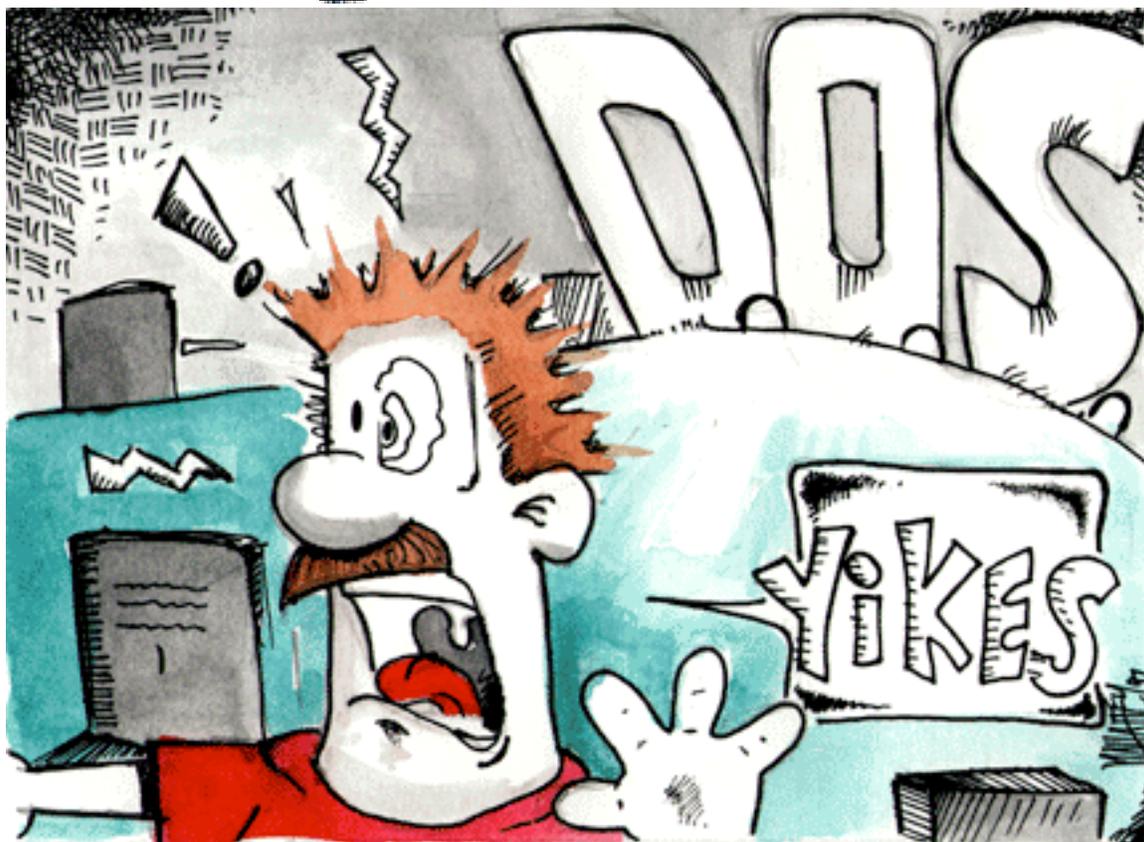


ATPM

- ▶ Segments
- ▶ Think different
- ▶ OmniPage Pro 7



*About This Particular Macintosh™ 3.10: About the **personal** computing experience™*

Volume 3, Number 10
October 29, 1997

Send requests for **free** subscriptions to:
subscriptions@atpm.com

Cover Art

©1997 T.J. Mahaffey
Teejtoon@aol.com

<<http://members.aol.com/Teejtoon>>

We need new cover art every month! Write to us!

Contributors

Jonathan Dalton

Jamal Ghandour

Edward Goss

Tony Harwood Jones

Tom Iovino

Robert Paul Leitao

Mike Shields

Evan Trent

Michael Tsai

A. T. Wong

Macintosh users like you

Please write for ATPM!

