January 2, 1997, Professor Robert Madill has been added to ATPM's staff as Reviews Editor. Through the wonders of modern hypnosis if you ask him how long he's been at University he'll say more years than he can remember. Be careful, if you tell him the truth he might just "Howell."

Belinda J. Wagner is a native of MacAdemia. In fact, she was the island's top scholar. Actually, she was the only native scholar. All other members of the island's intelligencia had been sacrificed to the mountain god of smoke and fire (the island didn't have cable).

Belinda (not her birth name) was forced from the island because a scientific breakthrough she developed was gaining too much attention and the natives were afraid their exact location would be discovered. The island had its own natural food source and they were afraid that any notoriety would bring the people with golden arches (the island had its own version of a Happy Meal, but that's not germane to this issue). The Grand Pooh-Bah apparently likes his new Zip drive. We, in turn, like Belinda.

The name Belinda was given at birth (in island dialect) is "Qtmndesylkdw Bvcxzplesdfsw." Roughly translated it means either "Beautiful Moon Child by River at Dawning" or "Fat Goat Eats Hay All Day" (we're not sure which). In any case, Belinda discovered a technique that allowed for the surplus stock of 70's style polyester leisure suits to be recycled into the source material for Intel's MMX chip. We understand one reason for the delay in introducing this chip was a shortage of Lime Green Buchanan Plaid material. Rumor has it that if you play disco music near the new chips they automatically recalculate your spreadsheets and open your custom dictionary. Instead of declaring this a defect, Microsoft is hailing it as a new feature for the next upgrade of Microsoft Office.

Just so you don't think it's been all peaches & cream for Belinda, her family has recently suffered a loss. A gerbil escaped in her home and came to an untimely passing behind the refrigerator. To her credit, Belinda is turning this tragedy to triumph. Based on her experience and observations, she's submitted a grant request to study the potentially global implications of spontaneous collisions between lab animals and the moving parts of

potentially ozone-depleting appliances (labs are full of refrigerators and freezers). In this era of budget cuts we don't expect much in the way of financing, but we'd like some new wallpaper for our offices. It's a glow-in-the-dark Apple logo pattern on a white background (we're hoping to see a lot less red ink). It's similar to the Apple logo on our new home page (hint). Check out Belinda's new "MacAdemia Nuts and Bolts" education column in this issue.

Please enjoy our 1997 inaugural issue.

The ATPM staff.

P.S. Check out the new ATPM guidelines. They're "cyber-chic." That's French for Internet e-zine cool!

Email

Go NeXT!

Ironic I just got you new issue as the news breaks on what will Be the NextStep for the Mac!!

Jobs is back, click your heels three times please!!

Always Apple!

Michael Jardeen
ronin47@earthlink.net

. . .

Captivate-ing Comments…

Greetings.

I just finished reading your ATPM issue 2.12, and it struck me how the reviewer of Captivate 4.6 thought that the $90 dollar program was so incredible, and that it boasted several capabilities that "no other screen capturing program can handle," including capturing the cursor during a screen shot.

Quite a while ago, I was drifting around my FTP bookmark list, and I came upon the Ambrosia FTP server (ftp://ftp.ambrosiasw.com). I browsed through and downloaded a few of their many great shareware applications. Among them was Snapz 1.0.0. I read the Read Me files with it and decided that it sounded cool, therefore I installed it. It was great!

It can capture the screen at any time, including "when a screen saver display is on the screen," the middle of the action in a game," "while a menu is pulled down," and "while your Macintosh is starting up." [It has a user-definable screen shot key and an option to either hide or show the cursor while capturing the screen.]

Overall, Snapz is a great control panel put together by the folks at Ambrosia, and although it may not have all of those advanced features that Captivate does, all of that graphics processing and converting can be done in graphics programs with ease. After all, that is what graphics programs are for, right?

Snapz, only costing $15 to register, can do basically everything Captivate can do for $75 less. Snapz is 1993-4, and Captivate is 1996, according to the screenshot in ATPM 2.12, showing that Snapz was doing almost everything Captivate was two or three years ahead of time.

I hope this sheds some light on the area of screen-capturing utilities. If you really need $75 worth of advanced features, then buy Captivate. If you do not, then spare $15 for the developers at Ambrosia Software.

If the people up there at ATPM would like me to make this into a full fledged review either comparing the two or just reviewing Snapz, all you have to do is write back and give the word.

Matt Sanders
iamgreat@localnet.com

Bravo Matt "iamgreat" Sanders! We need more cheerleaders for shareware. But you're mixing apples and oranges (sorry for the cliche) by comparing Snapz to Captivate. I can only assume you have not used Captivate. You mention the higher cost of Captivate more than once and then allow that there may be more features to Captivate than Snapz. Your main concern seems to be the dollar figure. If you read my review carefully you will see that Captivate 4.6 is a suite of utilities and not just a great screen capture. Remember folks, you can always use command-shift-3 at no additional expense for a nifty screen dump.

Eugene F. Marotta (reviewer of Captivate)
Eugene_F._Marotta@designlink.com

Editor's Note: Please check out Matt's shareware review of Snapz in this issue.

• • •

More Captivate-ing Comments…

In the 2.12 issue of ATPM, Eugene Marotta (in his review of Captivate) said:

What's New in Version 4.6

The program has been enhanced to allow Power Mac users to capture the cursor

(currently, this is something no other screen capturing program can handle).

It sounds like Captivate is an interesting suite of products, but I beg to differ with the above sentence. I'm currently using a product called ScreenShot 2.5. It allows you to capture the cursor (despite what Mr. Marotta says). It allows you to capture the full screen, a specific object, the entire screen, or a selection. You can save in PICT, TIFF, GIF, JPEG, PNG, or Startup Screen, save directly to the scrapbook or the clipboard, or send directly to the printer. You can scale the result. It can capture menus, and it can append info (the program the shot was taken in, and the date & time the shot was taken) to the bottom of the shot. In fact, from the picture in the review, I'd say that ScreenShot can do pretty much whatever Captivate can do, except the delayed capture.

This product was formerly a shareware product. The last shareware version was 2.01. It's now commercial - $49.95.

I don't intend this letter as an argument, I just wanted to point out that - for those of us with less than ample pockets ::grin:: - there are frequently less expensive solutions.

I love the ezine. It's informative and well written. Keep up the good work! ...

Sue
Chakonkmas@aol.com

Sue your point is well taken. I did not review the commercial version of ScreenShot. However, Captivate gives you a dialog box indicating a successful screen capture instead of just a quick flash. Also, you have the option of selecting an application in which to view your captures. For example, say I use BrushStrokes as my main graphics application, any screen capture I make is automatically in BrushStrokes format (or Color It, or any other program I designate). I'm not aware of whether you can do that in Screen Shot. The shareware version of ScreenShot gave me screen freezes on my Mac IIvx. Since using Captivate 4.5 (along with its other utilities) and the newer 4.6, I experienced no screen freeze problems. The upshot is (Are you reading this Matt?) when you get a product that is good as a shareware one at a reasonable price, the next step is for it to "go commercial" and double the cost. To paraphrase Lee Iococa, "If you find a better screen capture program, buy it."

Eugene F. Marotta (reviewer of Captivate)
Eugene_F._Marotta@designlink.com

• • •

What could Be NeXT?

Heeees Back!!!

...Does Steve plan to be Insanely Great or mainly Greatly Insane? Will he have a kindler and gentler reality distortion field? Jim Kelly GLOBEDC@aol.com

I bought stock in Apple (again) 3 weeks ago. now I'm delighted I did! I welcome the Mac OS, and hope all the PC bigots at work will eat their heart out!!

Keep up the good work, Claris, Apple and NeXT!!!

Sincerely,

Phil C.

• • •

Not NeXT?

Hi, As a Mac fanatic for eleven years I feel that NeXt is not the way to go. I don't think it has the respect in the industry as Be does. Also I've not heard anything about NeXt for years. The BeOS sounded modern and very exciting. NeXtOS is unknown to me and probably to alot of others. Of course that could be the media's fault for not covering them. But this move does not fill me with a lot of confidence. But Apple has beaten the odds so many times that they have it down to a science. Even if I am the last Mac user on Earth, I will still believe that I have a superior machine.

Pete Davis
Macarcher@aol.com

• • •

We'd love to hear your thoughts about our publication. We always welcome your comments, criticisms, suggestions, and praise at EditorATPM@aol.com. Or, if you have an opinion or announcment about the Macintosh platform in general, that's ok too.

What's NeXT for ATPM

BY ROBERT PAUL LEITAO, rodestar@aol.com

Last June, RD Novo, ATPM's creator and founding publisher, turned over the e-zine to Michael Tsai and me. Danny, as we have come to know him, is an extraordinary writer and a very talented man. The day-to-day responsibilities of About This Particular Macintosh were distracting him from what he enjoyed most about ATPM - exploring the personal computer experience. We wish Danny the best in all his endeavors and we very much appreciate, through his generosity, the wonderful opportunity that ATPM has been for Michael, me and the other members of our e-zine staff.

This is the eighth issue Michael and I have published. I can honestly say that I enjoy working on About This Particular Macintosh more and more each month. In last month's Personal Computing Paradigm, Michael revealed to ATPM readers the rather large geographic distances that separate members of the ATPM staff. For example, Michael lives in a bucolic area of the East Coast, while I live in the hustle and bustle of Hollywood, CA. What he didn't mention is that he and I have never met. Nor, as of this writing, have we ever exchanged a phone call. Between our personal experiences and our mutual affection for the Mac, we put together this e-zine using the Internet as our only avenue of communication. For the record, I once sent Michael a small package by U.S. Mail, but that was because I was sending him a CD-ROM and not just the data that it contained. It actually took more time for me to pack it, drive to the Post Office, have it weighed and get it stamped than it would have taken to send the data via the Internet. We do live in amazing times!

Mike Shields, our opinionated Associate Editor for Opinionated Stuff, has been with ATPM just a little while longer than I. His column, Macman to the Rescue, debuted a couple of

months before I began writing Apples, Kids & Attitude. Robert Madill, a steady reviewer for ATPM begins his new role as Reviews Editor this month. This issue premieres Belinda Wagner's Education Department, disguised as "MacAdemia Nuts and Bolts." We are happy to have our Webzinger, Evan Trent, who joined us this summer, putting his many talents to work on our new web site.

The reason for reciting this litany of events and people is because ATPM started as a fun, zany and cool Internet e-zine dedicated to celebrating and exploring the personal computer experience. No other personal computer is as personal as a Macintosh. On this point, the editors and most of our readers will agree. It is our desire that this stated premise of our e-zine never changes. ATPM really is a collective product of different people who collaborate via the Information Super Highway. As a result of our efforts, we hope that you find technology a bit less impersonal and a bit more interesting and fun.

With each issue ATPM continues to grow. We are very grateful that many of you have told your friends about us. The more we grow, the more we can accomplish in terms of product reviews and building other areas of content. With our growth comes many challenges and opportunities. To accommodate the interests of our readers, ATPM is expanding our web site and making a few other enhancements I would like to mention in some detail.

