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About This Particular Macintosh™ 4.10: About the **personal** computing experience™

Volume 4, Number 10
October 1, 1998

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Thanks for reading *ATPM*.

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Welcome

Welcome to the October issue of *About This Particular Macintosh*! While the foliage changes outside, we're delighted computer buyers haven't taken "leave" of their senses. Inside dorm rooms and public school classrooms, the iMac has become the big machine on campus.

Thanks to Steve Jobs and the Apple design team (we figure they have advanced degrees in common sense), Wintel executives are getting a real education! We're confident it will soon be certified as the most popular computer of all time. It may be risky to make that claim until all the numbers are confirmed, but it was only on sale for half of August, and the September numbers to-date are are said to be astounding.

In other words, The iMac is now "Il Numero Uno," "The Big Enchilada," "The Grand Pooh Bah of the Water Buffalo Computer Sales Lodge." From here to there to everywhere, the iMac is king! In humble recognition of this astounding feat, our latest issue is dedicated to what the *ATPM* staff calls Apple's "Internet Mighty Mac" and its extraordinary success. We don't want to "dance" around the issue, so we invite you to attend the…

Beige Box Bop!

Have you noticed the advertisements for Wintel computers? Because of the iMac, PC retailers seem to be doing the "Jitterbug." While we hoped for innovations from the Wintel camp that would "rock" the PC industry, all we hear is a sad "swan song" for outdated product designs. Even the latest Pentium II processors do nothing more than get consumers nowhere quickly. The iMac has first-time computer buyers and Wintel converts doing the "Foxtrot" to CompUSA and other Apple retailers. This is one "Fandango" that'll keep Apple's inventory moving all night!

The Mouse That Whimpered

Who can forget the press release-based takeover attempt of publicly traded Adobe Systems by the fine folks at privately held Quark? It didn't matter that Adobe is much larger than Quark or that the people making the offer made no mention of how they would pay to acquire

the company. In fact, they never mentioned a purchase price in the copies of the correspondence they sent to Adobe and released to the public.

We find Quark's aborted takeover attempt very interesting—almost as interesting as its timing. Adobe is planning to release a high-end design and layout software code-named "K2," but known to many people in the industry as the "Quark Killer." In this month's *Apple Cider*, Tom Iovino talks nostalgically about PageMaker's pre-Adobe days and speculates about the future of things if Quark stopped "mousing" around and made a serious, bonafide offer for its lion-sized competitor.

We Don't Need No Edukation!

That's what the thieves must have thought about the students at a new charter school for high-risk kids. In the middle of the night, one or more persons stole the school's Apple IIGS and an aging Apple Image Writer printer. Honestly, we don't understand what a thief would want with such an old system, but we do understand how the theft disrupted the lives of the students.

The staff at *ATPM* has the privilege to write about a lot of funny things, but the theft of the only computer available to underprivileged children doesn't make that list. We get angry just thinking about. Please contact Edie Snider at: **<snider@centex.net>** if you can help the students by replacing their old Apple equipment.

This incident has inspired us to initiate a new program that our editors recently discussed.

The ATPM Adopt-A-School Program

The *ATPM* staff is asking our readers to nominate a public or non-profit elementary schools that predominately uses Macintosh computers. Schools will be selected from among the entries submitted by readers. Periodically, a photo and brief description of a selected school will be featured in the DOCMaker and Web versions of *ATPM*. The schools will be asked to supply our staff with a list of Macintosh-related items needed by the school. Readers who contribute needed items will be eligible for our monthly drawing for a free *ATPM* t-shirt (as soon as Rob, Michael, and the staff finalize the design).

This program is a wonderful way to enrich the academic lives of young children and help support our platform of choice. Nominations should be sent to: **<editor@atpm.com>**.

iMac, uMac!

The iMac has quickly become the "must have" computer on university campuses. The ubiquitous, translucent computer has helped reverse Apple's declining fortunes and has inspired the latest crop of college students to really "Think different." In this month's *Personal Computing Paradigm*, Michael Tsai takes more than an "educated guess" about the iMac launch and Apple's next generation of new products.

In this month's *Apples, Kids & Attitude*, Robert Paul Leitao takes an everyday user's look at what you get (and don't get) for your iMac investment of $1,299.00. The column is an

interesting read for "students of life" of all ages.

For parents and kids concerned about long-distance phone bills, the "Internet Mac" may be the answer! In this month's *Art Department*, Jamal Ghandour evaluates a variety of HTML editors. The Internet is a great way to communicate, especially for people who are long on ideas, but a little short on dimes. If a picture is really worth a thousand words, Jamal's column may be the therapeutic remedy for telephone ear fatigue. If you send him a really nice e-mail, he might send you his favorite Color Picker combination for Bondi Blue!

Debunking the Clone!

Mac users have become almost as legendary as their computers. There's a notion among the non-Mac-using masses that we are all cut from the same DNA mold: Freewheeling, free-spirited computer jockeys who prefer to "go it alone." There's a common belief that Mac users are a bit rebellious by nature and perhaps a little reckless in our devotion to our OS and computer hardware of choice.

ATPM's recent reader survey goes a long way toward "debunking" the myth that Mac users are personality clones of one another. Not only are our readers very well educated and informed, we also come from a variety of backgrounds and professions. Please take a look at how your fellow *ATPM* readers responded to a few of our questions.

Age	Location	Education
1% Under 15	39% USA East	15% High School
11% 16–25	36% USA West	41% College
25% 26–35	12% Europe	44% Graduate work
31% 36–50	7% Canada	
31% 50+	4% Australia or New Zealand	
	2% Mexico, Central, or South America	
	1% Other	

Reviews, Reviews, and More Reviews!

The survey results indicate *ATPM's* software reviews are among our best-loved features. We'd like to thank Bob Madill for his work as *ATPM's* Reviews Editor. Due to pressing personal matters, Bob has taken a leave of absence from *ATPM*. Bob, your quiet demeanor underscored your hard work and dedication to our e-zine.

During Bob's tenure, *ATPM* grew from a fledgling e-zine of only a few thousand readers to the well-respected international publication that it is today. Bob's integrity and insistence on excellence helped *ATPM* earn the respect of software companies and thousands of world-wide readers who depend on *ATPM* for impartial and informative reviews.

Stepping into Bob's shoes (and they are very big shoes to fill!) is Daniel Chvatik. No matter how his name is pronounced, Daniel has promised to "punctuate" each issue of our e-zine with the high-quality reviews that readers have come to expect from *ATPM*.

If you'd like to have your application software or hardware peripheral reviewed by the *ATPM* staff, please e-mail Daniel at: **<dchvatik@atpm.com>**. If you have a really, really expensive piece of equipment to be reviewed, please contact Michael or Rob (just kidding).

Before we go, we'd like to leave you with a few photos taken at MacExpo Paris by *ATPM* reader Yann Zitouni. It's our way of saying "neuvo chic." Please enjoy our latest issue!

The ATPM Staff

Email

Because it Works

Just got the current issue, and Robert Paul Leitao says that his "…PowerMac 7200/90 is no longer adequate…." Before everyone thinks they need a 200+ MHz machine, I have a PowerMac 7200/75 that I use to build and maintain my Website **<http://www.theblackmarket.com>**. I got 32 MB of RAM, RAM Doubler 8, and am running 7.5.2 (Why? Because it works, that's why.) It is still more than adequate. Just one dude's opinion. Keep up the good work.

T.J. Mahaffey
Tygriffin@aol.com

Thanks for writing. The 7200 series Macintoshes are very nice machines. My 7200/90 is now in full-time use (9 hours per day, 5 days per week) at a client's office where it's handling all of the company's accounting functions.

My comments referred to the fact that purchasing a new iMac was a more attractive option for me than replacing the 7200's 500 megabyte hard drive, 4X CD-ROM and adding additional RAM. The iMac also came with an internal 56k modem which my kids are using to access the Web. One really cool thing about Macs is that they stay in service much longer than Wintel boxes. I'd love to compare the continued smooth running of the 7200/90 with any Windows-based computer of the same vintage.

Rob

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Thank You, Claire!

First ever time reading *ATPM!* Followed a link from the Evangelist. It's classy, clean, and

well-designed. The range of articles and information were refreshing (having been a former art teacher, graphic artist—before computers, and an avowed Mac enthusiast)!

I was really impressed with the ability to "save" just one page (article) without having to download the entire magazine. Even the "Format this page for printing" button on the bottom of an article impressed me—first time I have seen this on an e-zine! I also found the article about Disk Copy very informative as I have been one of the masses using it only to make a copy, and did not realize some of the other features.

Another thing which I like, as a "single parent" with limited resources plugging away on my outdated 6116 and a slower modem, was that the pages loaded pretty quickly, not cluttered with lots of graphics ,and fit my 13" inch monitor (oh for a 21" inch monitor!). The banner ads took the longest to load on each page! (but that is a necessity I understand) Last, but not least, the cover art work this issue really appealed to the artist in me—it had the fresh look of having just been done with pen, colored and pencils and a watercolor wash! Refreshing from all those "slick" graphic illustrations usually seen on the web! Kudos and keep up the great work. I am an *ATPM* fan from now on!

