

# AUGmentations

THE APPLE GROUPS TEAM NEWSLETTER



## “One More Thing...”

*Actually, a few more things and you'll want them all.*

Steve Jobs presented his “three act” address to members of the press in San Jose showcasing Apple’s hot new additions to their product lines. After month’s of rumors and speculation, most people report that they were impressed by the new **iMacs, video iPods**, applications and the release of iTunes 6.0 just weeks after version 5’s arrival. What seems clear is that Apple wants to be more than a computer company and position itself as a multimedia “lifestyle” company that provides all of the tools to take consumers beyond the burn of removable media and extend beyond e-mail. On the down side, where does this leave **professional Mac users** who are eagerly awaiting the faster, if not Intel-based, Power Macs that are long overdue? Still waiting and our hope is that they will be worth that wait.



Products that were announced are plastered all over every technology web site, so, here are a few key features we thought

you might want to hear about that you’ll find in these new goodies. The new iMacs now offer up to **1000Base-T** ethernet speeds, **built-in iSight** w/ multi-user iChat video support plus a new app, “**Photo Booth**” and multimedia software

along with substantial speed and RAM improvements. The video iPods have, well, video but *no longer offer* the remote port or, oddly in a video product, FireWire connectivity. Interesting



is the fact that Apple OEMs technology from Samsung (who actually uses **Pixar’s** “Toy Story” on the product image for their 20Gb WinVideo player), but no real full-length movie support was announced at this point. iTunes now supports, you guessed it, videos and you can download your favorites with agreements for TV growing fast. The new **QuickTime 7.0.3** is required for full functionality. Keep

your eyes open for updates to other hardware. It’s been six months since the Power Macs were updated and nearly eight for the PowerBooks. With **MacExpo** coming up later this month in London, one never knows what might happen next.



### For more information visit:

- [www.apple.com/imac](http://www.apple.com/imac)
- [www.apple.com/itunes](http://www.apple.com/itunes)
- [www.apple.com/ipod](http://www.apple.com/ipod)
- [www.mac-expo.co.uk](http://www.mac-expo.co.uk)

## Trick(ed out) or Treat(ment)... Are Mac Upgrades Still Strong?

We all know that keeping up with technology is a race we’re all destined to lose; however, the idea of upgrading components of your products offers some hope when it just isn’t in the budget to purchase newer models. While this may only be **reasonably effective** when it comes to multimedia and other “thirsty” applications, for things like storage, system performance and day-to-day internet activities, you may find excellent results from even very simple upgrades that may take some of the strain off of your CPU or minimal RAM. When it comes to a good “rule of thumb,” I recommend looking at what you currently use your Mac for, as compared to what you *wish it could* do, to make this determination for yourself - and **beware** of advice from eager salespeople.



- Daniel M. East  
President, The Apple Groups Team.

THE AUGMENTATIONS INTERVIEW: **ADAM ENGST**by *Daniel M. East*

*Adam Engst was named as one of MacDirectory's "Top 10 Visionaries" and is even more, as a person, than his extensive bio(s) suggest. As one of the most accomplished technical writers in the industry, Engst's approach embraces the philosophy of "...for everyone" when it comes to the readability of his published works. With the huge success of his Internet newsletter, **TidBITS** (and, in my opinion, the first real 'Blog), along with countless books, videos, and award-winning publications, his expertise and experience make him the "go-to" guy when you want a direct, honest, insightful and direct opinion on a huge range of subjects. Even more than that, he has earned a reputation as a wonderfully kind and generous person who remains very approachable and with his sense of humor intact.*

If you have read even one Apple-specific magazine, book or website, chances are you've read something from **Adam Engst**. Having said that, the New York State native is many things to many people and remains philanthropic while doing the delicate writer's dance along the ever-changing publishing landscape since his first edition of *TibBits* was released in 1990 and his *Take Control* ebooks which enjoy enormous success.