In this era of bulk e-mail and automated lists, ATPM stands apart in that each e-mail letter sent to us is individually read. We learn a lot about what you, our readers, like about ATPM from the e-mail we receive. Please continue to send us your feedback. For the record, ATPM's e-mail list is not for sale, rent or hire. We believe it is a privilege to have each of you as a reader. We value your trust and confidence. You will not receive any bulk mail solicitations from us, nor will we allow anyone to use our list to send you unsolicited material.

At "press" time, ATPM is in the process of setting up a new Web site and we have established Domain Name Service as atpm.com. We will advise you when the new URL is up and running. In the interim, please use the current URL <http://www.museproductions.com/ATPM>. We will set up an automatic forwarding from the old address to the new one. In addition, we are creating an expanded e-mail system to allow you to contact each of us from the new Web site. We will advise you as soon as the new e-mail addresses are operational.

We will be maintaining an e-mail presence at American Online with the screen name <EditorATPM@aol.com>.

From your e-mail responses we are aware that not all of our readers currently live in a 28.8 kbps or faster world. In addition, a few readers have mentioned that their Internet Service Provider has trouble with e-mail attachments. In response to these concerns, we are posting issues of ATPM in HTML on our Web site so they can be viewed with a web browser. A new "notification" category has been added to our e-mail list options. Readers on this list will be sent a notification whenever a new issue is posted to our web site. More information about these options can be found in our newly-revised "Guidelines" section inside.

Since ATPM's beginning in 1995, the number of users, sites and sophistication of software on the World Wide Web has exploded. Our goal is to keep pace with advances in software and other Web-related technologies while adding new content to our site as it becomes prudent.

For example, the ATPM Reader Page o' Links feature was started with the idea of allowing our readers to share their favorite Mac-related web sites. The response was so encouraging that we will continue expanding the list to create the best Mac-related web resource available. So, please keep sending us your Web site recommendations.

As we begin 1997, we are excited about the future for ATPM and for individual Macintosh owners everywhere. About This Particular Macintosh is intended to be about your Macintosh, my Macintosh and the creative, personal ideas and experiences of everyone who uses a Mac. Our goal is to continue to be faithful to that mission.

In closing, we'd like to once again acknowledge the contributions of RD Novo. His decision to create ATPM was a good one. We believe our decision to expand the scope and reach of our e-zine is a good one, too. We also would like to thank Matt Sanders for his contribution of our new splash screen artwork (shown again at the top of this article) and H.M. Fog for his work as our intermittent cover story writer. Equally important, we'd like to thank you, our readers, for your continuing support and faith in our efforts.

What's NeXT for ATPM? Just wait and see. We think the Mac-using world will become even more fascinating. It's our desire to be there with you.

Robert Paul Leitao is the Managing Editor of ATPM, and he writes Apples, Kids, & Attitude *each month.*

Field of Dreams...

It was the summer of 1968. For a young boy from Fall River, Massachusetts, it was also the year that followed the "Impossible Dream" season of the Boston Red Sox. I've mentioned before that Carl Yastrzemski, the former Red Sox left fielder, was one of my childhood heroes. 1967 was a Triple Crown year for the man simply called "Yaz." He led baseball's American league in Home Runs, RBIs (runs batted in) and in batting average.

As remarkable as Yaz's 1967 performance had been, so were the collective performances of other, lesser known players who helped the Red Sox capture the American League pennant and brought the team to within one game of the world championship. It was called the Impossible Dream year because the Red Sox had finished the 1966 season in almost last place. This Cinderella era was, unfortunately, not without tragedy. Tony Conigliaro, the Red Sox outfielder and up and coming league star, was felled by a errant pitch that essentially ended his promising career. The incident was so graphic that after it happened even "real men" of the time began wearing batting helmets.

In the summer of 1968, the memory of the extraordinary 1967 season was still fresh in the mind of this young boy as he went about the serious business of being a kid. It was a hot and humid season in Cherry Hill, New Jersey. There was a 7/11 convenience store within a very short drive that stocked the boyhood summer essentials - ice cream, candy, cold soda and... baseball cards. Though I had already bought a lot of cards that year, I still didn't have my 1968 Carl Yastrzemski baseball card.

I remember being excited that summer, less by the hope that the Red Sox would repeat the prior season's performance and more because my grandfather was coming to visit. I very much liked my grandfather. He was the only person I recall that set-aside time just to be with me. He emigrated to the US during his teen years and made a living for awhile, from what I understand, planting and grafting trees for people. I remember long drives with just my grandfather and me as we toured homes and gardens where he had worked many years earlier. There was always a bag of candy in the glove box and, with just enough conversation to maintain my interest, we would quickly "visit" the work he had done many years before. After my family moved to New Jersey, I did not see my grandfather nearly as often as I once did and I very much looked forward to his visits.

Unknown to me at the time, this trip would was one of the last occasions I would ever see my grandfather. The memory of that visit has stood in my mind for almost thirty years. It wasn't so much what my grandfather said as what he did without needing to say a word. Every morning during his visit, he and I would get in his car and take the short drive to the

7/11. And, every day as we arrived at the store, he'd hand me a $1 bill to buy baseball cards. In that year's currency it meant 20 packs of cards, each with 5 cards, for a grand total of 100 baseball cards a day! Fort Knox might have had some gold, but this little boy wanted his Carl Yastrzemski baseball card!

It isn't always easy waiting for what you want. In the years since my grandfather's last visit, the things in life that I want may have changed, but deep inside is that same boyish desire. Unfortunately, many of the things I truly want are no longer found at the convenience store nor can they necessarily be purchased with money. But, without my grandfather's help, I seemed no closer to that summer's dream of getting my Carl Yastrzemski baseball card than I am to many of my dreams today.

Life was a bit different in 1968. To a young boy growing up during what we now call the "Wonder Years," TV and neighborhood friends occupied most of my time that wasn't spent in school. Color TVs were being purchased by many people for the first time. Young and old alike were quite captivated by what we sometimes called the "boob tube," especially when its offering could now be viewed in color. However, our "interactive" capabilities were limited to the TV channel selector. Either we watched what was offered on a particular channel or we didn't. During the summer of 1968, Neil Armstrong's lunar landing was still a year away and hand-held calculators for students and consumers were a few years into the future. Thoughts of owning or using a personal computer occupied only the minds of science fiction writers and a few of their readers.

That era's version of today's video games was the pin-ball machine. For two player interactive action we had Ping-Pong tables. Since very few of my friends had either, it left lots of summer hours for backyard baseball games. Each of us pretended to be our favorite all-star. We had our own play-by-play monologue which told of dramatic, make believe events that surrounded us whenever we were "at bat." The usual scenario was: two outs in the final inning of a decisive game that only our favorite hero could win for his team. These backyard musings were the closest many of us would ever come to meeting the legends of our childhood. One reason we had such strong affection for baseball cards is that they represented a tangible connection, however remote, to the sports stars that seemed bigger -than-life.

I don't remember my grandfather being a baseball fan. But that's part of the point. He didn't need to be one. What mattered to him was that I was a baseball fan and he wanted us both to have some fun. It was a chance for a sharing of the moment between young and old that might be captured in a Norman Rockwell style painting. To him it was Americana. To me it was Carl Yastrzemski on card and in my hand.

My grandfather also seemed bigger-than-life to me in many ways. Here was a man who made simple things an adventure. Whether it be collecting eggs from his backyard chicken-coop while I (not always successfully!) dodged the angry pecks of his rooster, or his planting of the watermelon seed that had just dripped off my cheek as we sat to enjoy a natural snack, my grandfather and me just seemed to enjoy our time together. In the eyes of a "not-so-impartial" young boy, he seemed able to do things that few other people knew how to do.

One of the things that I remember most about spending time with my grandfather is that we were always doing something - driving, playing, digging, planting, reaping. building, laughing. His backyard, as I remember it, was the closest thing I've ever seen to a

vegetable and fruit forest. He was always making something with his hands. As a second-generation American, I'm sorry so many of those skills have been lost by the members of my family in the ensuing years.

Instead of being on a farm or field, I spend much of my time at a desk, staring at my monitor. One of the reasons that I enjoy being a writer may be because it's one of the few opportunities I have to tangibly build something (in this case a column or article) that I hope is constructive and positive. While my materials may be an alphabet and a keyboard instead of seeds and lumber, it is my desire that the words I choose help build images and ideas in the minds of the readers.

As you may imagine, I spend a lot of time using my computer. It is my window on the world, my artist's palette and my work tool. For my personal dreams and desires, it's often my "message in a bottle," too. The Internet is a vast "ocean" of information and places. Today it is at least as intriguing as TV was when the visual image changed from varying shades of gray to the 60's version of "living color."

When I think of the 1967 Red Sox, what still strikes me as remarkable is the level of competitive play for a group of mostly lesser know players. Day in and day out, game in and game out, they battled through the season's schedule and into the American League pennant race without knowing for sure where they would ultimately end up in the standings. As it turned out, the league championship wasn't decided until the final moments of the season. In retrospect, what I think was remarkable about my grandfather is that he was an ordinary man who sometimes did extraordinary things. Even if it only meant taking a moment to share the dreams and desires of his grandson. He didn't know whether or not I would get my Carl Yastrzemski baseball card during his visit. But he did take the time and he did make the effort to share my dream.

As Mac users, we know the past few months have been filled with surprises from Apple Computer; not the least of which is the acquisition of NeXT Software and the return of Steve Jobs, Apple's co-founder, to an advisory role with the company. It brings to mind the extraordinary events of twenty years ago when two remarkable people, working together in a garage, started a legend and a company now called Apple Computer.

Despite our efforts, none of us are perfect nor can we be expected to be at our best all day, every day without let up. I think it's also a mistake to expect a group of people or a company, such as Apple Computer, to perpetually make every decision and react to every circumstance in a manner that only hindsight can deem correct. That expectation is an inappropriate burden to place upon any group or individual.

Apple Computer decided that it needed help in developing its next generation OS. The company chose to look to outside sources, deciding it was better to acquire other people's work that could be adapted to its own work (in this case the work done by NeXT Software), than it was to fund the development the new OS almost exclusively in-house. There has been so much written about this decision and so much debate about whether or not the company should have acquired the Be OS instead, that I don't think it's of much value for me to add my view on the matter.

More importantly, I think we need to give everyone involved a little bit of credit for making a decision that will lead to the release of the next generation Macintosh OS. Too often I think that we expect the party's involved in these decisions to be constantly

bigger-than-life or super human. It's not easy to stand at a cross-roads, knowing that any road you take has some pitfalls and hazards. The road to Apple's next generation OS has been chosen. Let's see where it takes us.

What Wozniak and Jobs were able to do in a garage twenty or so years ago was remarkable. So too was the development of the Macintosh technology a few years later. It's the stuff that legends are made of. But legendary things can't be foretold nor should they be constantly expected. They're more apt to happen when fewer people are looking.

In 1967, it's what happened on the last day of the regular baseball season when the Boston Red Sox found themselves in first place. It's also what happened that next summer, as I sat quietly in the living room, probably holding my breath, as I opened just about my last pack of baseball cards that were courtesy of my grandfather. There, in the middle of the pack, was my 1968 Carl Yastrzemski baseball card. The stuff that boyhood memories are made of.