Check out the Guidelines

Editorial Staff

Publishers - Michael Tsai & Robert Paul Leitao

Editor - Michael Tsai

Managing Editor - Robert Paul Leitao

Opinions Editor - Mike Shields

Reviews Editor - Robert Madill

Copy Editor - Belinda Wagner

Shareware Reviews Editor - **Vacant**

Staffwriter - H. M. Fog

List Server Manager - Michael Tsai

Webzingers - Evan Trent & Michael Tsai

Beta Testers - The Staff

Columnists

H.M. Fog
Jamal Ghandour
Edward Goss
Tom Iovino
Robert Paul Leitao
Chad G. Poland
Mike Shields
Michael Tsai
Belinda Wagner

Artwork

Graphics Director - Jamal Ghandour
In Charge of Design - Michael Tsai
Blue Apple Icon Designs - Marc Robinson
Typewriter-Style Section Headers - RD Novo

The Tools

Anarchie 2.0.1
BBEdit 4.5
ClarisWorks 4.0v5
DOCMaker 4.8
Emailer 2.0v2
Illustrator 6
Kai's PowerTools 3.1
LetterRip 2.0.1
Myrmidon 2.0.1
Photoshop 4
ResEdit 2.1.3
Snapz Pro
SpellCatcher 1.5.8
StuffIt

The Fonts

Carbonated Gothic
Cheltenham
Cloister
Foundation
Frutiger
Garamond
Geneva
Gill Sans
Helvetica
Isla Bella
Marydale

Where to Find ATPM

Online and downloadable issues are available at the *ATPM* Web Page:

<<http://www.atpm.com>>

and via anonymous FTP at:

<<ftp://ftp.atpm.com>>

Info-Mac and all its Mirrors

<<http://www.download.com>>

<<http://www.shareware.com>>

Any others? Let us know!

ATPM is an MT/RPL Production

© 1995-97, All Rights Reserved

Reprints

Articles and original art cannot be reproduced without the express permission of *ATPM*, unless otherwise noted. You may, however, print copies of *ATPM*, directly from the DOCMaker stand-alone edition, provided that it is not modified in any way. Authors may be contacted through *ATPM*'s editorial staff, or at their e-mail addresses when provided.

The Legal Stuff

About This Particular Macintosh may be uploaded to any online area or BBS, so long as the file remains intact and unaltered, but all other rights are reserved. All information contained

in this issue is correct to the best of our knowledge. The opinions expressed in *ATPM* are not necessarily those of this particular Macintosh. Product and company names and logos may be registered trademarks of their respective companies. *About This Particular Macintosh* is published with DOCMaker 4.8, and owes its existence to the program's author, Mark Wall. May his camels never have fleas. Thank you for reading this far, and we hope that the rest of the magazine is more interesting than this.

Thanks for reading *ATPM*.

• • •



About This Particular Macintosh is free, and we intend to keep it this way. Our editors and staff are volunteers with day jobs who believe in the Macintosh way of computing. We don't make a profit, nor do we plan to. As such, we rely on advertisers to help us pay for our Web site and other expenses.

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



Please consider advertising here to support *ATPM*. Contact <editor@atpm.com> for more information.





Welcome

Our calendar tells us it's almost Halloween. It may be a coincidence, but our understanding is that Mr. Jobs has intimated that he might like to occupy Apple's top spot in a more permanent kind of way. So far, the company has downplayed that notion. On the list of rumored CEO candidates we've seen, no one seems too ghastly...or ghostly.

Apple's recently-released financials reveal a turnaround that is slowly getting "on track." The cost cutting efforts are yielding results. The one thing we find scary is Apple's need to focus its efforts on increasing sales. We hope you weren't "spooked" by this quarter's performance. Chances are, Apple will be a much smaller company (at least for awhile).

And The Beat Goes On

Chiat/Day, Apple's new (in a *Back To The Future* kind of way) ad agency is drumming a simple beat about *Think different*. We like the ads. Some really creative and influential people from history are featured in the advertisements. Let's hope the campaign can create a positive public image for Apple in the minds of computer buyers.

In keeping with the *Think different* theme, we went back in time, too (TV time that is) to find some appropriate analogies. We're tired of Mac users and their computers being treated like the *Odd Couple*. Some people think Mac users are simply *Bewitched* and perhaps we should try and keep our comments *All in the Family*, but we don't want the legacy of Apple to get *Lost in Space*. That's our perspective.

Maybe our editors need a little less *Nick at Nite* and a little more sleep, but we don't think today's Mac user should be treated like *My Favorite Martian*... maybe that's Steve's point. It's time to end the reruns. The Mac is back in a whole new way. We can understand his

thinking (after all, he's been known to "think different" himself). Brand image is important but we think the upcoming products will help, too. Say good night, Gracie...Apple's ads have a brand new "Day"... Sorry, it was just hanging there!