**...if Apple has the guts for more radical change, I could see the entire filesystem disappearing.**

## AS A PRESENTER STARTING OUT:

As a presenter, Engst recalls a presentation for his senior honors thesis to the thesis committee as a senior at Cornell University in 1989, "I was in a program called the College Scholar program that waived all

requirements in favor of an 8-credit senior honors project. I was studying hypertextual fiction, and was using a very early version of a program called *Storyspace* (still sold today,



by Eastgate Systems). I had to borrow a special Mac from Cornell Information Technologies (where I worked at the time) and a projector so I could demo my fiction and thesis to my committee. It

was a generally successful presentation, as I remember, and I graduated magna cum laude."

## ON USER GROUPS:

With the huge amount of Mac-specific information online, I asked about his opinions regarding the state of User Groups today, "I think user groups are a **great resource** for Mac users, and I also believe they provide a valuable community for people in an increasingly disconnected world. That said, they've been forced to find a new equilibrium in this age of the Internet; they're simply not as essential as they used to be before the Internet came along." In addition to public appearances, Engst also *(continues on pg. 3)*

contributes his own time to MUGs and visits up to ten groups each year for specific events and presentations.

#### STATE OF THE MACINTOSH:

“At the moment, I see Tiger as a transitional OS version. Technologies like *Spotlight* have a lot of potential that’s not realized currently, but if Apple has the guts for more radical change, I could see the entire filesystem disappearing in favor of a Spotlight-driven approach to finding and collecting files and other data,” reports Engst.

What about the up-coming move to Intel chips? “In terms of the hardware, some people are very caught up in the move to **Intel**, but I **couldn’t really care less** until it happens. It’s a major change, but it’s entirely under the hood, and most users probably won’t even notice. I do hope that the change makes possible more Windows compatibility, not because I want to run Windows, but because a lot of people need to use one or two Windows applications, and it would be great for them not to have to use a PC at all. My ideal there is for Windows applications to run in a box, much like Classic applications do now, so that you see only the application, not Windows itself.”

So, this then leads to questions about product support and what Engst feels Mac-users might expect, “As far as developers go, I think we’re seeing **lots of**

**action** in the very small developer community. It’s hard to grow a business too much without attracting attention from Apple and getting squashed, since anything that’s interesting enough to the majority of Mac users is a candidate for inclusion in Mac OS X. I’d like to see more medium-sized and large developers, since there are certain types of products that simply require more resources than a small company can bring to bear.”

**Security is always a concern** and there continues to be a lot of speculation regarding the Intel move.

“Honestly, I don’t think it’s a big deal. The underlying hardware just isn’t the problem when it comes to security, and the fact that Mac OS X will still not be Windows should mean that the security scene won’t change much at all.”



#### THOSE FABULOUS TOYS:



**The Adam Engst Action Figure**

One of our favorite subjects in these interviews is about “gadgets.” Engst chose to be more specific in his response, “Hmmm. I have a lot of things that qualify as gadgets, but I think my favorite one would have to be my **Canon PowerShot S400** digital camera. I can’t claim it, since I only bought it for my wife and it really is hers, but we have a Roomba robot

*(continues on pg.4)*

vacuum cleaner and love it too. And until recently, I would have mentioned the **TiVo**, but we became disgusted at the cost and quality of cable TV, and dropped it entirely, so we seldom use the TiVo now.”

#### WHAT'S YOUR MAC:

**Desktop: Dual 1Ghz Power Mac G4 with 2 - 17” Studio Displays**  
**Laptop: 12” PowerBook G4**

*“It’s just the latest desktop Mac for me; I don’t have particular needs other than double monitor support, so I get a new one every three or four years when the old one is seeming slow. I prefer small PowerBooks because I mainly use them when travelling and around the house.”*

Like many of the Mac-faithful, it is a family matter as well, “Most of my immediate family uses Macs, so Tonya uses a dual 2 GHz G5, my parents have a 14” iBook and a G4 Cube, my aunt and uncle use a CPU-



accelerated blue & white, and all my grandparents used iMacs while they were still capable of handling them. Everyone’s pretty positive about the Macs, but of course, they have me to make sure they work properly. That’s one of the **key aspects of the Mac**, to be fair - the sharing of information and assistance among users. It’s a great platform, but it’s the people who use Macs that really set it apart.”

#### HARDWARE - MACWISH LIST:

*“In the real world, I’d love to have a top of the line G5 with a 30” monitor, or maybe multiple 30” monitors. :) But realistically, my dual 1 GHz G4 is working fine, and a pair of Apple 17” LCD displays works fine for me now. Lapsing into fantasy land, I’d love to have an Apple-designed cell phone/PDA. Apple has shown that no one can compete with them on truly great industrial design, and cell phones and PDAs really need Apple’s attention to detail.”*



#### CURRENT PASSION:

“The Take Control ebook series. It’s been hugely fun to create and sell a product that solves so many of the problems I’ve encountered over the years writing print books for traditional publishers.”

#### WHAT'S ON YOUR IPOD/ITUNES:

“The most played song in iTunes on my desktop Mac appears to be Joe Henry’s ‘Beautiful Hat’ although that’s not entirely accurate, since I listen to music on multiple Macs. As far as a favorite song of all time, it would have to be Leonard Cohen’s ‘Suzanne,’ which I’ve loved ever since I heard it the first time on my parents’ old reel-to-reel recorder.”

#### GETTING PERSONAL:

With so much going on professionally, it seemed appropriate to talk with Engst about how his reputation precedes him, “The standard misconception used to be that I was older than I am. (I’m 37 now, and have been publishing TidBITS for nearly 15 years.) I think I’ve gotten to the age where people expect me to be about as old as I am. The other common misconception is that I write everything in TidBITS, whereas in fact there are many other people who write articles for us.” That said, Engst recalls a pivotal moment, “As my Aunt Irene (a slightly scary great aunt, at least when I was young) once told me,

after I had responded to her question about what I wanted to do when I grew up with a non-answer, ‘It doesn’t matter what you do as long as you make the world a better place.’”

#### EXTRA CREDIT:

*As you may know, I like to ask about each person’s ten essentials that they never go anywhere without.*

“That’s actually a tricky question, since I’m a runner, and frequently leave the house clad only [in] a few ounces of nylon. Since I go for runs without things like a wallet, keys, and cell phone, I can’t really get to ten items, and would have to stop at [the following]”



-  **Shoes**
-  **Socks**
-  **Shorts**
-  **Sense of humor**

Continuing, “In the end, if you have those things, you’re probably doing OK.”

#### FAVORITE WEB SITES:

TidBITS [www.TidBITS.com/](http://www.TidBITS.com/)  
 Take Control [www.TidBITS.com/takecontrol](http://www.TidBITS.com/takecontrol)  
 Google [www.google.com/](http://www.google.com/)  
 Cornell Weather Page  
[www.cornell.edu/about/status/weather.cfm](http://www.cornell.edu/about/status/weather.cfm)

#### CONCLUSION:

Adam Engst is humble, but also direct. His ability to both convey an understanding of the topics he writes about in a somewhat visual way along with a very common-sense approach give his readers a real sense of his decency and intellect. If you have not made your way to *TidBITS*, or if it is a while since your last visit, I would highly recommend that you do so. In fact, user groups can enjoy **free copies** of *TidBITS* and *Take Control*.

#### WHERE TO FIND HIM:

[www.TidBITS.com/takecontrol](http://www.TidBITS.com/takecontrol)  
[www.TidBITS.com/](http://www.TidBITS.com/)  
[www.takecontrolbooks.com/](http://www.takecontrolbooks.com/)

- **Daniel M. East**

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**Next month:  
 Author, Editor and Audio Guru,  
 Dan Frakes**



## APPLE EXPO &amp; AES 2005 SHOWCASE NEW PRODUCTS

AES Conference, Jacob Javitz Convention Center, New York City With nearly 20 percent more in attendance over last year's event and plenty of **product news** for the professional audio markets, the recent [2005 Audio Engineering Society's New York event](#) was a mix of mics, modelers and momentum in the industry with panel discussions and sessions for the studio, live sound reinforcement and broadcast industries. Clearly, **pro audio is alive and well** for its audience of some of the industry's best engineering talents along with students, producers, musicians and advanced home users visiting the conference.