Claire Daccurso Latham
cdaccy@snh-lond.mv.com

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Disk Copy—Not Just For Floppies

I have two other uses for DiskCopy. One is to create a master disk image here at work. I setup a hard drive with the exact System and software configuration that I will use for all the Macs of a particular type, and then make a Disk Copy image of it. I save this on an external hard drive. Then, whenever someone mucks up their system software, I just wipe their drive and dump the contents of the saved image onto their disk. I have to enter the file sharing name and setup a couple of their applications, but it's a heck of a lot quicker than trying to do a clean system install.

The other use is a pseudo-disk for the Netscape Navigator cache. I create a 6 MB read/write disk image and have it mount at startup. Then I tell Navigator to use it for its cache files. This keeps directory corruption to a minimum, and I don't experience the crashing that I've heard so many surfers suffer.

That's how I do it on This Particular Mac.

Stephen J. Kayner
kayners@htan.org

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BeOS Release 3 Review

I just finished formatting my BeOS partitions as HFS. Sound bad? Not really. I just haven't found good use for BeOS yet. I just wanted to let you know that, even though I'd **love** to support a start-up company with great ideas like Be, I cannot.

On my G3 there are two OS'. One's the MacOS, of course. The other is Linux-pmac, which runs like a charm. I'd say it's much faster than BeOS will ever get, and it handles 200 simultaneous FTP users without the slightest problem—you can even work on it without noticing much of the network traffic.

I just wanted to suggest trying linux-pmac. A ton of applications are available for it, and you can compile your own from the x86-linux world easily.

Ramon Cahenzli
rca@spin.ch

More information is available at **<http://www.linuxppc.org>**. —MT

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Adaptec DirectCD Review

It only makes sense that intuitive drag-and-drop for erasure of CD-RW files be available on Macintosh, months after its presence on Windows—after all, Apple had drag-and-drop long before Windows!

I wrote to Adaptec, but they are strangely silent on existence of DirectCD 2.0 functionality for Macintosh. Lack of this feature alone prevents me from buying the product, so I'm sticking with Toast.

retiarius@cfcl.com

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New ATPM Reader

Just got your last issue and liked it very much, copied and printed the bit about Photoshop since we are just now learning how to use it. I scanned the whole issue and think you have a good thing here since reviews about particular Mac products are needed by truly independent people.

My wife and I have just bought two G3 computers, one a portable (PowerBook), an Epson color printer (poster size), a scanner, really a whole new office. We had a terrible time getting started not knowing that much about control panels and extensions. Every bit of software we installed virtually required technical support from Microsoft (Office 98), Adobe (PageMaker, Photoshop, Illustrator), Apple, Epson, and others. We are not amateurs, having used for the last 10 years or more a wide variety of different Mac

products/machines.

Frustrations ran high since we were also trying to keep our contract work going while setting up the office. I am an expert on robotic answering systems. The best service we got from any company purporting to help was that from EarthLink, an Internet Service Provider. Many companies have great people but the repetitious robotic phone systems are just dumb. Some of them actually have deadends. If I have to hear another repeat about the someone listening in to keep up the service quality I will go nuts. Maybe this could be by passed with a known sound bite like they used for the old air raid warning drills on TV.

Bill Olkowski
wolkowski@earthlink.net

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

Marbles

The iMac has been the most-talked-about personal computer since the introduction of the original Macintosh. The retro-futuristic machine has won for itself many critics and much critical acclaim. Based on recent sales reports, the Bondi Blue iMac may soon be declared the most popular personal computer ever made. Indeed, according to a recent article at News.com, the iMac was the second best-selling computer for the month of August. Not too shabby when you take into consideration that the iMac was only available for half the month! This only adds to its mystique and overwhelming notoriety.

There's an old Wall Street adage that bull markets must climb a "wall of worry." The iMac wouldn't receive the amount of press attention it currently enjoys if it didn't have a cadre of detractors. There are people who don't understand the iMac. There are people who are bemused by the iMac. And, there are people who simply don't like the iMac or what it represents for the next era in personal computing.

For $1,299.00 an iMac buyer gets a G3 processor, 32 MB of RAM, a 4 GB hard drive, a 24x CD-ROM drive, Ethernet connectivity, a 56K modem, and USB ports. What the iMac owner doesn't get is a floppy drive, serial, parallel, or ADB ports. In short, an iMac owner can connect to the World Wide Web and a network, but it can't connect to most peripherals and printers. If it could connect to today's peripherals and printers it wouldn't the subject of so much conversation and it wouldn't be at the center of so much controversy. By deliberately embracing USB ports to the exclusion of ADB, parallel and serial ports, Apple is snubbing its nose at purveyors of status quo computing. Ironically, what many people think to be among iMac's major drawbacks only heighten the relative level of its success.

Despite the fact that the iMac cannot be connected to most hardware peripherals and printers, Apple is selling the computer to consumers as quickly as they can be made. Why? Because Steve Jobs and Apple's design team understood that consumers were ready for a change.

Walk the aisles of a large computer retailer and you'll see thousands of square feet of floor space covered with beige-boxed computers. To the average consumer, choosing a personal computer can be a mind-numbing experience. Ask two different sales people the same question and you're apt to get five different answers. Finding the right PC at an attractive price requires hours of comparison shopping. This is unless, of course, you buy a Mac.

During Gil Amelio's tenure as CEO, Apple Computer began to reduce the number of different motherboard designs it used in its products. This reduced the company's manufacturing costs because it simplified the manufacturing process. It has made choosing a Mac much

easier for consumers. Today, consumers interested in buying a conventional desktop Mac need only choose between different processor clock speeds and a small number of other options. The "Think Different" and "Snail" ads have helped to differentiate Apple-branded products and the G3 processor from their Wintel counterparts. The iMac's all-in-one design and stylish appearance only add to its perceived value. To many first-time computer buyers and Wintel converts, the iMac is the right computer at a very attractive price. People believe they are buying tomorrow's computer today.

As significant as the iMac is to Apple's near-term success, it's important to note that it's only the first "artillery piece" in the company's new hardware arsenal. The soon-to-be-released consumer portable will fill a large gap in Apple's product line. Consumers are looking for inexpensive mobile computing options. Providing an easy-to-use, $1,000.00–$2000.00 mobile computer that combines the sophistication of the Mac OS with much of the functionality of the eMate will only increase the popularity of Apple's offerings.

The iMac will more than satisfy the basic needs of most home users. Very few home computer owners add internal hardware such as PCI cards, nor do they spend a lot of money enhancing their systems after the date of original purchase. The trade-off for the iMac's lower price is its limited upgradeability. For most buyers, it's a very small price to pay in order to get a stylish G3 Mac that comfortably sits on any table or desk.

With all of the attention that the iMac has received, it's easy to forget that Steve Jobs' first responsibility has been to restore the company's profitability. Four consecutive quarterly profits and revenue gains in the quarter that recently ended should allow Apple a little bit of "breathing room" so that it can increase R & D expenditures and focus even more attention on new product development. The company now has $2 billion cash on hand, in addition to seeing its stock triple in value within a year. This should put to rest any merger, takeover, or buyout rumors.

It's my view that the biggest factor in Apple's pre-iMac sales decline was the general concern that the company would not survive as an independent entity. Although there are millions of people who prefer the Mac OS to Windows, few people wanted to risk being "orphaned" if Apple went out of business or was sold to the highest bidder. The success of the iMac has changed the public's perception about Apple Computer. This change has sparked the sales of other Apple products.

For everything the iMac is, there are several things it is not. For example, It is not the ideal computer for graphic professionals and other high-end users. Apple needs to extend its new line of innovative products into its other key markets. Apple's decision to embrace the USB technology is creating pent-up demand for its next line of professional desktops and portables.

I don't intend to replace my Power Mac 7600/120 until USB replaces serial and ADB ports on desktop Macs. It doesn't make sense for me to buy a new home office computer that can't use the printers and removable storage devices that I'll eventually buy for my iMac. The sooner Apple releases its next line of professional-level computers, the sooner people like me will upgrade our home office machines.

Reports indicate that iMacs are being sold in large numbers to Wintel converts and

first-time computer buyers. This means the iMac is helping Apple increase its once moribund market share. It's significant to note that despite the long lead-time, PC manufacturers have not responded with innovative products of their own. Either they failed to see the iMac's potential or they chose not to re-engineer products to complete with Apple's stylish machine. There are many people in the Wintel world that will resist any change in the industry's current focus on deeply discounted computers that are manufactured with commodity-grade parts. The iMac "flies in the face" of the latest trend in the Wintel market.

The iMac's astounding success will not only increase Apple's market share; it will also provide the company with the opportunity to negotiate attractive deals with other national retailers. Watch for Apple products to reappear on retailer's shelves across the U.S. and around the world.

There are whispers that Apple plans to outsource some of its manufacturing in order to meet consumer demand for its products. It's my prediction that Apple will not only begin to outsource manufacturing, but the company will sign new clone deals designed to increase the market share for Mac OS X. Watch for low-end, G3 Mac OS clones around the time that Apple incorporates the G4 processor in its products.