Nader's Raiders

Speaking of the 60's & 70's, does anyone remember the Chevy Corvair? Does anyone remember Ralph Nader? For those readers who may be unaware, Mr. Nader helped start the consumer protection revolution. He's been the friend or foe of many organizations and institutions. We're not about to express a view about Mr. Nader and his many activities. But we did notice that he has cast his sights upon that lumbering software giant known as Microsoft.

We won't add any more fuel to Mr. Nader's proverbial fire. Can you imagine there's any truth to his concern that Microsoft is doing things in a monopolistic way? Talk about *Back To The Future!* Where's he been all this time? Maybe he's the one that's been a bit *Bewitched*.

The Beat Goes On

We're happy to be with you today and we look forward to writing the ATPM issues of tomorrow. Things are really changing in the Macintosh market and we're excited to present these changes in our unique, monthly kind of way. Please take a look inside this month's issue for your favorite columns and features. Tony Harwood Jones, our roving Powerbook packin' preacher (not as much of a non-sequitor as you might think) has joined us for yet another issue with an interesting look at life...and language. We won't claim that all our stuff is Heaven-sent, but we encourage you to check out our Segments section and all our regular features.

Until next month, please enjoy!

The ATPM Staff





Email

Send your e-mail to editor@atpm.com. All mail becomes the property of ATPM.

Point Size Pointer

Hello! What a great e-zine you have! Great information and very user-oriented. Enjoyed the "History of Using Macs" and "How I Got Started with the Mac."

One request, though. I'm only slightly short-sighted, and prefer 14-point size to squinting. But your screens are at the edge of legibility at 8-point or 9-point size! . I *strongly* recommend you increase the point size and make your great material more user-accessible.

Otherwise, good work!

Jorge Fiedler

FIDELIO@acsu.buffalo.edu

If you're having trouble reading *ATPM* on your Web browser, chances are it doesn't support tags. Try version 3.0 or higher of Internet Explorer or Netscape. The body text in *ATPM* is the same font and size as the Mac OS system font, so it shouldn't be difficult to read.
—MT

...

Don't Cut Apart the Apple

I wish to respectfully but stridently disagree with your two OpEd pieces [*Apple Cider* and *The Apple Tree* from *ATPM* 3.09] simplistically calling for the end of Apple hardware so that Apple may follow Bill Gates example, so glowingly described. I've got a few good reasons.

1. If it's only "all about money," why not just go out and buy a pc today?

2. The success of our beloved machinery is *not* just because of the brilliant OS. It's a two-part reason, the OS and compatibility. The moment you license just anyone who desires it to go out and make clones in any way they choose, without strict quality control, is the moment that plug'n'pray becomes a reality with the Mac OS, too. Even under the strict quality controls demanded of the cloners recently, we began to see that certain programs did not work well on variously labeled machines. I happen to own a PowerPC and have experienced it directly, as good a machine as it is. My next upgrade is back to Apple and damn the cost.

3. What is wrong with owning 10% of the market? Or even 12%? Apple still is far ahead of MS on the Fortune 500 list. MS isn't even represented on the World 500 list where Apple is #400. (Everyone seems to make the error of valuing MS based on the paper value of Bill Gate's stock holdings. One day he's worth \$37 billion. The very next, \$40 billion. Who's doing the counting? And what are they using for an abacus? MS slips several points on the stock market, yet Bill keeps getting richer? Gimme a break!) Apple should be doing exactly what Jobs purports to be doing now: concentrating on core markets. For instance, if Apple commands the education market, and continues to come up with expanding machines which can run any program, just what machines do you think those children will be demanding and using in the decades to come?

4. Gates' great talent is marketing. He built his business on top of the success of IBM by pitching a poorly designed and implemented copycat OS to machines that were already in the marketplace. Great idea for a quick buck. Hardly innovative. Apple, and it's mission, cannot even be compared to MS. It's apples and grapefruits. Quality has never been Gates' hallmark nor that of the pc clone makers. It's why there were so many Chevys, Fords and Chryslers in the marketplace for so long. And why Toyota and Mercedes (and others) came along and damned near destroyed one of them and panicked the others. It's why American car manufacturers finally got the quality message and began changing their concept of reaching the marketplace. Apple is the Toyota/Mercedes of the computer world. When they've made first rate machines, they've profited. When they've scrambled for the market and released inferior machines just to get them out there, they've paid dearly (PB 5300 anyone?)

