MacGuide

The **SuperSource**™

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Macintosh Models. Apple's Macintosh computers and operating systems have changed the world, making computing, the Internet, and digital accessories available to The Rest of Us.

Although not every Apple model over the past quarter-century has been considered a marketing success, Apple has been batting considerably better than the 0.300 baseball standard, the 50-50 coin-flip standard, or the 80% Pareto standard.

Apple has done well for its investing stockholders. In the darker days, when Apple naysayers prophesied computer users abandon the Macintosh and join the majority Wintel platforms, MacGuide launched its Angels for Apple program, February 1996 [Apple stock about 12, split adjusted] and reprised Mach 2000 [Apple stock about 25, split adjusted], suggesting Macintosh computer

supporters buy at least one share of Apple stock and publicly support Apple.

Apple's stock is now about 175 [past performance is no guarantee of the future]. MacGuide's proposal was moral rather than profit-oriented. A strong democratic tradition suggests supporting your local neighborhood and friends. Moreover, stockholders have a formal vote in Apple policy and management; consumers simply spend money.

Bloomberg news, in an inadvertent newswire August 31st, credited Apple and Steve Jobs with making personal computers easy to use, mainstreaming film digital animation, and refashioning the mobile phone.

Apple design has been a model, followed not only by other technology manufacturers, but by fashion, life style, and aspirations. But this is now well known. Known by the

market and incorporated into Apple's stock price, as Wall Street and the efficient marketers suggest.

Less understood now are how Apple's users model beyond technology.

*Nex*Guide®

Introduced October 2001, more than 150 million iPod portable media players have been sold worldwide. There have been previous portable music players—battery photographs, transistor radios, boom boxes—but none have had the cultural impact of the iPod. Since October 2004 in the USA, iPods have captured 90% of the hard drive-based player market, over 70% of the market for al types of players.

iPods are being used across most demographics, from teenagers and pre-teens to commuting Baby Boomers and soccer moms. But iPods store and play more than music.

Many colleges now include the iPod as an essential educational tool. Apple offers resources for educational uses of iPod, iTunes U and Mobile Learning, <http://www.apple.com/education/itunesu_mobilelearning/ipod.html>, and a collection of lesson plans, iPod in the Classroom, <http://www.apple.com/au/education/ipod/lessons/>.

Business and government are using iPods for training and business communications. Current iPods can store and play audio lectures, store and display text, store and display videos.

Likely more significant than the iPod device is its parallel iTunes service. If not overnight, then overyear, iTunes has changed the music buying habits of the music buying public. At first only music, now iTunes is a multi-national digital distribution hub for music, audiobooks, Podcasts, Internet radio, and video—movies, broadcast and cable television.

There are alternative music formats, alternative digital players, and alternative Internet sources, but Apple continues to have consumer preferred, user-friendly, design-aesthetic implementations.

The iPod works with both Macintosh and Windows operating systems, as does iTunes. Reportedly, iPod popularity introduces Windows OS users to Macs and Apple Stores.

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Apple opened its first Apple Stores in May 2001, and now has over 225 Stores, including 197 in 39 USA states, and others in the United Kingdom, Japan, Canada, Australia, Italy, and China.

Apple Stores offer free workshops, available individual tutorials, sales of Apple and associated accessories and software, and feature a Genius Bar for free technical support, at least for non-vintage equipment, generally at least OS 9 or OS X.

While Mac computers generally are easier for mere mortals to select, setup, maintain, and keep secure than Windows computers—and offer efficiencies and comforts for small and large businesses—questions and problems do arise. Many can readily be solved with a quick peek at the Apple Support page, <http://www.apple.com/support/>, review of an Apple forum, <http://discussions.apple.com/index.jspa>, search of an Internet Mac website, but often, if there is a nearby Apple Store, it might be easier to reserve a Genius. Reservations are typically available within a day or two,

priority is given to ProCare members, a $99 annual service.

ProCare offers free setup for a new Mac, same-day service at the Genius Bar, faster repairs, a yearly tuneup, and covers up to three computers.

In 2006 Apple introduced Macintosh computers working with Intel microprocessors. These Intel chips permit the new Macs to operate not only the Mac operating system, but also, if the user wants, a Windows OS.

Windows on a Mac reportedly runs faster and better than on conventional Windows hardware. If one only needs occasional use of a Windows-only program, Parallels and Fusion permit simultaneous use of Mac and Win OS.

Non-Win operating systems are gaining market share. Linux, an open-source version of Unix, jumped up to 16%; Mac OS X, also a version of Unix, increased to 8% (Net Applications survey, 30Jun08, based on unique visitors to websites). iPhones, which use the Mac OS X, was even included in the survey. Other market share statistics are based on current sales, not current use.

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iPhone, a small computer with the Mac OS X, has transformed individual and industrial expectations for communications. iPhone users can now select among hundreds of Apple-approved iPhone applications, further customizing the iPhone to their needs.

Social network services have been discovered as powerful forces, impacting advertisers, education, politics, the very language and communication habits of a generation.

FaceBook, MySpace, and LinkedIn currently are most popular, with millions of users. Social network sites may be used to find long-lost friends, to build community, to market one's self, to present false information, and to lose privacy. Second Life, a virtual reality website, launched June 2003; its 13 million registered users can morph into their own Sims. Yahoo, Google, and MobileMe provide free egroups for hundreds of interests, or start your own. Caveat emptor (let the buyer beware), even for free services.

Business and advertising is coveting these social networks for the low cost, direct marketing possibilities.

More positively, the Internet also fosters collaborative inquiry. Many-Eyes, <http://www.many-eyes.com>, users may upload data and use sophisticated visualization tools to generate interactive displays, and let others explore and comment—an Internet application of James Surowiecki's The Wisdom of Crowds.

Or consider Paul Velleman's Data Desk interactive, exploratory data anslysis, <http://www.datadesk.com>, when you want stronger tools or privacy.

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