The one mistake I believe Apple has made in the introduction of the iMac is comparing the computer's performance to that of much higher-priced Wintel PCs. It's a comparison that doesn't need to be made in order to sell the machine and it only invites mismatched comparisons of the iMac in the PC press. The iMac is not for everyone, but it is the best computer available in its class and at its price.

Along with playing home video games and watching rental movies, using the iMac is one of the things we now do for family fun. It's an attractive computer that takes up less than half the space of the beige box and monitor that it replaced. Its all-in-one design makes it easy for my seven-year-old to plug-in the phone cable and surf the Web without help from Dad. She's bookmarked her own pages and knows "where to go" for a little electronic fun and learning.

Last weekend my kids were at a party. Before leaving, they were each given a bag of marbles. On the way home they asked what the marbles were for and how one would play a game with them. It's been along, long time since I knelt in the dirt and let loose my favorite "shooter," so I recommended we that we use the iMac to find out how to play.

When we arrived home my son started the iMac and my daughter launched Netscape Navigator. I typed the following words into the text box at Apple's iMac Internet home page: "how to play marbles." Almost instantly, the screen returned the URLs of several Web pages that provide instructions on how to play the venerable game. Within minutes, we were off to the park with the glass balls in hand.

An iMac, a bag of marbles and a sunny southern California day. Maybe the iMac isn't for everyone, but it was an afternoon at the park made easy. What more does the world want for $1,299.00?

Mr. Manutius, I Presume.

Ahhh, to be young and in college.

I remember my Sophomore year at the University of Maryland as if it were yesterday. Blowing off classes when the bar down the corner advertised 25¢ pitchers of cheap beer. Waiting in line for basketball tickets to titanic match-ups at Cole Field House. Staying awake until 4 AM to finish the term paper that was due in five hours. Tackling laundry once a semester whether it needed to be done or not.

Yeah, those were the days.

It was way back when, in 1988, that I had my first experience with the Macintosh. Since the most sophisticated computer I had sat in front of up to that time was my trusty Commodore 64, I was not prepared for what I was about to see. There was this mouse thingy, it took those smaller, non-floppy floppies, and I didn't have to type cryptic commands in BASIC to fire up the word processor. Boy, oh boy, did that Black and White monitor perched atop the school's Mac II look sharp.

Well, I puttered around with MacDraw, MacPaint, and MacWrite for a while, and soon, I fancied myself pretty Mac savvy. I came to this conclusion because (a) I knew how to direct people to the Mac lab, (b) I discovered the neat trick about double-clicking icons to get programs to open, and (c) I knew how to transfer files from one floppy to another. I was **The Man**.

Little did I realize that I was about to be humbled. A few years later, I applied to work as an intern at the English Department's computer lab. Once I started, I was told that two of my duties (besides turning the computer on and putting the boot disks into the floppy drives—that's how they did it then!) was to put together the lab's newsletter in and instruct two classes a week on a strange new program, PageMaker.

I immediately became a fan. Even though PageMaker 3 didn't have a text editor and you couldn't rotate text worth a darn, I was struck by the program's power. That just ruled. I could lay text into columns and see what the page was going to look like before I had to print it. I could put pictures into my documents—**pictures**, I tell you. This was real Buck Rogers stuff! I experienced emotions probably not experienced since man learned how to harness fire's power.

I responded to offers from Aldus for free goodies. The lab subscribed to Aldus magazine, and

I still have issues going back as far as Volume 1, Issue 3 in March of 1990. Just as a point of reference, I was flipping through that issue recently and saw a Mac IIcx advertised at $4,669. A complete set up with an external 80 MB hard drive, 2-page monochrome monitor, keyboard, and a second 800k floppy drive weighed in at a cool $9,874. To think I complained when my LC 580 cost me $800 in 1995.

Aldus was a friend to me. I was reassured at startup when the portrait of Aldus Manutius, Renaissance-era Italian inventor of italic type and the source for the company's name, flashed on the screen when I launched PageMaker. There was no desktop publishing task too large for me now!

After graduation, while money was tight, my wife and I never got around to purchasing a computer. Our new jobs in Florida didn't pay so well, so we did without a computer for quite a while. Also, my first job in Florida was with an advertising agency that was not computerized. The owner of the agency, a long-time advertising and public relations veteran, was a shrewd guy who loyally stood by his IBM selectric. I used to run to the local Junior College, give a false name and ID number, and work on the computer lab's SE/30s. And, thank goodness, they had PageMaker.

So, when I was hired at my current job, inherited the office's IIcx, and recommended new software in 1994, you bet I recommended Aldus software across the board. Aldus PageMaker. Aldus FreeHand. OK, that was all I could recommend from Aldus. I avoided Adobe products like the plague. After all, Aldus, the King of Desktop Publishing Software, was going to be here forever. All those Adobe folks had to offer was some ATM thing I couldn't understand and a program I was sure I would never use called Photoshop. I knew what Aldus had to offer, and I was confident that Aldus would not steer me wrong.

Of course, we all know what happened next. Aldus was swallowed by Adobe. I felt as if my best friend had moved away. I vowed that I would never upgrade my PageMaker 5, the last version Aldus churned out. No one would ever touch my Freehand 4! Those scoundrels at Adobe!

It was at this point where my two favorite Aldus programs took different paths. PageMaker was taken into the Adobe fold. FreeHand was split off, however, due to the fact that Adobe already had a great vector artwork program in Illustrator. At first, I was afraid that FreeHand would just be killed off, but that was not to be. Adobe sold FreeHand to a software developer I had never heard of, called Macromedia.

PageMaker, still the premier page layout software package in my mind, seemed to anchor its spot at the head of the class when Adobe purchased FrameMaker and eliminated more of the competition. Little did I realize that another program, QuarkXPress, was making huge inroads into PageMaker's domain. In fact, I believe that Adobe was asleep at the switch when it came to updating PageMaker to version 6. While Quark offered designers a powerful suite of tools to fill the needs of Desktop Publishing professionals, Adobe stayed with the initial elements which Aldus had developed almost a decade before. Designers were clamoring for more from Adobe, but the release to 6.5 seemed to be geared towards giving PageMaker a more unified feel with the other Adobe Products. QuarkXPress had eclipsed Adobe's PageMaker in the hearts of designers, and now firmly holds that place of honor.

Meanwhile, FreeHand landed squarely in the lap of Macromedia. It was already a decent

program which was very comparable to the features offered by Illustrator. Macromedia could have just stayed the course, offering incremental upgrades when certain features were asked for, and still they would have presented users with a decent choice for illustration.

But, that was not the plan at Macromedia.

When version 5 was released, I was able to get an upgrade. The program had made a metamorphosis. Controls were easier to use. New features made the program a real winner for graphics professionals. Suddenly, an adequate program became the industry leader, with Adobe and others playing catch up.

Recently, the developer of PageMaker's nemesis, Quark, made an offer to purchase Adobe outright. Granted, the offer didn't come with a set price, and some of the wording was a tad ambiguous , but the message was clear—Quark wanted Adobe's products in the fold.

The plan, as spelled out by Quark, was to purchase Adobe, bring programs such as Illustrator and Director under the Quark umbrella, and spin off PageMaker just as Adobe had done with FreeHand. This way, Quark would avoid questions about a monopoly on page layout software.

A poll of recent Seybold attendees (See the *MacWEEK* Article at **<http://macweek.zdnet.com/1234/quark.html>**) showed that not one of the 500 designers questioned believed that a successful takeover bid would be a good thing. They cited a potential lack of competition between software developers as an impediment to good software development.

Poppycock.

Think about it—when Adobe bought out Aldus and spun off FreeHand, I'm sure the Adobe leadership was thinking that FreeHand would languish while Adobe pushed Illustrator to the limits.

Instead, FreeHand is very much alive and well, thank you. FreeHand is beating up on Illustrator in some head-to-head reviews, and holding its own in others. In fact, from FreeHand, Macromedia has gone ahead to develop other outstanding products, with the recently released Fireworks for Internet graphics design garnering impressive reviews in *Macworld*.

If PageMaker were spun off to another aggressive developer—such as Macromedia—I would envision that it would get a new breath of life. The developer could take the loyal base of PageMaker users, ask them what features they wanted to see, and make PageMaker 7 something to contend with.

Well, a great many details would have needed to be worked out if Quark's bid to purchase Adobe were to come to pass. Adobe has made it perfectly clear that they intend to hold their ground and not accept any offers made by Quark, and Quark has relented in its bid to purchase Adobe. To help bolster confidence, Adobe has also pushed up the date they demonstrated K2, their next-generation page layout software, in direct response to the offer made by Quark. Initial response to the new software has been encouraging. But, one

has to wonder what took Adobe so long to respond to Quark's push?

Adobe has been under the gun recently, posting lower-than-expected earnings. Stock prices have been plummeting. With the recent release of QuarkXpress 4.0, designers have been swayed even further away from the PageMaker camp. FreeHand still holds a lead over Illustrator. Photoshop, Director, and Premier stand as good examples of where Adobe is still king, but it still must be disheartening to see other companies taking the lead in the domain that Adobe has claimed as their own.