5. Cloning, as it was structured, didn't work and couldn't work. Apple was forced to carry too much of the cost load. It was a bad deal for Apple from the gitgo. PowerComputing, in particular, went directly against the purpose of cloning and marketed almost exclusively to Apple's own market instead of the tougher job of making new MacOS customers. That's where a lot of Apple's market share disappeared to. And despite all the hooraw to the

contrary, cloning continues both in the US and especially in Europe.

I don't have the magic answer to Apple's problems, nor do all these opinionated "experts" with their simplistic ideas. I can only hope that Steve Jobs and the newly structured Board do. In the meantime, I'm going get on the bandwagon, stop criticizing every move they make and watch to see what happens. What appears as disaster tomorrow may be just the the chaos of change taking place...and could be the huge success of next year.

Eric Barnes
eb@financier.com

...

Sign Me Up

I just tried out your *ATPM* 3.09 and loved it. Please send more! I just recently became a small business owner, and I use the Mac to do everything. Being a Mac lover is difficult these days, but its nice to see that there are other intelligent people out there. Keep up the good work.

Jeremy Pinnix
enzyme@telalink.net

Thank you, Jeremy. Believe it or not (ok, believe it), we never get tired of hearing what people think of our e-zine. We'll do our best to continue improving *ATPM* with each issue.

...

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





“I Don’t Want No Camel Yoke!”

“I don’t want no Camel Yoke!” This was my son’s headstrong statement at breakfast not long ago. Matthew’s self-styled morning menu of eggs and orange juice had been changed unexpectedly. It was not to his liking!

Matthew is often inquisitive, yet at times he’s shy. He likes certain activities to be structured but others to be free-flowing and spontaneous. He likes his sister (most of the time) and enjoys playing on his Mac. I often marvel at how young he seems, but remember being surprised at how old my daughter seemed at the same age. He’ll be five years old in a couple of months and he’s enjoying his last year of preschool.

Matthew’s sister Jessica, twenty months his senior, can be a bit domineering when it comes to her younger brother. However, Matthew can hold his own on matters important to him. His breakfast menu is one important thing. He doesn’t like changes in his diet, especially when the change introduces something he doesn’t remember ever eating. All the way around, I guess he’s like many of us, only a bit shorter and younger.

My decision to change our breakfast menu was influenced by the produce sale at my local supermarket. I loaded the refrigerator with lots of fruit, including a few choice cantaloupe. I like cantaloupe so I thought I’d share it with the kids. Matthew was not amused by this sudden change. His sister couldn’t resist goading her brother, so his initial resistance to the cantaloupe soon turned to downright indignation! What I said didn’t matter, nor did the fact that his sister was methodically eating cantaloupe slices and smirking while she incited her brother to protest the food. He wasn’t about to eat anything whose color or name seemed strange. He wouldn’t eat “Camel Yoke” and that was final....so, I made him scrambled eggs.

Recently I’ve been asked to adapt to a few new things, too. Several months ago I began changing the way I make a living. As a single father of very small children, I wanted to maximize the time I spent with my kids; so I began a home-based business using my Mac. This allowed me to spend quality time with my kids during their youngest years. It was time together I felt we both needed. Jessica is now in first grade and next year Matthew will be in Kindergarten.

On days when they weren't in my care, I could easily spend 12 or 14 hours without leaving my oversized room except for short breaks to the kitchen. Just me and my Mac, interrupted only briefly by client calls and intermittent phone solicitations from companies trying to sell me everything from life insurance to shopping services to cheap rates on any credit card balances I might happily send their way. You might not believe it, but there are still solicitations that are not sent by e-mail (at least not yet)!

For the most part, it was me and my Mac. I dare say that I have come to understand my Mac, even though a few times it seemed not to understand me. That's OK. I don't usually look for required responses from stationary objects and work tools. Besides, with all its good points, it can be a cool companion despite its most obvious limitation — it's only a computer (but what a fun computer it is!).

My transition to outside employment came about for several reasons, including a personal belief that working away from my home office would be health change for me. My kids are beginning their formal academic life and its time for me to learn some new things, too. So I began to accept outside assignments. I thought spending hours everyday around adults again would be a healthy change...and a challenge.