Today, I also have a special dream. I'm no closer to that dream now than I seemed to be to my Carl Yastrzemski baseball card back in 1968. I'm hopeful. Life is full of surprises. That summer's visit was about the last time I ever saw my grandfather. I don't recall if I looked to see how happy that small moment may have made him. Back then all I saw was a childhood hero's picture printed on card stock and neatly placed in my hand.

Now, when I think of that moment, it means so much more. I have no idea what happened to that card over the years. But it was one moment out of life that taught me to maintain hope; that dreams and desires can come true; that asking for what you want can have merit. I'll keep asking. We'll see what happens.

I think the next several months are a time for quiet confidence in Apple Computer. I'm not saying we shouldn't make our views known - I believe we should succinctly and forthrightly state what we want in a new operating system. Remember, it's the meek, not the weak that will inherit the earth. What I am saying is that Steve Jobs, Gilbert Amelio, Marco Landi and Ellen Hancock can not be expected to do extraordinary things every moment of every day. Even the bigger-than-life memories I have of my grandfather don't include that super human quality.

As Mac advocates I think we need to battle each day, every day as best we can. Some days will be better than others. I believe the standings at the end of this season will speak for themselves. You never know where Apple's next all-star will come from. My view is we will all be pleasantly surprised. Stay tuned...

Musical Operating Systems

"Not everyone we're talking to is talking to you." That's what Ellen Hancock, Apple's Chief Technical Officer, told the press when it jumped to the conclusion that Apple was going to buy Be Inc. of Menlo Park, California. No one, it seems, believed her. It's too bad they didn't, because most major Mac magazines ran a cover story telling about Be OS being the future of the Mac. Instead, as probably every Mac user knows by now, Apple bought NeXT Inc., the company Steve Jobs founded when John Sculley forced him out of Apple. In his new position, Jobs will report directly to CEO Gil Amelio. He's not coming back empty-handed. Since 1988, NeXT has been developing their own operating system called NeXTstep. You might wonder, "Why would Apple bring back Jobs to get its hands on an operating system from the '80s?" One answer is that NeXT was revolutionary in the '80s and widely thought of as being ahead of it's time.

But what about Be? It's revolutionary today and already (in pre-release form) runs on the PowerPC microprocessor in PowerMacs. What's more, the aquisition price would probably have been cheaper than that of NeXT. There are several schools of thought on this issue. I'll present some facts and let you draw your own conclusions.

Be™

By now, you've probably heard that Be Inc. was founded by former Apple executive Jean-Louis Gassée and developed the operating system software called Be OS. What you might not know is that Be OS is currently installed on PowerMacs — through a developer release. I received DR 8.2 of Be OS for Power Mac earlier this month with my subscription copy of *MacTech*. The software very cleverly — and quickly — installed itself on a partition of my main hard drive, and despite cautions about data-loss, proceeded without a hitch. Double-clicking the Be OS Launcher quit all open, Mac applications, purged the RAM of the computer, and launched Be OS. The startup process took only a few seconds before I was greeted by the Be desktop, complete with [the dock] along the left side of the screen.
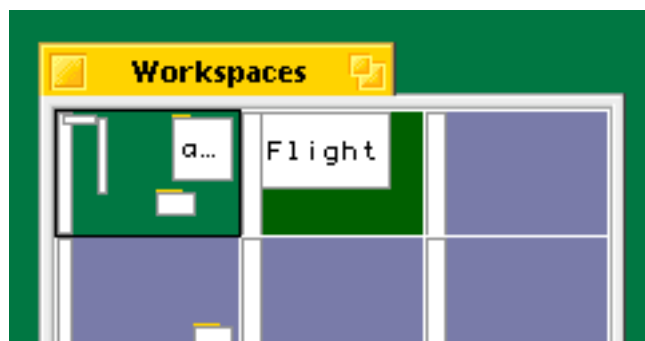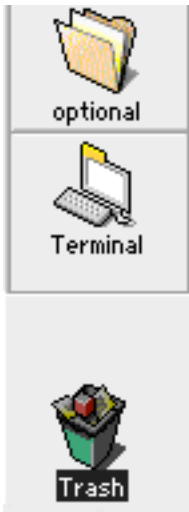

BeOS Launcher

The Be OS is a truly modern operating system, mainly because of its recent entry into the field. It supports protected memory, which prevents a crash in one application from bringing down the entire operating system; pre-emptive multitasking, which allows the user interface to respond even while processor-intensive tasks are running; symmetric

multi-processing, which lets all software take advantage of having more than one processor; and a fully object-oriented programming model, which makes it simpler for programmers to write code and integrate it with the operating system.

Be OS' interface is different from the Mac, but intuitive enough that anyone familiar with a GUI could learn it in short order. The dock on the left edge of the screen is a place to store documents, applications, and folders for quick access — not unlike the Apple Menu and Launcher. At the top left of the dock is the Be menu, which can switch between open applications. To the right of the Be menu is an iconic menu belonging to the active application. Some application windows have an additional menu bar (à la Windows). I find those somewhat annoying because there isn't seem an easy way to know which commands are located in the dock menu, and which are in the window's menu bar.

A nice feature of the Be OS is its Workspaces. You can have more than 30 different Workspaces, arrangements of windows which reduce screen clutter. For instance, I could open NetPositive, the Be web browser, in a workspace and use it to read several different chapters of the online user manuals (each in its own window). Then I could open up the CodeWarrior IDE to write a program, and open the CD player to listen to some music. All of this could be done in one workspace (as on the Mac), but it would lead to overlapping windows and "clutter."

In Be OS, individual processes can be opened as separate workspaces. The currently active workspaces are displayed in a window. Switching between workspaces is easily done with a mouse click. You can even move windows within a workspace from the Workspaces application.

Finally, the Be OS is very responsive. I was easily able to duplicate the famous demo of Be OS's multitasking on my PowerMac with 4 QuickTime moves playing simultaneously.

However, there are two things I don't like about the Be OS — first, all of its user interface elements are displayed in low contrast (probably worse than Windows in this regard) and a few are strange. Second, it isn't a complete product. Printing, color management, and other basic features are unfinished. This last problem is most likely the reason that Apple decided not to use Be OS as the foundation for its next-generation operating system (pun intended).
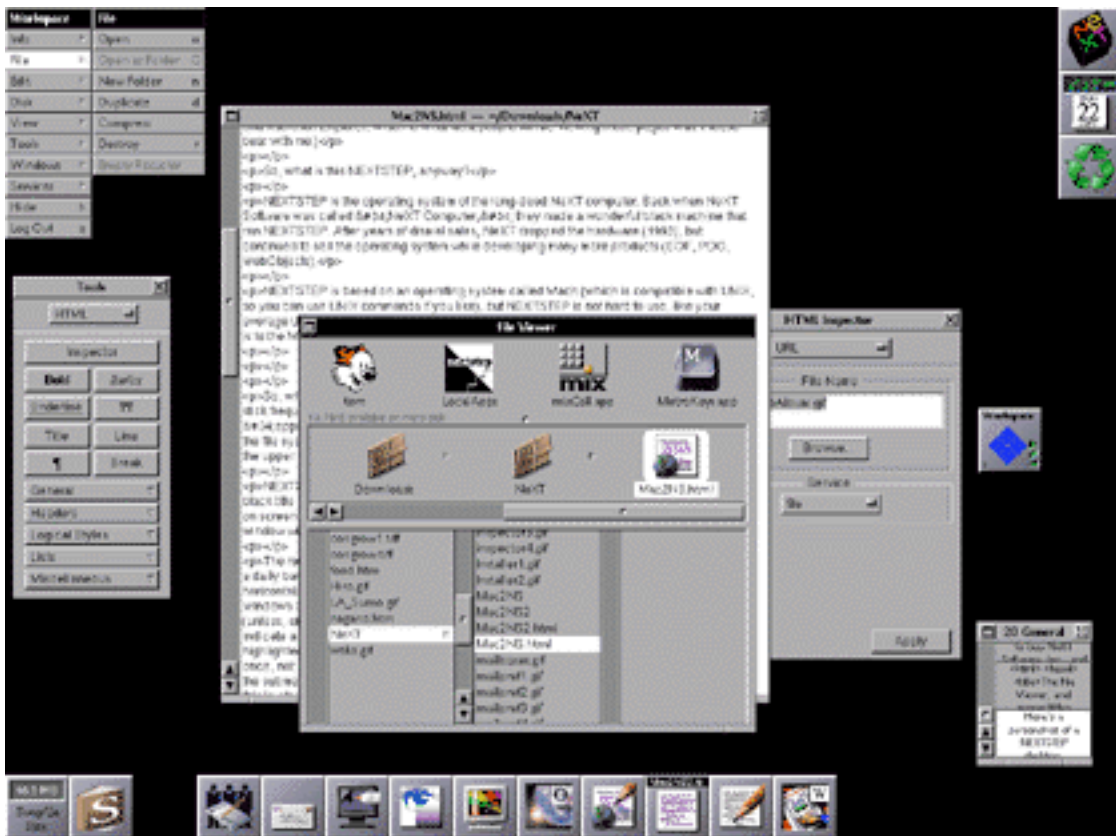
Let's start by clarifying some terms. Since NeXT is relatively new to the general public, there is some confusion about terminology (I may not be clear about everything myself). The company Steve Jobs founded upon being forced out of Apple was called NeXT. Currently, NeXT's main product is NeXTsetp, the operating system that ran on the (now discontinued) NeXT hardware line. Apple plans to integrate NeXTstep into the development of a new Mac OS.

OpenStep is a platform-independent Application Programming Interface (API) developed by NeXT and used in NeXTstep. OpenStep is similar to Mac Toolbox. It's what programmers use when they write software to run under NeXTstep. OpenStep sits above the microkernal, the part of the operating system that interfaces with the hardware (in NeXTstep, the microkernal is called Mach). Programs written for OpenStep are platform independent — they can be run on any computer with OpenStep, no matter what its processor type or

underlying kernel architecture.

Unlike the Mac OS and Windows, NeXTstep is based on UNIX, the popular (or unpopular, depending on who you consult) operating system used on "big computers." Thus, NeXTstep is inherently powerful in terms of multitasking, memory protection, and network security. No one, with the possible exception of NeXT, has yet managed to design an operating system based on UNIX that is user-friendly, in other words, a system that hides its "UNIXness." But if anyone can "clean up" the NeXTstep interface, make it easier to use and more accessible to new users, it's Apple. Let's hope they don't forget how important their "polished" human interfaces are.

It's evident, by looking at NeXTstep, that Steve Jobs borrowed a lot of ideas from the Macintosh. At the same time, however, he made quite a few interface refinements. The most striking change is the gray and black interface. It looks intimidating, although, in reality, it is not difficult to use. The next noticeable difference is the lack of a menu bar. Instead, a menu pops up from the upper left corner of the screen revealing submenus with names similar to traditional Mac menus. Although a little more mousing is required to get to your menu choice, NeXTstep menus are "sticky" (as Windows menus are) to make submenu navigation easier.