In terms of Apple-specific items, [IK Multimedia](#) offered demos of their very nice modelers, a new studio reverb as well as their new StompIO controller and Apple's own booth/theater offered daily tutorials and demos with a standing room only setting. [Cakewalk](#) offered demos of their new Sonar 5 Producer and Studio editions, while [Mackie](#) presented its cross-platform **FireWire 1200F** allowing up to 28 mic inputs and offering different headphone mixes for each listener along with 2X2 MIDI interface and Onyx's quiet mic pre-amps. A very compact,

multi-featured tool that will become available after the first of the year with an estimated street price of around \$2,000 US. Although not Mac-specific, Mackie's "**Big Knob**" also received a TEC Award for Best Ancillary Equipment. A **favorite new product** was Bias's new **Master Performance Suite** that is not only full-featured, but is part of the Pro XT 5 package (will be sold separately) which includes Peak Pro 5, the Master Perfection Suite plus SoundSoap and SoundSoap Pro for around US\$1,200. Look for a complete review coming

soon.  
Photo  
Credit:  
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## TEC AWARDS AUCTION BENEFITS HEARING EDUCATION



With the focus on "noise induced hearing loss," the [2005 TEC Awards](#) had to overcome some rather involved and ironic technical difficulties; however, they were laughed off for the most part and the awards banquet had some great highlight moments including—on the top end—the Hall of Fame award presented to engineer

and producers **Arif Marden** from his long-time friend and fellow "Turk," **Ahmet Eregun**, while on the other end, a surprise performance by a slightly off-key and seemingly confused **Chaka Khan**.

Audio innovator, guitar legend and namesake of the popular Gibson model guitars that bear his name - the one and only **Les Paul** - stole the show when he picked up the *Les Paul Custom* sunburst from the president of

**Gibson USA** who was presenting it to honoree, **David Byrne** (accepted by Lauri Anderson). Paul gave it the visual once over and sort of smirked in disapproval of its slightly flashy features; then, he flipped it up on the podium to check to see *if the neck was straight!* This brought major laughs, cheers and applause - not bad for a 90-year-old genius. Clearly, all in good fun ... and it was, indeed.

**For more information:**  
[www.hearnet.com/auction.html](http://www.hearnet.com/auction.html)

## CONGRATULATIONS, DAVE &amp; TERESA MARRA!



Last month's *AUGmentations* put the spotlight on Apple's incredible **Dave Marra** and we're pleased to report that he is now a very proud new Dad!

Baby-boy **Ryan Marra** and family are doing well and we congratulate them on this wonderful milestone. I think we have to call him **Marra 2.0...**

## APPLE EXPO PARIS 2005

Last month's Apple Expo did not disappoint when it came to new product releases with a huge amount, of course, being released for iPod products. Here are just a few of the offerings released at the show:

-  **DLO HomeDock**
-  **ElGate EyeTV EZ**
-  **Intego PersonalBackup**
-  **XtremeMac FS1 Earphones**
-  **Harmon-Kardon Drive/Play**
-  **JBL Creature II Speakers**
-  **RadTech ClearClip**
-  **.Mac upgrades**
-  **Griffin iFM**



*For more on these products, visit their respective sites or search your favorite Apple-news site.*

## KEEPING UP APPEARANCES

As mentioned in this issue of AUGmentations, Adam Engst visits user groups and this month is no exception. TAGteam members, **MUGONE** will have a visit from Mr. Engst on the 4th and he'll appear at the Apple Store in Albany, NY on Nov. 2 (not to shop); **David Pogue** visits members MUGSNJ on the 22nd; and, London's **MacExpo** runs from the 27th through the 29th of this month.

[www.mac-expo.co.uk](http://www.mac-expo.co.uk)

## DENNIS SELLERS

Please note that will we not have "News at The Core" in this issue. We are sad to report that Dennis Sellers' father passed away and we respect his time off as he addresses the issues at hand with his family as his first priority. *NaTC* will return next month in our November issue. We send our thoughts and support to Dennis and his family.

KOINGO SOFTWARE  
LOGO BY TAGTEAM

When our friends at Koingo Software needed a **new logo** to go along with the great new update, titles and growing success of their business, they asked TAGteam for some help. Our team designed several options for them and their customers were given the opportunity to vote for their favorite which would then be the company's new branding. Thanks to those who participated. Here is the final winning logo...



## MACSIMUM NEWS

The site just underwent a major upgrade and redesign. Please visit the site for the latest Apple news and information.

[www.macsimumnews.com](http://www.macsimumnews.com)

## Calendar

**Oct 18 - 21**

Educause  
Orlando, FL

**Oct 21 - 23**

MusicPlayer Live  
New York, NY

**Oct 26 - 28**

Apple EDU T+L2  
Denver, CO

**Oct 27 - 29**

MacExpo  
London, England

**Nov 15 - 17**

NAB Post  
New York, NY

## Contributors

DANIEL M. EAST



TAGteam founder and president; group member "emeritus" of several MUGs.

DENNIS SELLERS



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RANDY DECKER



Our TAGteam Vice-President and Web Master for Bux-Mont MUG

**November Issue:**

*See you next month  
when we feature  
our interview  
with author,  
editor and  
audio guru*

**Dan  
Frakes**



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## TAGteam LINKS

**AppleFreeTech** - Free Mac support  
[groups.yahoo.com/group/AppleFreeTech/](http://groups.yahoo.com/group/AppleFreeTech/)

**TAGteam Leaders' eList** - News you can use

[www.applegroups.org/list.html](http://www.applegroups.org/list.html)

## USER GROUP LINKS

**User Group Advisory Board**  
[homepage.mac.com/ugab/](http://homepage.mac.com/ugab/)  
**Apple User Groups**  
[www.apple.com/usergroups/](http://www.apple.com/usergroups/)

**We like to hear from you! If you have a great product, story idea or comments, drop us a note at:**

[augmentations@applegroups.org](mailto:augmentations@applegroups.org)

**UPDATE YOUR LISTING:**

*Just a reminder to keep your TAGteam listing current. You can use our "Join" form on our website and select "UPDATE." Please help us keep your info current! Thank You! [www.applegroups.org](http://www.applegroups.org)*

**On Deck with Randy Decker**

## TOP 10 HALLOWEEN FUN SITES

1. [www.halloweenmagazine.com](http://www.halloweenmagazine.com)
2. [www.kidsdomain.com/holiday/halloween/mac.html](http://www.kidsdomain.com/holiday/halloween/mac.html)
3. [www.halloween.com](http://www.halloween.com)
4. [www.halloween-online.com](http://www.halloween-online.com)
5. [www.halloween-safety.com](http://www.halloween-safety.com)
6. [www.halloween-news.com](http://www.halloween-news.com)
7. [www.halloweenphotography.com](http://www.halloweenphotography.com)
8. [www.halloweenghoststories.com](http://www.halloweenghoststories.com)
9. [www.fearfulfilms.com](http://www.fearfulfilms.com)
10. [www.pumpkin-carving.com](http://www.pumpkin-carving.com)



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*Gotta topic you want Randy to tackle? Find out what's hot, what's not, and Mr. Decker's take on it all...*

Send it to us at: [info@applegroups.org](mailto:info@applegroups.org)

**Thanks again for your feedback. We're working hard to bring you all the news you can use for your organization and your members/staff.**