Like Matthew, I often adapt to new things slowly, especially when one new thing arrived in the form of a Wintel box. It had been awhile since I had really used something other than a Mac. Adding insult to injury, or injury to insult (I'm not sure which), one of my clients solicited my help in purchasing a new Windows-based network. Actually, I negotiated the hardware and software purchases and I am overseeing the installation. It's my version of eating "Camel Yoke." Unfortunately... there's no one to make *me* scrambled eggs, figuratively speaking.

To my surprise (and despite my initial indignation), I've realized that, in some ways the Windows world has come a lot closer to the pre-OS 8 "look and feel" of the Mac...at least on the surface. Beneath the surface is another matter. In my opinion, the two platforms are still light years apart. The Macintosh remains much more intuitive than Windows. I think this is because the Mac OS was written from top to bottom with the end user in mind. Windows has been written for a variety of purposes (few of which are important to most users), then cosmetically retrofitted with a more attractive graphic user interface. No matter what people might say, Windows machines ain't "plug and play" by Macintosh standards!

I could sit here and write a litany of reasons why the Mac is a better computer. That's not the issue. Nor am I writing this because I want to "bash Windows." My point is that the Mac OS and Windows were written and continue to be developed by separate companies with different primary markets and distinct approaches to product development.

Personally, I prefer Apple's approach to things and continue to purchase Macs. However, there are underlying strengths to Windows NT that will not be matched by Apple until the release of Rhapsody. I can see why people who don't use Macs have trouble

understanding the passion of those of us who do. For a vast majority of everyday tasks, the choice of personal computing platform is no longer "mission critical." For example, word processing, spreadsheets and rudimentary desktop publishing can be done on a Windows-based PC almost as easily as they can be done on a Mac. Therefore, there is little reason in the minds of many computer buyers to consider buying Macintosh. The perceived risks of buying computer hardware and software that use a less common OS outweighs the perceived benefits. People won't normally take time to educate themselves unless forced to do so.

The bad press Apple has received over the past few years hasn't helped matters. The constant drum beat of negative stories has created a problem for Apple and the Macintosh platform. In many ways Macs have become "Camel Yoke" to personal computer buyers. Although public perception isn't matched by reality, it will take awhile for people to change their views. This is why Apple's *Think different* campaign is important. One important goal of this campaign is to revive the company's badly tarnished image. In short, this Apple needs a new shine.

Matthew's indignant response to cantaloupe had as much to do with his sister's goading as it had to do with the fruit itself. Big or small, most people are influenced by statements and viewpoints of others. Apple's problems are the result of cynicism from computer buyers more than any other factor. Apple Computer's decision to focus its efforts in its primary markets is a smart one. By doing so, Apple will stabilize its core markets and begin the process of regaining lost market share. It may take time, but by concentrating in areas where the choice of platform is "mission critical," Apple can again establish itself as a manufacturer of "second-to-none" personal computer hardware and software. The new advertising campaign will help set the tone for the release of Apple's new products. Mac OS 8 is an overwhelming success, so the momentum is beginning to turn in Apple's favor.

Personally, I'm impressed with what Apple has to offer. The new Gossamer systems should help ignite Apple's near-term sales. Changes in public perception may take a little time, but the investment made in shining Apple's tarnished image will be returned several times over.

Enhancements included in the next major Mac OS upgrade (code-named Allegro) and the forthcoming release of Rhapsody are bright spots on Apple's near-term prospects. In my view, Apple will gain market share not by competing head-to-head with Microsoft/Intel, but by providing revolutionary products and services that eclipse products currently on the market. I predict the next 180 days of Apple's history will again set personal computer industry history. "Be Prepared" is a famous motto. "Think Different" is a new one. I suggest that we do both.

Apple's introduction of Network Computers (NCs) will strengthen its position in the education market and help it regain lost market share. The ability to set-up a network with client stations that sell for between \$600.00 and \$800.00 will reshape the way many organizations spend their computer budget dollars. It will also reverse Apple's recent sales

decline. People will be taking another look at Apple products as we get closer to the Christmas shopping season. The new ad campaign and the company's new products and prices will spur sales and consumer confidence in the Apple brand.

Matthew may not eat "Camel Yoke," but he enjoys using his Mac, playing outside and has a new interest in taking pictures with disposable cameras. I might buy a digital camera this Christmas for the three of us. Matthew might never eat cantaloupe. That doesn't bother me. He's a delightful little boy who loves his sister and simply prefers scrambled eggs.