NeXTstep windows are quite different from their Mac counterparts. For starters, the "close window" box is on the right side of the title bar and looks like an "X" (as in Windows 95). Also, the vertical scroll bar is on the left side of the window, presumably because the mouse is more frequently used on the left side of the screen. As with Windows 95 and Be OS, scroll bars are proportional. In addition, there is a dot in the middle of the scroll thumb. If you click in the scroll bar, the center of the scroll thumb (where the dot

is) will move to where you clicked, scrolling the window contents appropriately. Finally, scroll arrows are positioned next to each other. While this looks strange at first, it is actually a great timesaver, especially with large windows.

The Choice

So which is better: NeXTstep or Be OS? I'll let you be the judge of that. They both have strengths and weaknesses, and neither one has been widely used as yet. I don't think it was a question of which operating system was better overall, but rather, which was better for the Apple of late 1996. NeXTstep is here now, running on machines in finished form, and has been for years. In several contexts, NeXTstep is less modern than Be OS, which may have been, in the long run, the better choice. However, if Apple had chosen to integrate its technologies into Be OS, finish the unfinished portions of Be OS and create a compatibility layer, there might not have been a "long run." All I can say is that I hope Apple's decision to go with NeXT was based on the technical merits of the operating system or on a shorter timeline for getting a finished product to market, rather than Steve Job's remarkable salesmanship.

Apple claims it will ship a release of its next-generation OS to the public by January 1998. That's a very tall order and I have difficulty actually believing it. Months before then, a retail version of Be OS that will run on certain PowerMacs and a Mac emulator (from FredLabs) that will run popular productivity software within a Be workspace will be available. Some might view this as competition which will negatively impact Apple's bottom line. I think that, in this case, the more operating systems and software packages that run on Mac (and clone) hardware, the better. It will put pressure on Apple to make its delivery promises. If Apple misses its deadlines, there will be a high-performance alternative that runs on Power Mac (and PPCP) hardware.

Musical Operating Systems

Rhapsody, Apple's next-generation operating system, was announced at the MacWorld Expo in San Francisco this month. Although a bit vague, the announcement provided some important information about how Apple plans to integrate Mac OS and NeXT technologies. According to Apple, a "preview" (without System 7 application compatibility) release of Rhapsody will be available to end users in about a year. Hopefully more details will be available by next month, when I'll focus on Apple's Rhapsody plan, what it means to Mac users, and what it means to our way of computing.

MacAdemia Nuts and Bolts

Welcome! ATPM is celebrating 1997 and Macintosh's unique niche in the Education sector by inaugurating this quarterly column. MacAdemia Nuts and Bolts will highlight cost-effective, innovative solutions geared toward enhancing curriculum content and effectiveness with computer and multimedia technology with curriculums. Of course, it will often feature Mac hardware and Mac-only software, but not always. In fact, this month's solution is cross-platform (but has more flexibility when implemented on a Macintosh).

For a new column, it's best to begin at the beginning. So, this inaugural education column will focus on the elementary grades K-5. I must admit up front that I cheated on this one. Horrors!!! Cheating on an educational column!! In my defense, January tends to sneak up so quickly after the hubbub and chaos of the Halloween-to-New Year's blitz of holidays. But first a little background...

[Psst! I'll give you a hint...my daughter Nicole attends elementary school.]

Our yearly School Open House Night is held in August. We meet our child(ren)'s teachers, sign up for PTA, enroll the kids in morning and/or after-school care, etc. Parents are also targets. It's almost as though teachers have a quota for getting a certain number of parents to commit to Volunteer service which can range from arranging flowers for the cafeteria tables to serving on various committees. Kindergarten parents don't count. You can spot 'em a mile off. They have that "deer staring into oncoming headlights" look to them (I was no exception, by the way). This year, Nicole was entering first grade. I was fair game and yes, I got nabbed!

First there was the gerbil adoption… It started innocently enough. Nicole and I were foster parents to the Kindergarten gerbils, Fuzzy and Ernie over the summer break. I agreed to keep these creatures to stave off Nicole's constant begging to get a puppy. We already have a cat. Our lifestyle is too mobile. A dog would be too much. So, we gave gerbils a try. Gerbils, feline and humans survived summer vacation with flying colors. I agreed to adopt two baby gerbils from the school's breeding pair on Open House Night when we returned Fuzzy and Ernie...

My appointment to the Media and Technology Committee is an event for which I have only myself to blame. My biggest adjustment during Nicole's Kindergarten year was relying solely on her for information. Prior to Kindergarten, she had been entrusted to a small cadre of child care providers — three to be exact. I never realized how much I relied on these wonderful people for feedback about Nicole's activities. Nicole is a very imaginative child and at five, she had yet to fully grasp the difference between truth and

"make-believe." My solution to the lack of reliable feedback was to engage in short, frequent conversations with her teacher by walking with Nicole into class almost daily.

These five minute talks were very informative. For my part, I encouraged Nicole's teacher in her quest to learn e-mail. Telephone calls during the business day are difficult. First, there are only three phone lines for the entire school (one line's use is shared between phone calls and Internet access). E-mail was a good solution for us to schedule parent-teacher conferences, be informed about special class events, etc. For her part, she sent me one of her very first e-mails. I responded immediately with a congratulatory note sent by "Electronic Postcard." Viewing these postcards requires no other software than a Web browser capable of displaying graphics. The addressee receives an e-mail saying that they have been sent an Electronic Postcard by "so-and-so" with a "pick-up number" and instructions on how to "point" the browser to retrieve the card.

Armed with this incentive, Nicole's teacher approached the Media Center coordinator and asked to learn Netscape in order to pick up her postcard. This took no time at all (early mornings were best for accessing the phone line and the server) and I was greeted that morning with a big, warm hug as the teacher exclaimed, "How did you know I loved the beach?" (The card depicted a famous painting of a beach chair.)

Nicole's teacher was so tickled by the Electronic Postcard that she sent one to everyone for whom she had an e-mail address. She also taught other teachers how to send and retrieve postcards using Netscape. The cascade had begun. Teachers were cruising along one lane of the information superhighway and loving it. Except...

They couldn't surf. They had no time for it. Remember, a single phone line was shared amongst all classes for Internet access and was used at other times for telephone calls. Postcards were fun, but what about stuff for the kids? Where was that? Yahoo searches brought up too many hits. Browsing through them was tedious because most were irrelevant. Few teachers had computers, let alone modems, at home. They were losing interest…

At Christmas, Santa brought me a 28.8 modem and I had free Internet access from home through my employer. Saturday and Sunday morning coffee time was spent cruising the 'Net instead of channel surfing or rifling through Science or Time magazine. I previewed sites geared toward younger students. I found some real gems. One was a site dedicated to students for whom English is a second language (ESL). Nicole's school is an ESL center in our district. I e-mailed the URL to her teacher. When the ESL teacher was searching for ways to get her kids interested in the Internet, Nicole's teacher had a resource to share.

Thus was born my latest nickname, "Technazon." So... I was in the crosshairs for being appointed to the parent slot on the "Media and Technology Committee." Teachers were gunning for me with both barrels. I was a goner...

The first meeting of the Committee started at 7am. How fitting. I am not a morning person. At that hour, the stark contrast between academic (or business) professional computing and the resources available to the average elementary teacher took on mythical proportions.

Some of the challenges:

"How can we use Internet resources in the classrooms that are housed in 'trailers'?" (Many schools in our district have anywhere from 1-20 mobile home-type trailers to house overcrowded students in extra classrooms beyond the building's capacity.)

"What do I do when I can't get onto the server during my class' computer lab hour?"

"How can we be sure that the kids are safe when they're on the Web?"

"Can more than one class construct Web pages? How do we store all the files and still use only one copy of a program?"

"I'd really like to use something like WebWhacker to view sites offline, but how can I get them from one hard drive to another when they're too big to fit on floppies?"

The Realities:

Even when the school's LAN is set up and a direct Ethernet connection to the Internet via the district server is established, trailers won't be networked in until much later.

The "cream of the crop" machines in the computer lab (mostly LC 560s) have 8Mb RAM and 100Mb hard drives. Computers housed individually in classrooms tend to be older with less memory and hard drive storage.

Little money is available to upgrade memory or other hardware or to buy multi-site licenses for software that will be used occasionally.

Even for teachers who have home computers, after-hours access to the Internet is virtually impossible because the district server is swamped during evening hours. Underpaid teachers are not inclined to pay personally for work-related Internet access.

A Solution!

The school is now the proud owner of an Iomega Zip Drive (hopefully, the first of several), a cost-effective yet elegant solution to the realities and needs of both teachers and students.

How Will It Work?

First, those drives are fast enough that you can run software directly off a Zip disk. Some software will be used by several classes or teachers, but usually no more than one or two at a time. Instead of buying a multi-site license, the school can save money by purchasing one or two individual copies and installing them on Zip disks. Zip drives are relatively inexpensive and portable. Similarly, Zip disks cost about $15 or less and hold 100Mb of data, the equivalent of about seventy 1.4Mb floppies.

Second, 100Mb of storage is enough for storing Internet resources, images, and other large

files offline. Student works, class projects or teacher materials about a particular topic can be stored together on a single disk. Disks can be shared between schools, classes, students, teachers, parents and other education partners. Storing large amounts of related files and data on Zip disks keeps valuable hard drive space free on computer lab and classroom machines. Data can be easily updated or copied as necessary.

Currently, Claris Home Page is installed on a Zip disk and was used to design the school's Web page <http://mts.admin.wsfcs.k12.nc.us/brunson>. Software and files were stored together on the disk. The Media Center coordinator worked on the project by toting the 1 pound drive between home, school and District offices with ease. After creating and testing the site on a local computer, files were uploaded to the server directly from the Zip disk instead of tying up precious phone lines transferring large files via modem. Adjustments to the uploaded files were made using the Home Page application running from the Zip disk while the drive was connected to a terminal on the server network.

Other software, like Adobe's Photoshop or PageMaker, can be installed on their own Zip disks, too. These expensive and feature-rich programs are usually considered too luxurious for elementary schools because their power is needed only occasionally. However, using the Zip drive/disk solution, several classes or even several schools could combine financial resources and buy one or two copies to share.

Ethernet connections to the Internet are very fast. Teachers can save time by performing searches, downloading individual files or, using an application like WebWhacker, entire Web sites for offline viewing on a computer with an Ethernet connection. Increasingly, files have become too large for storage on standard 1.44Mb floppy disks. With Zip disks, teachers and students can take advantage of an Ethernet connection on one machine for downloading and still be able to view those files later on a different computer.

Macintosh's PC Exchange software permits writing to or reading from Zip disks formatted for IBM-compatible platforms. Data can be imported from or exported to DOS or Windows machines. If a teacher or student has an IBM-compatible computer available outside of school, Zip disk contents can be viewed and worked on after school hours or during school holidays. At least one parallel port Zip Drive will probably be purchased by the school in the near future and made available for loan.

Offline storage of Web pages solves other challenges besides Internet access. First, Web pages can sometimes "disappear." A valuable resource here today might be gone tomorrow. Second, educational institutions are accorded some privileges for using copyrighted materials that do not extend to the public domain. Sharing resources offline among other educational institutions is allowed, but publishing on public servers would, in some instances, be a violation of trademark or copyright. Third, children's privacy issues limit how students' images and documents can be mounted on public servers.