As far as I can see, if Quark had purchased Adobe, there could have been opportunities for other software developers to take Macromedia's lead and crack the market wide open.

Then, maybe I could sit back at the loud, smoke filled bars of College Park and drink to the health of the graphics software market and to the memory of my old friend, Aldus Manutius.

It's official. I'm Batman.

I have a new e-mail address, and God willing, I'll be able to pay for it. The new eAddy is, **<batman@internetconnect.net>**. And with a new e-mail address, comes new responsibilities. More on those in a moment, but first, a word from our sponsor.

Apple Wins an Emmy

Actually, it was the fine folks at Chiat/Day, for the first Think Different commercial. Of course, my feelings on this are still the same, but it may give the other naysayers something to ponder. To review, I still believe Apple's slogan should be, "Get a Mac." And I'm still wondering how all these various people that didn't use a Mac, should convince you to buy one. I like the new iMac ad, though.

New Direction

As I mentioned before, I've been asked to change my focus by my esteemed editors, Michael and Rob. They want me to focus on the Entertainment Industry, and the Mac's role in it. I can do that.

I believe the reason this has come to pass, is that I won't be at Ray-O-Hac too much longer, as evidenced by last month's column. So, in the coming months—Ok, next month—(I don't know what I'll be talking about after that) will come a review of QuickTime, and how it's being used in various places around Hollywood and beyond. The name of the column will remain the same, to protect overworked graphics designers from having heart attacks.

Wish me luck.

72 and hazy in El Segundo.

e Ya next month.

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

To iMac…and Beyond!

iMac is a success. Despite being released halfway through the month, it was the second-best-selling computer for August 1998. And it is still selling well. In retrospect, this may not seem surprising. iMac had nearly everything going for it—speed, simplicity, price, industrial design, Mac OS, and $100 million of advertising. Still, I am amazed and thankful that the iMac launch actually worked, because on August 15th there were three things that worried me—any one of which could have made iMac a dismal failure: 'How will the media react?' 'Will iMac's many omissions deter customers?' and 'Even if it's successful, will Apple be able to meet demand?'

The most memorable part of the November '97 "event" where Apple introduced the Power Mac G3's was Steve Job's somewhat awkward line: "In order for Apple to succeed, we have to execute ourselves." Well, he almost shot himself in the foot when he said that, but the sentiment was correct. Over the years, Apple has built many great products that never quite "made it" because Apple didn't stick by them long enough or market them strongly enough. With iMac Apple went all-or-nothing, they got a little bit lucky, and thankfully, everything seems to have worked out.

Apple Was Lucky

iMac won the most important battle of all: the battle of perception. Maybe, you could argue, Apple created its own luck through the iMac advertising campaign. Perhaps the media gave iMac so much press because the only story that sells better than a disaster story is a comeback story. Still, I think Apple got lucky. The media didn't rave about iMac, but almost every article on it gave a mixed review, and that's a lot better than Apple products have been receiving in the past. In fact, the controversy and differences of opinion are what kept it in the news for so long.

An MSNBC reporter complained that essentials like a floppy drive cost extra. iMac, he wrote, wouldn't be a real computer until it came with a real keyboard and mouse. It's true that the keyboard and mouse are different in more ways than looks. The keyboard has smallish function keys, small arrow keys that make gameplaying in iMac's target home market difficult, and a non-standard page-up/page-down layout. Nevertheless, most articles pointed out that iMac's keyboard and mouse are among the most comfortable available, neglecting to mention their short-comings. After years of conditioning from reading anti-Apple stories, this is about the most I could hope for.

Apple Messed Up

Apple messed up big time. I'm not talking about the iMac's controversial casing, color, expandability (or lack thereof), or even its lack of a floppy drive. Apple's big mistake—that could have been a fatal flaw—was not taking the necessary steps to make sure iMac's apparent flaws were plugged by the August 15th release date.

Although my initial reaction was that Apple was crazy for not including a floppy drive with iMac—after all, Apple was the company to standardize the 3.5" floppy—I no longer see that as a problem. No doubt Apple's market research people are good at what they do and determined that most people don't use their floppy drives. I know I don't much anymore. So why bloat the case and charge customers for a feature they are unlikely to use?

That's a fine philosophy, except that when iMac was released, there were no external floppy drives to be bought. No SuperDisk drives, Zips, or SparQs either. It's one thing to design a computer without a floppy disk drive; it's quite another to sell a computer that is incapable of connecting to any removable storage solution until a month after its release date. Depending on public reaction, this could have permanently doomed iMac.

Apple should have done whatever it took, from developing its own solutions in-house to providing the requisite third-parties NDA'd information in April to make sure that a full line of removable media drives and USB to Serial/ADB/SCSI adapters were available on iMac's launch date—preferably available from the Apple Store and displayed right next to iMac at CompUSA. No iMac user should have to trek to Farallon's Web site, figure out that an iPrint is what they need to connect a StyleWriter to an iMac, then read that the iPrint isn't yet available. There's no telling how many potential buyers were forever turned away from iMac by its initial image of a completely closed design and lack of peripherals.

And what was Apple thinking when they decided to bundle two of the most un-Mac-like programs with iMac? Cool as they are, MetaTools' Kai's PhotoSoap offers nothing in the way of a traditional Mac user experience, and the first-person shooter MDK has the feel of a clunky DOS port. Its key configuration panel is among the worst I've seen anywhere. You'd think Apple could have arranged to bundle a few distinctly Mac games like Bungie's Marathon Trilogy or some of the Ambrosia or C & G classics. (For what it's worth, the included Nanosaur game fits this description.) Kudos to Apple on bundling AppleWorks instead of Office 98, though. AppleWorks feels so much like what a Mac program should be; it's great.

But It All Worked Out

Still, Apple's strong media presence and the willingness of customers to think differently made iMac a success. To see just how amazing and important an accomplishment this was, consider:

Rather than being seen as a cost-cutting measure, iMac's lack of SCSI, standard Mac serial ports, and a floppy drive was seen as **revolutionary**. One article went so far as to **complain** that PC's with USB **also** have standard PC ports. Several thought not having a floppy drive was a great feature because it made it easier to control what got onto—and off of—the computer. No worries about students bringing viruses to school with them or government employees taking home sensitive information. Who wants backwards

compatibility when you can get rid of it and call your product revolutionary?

Apple was able to successfully convince many people that iMac's many **omissions** were **features**. Namely, the omissions were aimed at making iMac as simple as possible. Perhaps "simple" has become the new marketspeak for "not expandable." Truthfully, I don't know what to make of this. Was Apple finally able to break the public's obsession with feature checklists? I hope so. Or did it win them over with the iMac's style? Probably.

iMac represents Apple's first serious attempt in a long time to differentiate its products from the competition in terms of industrial design—and then make sure the media hear about it. Just look at its series of "Chic. Not Geek." and "Beige-Free Zone" digs against the PC industry. Ask yourself how many people knew what color "Bondi" was five months ago. The survey that ran in *ATPM 4.08* shows the power of Apple's marketing engine.

ATPM Readers' Favorite Colors
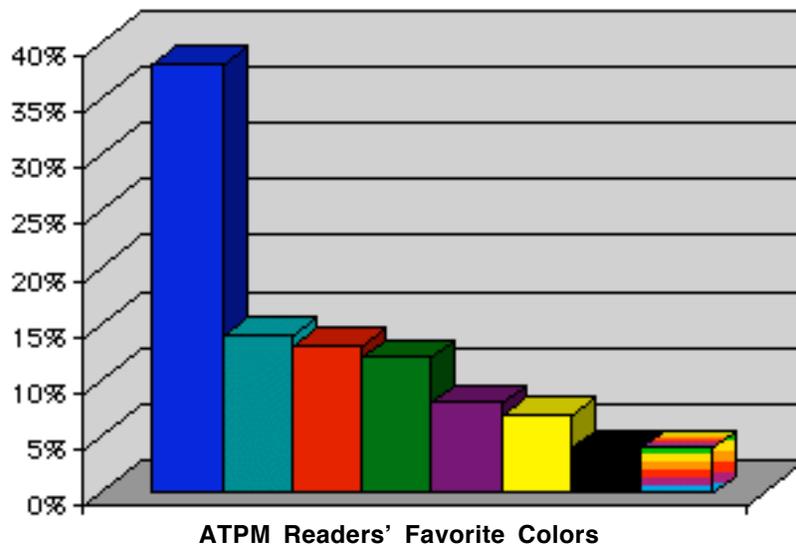
Although more than half of those who voted for Bondi Blue as their favorite color didn't know its correct name ("iMac blue" and "teal like the iMac" were common answers), that didn't stop it from taking a second-place to plain old generic blue, beating out such classics and red, green, and EvangeLista blood. (Disappointingly, not one person chose "ATPM Blue" as their favorite color. Maybe we need to advertise a bit more.)