There are many different ways to make scrambled eggs. Apple just needs to find the right one!

"Apples, Kids and Attitude™" is © 1997 Robert Paul Leitao, <rlleitao@atpm.com>.





Halloween is one of my favorite holidays.

Bobbing for apples, scary ghost stories, and giving candy to costumed children are some of the traditions that come to mind when I think of Halloween. In fact, I'm pretty excited because this is the first year that the Mrs. and I have owned our own house — a house in a neighborhood full of kids! We're looking forward to giving candy to all of the little ghosts, goblins, and Power Rangers who come trick-or-treating. Hopefully, we'll not eat our bags (and bags) of candy before the big day!

Another long-standing tradition is to make a trip to our local video store and rent the scariest movies we can find. While *The Shining* and *Dawn of the Dead* are perennial favorites, some of the best movies are horror classics from the 1950's. You know the ones I'm talking about. They feature stars of the genre, such as Boris Karloff, Bela Lugosi, and Lon Chaney, Jr.

The monsters they depicted have become synonymous with fear. For instance, Dracula is one scary dude. He turns into a bat, sucks blood from the necks of his victims, and brings full blown fear to the countryside while looking rather dapper in his black cape. Wolfman and the Mummy are also top contenders for the *King of Terror* crown. After watching one of those films, it was always a long, sleepless night of listening for creaking floorboards or waiting for ghostly specters to float into my bedroom.

Those dastardly villains were bad, but the worst of all was Frankenstein's monster. He was the one creature who could send me into screaming fits if I was watching the movie alone. I'm sure all of you are familiar with the Frankenstein story — a mad scientist believes he can toy with the natural order of things and later his invention goes beyond his control. I have always cheered for the torch-carrying villagers who eventually take care of business at the end of the movie.

The worst part of the story is Doctor Frankenstein's tinkering. He believes he can overcome human mortality in the laboratory. To beat nature, he patches together different body parts into a grotesque golem, throws a switch, and sends electricity harnessed from a bolt of lightning into his creation to bring it to life.

Now you can understand why I felt a shiver down my spine when I read transcripts of the remarks Steve Jobs made at the recent Sybold San Francisco conference. According to MacWeek, Jobs reiterated that, despite the imminent release of Rhapsody, Apple remains committed to the Mac OS. “The core of the company is the Mac OS. We are absolutely not doing a brain transplant next year from Mac OS to something else. We are about the Mac OS.”

Although he says Apple remains committed to the Mac OS, Steve Jobs is the type to shake things up. I can see good Doctor Jobsenstein clearly in my mind’s eye, wearing his white lab coat in the confines of the dank basement of One Infinite Loop—Castle Applestein. On one operating table is Mac OS 8. It’s under sedation preparing to have its essence—it’s being—changed forever. On the other table is the corpse of NeXT, and Doctor Jobsenstein is reaching in to remove its brain and transplant it into the Mac! Basically, the newly retooled NeXT OS will be running in the background, enabling the traditional Mac OS up front. Unfortunately, this tandem set-up is similar to the way Windows has DOS creeping around under the floorboards (and we all know how well that works).

Dr. Jobsenstein believes he’s doing great things with this transplant. He envisions the day when he flips the switch, sending a surge of current through the Power PC machine on his lab bench. In a puff of smoke and a gout of flame, the New and Improved Mac OS will rise from the table and take its first tentative steps. “It’s alive!” he’ll cry as thunder booms in the background and the musical score rises to a crescendo. The dream of preemptive multitasking will be realized. The Mac OS will run on any platform. All will be well with the new Mac OS. Or so we think...

Dr. Frankenstein’s major problem was that the soul of the beast to whom he had given life changed drastically. He discovers — quite tragically — that his creation lacks the essence of humanity, although it has human form. He learns he has created a monster. *Frankenstein’s* author Mary Shelley and directors of the many movie versions wanted to invoke this stark terror into readers and eventually viewers of this classic story.

This could be the danger of creating Dr. Jobsenstein’s monster. Say, for instance, Apple’s OS programmers incorporate the NEXT system in its Yellow/Blue Box configuration as currently envisioned. What if they lose the spirit of the Macintosh OS? Would there still be a reason to fall in love with the ease of use of the OS, the graphics processing power, and the quality we Mac users have come to expect? Or, will the creation just become a monument to Steve Jobs’ ability to say, “We’re going to do something new now,” and see it realized for better or worse?