The Zip Drive "solution" I've described will not be common in business or higher education because networks already exist and people have more reliable access to them. Furthermore, people in these environments need more frequent, if not constant, network access. This need justifies the expense of installing and maintaining a public server or "intranet" and regular upgrades to remote users' hardware and software. Schools, on the other hand, have different priorities and more limited resources.

It turned out that the breeding pair of gerbils had produced a litter of three rather than

their normal two offspring. Apparently, the word had gotten out that we were adopting at least two gerbils. At Open House, four different families asked whether we would be adopting all three babies or just the two I'd planned for (we live in a rather small city). I was reminded that gerbil littermates bond quite strongly. More than once I heard how cute they were and how horrible it would be if one gerbil suffered emotional damage from being "abandoned."

You guessed it... Nicole and I came home that evening the proud new "parents" of Fluffy, Hubie and Elizabeth. Two boys and one girl. My future was "littered" with visions of baby gerbils galore. Agreeing to adopt three gerbils and serve on the Media and Technology Committee probably won me "Most Gullible Parent" award. But the real prize goes to whoever can figure out whether the gerbil who met its maker not too long ago under my fridge was a boy or girl!

One thing I look forward to in sporting my new editorial "hat" is feedback. Please write! Do you like (or dislike) MacAdemia Nuts and Bolts? How is your community integrating computers with curriculum? What are your educational challenges? Do you have a solution you'd like to share? My goal is to highlight a variety of educational settings - public, private, home schools, and alternative education programs. Also, learning is a lifelong endeavor. All grade levels and ages have challenges - K-12, college, graduate, bi-lingual, special, remote, and adult education. Please share your experience!

Most importantly, does anyone know if, when and how many baby gerbils I might have up for adoption?

January 4th, 1997.

I turned 37 today.

Someone chose to jump off of a building where I work this morning.

Life ends. Life goes on.

This would be a really great intro for a "Why the Mac isn't dead" column, but I haven't got one in me.

And I'll tell you why.

Everyone's already written about it. You know the reasons, so I don't have to rehash familiar territory. I even alluded to it a couple of months or so ago. Gareth Chang, VP in charge of alot of things here at Huge, is on the Apple Board of Directors. Furthermore, Ziff-Davis wouldn't be spending thousands of dollars on focus group studies.

If It's Not Scottish, It's Crap!

MacUser magazine is published by the fine people at Ziff-Davis. I have nothing but the highest praise for these people. After all, they brought me together with seven others to talk about the wonders of their fine publication. I guess being Macman has it's advantages. It does, however, confuse the people that know I'm really Batman.

We compared it to MacWorld on various issues such as readability, value, style, and if the amount of help is really helpful (my personal favorite).

MacUser won hands down. MacWorld is a good magazine, and personally, I subscribe to both (as well as MacAddict, but that's another column). We all decided that while MacWorld is good, it's for the high-end or technically elite user. MacUser, on the other hand, is for everyone.

We didn't know that hidden behind the two-way mirror was Pamela Pfiffner, MacUser's editor in chief (her picture in the mag doesn't do her justice, btw). After we extolled the virtues of MacUser, she came out from behind the mirror and pointed out things the magazine is trying to improve. She also mentioned things that she felt weren't working well, as well as some features they had recently introduced. For instance, have any of you noticed the Bookmark feature? Well, I hadn't until she told me about it. Now, three issues

later, it's a valuable research tool. Check it out for yourself in every issue of MacUser, on sale now at a newsstand near you. If there aren't any near you, move.

Colonial Movers - We Move Anywhere

How many of you have a DirecTV satellite dish? One, Two, Three? Ok, Ten. Did you know that DirecTV is a subsidiary of Huge Aircrash? Well, it's true, take my word for it, and it's not pretty. Apparently, DirecTV can dictate where entire divisions of Huge employees may keep their offices. The DirecTV building was, until recently, shared with Huge. Then, DirecTV decided they needed the entire thing. They couldn't lease the building across the street that is almost entirely vacant. That would be too easy. Instead, four entire floors of Huge employees had to move their offices to other buildings. So, for me, Christmas Break (which I didn't get, btw) was spent moving three hundred Macs and PC's to another building.

To do this, you must, of course, move people out of the building that you're moving into. This concept gives new meaning to the phrase "dense pack." Anyway, the division we were moving had wised up, so they were mostly using MacIntoshes. Which means that I, your friendly neighborhood Mac Tech, was on the case. While you were having Christmas Eve dinner with your families, I was making sure that various Macs, in all their myriad configurations, had been reconnected properly and had their correct IP address.

This went relatively smoothly, with only a few minor glitches. You see, some people aren't as 'gung-ho' as I am about IP addresses, and they were busy thinking about what they'd be getting for Christmas. Therefore, I had the 'opportunity' to check everyone else's work. A certain tech, who shall remain nameless, apparently decided to walk around to all the machines to which he was assigned and say, "They're done!" without actually doing anything. Needless to say, this guy didn't come back after the lunch break we were so graciously given. The break for lunch was, of course, meaningless. All the businesses around Huge were closed, because Huge was observing it's annual Christmas shutdown. But I digress. So, instead of playing Marathon 2 with all the other techs, I availed myself of an opportunity of a lifetime -- to double-check this technician's 'work'. Which I did. Now, this guy still works here, which proves the theory that even the worst of us can still contribute. Actually, everyone is clamoring to have him fired.

This Is Project Houston. You Will Be Assimilated. Resistance Is Futile.

Now, regular readers of Macman will recall that I've spoken of this Black Monolith previously. It turns out to be worse than I expected.

First, I was told I won't be going to Tucson for training. Instead, Houston training will be done in Long Beach. Which raises the question, "Just how long is that beach?" Actually, it's ok, because it means I won't have to be away from my family for a week.

However, at this same time, I was noticing the Houston installs going on around me.

Let me back up. For those readers who have just joined us, Project Houston involves

removing all the commercial applications from local desktop machines, and putting them on a server for everyone to use. Supposedly this will save the company millions of dollars in license fees, and the headache of having to do software updates on every single desktop.

Destroying the reason for going to distributed desktop applications in the first place.

Project Houston is not to be confused with WorldFest Houston, where I'll be entering my screenplay into in a couple of months (not that you would, mind you, but mentioning it serves as a reminder that I still need $600K to underwrite production costs).

Anyway, here in 'the bullpen,' we've had a PowerMac 6100 'Houstonized,' apparently for our protection. They even put a nifty blue star on the machine so that we know it's been Houstonized. What they didn't tell us is that now, it takes six minutes to fire up Excel. There are, of course, ways around this tiny restriction, but you get the idea.

Also, we've found that the lowly LC III (upon which I'm currently typing my column) isn't good enough for Project Houston. It's too slow. When I was informed that Huge wanted to move my mailbox to the Houston server, I replied, "How long will it take you to archive 6000 messages?" To which they said, "Let me get back to you." They never have. So, maybe resistance isn't futile (and can be fun).

It is possible that, one day, my mailbox will go away. Then, I can make a phone call and state, "Houston, we have a problem…"

Friendly Advice, From Your Friendly Neighborhood Macman.

Ok, just a couple this month. Here's the first:

Problem With Diskdoubler

I am Juan Rodriguez and live in Canary Islands in the Atlantic
Ocean. Ihave the disk doubler, but I have a problem. I has compress with
Diskdoubler a lot of programs but has try to open but issue a window:
"… D.D. repair…."
how resolve I this problem?
Thank you

Juan Rodriguez
cinetik@i3d.es

Ok, this deserves a serious answer; but without more info, I can't really proceed. I haven't played with DiskDoubler recently, as I prefer the Stuffit line of compression utilities. What I can tell you is that having everything compressed is not always a good thing. The last time I checked, you need enough space for both the compressed and de-compressed app files before it can open and do what you want. You might want to check and see if your disk is too full. This is what I did when I first discovered file compression.

Another possibility is that your installation of DiskDoubler has been corrupted, in which case a complete reinstallation should fix your problem. Maybe one of our other readers has a different take on this.

• • •

Now, I received the following at my aol address:

I am Richard Lang and I need help!

So I figured, MacMan to the Rescue! And opened it up, only to be assaulted with this:

> I am a real human being on the other end of this E-mail and my message is accomplishment, happiness and enhancing your income. If you are not interested simply point and click delete.
>
> We have developed the most incredible marketing system of the age, I will send it to you absolutely free of charge and with no obligation.
>
> With our system we are on the verge of breaking every record in the industry. This business is your Touchdown!
>
> Over the years I have been approached with many "so called business opportunities" and I have an idea of what you are thinking now. Understand this, if you give me the opportunity I will help you succeed.
>
> I have achieved financial independence and will teach you the simple process that may change your future. It is as simple as that, you have nothing to lose, start now.
>
> Reply with you name, address and telephone number, better yet just call me at home in Woodland Hills, California if you like and let's get started now, I need your help. [Number deleted to protect the guilty. Although, I'm sure you could look it up.]
>
> Sincerely,
>
> Richard Lang
>
> PS Why not you, why not Now?

First, stealing from Reagan is a cardinal sin. Second, this is what I and almost everyone else on the 'Net calls 'Spam,' (referring to, of course, the Monty Python sketch -- you know the one). Now, spam artists are here to stay. However, you can make their lives miserable. If you receive something like this, you can try forwarding it to their postmaster and getting their account revoked. Problem is, they are aware of this tactic, and usually put a phoney e-mail address in the header. However, we are using the most sophisticated tool around. The Mac and its attendant software is on the case. You see, even though they use a phoney e-mail address, they usually don't take the time to 'phoney up'

the header info that is sent along with the message body (because most people don't know about it). So, if you use either Claris Emailer or Eudora to read your e-mail, you can usually access this info with a simple command character. Now you can e-mail their postmaster. Or, you could send them a mail bomb (now, I would never really advocate this). However (and I am speaking purely hypothetically), it could be alot of fun. So, go forth, and sin no more. Or, you can go fifth.

That's it for this month. As you know, I can always be reached at Mshields@ccgate.hac.com. Also, for you perspiring screenwriters out there, check out my review of Final Draft 4.1 elsewhere in this issue. I'm sure some of you have gotten some new software or hardware for Christmas, so I'll expect a boatload of questions for next month. I'll also be talking about why working for a big company isn't necessarily a good thing.

Mike Shields is a perspiring Screen Writer who needs $600,000 to produce his recently finished screenplay. He can be reached at Mshields@ccgate.hac.com or ATPMOPed@aol.com. Or, if you just have a Mac question, that's ok, too.

REVIEWED BY ROBERT PAUL LEITAO, *rodestar@aol.com*
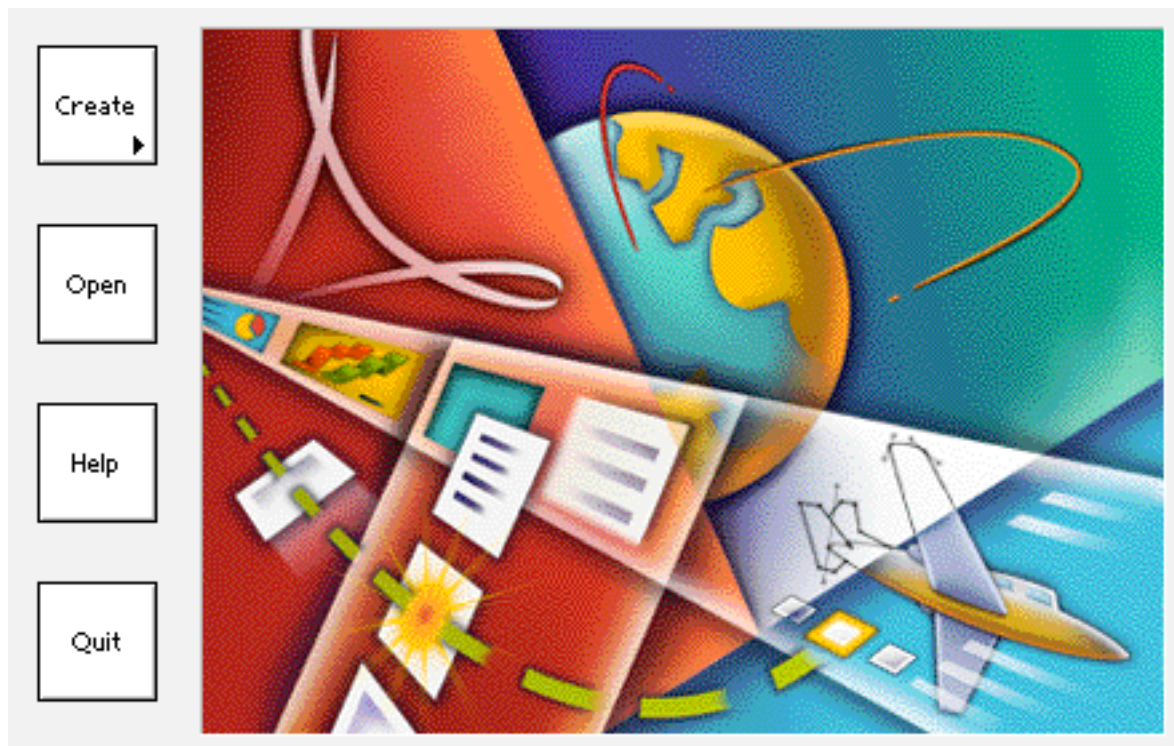
Adobe Persuasion 4.0
No Arm-Twisting Required!

Product Information:
Manufacturer: Adobe Systems
Sugg. Retail Price: $395.00
Street Price: $259.00

Readers of my regular monthly column, Apples, Kids & Attitude, are aware of my personal liking for many of the software products released by Adobe Systems. As a long-time Mac user that has watched Adobe Systems for many years, I can remember when the company was known less for its graphics software such as Photoshop or Illustrator, and known more for being the company that helped launch the desktop publishing revolution through the development of the PostScript technology. Back then when you thought of Adobe you thought of fonts - hundreds of them! The company literally changed the way we communicate with words. Now, the company's products impact the way we create, manipulate and present images, and the way we combine images with text.

Not too long ago, Adobe Systems acquired a software company called Aldus (the "official" term used was merger). Whatever the business combination may have been called, the net effect was that Adobe added to its product line the powerful page layout software called PageMaker, along with a few other applications that were part of the Aldus portfolio. One of the other applications acquired from Aldus was a piece of presentation software called Persuasion. Just recently Adobe Systems released a major upgrade to Persuasion (version 4.0). I'm happy to have the opportunity to evaluate this updated package for ATPM's readers.

As I mentioned earlier, I very much like the software products released by Adobe Systems. One of the reason for this is that each of the software applications works well alone, but also works well (virtually seamlessly) with other applications in the Adobe line. For example, I like the way that Photoshop images can be brought into my PageMill documents. I'm also impressed with the way the latest versions of Adobe Photoshop and Illustrator work with one another. As of this writing I'm eagerly awaiting my upgrade to PageMaker 6.5. I plan to do some of my more sophisticated web page design work in PageMaker.
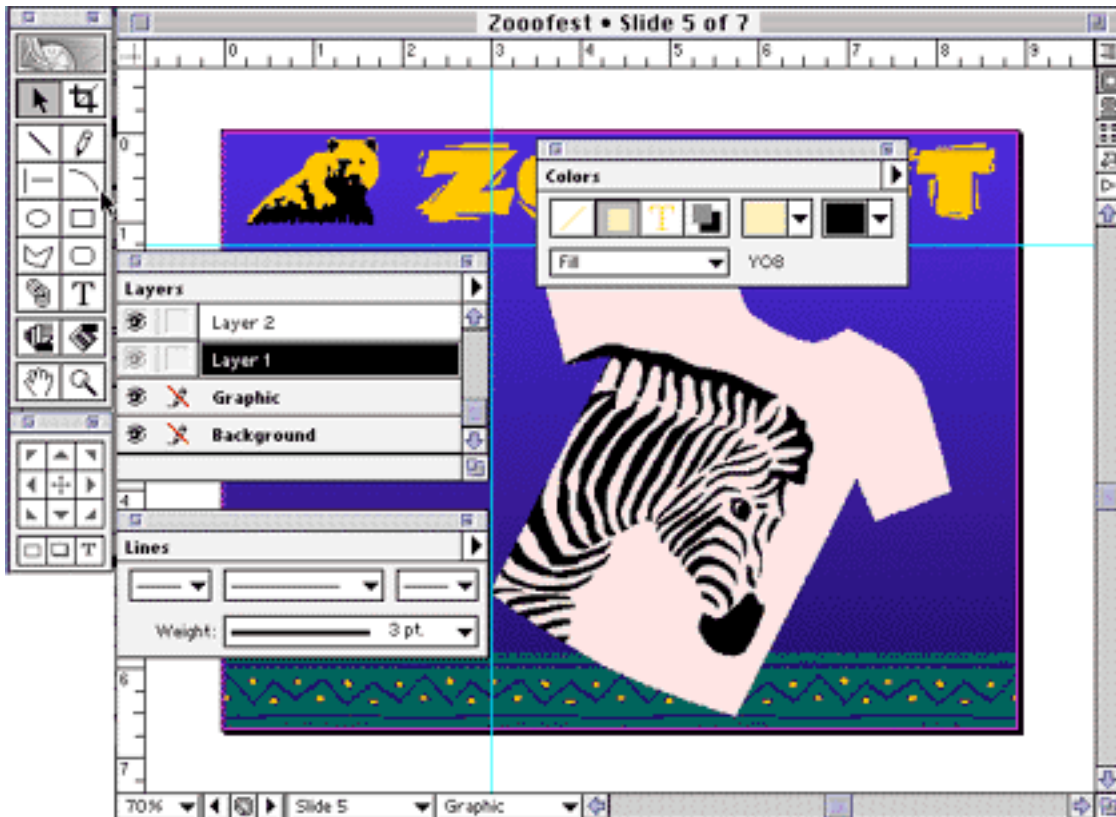
In my view, any evaluation of an Adobe design, layout or presentation package must be considered not just as a stand-alone product, but also as a product that is specifically positioned in the Adobe product line so as to work as part of a complete design, layout and presentation solution. The way that Adobe applications work with one another I believe is a real "value added" benefit to users. The ability to quickly and easily move text, graphics or even whole documents from one Adobe application to another — sometimes to different file formats — without hitch or glitch is a real plus for today's professional designers, business users, teachers, students and many home users. Not only does this ability save time, but it can also extend the usefulness and increase the versatility of one's work.

With all this in mind, I took a look at the new version of Persuasion 4.0. Before I even opened the box I knew that one of the more important features, especially for people who currently use Microsoft's PowerPoint for presentations, is that Persuasion comes with a conversion utility for PowerPoint. This utility will allow people the opportunity to use Persuasion's powerful features to update and revise presentations that have been created using PowerPoint by converting them to Persuasion presentations. A second important feature of 4.0 is that each retail package of Persuasion comes with two fully licensed versions of itself - one for Macintosh and one for Windows. For those of you who work in multi-platform environments, this is a real plus. It will allow you to use Persuasion and Persuasion files on both Mac and Windows based machines.

Among the other "goodies" included in the CD-ROM package are: Adobe Acrobat Distiller 3.0, Adobe Acrobat Reader 3.0 (also available for free downloading from the Adobe Web site), more than 100 auto templates and over 500 editable color clip art files, Adobe Type Manager, and 20 free fonts. Like most everyone, I like extras in my software packages — especially items that can help me improve my work or the manner in which my work is presented, on screen and on the Web. The CD-ROM also also includes Persuasion Player which provides you with the ability to distribute presentations to people who don't own a copy of Persuasion by exporting your work as a Player file.

My first step in the evaluation process for any sophisticated application is how quickly I can be "up and running" with the new software. My second step in the evaluation process is determining how soon I'm reasonably satisfied with the appearance of my work while

following the the user guidelines. I rely on Adobe products to be usable at varying levels of experience and skill. Adobe Persuasion was no exception. Within just a few minutes of working with the tutorial, I felt comfortable working with the software. The illustration below is a screen shot from my computer while using the application's tutorial. It shows an Adobe Illustrator graphic (the Zebra T-shirt) being added directly into a presentation. Persuasion does allow for native Photoshop files, with layers intact, and native Illustrator files to be imported directly into presentations.

Secondly, I liked the menus and palettes (The colors, layers and lines palettes can be seen in the above image.) and the ability to easily format data into presentation form. In addition, Adobe Persuasion allows you to drag and drop graphic or text-based web links from a web browser directly into presentations. In fact, you could build an entire web site using Adobe Persuasion (More on this a little later.).

As I began to work more and more with the software, it becomes quite apparent, as I suspected, that with this this latest update to Adobe Persuasion, the company had positioned this product as an important presentation tool that not only works well on its own, but it also integrates well with Adobe's design-related software. The look and feel of the product (including, for example, the user interface, the layers palette and the menu organization), have become more consistent with other Adobe products. New features also allow users to incorporate movies and sounds in their presentations, and there is a single-step export of presentations to Acrobat's PDF format.

As with most of Adobe's products, I was impressed by the ease with which I was able to use Persuasion from the moment I opened the box. Add to this the auto templates and the easy-to-follow tutorial, and I was quite satisfied by my ability to work confidently with

the application. I believe that users who invest the time working with Persuasion will develop a real proficiency with this application within a short period of time.

Persuasion does rely on Adobe Acrobat's PDF (Portable Document Format) for web versions of its presentations. Several web browsers can view PDF documents, and the format has some advantages over HTML in that you have the ability to control text flow and the positioning of graphics. However, the reliance on PDF for web versions of presentations may be a drawback to some buyers.

The Adobe-Aldus combination provided Adobe Systems with the opportunity to pursue an important goal — to transform electronic communication in the same manner that it transformed print communication. Persuasion 4.0 is an additional resource from Adobe that can help you effectively present words, images (and even moving pictures) on screen and on the Web.

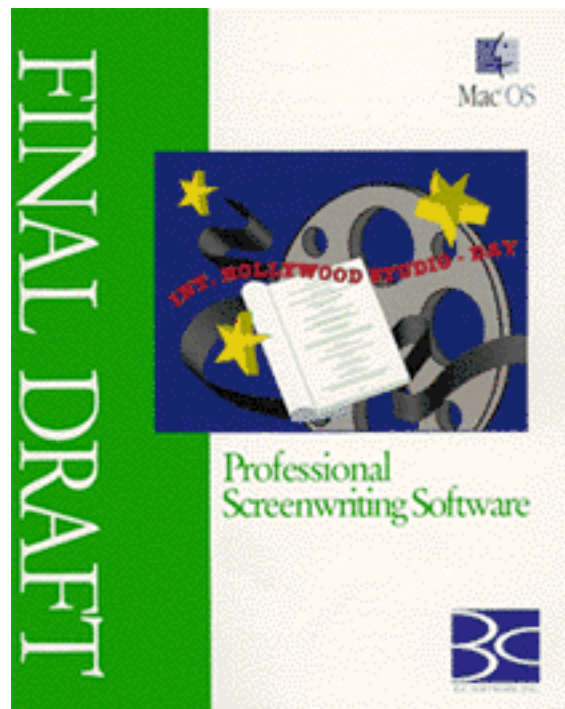Persuasion 4.0. No Arm-Twisting Needed!

This Review is © 1997 Robert Paul Leitao.

Final Draft 4.1

Product Information:
Manufacturer: BCSoftware, Inc.
Sugg. Retail Price: $299
🔵 <http://www.bcsoftware.com>

FINAL DRAFT

MacOS

Professional
Screenwriting Software

BC

As regular readers of my column, Macman to the Rescue!, already know, I'm putting together a movie package. Part of that package is my screenplay, "Diamond in the Rough." I thought it was time to use a full blown 'screenplay processor' application. I received my review copy of Final Draft on the same day I received an entry form for Chicago's 'Cinestory' contest. I took this as an omen.
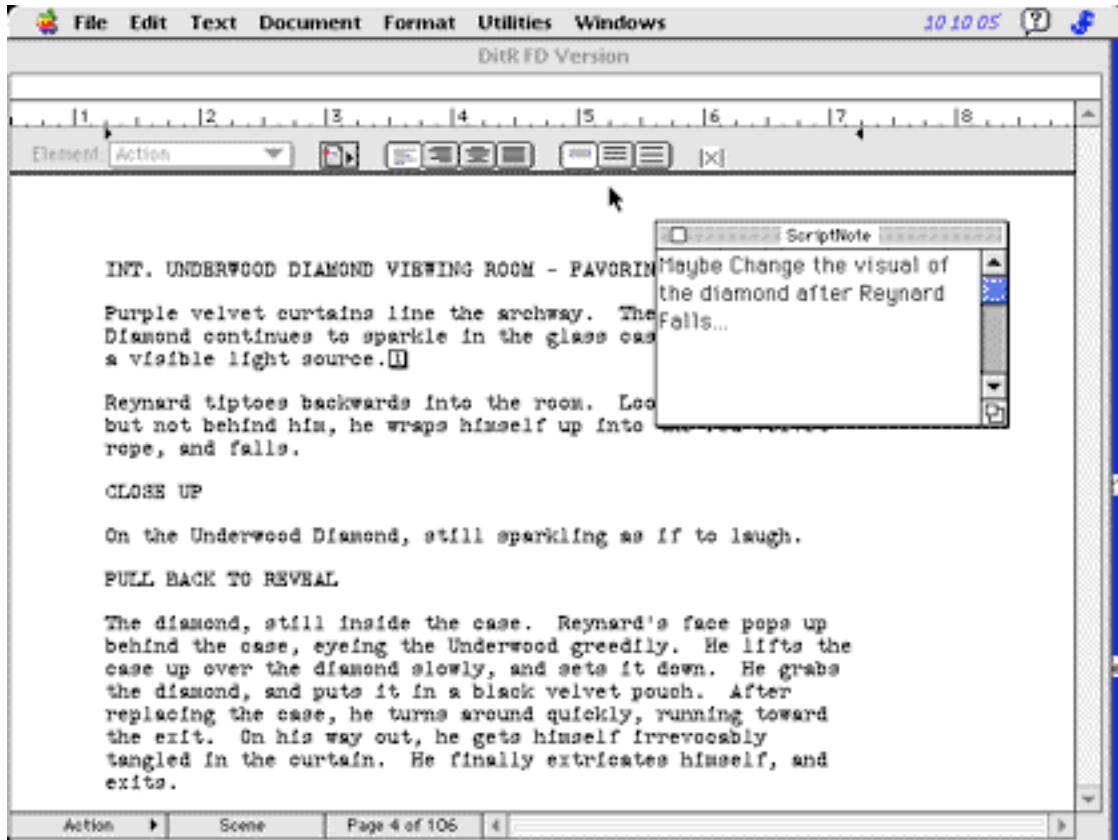
So, I did the first thing I do whenever I receive a new piece of software. I opened the box.

Installation was a snap. Two disks contain the software proper; the third disk is a Hard Disk Key Authorizer, BCSoftware's version of copy protection. The Key Authorizer allows you to install Final Draft on two different computers (e.g., home and office, desktop and laptop, or yours and a partner's). A warning is attached to the key disk: Be sure to uninstall the authorization before you optimize or reformat your hard drive.

After installation, I imported my script, which was previously formatted as a Microsoft Word file, into Final Draft. Ok, so it wasn't that simple. First I had to convert the script to Rich Text Format (RTF) in Word. After that adjustment, Final Draft performed like a champ on the import. However, I apparently imported the wrong version of my script, because, after opening the file in Final Draft, the scene and page numbers were in the

wrong places. It took only a quick five minutes to correct the problem.

The manual is extremely well written. However, as with most Mac software, I simply didn't need it. Menu selections are simple and straightforward. Everything you expect to find in a normal word processor is available in Final Draft, such as: Cut and Paste, a Spell Checker, and an excellent Thesaurus (which is a word for which I'm still trying to find a synonym).

What makes Final Draft special are the 'ups and extras.' If you want to place a "Post-it™" type sticky note at a particular place in your script, "Script notes" let's you do it. "Smart Type" is a feature every word processor should have. Final Draft's version keeps character names and sluglines in a special list that you can call up at any time and modify by adding to, delete from, or editing text. For example, if I have a character named Rumplestilskin, the most I'd probably need to type is "Ru," and Final Draft will supply the rest. This saves me twelve keystrokes and much wrist strain if he's a main character in my opus. Another fine feature is "Select Current Scene" found in the edit menu. If you decide to put scene A after scene B, simply click anywhere within scene A, goto Select Current Scene, and bingo, the whole thing is highlighted. A simple "Drag and Drop" later, and the order of scenes is changed.

Formatting your work as a proper screenplay is simple. Hold down the Command key and the toolbar provides styles of Slugline, Action, Character, Dialogue, Parenthetical, and Transition. Selecting a style, type your description or dialogue, and Final Draft puts it in screenplay format automatically. I also like the assumptions that the software makes. After a slugline, it converts to action style. Tabbing from there brings up a Character name

input, after which the format drops into dialogue. After a transition, a slugline appears. Transitions have their own preselected choices, including Cut To:, Dissolve To:, Wipe To:, etc. You can also create your own. Of course, screenplay writing for the spec market of late has dropped its tradition of providing the explicit transitions. We're supposed to leave it to the director (as if he or she knows anything).

If you're planning to write "The Great American Screenplay," "Sitcom," or "Stage Play" (Final Draft provides special sitcom and stage play formats, too.), I highly recommend Final Draft 4.1 for Macintosh. A Windows™ version is also available. About the only thing I found lacking was a grammar check, which I missed since Hollywood seems to be allergic to passive voice these days. Although I chose not to enter the Cinestory competition, after an afternoon with Final Draft, my screenplay, "Diamond in the Rough," is ready for Sandra Bullock.

REVIEWED BY EUGENE F. MAROTTA,
Eugene_F._Marotta@designlink.com

Power/Pac 1 (Auto F/X Corporation)

Product Information:
Auto F/X Corporation
Black Point HCR 73, Box 689
Alton Bay, NH 03810
Phone: (603) 875-4400
Fax: (603) 875-4404
Home Page: <http://www.autofx.com>
Retail Price: $249 (Catalog price under $200)

System Requirements:
Power/Pac 1 is used in conjunction with the Macintosh version of Adobe
Photoshop 3.0 or later. It requires Mac OS System 7.x, at least 16 MB RAM and a CD-ROM drive.
Full installation uses about 45 MB of hard disk space and 6 MB for the light install. Power/Pac 1
modules execute from within the Adobe Photoshop application and do not need any additional RAM
beyond Photoshop's requirements.

Power/Pac 1, on CD-ROM, is a special effects program which contains 12 unique modules
that seamlessly integrate with Adobe Photoshop 3.0. With these
modules you are able to create artwork using edges, drop shadows, and textured effects that
turn your art work into real attention-grabbers.

Here is what Power/Pac 1's twelve modules enable you to do:

1. "Auto/Emboss" raises artwork out of colors, textures or photos.
2. "Auto/Focus" adds a selective focus area to any image while softening background and
images like a soft filter on a camera.
3. "Auto/Glow" adds a halo or an "aura-like" glowing effect to any artwork, including
multi-colored and gradient glows.
4. "Auto/Path" automatically draws precise paths around artwork.
5. "Auto/Recess" sinks artwork into colors, textures or photos giving the illusion of
depth.

6. "Auto/Saturate" selectively and incrementally desaturates colored areas of an image.

7. "Auto/Select" removes the white background from artwork and places just the artwork on a transparent layer in either a solid or translucent state.

8. "Auto/Screen" adds translucent screens, textures, or colored graphics over type or images.

9. "Auto/Shadow" adds drop, cast and gradient shadows to artwork, with soft, textured or edged looks.

10. "Auto/Textures 1" contains 500 textures such as marbles, paper, artistic patterns, organic surfaces, etc.

11. "Auto/Textures 2" contains 500 textures that include geometric patterns, natural surfaces and more organic surfaces.

12. "Typo/Graphic Edges" makes type, logos, or other graphic elements assume any of over 10,000 weathered, distressed, roughened, grunged or edged looks.

In conclusion, you don't have to be a professional designer to justify getting Power/Pac 1. The accompanying Users Guide is well-illustrated, with plenty of information and ideas to get you in the creative mode. You'll find Power/Pac 1 a useful resource to Adobe Photoshop. It'll save you lots of time and give you a better focus toward giving your artwork a finishing touch that is out of the ordinary. Here are some ideas: Web page graphics, multimedia presentations, dust jacket covers, videos, brochures, advertisements, newsletter, catalogs, annual reports, and more. Power/Pac 1 is easy enough to use that you can start doing eye-appealing effects quickly.

Take heart! An upgrade to enable Power/Pac 1 to work with Adobe Photoshop 4.0 is in development! Expected availability date is currently the last week of January. This upgrade will be available free to all registered users as a download from the Auto F/X website, or as a CD direct from Auto F/X (add $10 for shipping/handling).