Besides what it says about Apple, iMac's success also suggests that there is hope for the Mac platform winning PC converts. I don't know which we have to thank for PC users converting to iMac: its jaw-dropping appearance, or the fact that Apple is finally buying advertisements where non-Mac users will see them.

What iMac Is

It seems that Steve Jobs can sell sugared water and change the world at the same time. This is why I think it would be interesting to see how well iMac could do without its Bondi case. In many ways iMac differs little from the 5x00 all-in-one Macs that Apple has been selling to education customers for several years now. In fact, the 5x00 series bests iMac

in some important areas. It has a pivot-mounted monitor, SCSI, an optional TV tuner, Mac serial ports, and, of course, a floppy drive. Granted, its monitor isn't as nice as iMac's, and it's a little bigger, but suppose Apple had modified the 5x00 to give it a better monitor, USB, and a G3 processor, and called **that** iMac? With full peripheral backward compatibility and a built-in floppy drive, there would have been virtually nothing for critics to complain about. And that would have made for boring newspaper and magazine articles.

I don't think even a $100 million advertising campaign could make such a machine sell as well as iMac has. Probably, Apple would be seen as playing catch-up with the likes of Dell and Compaq. Like it or not, the Bondi blue serves a purpose. Without it, no one would be touting the built-in 100Base-T Ethernet as a signal that the network age is upon us—because no one would have taken notice of iMac.

The Future

Whether or not you happen to like iMac, you have to agree that it was just the kind of home run Apple needed to win back some serious mind share. Apple hasn't said much about its future products, but all indications are that the company just might have a few more home runs lined up. Soon, we'll have a new line of "Pro" Macs that weren't based on a motherboard originally designed for the low-end. And sometime next year we'll finally see the debut of iMac's counterpart—the consumer portable.

But we shouldn't let this talk of next year's hardware overshadow the fact that Apple has **two major software releases** scheduled for delivery this fall—Mac OS 8.5 and Mac OS X Server. (Please think of a better name, Apple!) Apple hasn't quite kept to its target yearly schedule—Mac OS 8 was released in July and 8.5 looks to be released 14 months after that—but it is much better than the company has done in the past and certainly much better than Microsoft's schedule for Windows releases.

To me, OS 8.5 is a much more important update than 8.0. Though it still does not offer all the features originally promised for Copland, OS 8.5 adds a lot of polish to 8.0's rough edges. At last, AppleScript will be native, QuickDraw will be faster, folder windows will have icon proxies, and there will be an application dock—just to name a few of the things took forward to.

Personally, I'm waiting for Mac OS X Server (which will include OS 8.5 in the Blue Box). For all intents and purposes, OS X Server is the Rhapsody Unified that the Amelio administration promised us. The fact that OS X and Carbon are on tap for next year in no way diminishes the importance of OS X Server—despite what you might think from the rumblings, or lack thereof, about OS X Server from Cupertino. Not only does the Blue Box reboot more quickly after a crash than Mac OS 8.x, but there are plenty of good Yellow Box applications from the days of NeXT. I can't wait to try out Mesa as an alternative to Excel 98. And it's always handy to be able to run UNIX programs now and then.

In short, I haven't been so optimistic about Apple's future in a long time. Apple has been on the recovery path for a while, since Dr. Amelio's tenure, in my opinion. But even with the return of Steve Jobs, the press, and people in general, I think, needed a dramatic way to recognize that Apple once again had a viable future. Someone at Apple apparently realized

this, for nearly everything about iMac seems designed to say, "Hey, Apple's back!" And, it worked. But the best part is that we ain't seen nothin' yet.

BY JAMAL GHANDOUR, jghandour@atpm.com

HTML Editors

It took me the better part of the month just to find out how to start this month's column. "HTML Editors" is quite a subject to cover in a single session, however I have tried my best to cover the most essential points, so that you may find the editor that best fits your needs. I am sorry if I missed anyone's favorite HTML editor.

What is "HTML"?

The HyperText Markup Language, or HTML, is the language used for writing Web pages. What makes HTML so special is that it is both easily interpreted on the fly (by Web browsers) and it allows the same pages to be viewed by many different computer systems (because it is so simple.) So simple in fact, that programming even the simplest Web documents takes a lot of tedious work.

HTML Editors: An Overview

As the name suggests, the HTML language is made up of normal text characters, making it possible to program it even through normal word processors. Nonetheless, HTML editors are better equipped for this task, since they are made to handle the HTML and to debug it.

Below are a few popular and well-featured HTML editors you should consider:
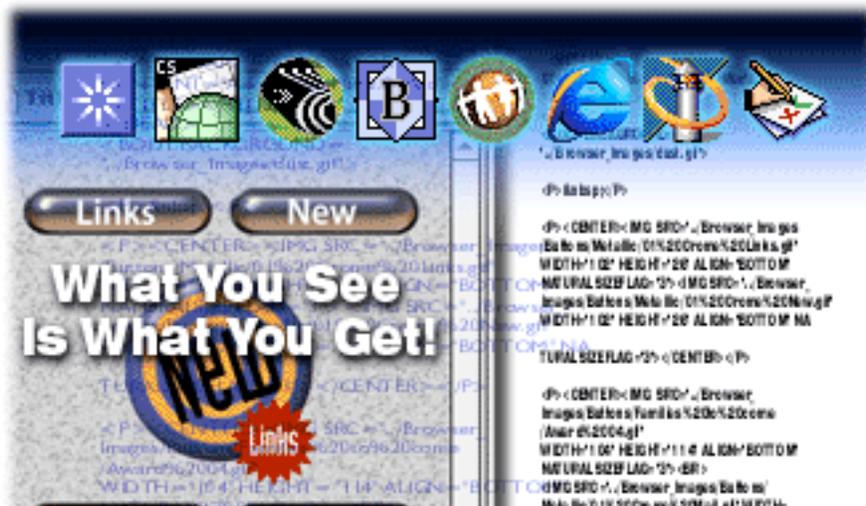
BBEdit 4.5.3

Most Webmasters worth their salt use BBEdit to write their HTML code. Manual programming might be more difficult but it gives total control over every aspect of the document. Plus it allows the programmer to take advantage of nonstandard tags.

Best Features: Multi-file search and replace (including regex/grep support), multiple levels of undos, drag-and-drop text editing, plug-in architecture, HTML syntax coloring, floating tag palettes, syntax checking, integration with Anarchie and NetFinder (FTP clients) and Frontier (Web content management system), and finally HTML-savvy spell checking.

Overall: If you are well versed with your HTML skills then this is definitely the editor for you. The commercial version absolutely rocks. (Is it too obvious that this is my personal favorite?) The Lite version, which is absolutely free, can be downloaded at **<http://web.barebones.com/>**.

Visit **<http://www.atpm.com/3.07/page11.shtml>** to read the *ATPM* review of BBEdit 4.0.4.

Level: Advanced – Expert

HoTMetaL PRO

This product offers just about everything any HTML programmer will ever need. It is a true WYSIWYG (what you see is what you get) editor that can have you designing awesome Web documents in no time.

Best Features: WYSIWYG, templates, drag-and-drop, frames, expanded multi-media support, forms, graphics workshop, tutorials, word processing tools, conversion tools, and validation.

Overall: A comprehensive package coming from SoftQuad, which has long been a leader in the area of HTML editors. It is ideal for everyone who is skilled with HTML yet still needs the easiness of a WYSIWYG editor.

**Level**: Intermediate – Advanced

GoLive CyberStudio 3.0

This is every designer's dream come true, not only does it let you do WYSIWYG Web pages but it even goes through the trouble of automating JavaScript. For example, CyberStudio can automatically generate that mouse rollover script everyone seems to be after these

days. One other particularly useful feature is that you can assign the browser(s) you are targeting and the program will automatically make sure the HTML is compatible with them. CyberStudio is equipped with an arsenal of such niceties, and although there's lots of talk about the "dirty" HTML it generates, it truly does the job for all those art directors who could not care less about clean HTML but need to get their work done.

Best Features: Grid layouts (for precision placing,) WYSIWYG, web publishing, cascading style sheets, Dynamic HTML (DHTML) Actions, Java & JavaScript, plug-in architecture, templates, drag-and-drop, frames, expanded multi-media support, and forms.

Overall: Received a five mouse review in the July 1998 (UK based) *MacUser* Magazine, which is hard to argue with. If you want more out of your regular HTML editor, then this is the application for you.