We all know that everything falls apart for Dr. Frankenstein by the end of the story. All his hard work and creative energy, which were initially intended as a force for good, end in disaster. The moral is a poignant lesson: It’s not a good idea to mess with the natural order of things.

In much the same way, Steve Jobs is playing with the natural order of things in the world

of the Macintosh OS. He needs to exercise caution in the redesign process to ensure that he's not creating something which loses the spirit of the original Mac OS. If he does, he will surely be dealing with a mob of very angry Mac users armed with pitchforks and torches ready to put an end to the abomination.

Maybe they'll drink apple cider and bob for apples afterwards...

"Apple Cider" is © 1997 by Tom Iovino, <tkiovino@aol.com>.



ABOUT THIS PARTICULAR
OPINION



ON A CLEAR DAY, YOU CAN SEE THE HOLLYWOOD SIGN...
BY MIKE SHIELDS

Today, I'm troubleshooting a Mac (after all, it *is* what they pay me for) and the user asks me how to order a machine with Windoze 95™. Without missing a beat, I answered, "Get a Mac."

I recently sent the following eMail to Steve "I'm going to drop interim from my title as soon as I return from Hawaii" Jobs:

Sir,

While your confidence in the new *Think different* campaign is admirable, I feel it is sorely misplaced. Taken on it's own, it is quite impressive. However, when compared to the recent MMX and Intel inside ads, it falls miserably short, IMNERHO. The all flash no substance style of them makes them stand out in a crowd of soft drink and detergent spots.

I think you and your friends at Chiat/Day need to go head to head with this style of advertising. I haven't come up with specific ideas beyond the following phrase: Get a Mac. While "Think Different" might've been a viable alternative to *1984* back in 1984, in 1997, it just doesn't make it.

Thanks for your time and your continued good work.

I closed this message with my standard signature (which some have called "overly bloated"), wherein I ask for \$600K for my film. I'm still waiting for those checks, BTW.

I've yet to hear back from Mr. Jobs. In the meantime, I have come up with a dynamite ad. Tonight I discovered another reason why the current *Think different* campaign isn't going to make it. The product isn't mentioned in the ad. Sure, the Apple logo comes up at the end, but if you're in the kitchen getting a Dr. Pepper from the 'frig, you have no clue what they're talking about.

The solution? Picture the following: Bob and Jim live next door to each other. Bob, the smart one, has ignored the glitz and glamour of the Intel Inside ads and owns a Mac. Jim says he's off to the local Superstore to get the latest and greatest they have to offer. Bob

just smiles and goes off to his golf game.

At the Superstore, the salesman outfits Jim with all the latest PC hardware and software. Back at home, he struggles to get the computer set up and working.

About this time, Bob returns from his golf game. Jim goes outside to brag about his big purchase. His last line is, "...and it cost me only..." A dramatic pause allows Bob to pull out his invoice (conveniently stashed inside his golf bag) for Jim to look at. "...more, than your Mac." finishes a confused Jim, as Bob goes inside with a smile on his face. The voice over announcer says (I suggest the guy from the Visa commercials. You know, the one that says, "...and they don't take American Express!"), "When it comes to buying a computer, the choice is simple. Get a Mac." Bring up the Apple logo over a confused Jim staring at invoices. Thirty seconds, and you're out.

The "Get a Mac." slogan can be used in numerous places: Bumper Stickers, Screen Savers, Startup screens, Websites, and even other commercials. How many of you remember the famous William Shatner "Get a Life!" speech from Saturday Night Live? Apple could do a parody and not have to change too much. After all, they hired Richard Dreyfuss to voice over the Think Different campaign, didn't they? Well, Captain Kirk has more name recognition (and he probably wouldn't cost as much).

I'll recap for those readers who don't remember or are too young to stay up that late. William Shatner, speaking at a Star Trek convention, criticizes Trekkies and Trekkers alike for their extreme fanaticism bordering on insanity and encourages them to "Get a Life!" The beauty of this idea is that you could use almost the same audience, changing only the last words of the speech to "Get a Mac!"

So, what do we do this month? Same as last month, really. As long as we don't have Mr. Visa to tell us to "Get a Mac," we have to tell others ourselves. When someone asks you what computer to buy, you'll be ready. