

Access

Newsletter of the Louisville Computer Society
Kentuckiana's Macintosh Users Group

January 2004

Notes from the Motherboard
by Harry Jacobson-Beyer
a chip off the old block

Happy New Year!

I'm an avid bike rider and when the temperature is above 40° you'll often find me out riding. I'll ride 20, 30, and even 40 miles at a time and return home tired but exhilarated.

As regular readers of this column know, I ride a recumbent bicycle; a laid back machine with a padded seat and mesh seat back. The pedals are out in front of me and there is no pressure on my neck, shoulders, arms, and hands. When I'm out and about on my recumbent bike people comment and an oft repeated remark is "boy that looks comfortable." And it is.

[If you would like to see pictures of me on my bike or find out more about recumbents point your web browser to <http://pages.prodigy.net/bikeolounger>]

You must be wondering what my bicycle has to do with computing or Macintosh computers. Technology, it's all about technology.

Technology associated with biking, like all technology, has grown significantly in the last 20 years. Take the bicycle computer. My first one, which I bought in the mid 1980's, tracked speed, distance travelled, and cumulative mileage. It used a battery which had to be changed every three or four weeks whether or not I used the computer.

My most recent bicycle computer can be set for two different bikes and calculates ride time, average speed, highest speed, trip mileage, cadence (a measure of pedaling efficiency), ride time, cumulative mileage, and has a stop watch to boot. And with today's lithium batteries, one battery will last 12 months or more. Some bicycle computers have heart rate monitors and some use radio signals to transmit data to the receiver (computer) mounted on your handlebars.

And that's not all. For those of you who are surgically connected to your palm organizer, there is BikeBrain, bicycle computer software for your PDA. This software comes with a bicycle mount and sensor and includes all the features mentioned above and more. BikeBrain graphs your speed over time and you can mark the graph at the beginning and end of a hill in order to track your speed going up or down the hill.

And still that's not all. BikeBrain can be set to track data from two or more bikes ridden over the same course. This allows you to compare data among one or two or more bikes in order to determine the bike most suited to your riding style. You can also input bike routes and BikeBrain will tell you when you reach each turn on the route.

Future upgrades to BikeBrain will include a heart rate monitor, altimeter, and cadence. BikeBrain is manufactured by Velotrend <www.bikebrain.com> and you can read a detailed review of it at <www.bentrideronline.com (extras/accessories reviewed/bikebrain)>.

One of my bike riding friends has GPS software in his PDA. Another, affectionately known as Gizmo Dog, rides with two GPS units and a digital camera attached to his recumbent bicycle. I suppose the possibilities are limitless, but I am content to just track my mileage, high speed, distance travelled, and ride time. You see, I have a life!



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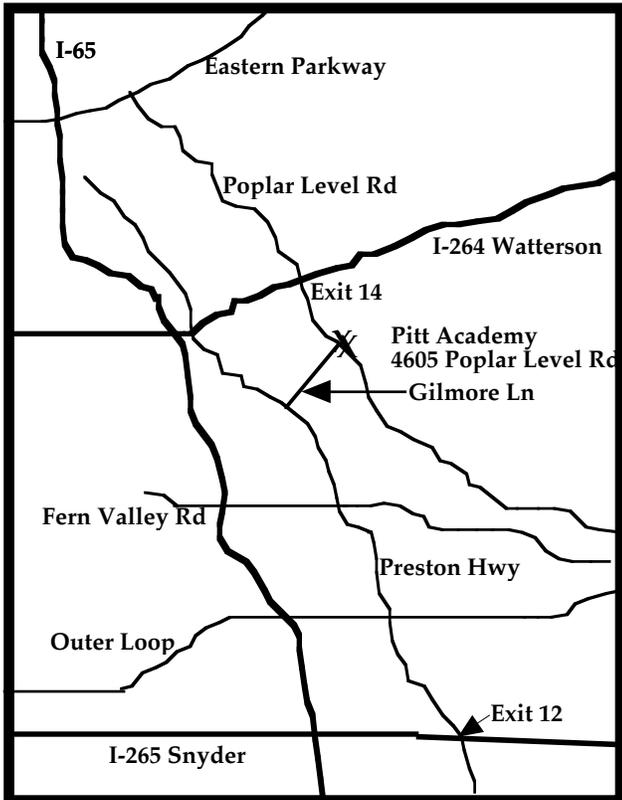
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Come to our monthly meetings

The Louisville Computer Society meets the 4th Tuesday of each month, 7-9 P.M. (except December) at Pitt Academy, 4605 Poplar Level Rd. (Poplar Level Rd. at Gilmore Lane), Louisville KY 40213 (see map below).

Pitt Academy is 1 mile south of the Watterson on Poplar Level Rd. If coming from the Snyder Freeway, Gilmore Ln is 5 miles north of I-265 on Preston Hwy. Turn right and when you get to the end (Poplar Level Rd), Pitt Academy is directly across the intersection.



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and sparked widespread controversy. It would ultimately garner an estimated \$5 million in free publicity; all three television networks and nearly 50 local stations aired news stories about the spot, most replaying it in its entirety, and hundreds of newspapers and magazines wrote about the phenomenon.

A.C. Nielson estimated the commercial reached 46.4 percent of the households in America, a full 50 percent of the nation's men, and 36 percent of the women. The commercial recorded astronomical recall scores and went on to win the Grand Prize of Cannes as well as over 30 other advertising industry awards.

To this day, if you ask most Apple employees about the commercial, they will proudly claim that the only time Apple ever paid to run the commercial was during the Super Bowl. It's been repeated convincingly so many times by so many sincere people that it's now accepted as gospel. Hate to break it to you, but it's a lie.

In keeping with industry tradition, Chiat/Day paid \$10 to run 1984 in the 1:00 A.M. sign-off slot on December 15, 1983, at a small television station (KMVT, Channel 11) in Twin Falls, Idaho, thereby ensuring that the commercial would qualify for that year's advertising awards. And beginning on January 17, the 30-second version of the commercial aired for weeks in ScreenVision, an advertising medium played in movie theaters before previews and feature presentations (some theater owners loved the commercial so much that they continued running it for months without pay).

And now 20 years later, Apple has given Anya Major an iPod!

To find out all that took place at the Macworld Expo, watch Steve Jobs give the keynote address, take a virtual tour of the exhibits, read about all the new introductions (iPod mini, iLife '04 including the new addition GarageBand, Final Cut Express 2, Xserve G5 and Xserve RAID) as well as enjoy the lovely view of the Golden Gate Bridge Go to <http://www.apple.com/hotnews/articles/2004/01/mwsf/>



At the Consumer Electronics Show in Las Vegas

(January 8-11), Hewlett-Packard has announced a partnership with Apple that would yield an HP branded iPod. The as yet unnamed device, due to make its debut sometime this Summer, will come in a shade of blue and prominently display the Hewlett-Packard logo.

The new iPod move came as a shocker just days after Jobs made his keynote speech at Macworld Expo in San Francisco introducing the new iPod mini with no mention of a PC deal in play. As part of the deal Hewlett-Packard laptops and PCs will now comewith iTunes software!

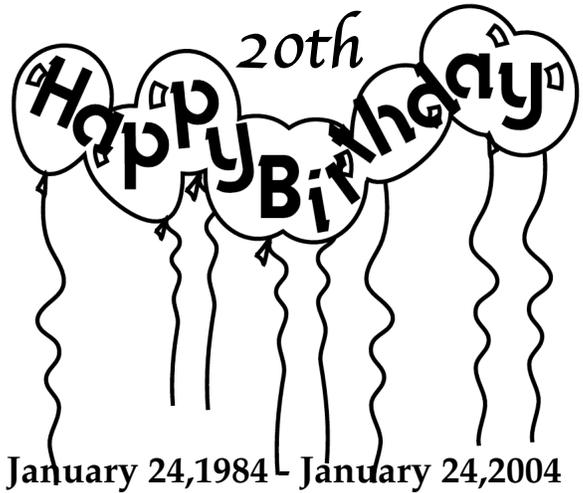
Hewlett-Packard's CEO Carly Fiorina says, "HP's goal is to bring the most compelling entertainment content and experiences to our customers. We explored a range of alternatives to deliver a great digital music experience and concluded Apple's iPod music player and iTunes music service were the best by far. By partnering with Apple, we have the opportunity to add value by integrating the world's best digital music offering into HP's larger digital entertainment system strategy." Currently, Hewlett-Packard is the second largest PC maker on the planet, right behind Dell, holding steady at 16% of the overall Windows PC market and a 2003 revenue total of \$73.1 billion.

Adding his perspective to the historic deal announcement, Steve Jobs said, "Apple's goal is to get iPods and iTunes into the hands of every music lover around the world, and partnering with HP, an innovative consumer company, is going to help us do just that. As the industry balkanizes by offering digital music wrapped in a multitude of incompatible proprietary technologies, consumers will be reassured in getting the same unparalleled digital music solutions from both HP and Apple, two leaders in the digital music era."

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Upcoming Programs 7 P. M. at Pitt Academy (see map on page 2)

- January 27, 2004 **Bill Rising and Jerry Yeager** will handle (Q&A) Questions and Answers and also talk about Panther (OS X 10.3). Come prepared with your questions, Panther related or not.
- February 24, 2004 **Lee Larson**, returning from a well-earned sabbatical, will do a presentation on different types of internet connections, including the pros and cons of each. He will also discuss firewalls.
- March 23 **Anne Cartwright** will demonstrate her talking computer and Via Voice.
- April 27 **Jerry Freeman**, Photographer, Photoshop guru, and Macintosh enthusiast, will demonstrate Adobe's latest version, Photoshop CS.