Level: Intermediate – Advanced
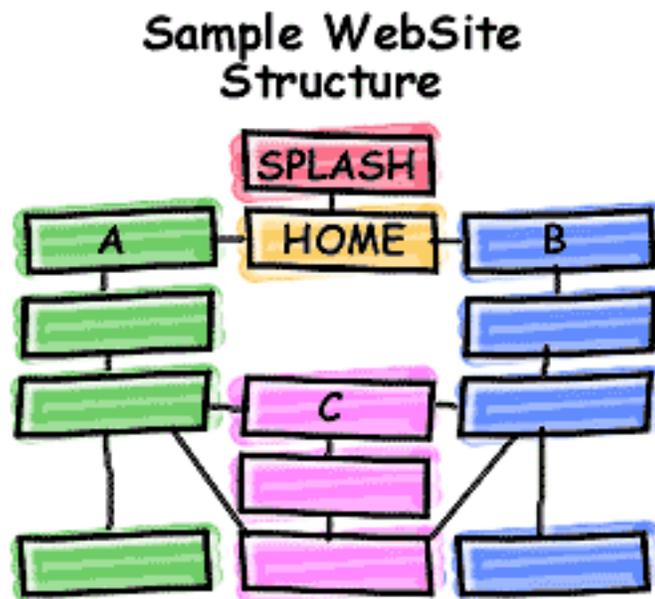
Adobe PageMill

PageMill is a very popular application in the featherweight category. Ideal for first timers who do not want to get into complex HTML coding, but still want to have good looking pages. The lack of Java support is especially bothersome here, but I guess novices will not go for that either.

Best Features: WYSIWYG, anchors, tables, forms, image maps, and frames.

Overall: It is effective, simple, and small. It makes the process of generating relatively simple Web pages a breeze. Nowadays, Adobe is even including SiteMill (a Web publishing tool) to keep up with the competition. For the price, it is a snap!

Level: Novice – Intermediate

Netscape Navigator Gold/Composer

Since Netscape has long been seen as a browser, its Web authoring capabilities seem to always be ignored. This is a real pity since it is both free and quite capable.

Best Features: WYSIWYG, Java and JavaScript, wizards, drag-and-drop, publishing, and tables.

Overall: Not exactly powerful, but it makes the casual jobs easy. Ideal for anyone who wants quick and compatible Web pages (remember that by using Netscape Gold or Netscape Composer, the pages generated are Netscape standard.)

Level: Novice – Intermediate

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Until next month, please do not hesitate to send any suggestions, comments, criticisms, or even topics you would like to see in this column to **<jghandour@atpm.com>**.

ABOUT THIS
STUFF
STUFF
REVIEWED BY TOM IOVINO, tiovino@atpm.com

ATPM RATINGS
OKAY

Beached II

Ahh, the tropics. Gin-clear waters. Glorious sunshine. Desert Islands.

The latter is the setting for Mark Boxall's new strategy game, Beached II. Once I read the description of the game, I had to get my hands on it. I am a big fan of strategy games, and it's a refreshing change of pace when I come across one that doesn't involve warfare.

Boxall sets the stage for his game when he writes:

> Whilst traveling out on the open sea your boat sinks. You and two others are washed onto a tropical island. The island is a paradise with trees bananas coconuts and vines. However you suddenly remember the long range weather forecast. A tornado will form in this area in about one week. You must work hard to build a raft to get off the island but also make sure you keep alive by eating drinking and sleeping. The other survivors must build their own rafts too. You must decide if and when you help them or if you line your own pockets with gold.

As in the classic game of Rock, Paper, Scissors, there are three implements which our stranded heroes can use to achieve their ultimate goal of survival—a saw, a desalinator, and a fishing pole. The saw obviously helps in the felling of trees, the desalinator keeps our heroes from dying of thirst, and the fishing pole helps stave off starvation. The catch is that during the game set up, each player only has two of the implements, so bartering becomes a valuable skill to master.

However, not all of the implements are created equally. If you don't have the desalinator, you can still harvest coconuts and drink the coconut milk. If you don't have the fishing pole, either coconuts or bananas are available as sustenance. Unfortunately, the only way to fell trees is with the saw. I have been playing the game for a few weeks now, and have yet to get off the island without it.

Besides eating food and drinking water, the player must manage the amount of rest they get, lest they die of fatigue. While players may sleep anywhere on the island, they get the most benefit from sleeping in a camp which they set up.

The camp is more than just a place to sleep. In order to build your raft, you have to cut trees and harvest vines. Since you can only carry so many trees and vines at once, you have to stash your materials at your camp as well.

Building the raft is as easy as collecting the requisite eight logs and four vines and building the raft turn by turn. I was disappointed the first time I completed a raft because there was no indication from the game that I had succeeded in my task. Suddenly, my character just ceased to be on the island. An announcement that I had been saved would be a nice addition to the game.

One strange activity Boxall has included in the game is the ability to mine for gold. I was reminded of the scene in *Titanic* when Kate Winslet's rich fiancé offered the ship's mate a big wad of cash for a spot on one of the last life boats. The ship's mate threw the money back at him and asked what good it would be to a dead man. With the ever-present threat of starvation and dehydration, and a storm-imposed deadline a few days away, mining for gold was the last thing I would consider doing in the game.

Game control was difficult at best. Each game began with me moving the mouse over each of the three characters to determine which one I was controlling. I also found it challenging to make my character move in the direction I wanted him to go. The mouse controls were pretty sloppy, and I wasted several moves having to correct errant mouse clicks.

Technically, I found myself very disappointed. Fully one quarter of the times I played this game, my LC 580 froze or gave me a bus error. This is way too frequently for my taste.

However, the author has encouraged users to report bugs so he could improve the game—I will be sure to forward this to his attention.

And, one side note. Living in Florida has give me a real education in severe weather. We see the fourth largest number of tornadoes in the United States here in Florida, and we always keep a wary eye turned to the sky during hurricane season. All of the exposure to these weather phenomena has taught me that tornadoes are random, unpredictable events which touch down without any warning, while hurricanes can be observed and tracked for days on end as they chug across the Atlantic. By telling the players that a tornado is expected in a week stuck with me every time I played. I guess I have to start watching less of the Weather Channel.

So, if you are looking for a strategy game that doesn't involve warfare, you had best put on your steel pot and march back to war. Beached doesn't yet have the right stuff.

ABOUT THIS
STUFF
STUFF
REVIEWED BY EDWARD GOSS, egoss@atpm.com

ATPM RATINGS
EXCELLENT

Birthdays and Such…

Product Information
Published by: Ron Lichty
P.O.Box 27262
San Francisco, CA 94127
Available at: **<http://www.download.com>**
Email: **<RonLichty@aol.com>**
Shareware Fee: What'sItWorthWare (See Review)

System Requirements
System 6.04 or later
Any Mac made since 1986 (not a Mac 128 or Mac 512)

I'll get this out of the way right from the start: **Birthdays And Such…** is the most nearly perfect Macintosh program ever written. **Ever**. It's small, only 17K, unobtrusive and runs on almost every Mac ever made. It could save your marriage, bring peace to your family, or even save your job. If you are the forgetful type, you must get this program. Set it up with important dates, sit back, and be the envy of all your family and friends. Imagine never again forgetting a birthday, anniversary, doctor's appointment, or job interview!

Birthdays And Such… is an application which is meant to be launched daily on startup to remind you of dates that are important to you. Using it is very simple; it requires a one-time setup, after which you only have to update your Reminders file as necessary to keep track of new events and delete unneeded ones.

To use Birthdays And Such…, download the folder containing the program, manual, and sample reminders file. Make an alias of the program and drag it to the Startup Items Folder in your System Folder. Now Birthdays And Such… will start up each time you start your computer, look up the current date, and display any reminders for that date. You can then make a note of them and quit the program. If you leave your Mac on for days at a time, no problem. Birthdays And Such… will update itself at midnight, displaying any reminders for the new day!

To personalize your own reminders, double-click the Reminders file. It will open with SimpleText (or TeachText on older systems), allowing you to edit it. There are instructions in Chapter 3 of the Birthdays And Such… Manual for creating and maintaining a Reminders file in other word processors, but I can't think of any reason you would want to use anything other than SimpleText. Everyone has SimpleText. It comes with all Macs and some people have many copies! Nothing more sophisticated is required. The starter

'Reminders' file that come with the program contains some examples for you to follow.
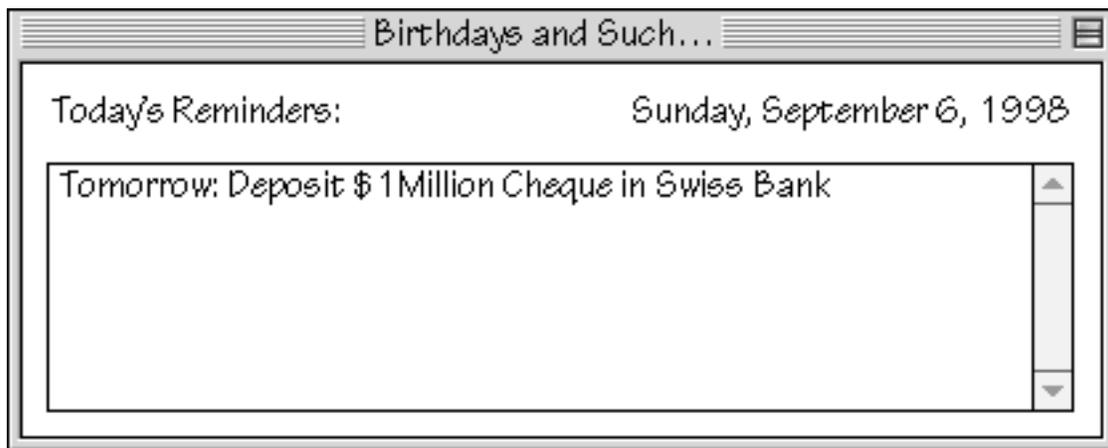
On the right is an example of the Reminders file setup. Each 'Reminder' consists of four lines: The Date you want to be reminded about, how many Days in Advance you wish to be reminded, the Event to remind you about, and a line with a '-' (dash) which is used as a separator. There are only two rules about the Reminders file: Do not change the name of the file, and leave no blank spaces before the '-' (dash).

```
Oct 1
14
ABC Entries Due
-
Sept. 1
7
[1924]Dad's B'day
-
Oct. 16
7
[1925]Mom's B'day
-
```

In the example, the first reminder will tell me from Sept. 17th through Oct 1st that my American Bowling Congress National Tournament entries are due. You will notice in the second example that my dad's year of birth is enclosed in brackets [1924]. Birthdays And Such… will now not only remind me of my dad's birthday seven days in advance, but will also compute his age for me! This also works for anniversaries.