This review is ©1997 Eugene F. Marotta. <http://home.earthlink.net/~emarotta/>

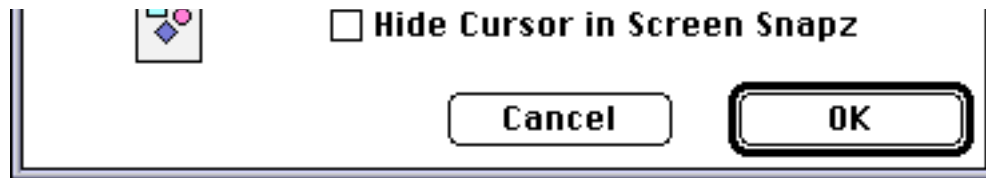SHAREWARE REVIEW
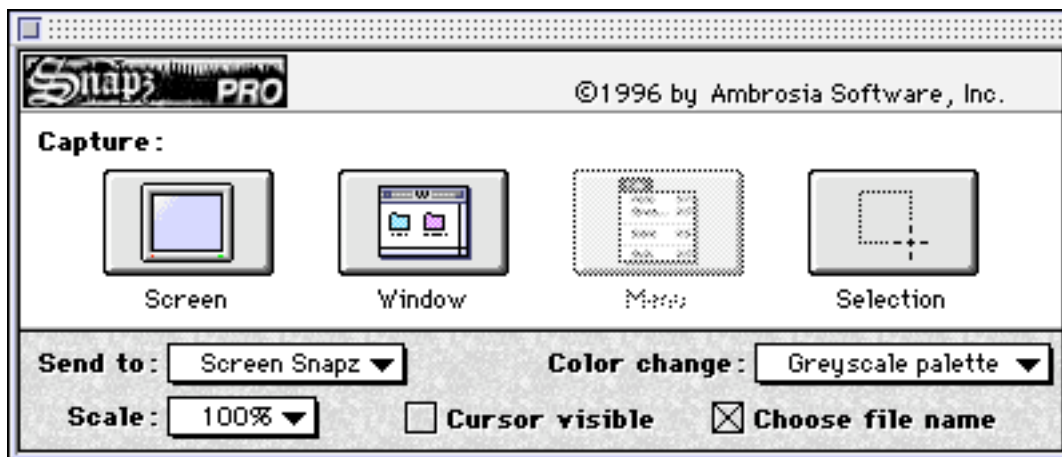BY MATT SANDERS, *iamgreat@localnet.com*

Snapz & Snapz Pro

Many of you have probably read the review of Captivate 4.6 in ATPM 2.12. Captivate is a screen capturing program boasting numerous image manipulation techniques that might come in handy for the average user once in a while. A very long while. However, if you just want to capture the screen without a lot of bells and whistles, then Snapz or Snapz Pro is for you. Both are shareware, and since they are made by Ambrosia Software, Inc., you can be sure of the quality.

Snapz is the simpler of the two, an application that simply captures the entire screen, with or without the cursor. The image is saved in PICT format in the creator application of your choice. However, Snapz performs its one function very well, with its user-defined, fully configurable hot-key. Screen images can be captured at anytime, including: when a screen saver display is on the screen, in the middle of the action in a game, while a menu is pulled down, or even while your Macintosh is starting up.
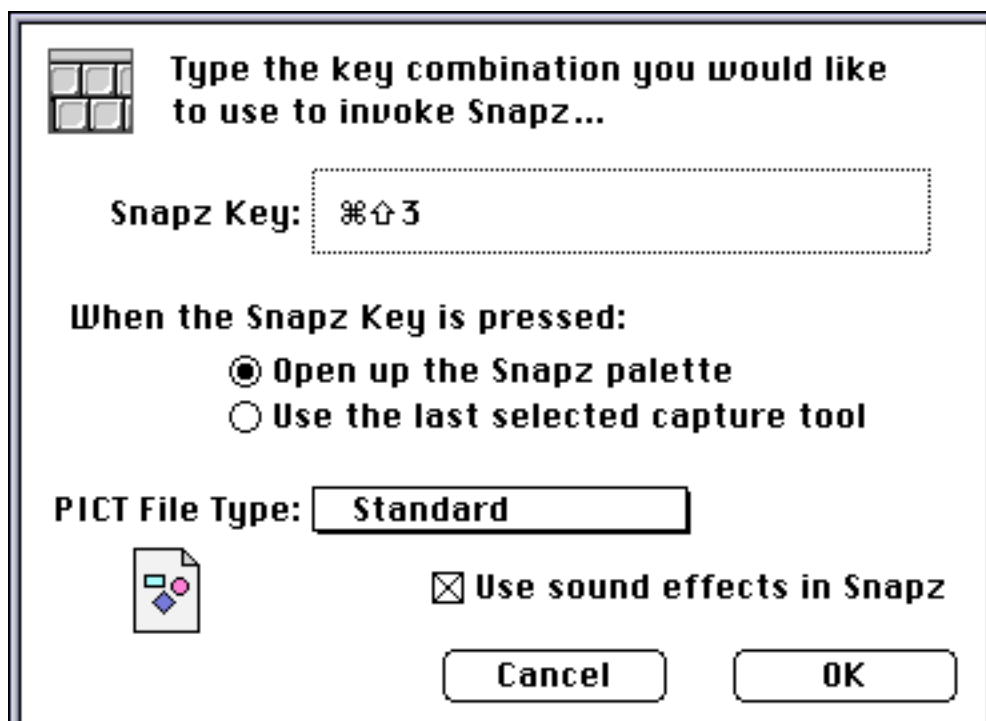
Type the key combination you would like to use to invoke Snapz...

Snapz Key: ⌘ SHIFT 3

PICT File Type: Standard

☐ Hide Cursor in Screen Snapz

Cancel   OK

Snapz Pro is a bit more complicated. It can capture a specific part of the screen (such as a menu that is currently open), an individual window, a marquee selection, or the entire screen. When you invoke Snapz Pro with the hotkey, a small pop-up palette appears, presenting you with options for manipulating the image.

Snapz PRO   ©1996 by Ambrosia Software, Inc.

Capture:

Screen   Window   Menu   Selection

Send to: Screen Snapz ▼   Color change: Greyscale palette ▼
Scale: 100% ▼   ☐ Cursor visible   ☒ Choose file name

Snapz Pro provides image scaling and it even allows you to specify the color palette used to output the image to a file. There are two improvements over the original Snapz. First, you can choose a destination for the screen shot — to an extent (e.g., a new folder, the clipboard, printer, etc.). Second, you can name the file before it is written to disk.

Type the key combination you would like to use to invoke Snapz...

Snapz Key: ⌘⇧3

When the Snapz Key is pressed:
   ◉ Open up the Snapz palette
   ○ Use the last selected capture tool

PICT File Type: Standard

☒ Use sound effects in Snapz

Cancel   OK

I really like these programs. They are of the highest quality, and were easily configured to fit my needs. They are not expensive, either. Registration for Snapz is only $15, and Snapz Pro costs $20. If you already own Snapz, you can upgrade to Snapz Pro for only $10. If you want more features than the standard "Command-Shift-3" option, but feel that the advanced features of Captivate are overkill, then save yourself about $70 and get Snapz or Snapz Pro (available for download at Ambrosia's web site, <http://www.AmbrosiaSW.com/>).

This review is © 1997 Matt Sanders, iamgreat@localnet.com.

Guidelines

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 **Cover Story Editor** and a **Shareware Reviews Editor**. Please contact us at EditorATPM@aol.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

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 <EditorATPM@aol.com> for more information.

We Want To hear from you!

E-Mail: Got a comment about an article that you read in ATPM? Is there something you'd like us to write about in a future issue? We'd love to hear from you. Send your e-mail to <EditorATPM@aol.com>. We often publish the e-mail that comes our way.

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 qualitiy answes to your e-mail questions. Check it out for yourself! Send your inquiries to: <MShields@ccgate.hac.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. Send your stuff to <EditorATPM@aol.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: <rmadill@cc.umanitoba.ca> for more information.

Shareware Reviews: Most of us have been there; we find that special piece of shareware that significantly improves the quality our 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 <rmadill@cc.umanitoba.ca>.

Wishful Thinking!

Wishful Thinking: Is the space for Mac enthusiasts who know <u>exactly</u> (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

<EditorATPM@aol.com>.

Our Subscription Information!

Subscription Information: The ATPM subscription list now comes in two flavors! We have our deluxe list which includes all notices and advisories and an e-mail copy of ATPM as soon as it's released. Our second option is our notification list which includes all notices and advisories but instead of automatically and conveniently receiving ATPM when it's released, we will notify you when each issue is uploaded to our web site.

To subscribe to either the ATPM deluxe list or the notification list simply send an e-mail message to <EditorATPM@aol.com>. For the deluxe list simply put the word "subscribe" in the body of the message. To be added to our notification list, please put the words "subscribe notification list" in the body of the message. We don't, at this time, use an automated list server so each piece of e-mail is cheerfully read by our subscription manager. He doesn't ask for much, just a kind word or two if you have them.

Unsubscription Information: To unsubscribe from either list, simply reply to any e-mail that's been sent to you by us and put the words "unsubscribe" in the body of the reply message. If you no longer have available an e-mail message from us, simply send an e-mail to <EditorATPM@aol.com> and we will find you on our list the old-fashioned way and remove you as soon as possible. But who would want to unsubscribe from ATPM? Actually, if you wouldn't mind doing us a favor - should you, for any reason, desire to no longer be subscribed to ATPM, please let us know why. We learn a lot from our readers.

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.) <EditorATPM@aol.com>.

Wishful Thinking

BY *Tygriffin@aol.com*

A great Apple ad would simply go around the country (or world) showing what people are doing with their Macs. As a subscriber to the Evangelist, I hear stories everyday about Buddist Monks or a bakery or a radio station that is 100% Mac controlled. Imagine a commercial, where the guy controlling the Goodyear Blimp, or some city's traffic control system is using a Mac. Or… Apple could go to the graphic design company that does the "Intel Inside" commercials. I hear they were done on Macs…

· · ·

Perhaps Apple has been reading our Wishful Thinking section. They recently announced a contest where Mac users can suggest ideas for advertisements. Check
out Apple's Dreams Contest page at <http://www.dreamscontest.com>

Wishful Thinking is a space for Mac enthusiasts who know exactly what Apple's advertising should be. Did you come up with a great advertising tag line? Have you had a Mac campaign stewing in the back of your mind for a year now? Send your ideas, or your art, to ATPMEditor@aol.com

Next Time

Next month, we'll feature our Page o' Links, a listing of your favorite Mac web sites.

We'll bring you the next installments of Apples, Kids & Attitude, The Personal Computing Paradigm, and Macman to the Rescue. You'll also find plenty more commercial and shareware reviews.

While you're waiting for the next issue of ATPM, you might want to order yourself some free Apple stickers or "Mac Advantage" videos and literature to show your PC-oriented friends. Check out:

<http://azure.apple.com/whymac/order/default.html>

Until then, enjoy the **personal** computing experience.