Please, we need suggestions for the rest of the year. Let us know what you want.

**Louisville Computer Society
Macintosh Users Group
Membership Application**

Please send your \$26 check for a year's membership, made out to Louisville Computer Society to:

Louisville Computer Society
P.O.Box 9021
Louisville, KY 40209-9021.

Thanks! See you at the next meeting.

Fill out the following ; clip on the dotted line (or copy to another piece of paper) and send in with your check .

New or Renewal Membership

Name: _____

Home Address: _____

City: _____ State: _____ Zip+4: _____

Home Phone: () _____ Your E-Mail: _____ Your Home Page: _____

How did you hear about LCS? _____

"1984"

Steve Jobs kicked off the Macworld Expo 2004 San Francisco (January 6-9) by re-playing the company's famous award-winning "1984" TV ad that ran during the Superbowl 20 years ago and launched the Macintosh computer. While most people think the ad originally ran once as a paid commercial, Owen Linzmayer's book, *The Mac Bathroom Reader* gives a more accurate story. Read the complete story at <<http://www.isd.net/cmcalone/cine/1984.html>>.

First of all, the commercial was not inspired by the Macintosh. In late 1982, Apple's advertising agency, Chiat/Day, had devised a corporate print campaign for The Wall Street Journal featuring the Apple II that was designed to play off George Orwell's totalitarian vision of the future. The Apple II ad never ran and was filed away until spring of 1983 when Steve Hayden, the agency's copywriter, and Brent Thomas, the art director, went looking for some hook to make a bold statement about the incredible new Macintosh. With considerable reworking, the Chiat/Day team put together a storyboard of the 1984 commercial they proposed to shoot.

The mini-movie would show an athletic young woman, chased by helmeted storm troopers, burst into a dank auditorium in which rows upon rows of slack-jawed, drone-like workers watched an image of Big Brother spouting an ideological diatribe on a huge screen. The heroine, wearing bright red jogging shorts and a white Macintosh tee-shirt, would smash the screen with a baseball bat (later changed to a sledgehammer for dramatic effect) and a refreshing burst of fresh air would pass over the masses as they literally "saw the light." In the closing shot, a solemn voice would intone "On January 24th, Apple Computer will introduce Macintosh. And you'll see why 1984 won't be like 1984."

After Chiat/Day advertising presented the storyboard to Apple, John Sculley was apprehensive, but Steve Jobs insisted that the Mac deserved such a radical spot. They gave the authorization to shoot the commercial and purchase time to air it during the upcoming Super Bowl.

On the strength of his successful science-fiction films *Alien* and *Blade Runner*, Chiat/Day gave Ridley Scott a budget of \$900,000 to direct the 1984 spot. In September, Scott assembled a cast of 200 for a week of filming at London's Shepperton Studios. To play the part of the despondent, baldheaded workers, Scott recruited authentic British skinheads and paid amateurs \$125 a day to shave off their hair. Casting the heroine proved trickier. Many of the professional fashion models and actresses had difficulty spinning in place and then accurately throwing the sledgehammer as called for in the script. In fact, one errant sledgehammer toss almost killed an old lady walking down a path in Hyde Park where the casting call was being held. As luck would have it, one model, Anya Major, was also an experienced discus thrower and was hired to play the female lead because she looked the part and didn't get dizzy when spinning around preparing to hurl the hammer.

Steve Jobs loved the commercial and Sculley thought it was crazy enough that it just might work. In October, the commercial was aired publicly for the first time at Apple's annual sales conference in Honolulu's civic auditorium. The 750 sales reps went wild when they saw the piece. However, when they screened the commercial for the other members of Apple's board of directors in December, not a single outside board member liked it.

Sculley asked Chiat/Day to sell back the one and one half minutes of Super Bowl television time that they had purchased. Defying Sculley's request, Jay Chiat told his media director, Camille Johnson, "Just sell off the thirty." Johnson laughed, thinking it would be impossible to sell any of the time at so late a date, but miraculously, she managed to find a buyer for the 30-second slot. That still left Apple with a 60-second slot for which it had paid \$800,000.

Perhaps seeking to cover himself in the event the commercial flopped, Sculley left the decision of whether to run 1984 up to William V. Campbell (VP of marketing) and E. Floyd Kvamme (executive VP of marketing and sales). Campbell and Kvamme threw caution to the wind and decided to run the 1984 commercial after all, kicking off a \$15-million, 100-day advertising blitz for the Mac. On January 22, 1984, the controversial commercial aired to an audience of 96 million early in the third quarter of Super Bowl XVIII, in which the Los Angeles Raiders defeated the Washington Redskins 38 to 9 in Tampa Stadium.

Any apprehension Apple may have harbored regarding 1984 disappeared seconds after the spot ran. Switchboards immediately lit up at CBS, Chiat/Day, and Apple with calls demanding to know, "What was that?" Love it or hate it, the commercial demanded attention

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Society**

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