Birthdays And Such… also has the capability of using international date formats. Instructions are in the complete and well-written manual. It also handles year-specific events by adding a line after the Reminder indicating in what year(s) you wish to be reminded. If, in the example above, I wanted to be reminded about my ABC entries only every 3 years, I would add a line after "ABC Entries Due" that read: "=1999, 2002, 2005." The first character on the line must be '=' (the equals sign). Or for a single year Reminder, the line would read "=1999," for example.

Birthdays And Such… is so simple that it comes with only one menu option: "AutoQuit If No Reminders." If you wish the program to quit if you have no Reminders for that day, when the list of Reminders is displayed, in the Reminders menu, you can choose "AutoQuit If No Reminders". On your next start up, Birthdays And Such… will launch; and, if there are no Reminders, will conveniently, automatically quit and let you begin your day's work!

Birthdays and Such…

Today's Reminders: Sunday, September 6, 1998

Tomorrow: Deposit $1Million Cheque in Swiss Bank

The Birthdays And Such… Reminders Window

Birthdays And Such… is classified as Shareware, but is what the Author, Ron Lichty, calls "What'sItWorthWare." You determine what a fair price would be for you to use it, and send that to him. I personally think that $15 is the minimum value for such a wonderful program, but you certainly may send more if you feel that it is worth it to you.

I said at the very beginning of this review that Birthdays And Such… was the most **nearly** perfect Macintosh program ever written. I do have one complaint, and I'm sure Ron has heard it from many people: There is currently no way to sort the Reminders by date. When adding or subtracting Reminders, you must scroll through the list until you find what you are looking for. Unless you have a **huge** list of Reminders, it is not really a hindrance. That said, I would urge everyone to download Birthdays And Such…; use it, and pay the Shareware fee. There are plenty of reminder programs out there, but none so simple, effective and useful. I have been a Birthdays And Such… user for two years now, and couldn't be without it.

ABOUT THIS
STUFF
STUFF

REVIEWED BY DANIEL CHVATIK, *daniel@callypso.com*

ATPM RATINGS
VERY NICE

Olympus D-600L Digital Camera

Product Information
Published by: OLYMPUS America Inc.
Two Corporate Center Drive
Melville, NY 11747–3157
Phone: (516) 844–5000
Fax: (516) 844–5930
Web: **<http://www.olympus.com>**
Street Price: $860
Seen as Low As: $755

System Requirements
68040 or PowerPC
16–32 MB free RAM
45 MB free hard disk space
CD-ROM Drive
256 or higher color display
Free serial port

Imagine how amazed people must have been when photography was first invented. Suddenly it was possible to preserve memories of special occasions or loved ones on paper! Certainly, paintings existed, but those took a lot of time and effort and usually reflected the point of view of the painter. Photographs were simple, fast, and objective.

However they were far from perfect in the beginning. They were only black and white, they took a long time to develop, and you had to keep buying film. Nowadays it's almost impossible to find black and white film anymore as color photography dominates, but the other two problems still remain. Enter the world of digital photography.

Digital photography promises to eliminate those hassles. Just plug the camera into your computer and you can bypass the local photo shop completely. You save time and money. You also save money on films. Digital cameras come with erasable memory, a kind of "reusable film". Just erase the memory when you have downloaded the pictures into the computer and you can start shooting pictures all over again.

Although the first digital cameras eliminated the problems of traditional photography, they created new problems:

Quality and Battery Life

Because storage is limited, only a certain number of pictures in a certain resolution can fit in the memory chips. Those resolutions were around 640x480 pixels in the beginning. That is great if you just want to view the pictures on your screen but it is horrible for printing. The Olympus D-600L is one of many cameras in a new generation of so-called "mega-pixel" cameras. This awesome sounding name just refers to the fact that they have more than a million pixels. The D-600L has 1.4 Megapixels according to Olympus. That corresponds to a maximum resolution of 1280x1024 pixels (which is actually 1,310,720 pixels). However the camera uses more pixels than that internally and discards the rest to give the final resolution.

Having used an older Olympus D-320L before, I can tell you that the difference is astonishing. The D-600L is simply amazing. The picture quality and resolution are superb. It features a 3x zoom, which is very handy if you use the camera a lot.

Features

A viewfinder, a flash, 3x zoom, auto-focus, self-timer, macro mode, and two different exposure modes. It also offers a built-in color LCD screen which lets you preview the pictures after you have taken them, erase them individually or all at once, and view slide-show of all pictures taken so far. This is an amazing feature for people who have never seen a digital camera before. The screen also features a menu that lets you control many settings like a date/time stamp and picture quality.

The pictures are saved on 4 or 8 MB SmartMedia cards, which look like little flat chips, about three square inches in size. The camera comes with one 4 MB card.

A Landscape Picture of Prague

Three Picture Formats

Standard, which is 640x512; high quality, which is 1280x1024 with some JPEG compression; and super high quality, which is 1280x1024 with virtually no compression. You may wonder why you need different formats. Why don't you just use the super high quality all the time? Well, the higher quality uses up more storage so you can only fit 4 pictures on a 4 MB storage card as compared to 12 with high quality and 49 with standard quality. Those numbers are just minimums. The actual capacity depends on the pictures and how well they compress. I usually get about 15 images on high quality. These numbers double with the 8 MB storage card. There are also 2 MB cards available, but they don't have much capacity.

Digital cameras eat batteries and the D-600L is no exception. Always keep some spare batteries on hand. The use of the LCD and the electronic zoom use up most of the battery. It might be advisable to use rechargeable batteries to cut down the cost of having to buy new batteries all the time.

Accessories

Storage cards, rechargeable batteries and an appropriate recharger, a power supply (for when you download the pictures into the computer or print them), a leather carrying case, different lenses and filters, and a little photo printer that connects directly to the camera and produces photo-quality printouts on special paper. Olympus also bundles some of these in an accessory pack.

Two Beauties Close-up

Conclusion

I used the camera a lot during my trip through Europe, and I love it. However there are some things I don't like. The camera needs about 3–5 seconds after every picture to get ready for the next one. Forget about several quick shots one after another, that's impossible. The download speed into the computer is quite slow. This is understandable given the size of the files and the slow serial bus. I wish Olympus had a USB version of the camera, though. The software is a catastrophe. It does what it is supposed to do, but the interface is simply horrible. The last thing I don't like is the price.

Would I recommend this camera? Yes. It is really good. People who have a use for digital cameras (e.g. for Web pages or product catalogs) and who can afford to spend this much will get a terrific camera. For the home users out there, there are two possibilities:

Wait until the prices will drop or get a less expensive one.

For more information on the camera and it features go to:
<http://www.olympusamerica.com/digital/products/600L/600L.html>

To see sample pictures from this and other cameras go to:
<http://www.olympusamerica.com/digital/download/download.html>

Last-Minute Update: According to information on the Digital Camera Resource page **<http://www.dcresource.com/>**, Olympus will introduce two new cameras on November 4th. The $1000 D-600XL will be similar to the D-600L but will include several new features: a rapid-fire mode that allows shooting 10 frames in 5 seconds, 16 MB SmartMedia capability, and support for an external flash. A cheaper D-400Z with 1.3 Megapixels, 3x Optical Zoom, and rapid-fire will also be introduced.

Painter 3D

Product Information
Published by: Meta Creations
Web: **<http://www.metacreations.com>**
List Price: $450

System Requirements
Power Macintosh
System 7.5 or later
Minimum of 16 MB application RAM
(24+ MB recommended)
Hard drive with 30 MB free space
CD-ROM drive

What do you get if you cross Fractal Design Detailer and Painter 5.0? Painter 3D is the latest addition to the MetaCreations Painter family. Like all MetaCreations products promises to be a "standard setter."

Painter 3D allows you to interactively paint texture, bump, highlight, reflection and glow properties directly on 3D models in real-time. It also includes advanced brush capabilities with over 100 Natural-Media brushes and image-editing effects. Together with up to 32 multiple undos, this program is a joy to use.
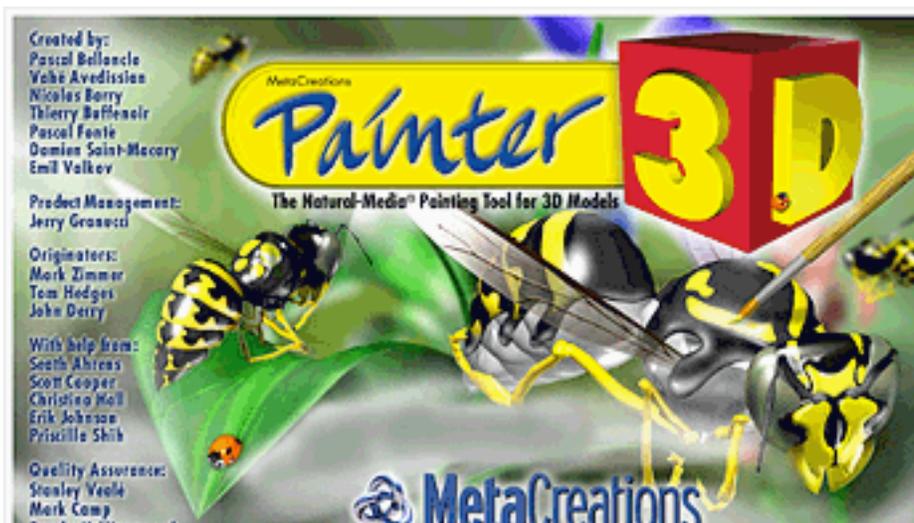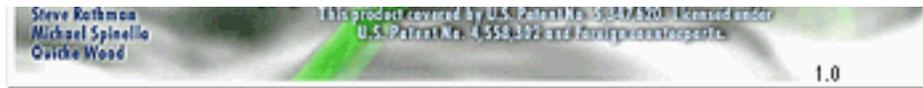
The 3D field has never been an easy one due to the complexity of defining and working in multiple space environments. Anyone familiar with working in 3D knows that there are two phases for making 3D scenes: constructing the polygons and dressing them up. Programs like Specular's Infini-D are adept at both stages while programs like Painter 3D specialize in just the "dress up" phase. As you would expect "specializing" in a particular field should imply excelling at it. Painter 3D shines through in a way all its own.

A first look at Painter 3D makes Painter users "feel at home." Even MetaCreations itself admits that many features were simply imported from Painter. It is not until you start importing the DXF files that the differences start showing. The most noticeable one is the "Maps Manager Palette." The Maps Manager palette lists the six map types that you can apply to objects: Texture, Bump, Highlight, Reflection, Glow, and Environment. This controls the overall appearance of an object.

Once a ready made object is imported in Painter 3D (mind you the program has very limited modeling capabilities; cubes, spheres, cylinders etc.) you can then use the "Maps Manager Palette" and the brushes **to paint directly on the 3D model. You can even apply visual effects and lighting to the 3D objects**. The program is very simple to use, packed with features, and quiet speedy (for what it does anyway). Not exactly a heavy weight, but think of it in the Poser line of applications.
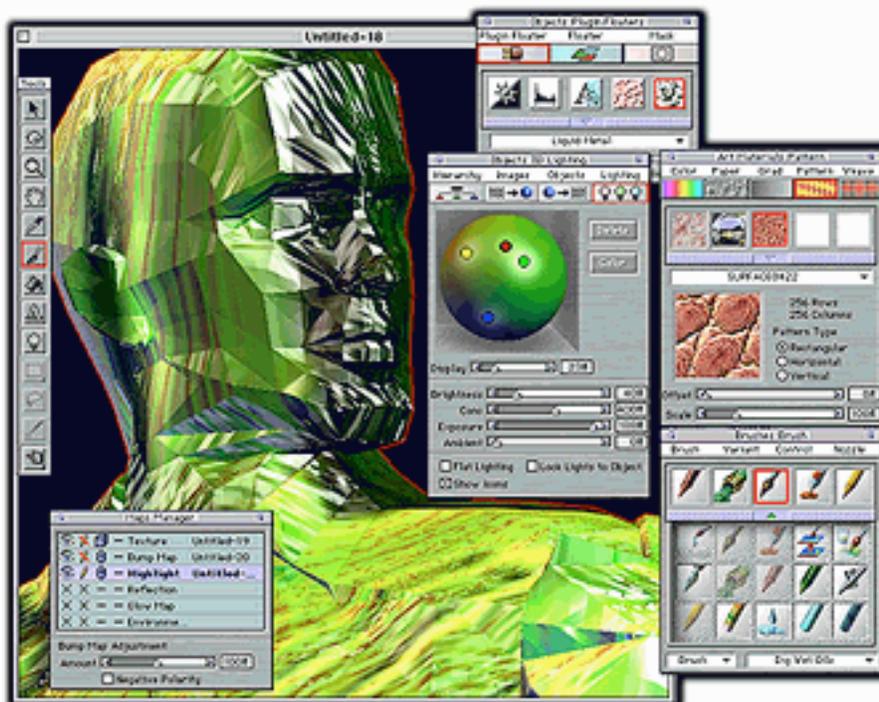
The two obvious drawbacks in Painter 3D are the price (which is way too much for a program of this caliber) and the lack of all professional rendering modes (raytracing,

phong, etc.)—though models can be re-exported and rendered in other applications.

Summing up, I love Painter 3D's idea but there are far too many things missing to make this software deliver its promise. However, just as Poser was turned into a killer-app over the course of three versions, Painter 3D holds a very big potential to do even better than the latter.

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 an **Interviews Manager** and an **Publicity Manager**. Please contact us at **<editor@atpm.com>** if you're interested.

Cover Art: We enjoy the opportunity to display new, original cover art every month. We're also very proud of the people who have come forward to offer us cover art for each issue. If you're a Macintosh artist and interested in preparing a cover for *ATPM*, please e-mail us. The way the process works is pretty simple. As soon as we have a topic or theme for the upcoming issue we let you know about it. Then, it's up to you. We do not pay for

cover art but we are an international publication with a broad readership and we give appropriate credit alongside your work. There's space for an e-mail address and a Web page URL, too. Write to **<editor@atpm.com>** for more information.

We Want To Hear From You

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

Let Us Know That You Know What You Know

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

Your Stuff: If you or your company has a product that you'd like to see reviewed, send a copy our way. We're always looking for interesting pieces of software to try out.

Wishful Thinking

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

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That's It

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

This is the latest in *ATPM's* series of Trivia Challenges. Answers to this month's Trivia Challenge will be found in the next issue of *ATPM*. If you have any suggestions for future Trivia Challenges, or wish to comment about almost anything, please e-mail me at **<egoss@atpm.com>**.

This month's Trivia Challenge is a list of famous movie quotes. The kind that, as soon as you hear them, remind you of a particular movie. On the left are the quotes, and on the right is a list of the movies that they came from. See if you can match them up! The first reader to e-mail me the correct answers to all 10 questions will receive their choice of two great new Mac tutorial books—*Inside Adobe Photoshop 5* by Gary David Bouton & Barbara Bouton, or *Teach Yourself HTML 4 in 10 Minutes* by Tim Evans. The second correct reader will receive the other book. So take part in:

Trivia Challenge 4.10—Movie Mutterings

1. "Emergency! Emergency! Everybody to get from street!"	A. Star Trek IV – The Voyage Home
2. "It sure would be a big waste of space."	B. The Russians Are Coming! The Russians Are Coming!
3. "The new phonebook's out! The new phonebook's out!"	C. Air Force One
4. "That's not a knife, THIS is a knife!"	D. The Jerk
5. "It turns out I have a Rose Garden."	E. Independence Day
6. "Admiral, there be whales here!"	F. Rainman
7. "Now, get off my plane!"	G. Contact
8. "Show me the money!"	H. The American President
9. "Welcome to Earth!"	I. Crocodile Dundee
10. "I'm an excellent driver."	J. Jerry Maguire

The Rules

Each question has only **one** correct answer. The answers are stored in a hermetically sealed envelope guarded by a fierce Lhasa Apso named "Hammerli" who lives in our house.

Last Month's Answers—4.09—The Grab Bag

1. He might say "Whoa, Nellie!" after an exciting touchdown play.
   C. Keith Jackson

2. If you are standing on "The Grassy Knoll," where are you?
   D. Dallas

3. Where did Butch and Sundance meet their fate?
   A. Bolivia

4. Who invented the "Opti-Grab"?
   D. Navin Johnson

5. How many US. Astronauts have walked on the Moon?
   B. 12

6. In 1866, what was the first state to be re-admitted to the Union after the
   Civil War?
   A. Tennessee

7. What NASCAR driver won the inaugural "Brickyard 400"?
   C. Jeff Gordon

8. What was the first "Official" issue of *ATPM* that was a Michael Tsai/Robert
   Paul Leitao production?
   B. Oct 96 – 2.10

9. What was the first issue of *ATPM* to be hosted at **<http://www.atpm.com>**?
   A. Feb 97 – 3.02

10. Who would not give up her seat on the bus?
   D. Rosa Parks

This Month's Folk CD Recommendation

"Highway Signs" - A live album by Aztec Two Step - Prime CD PCD 025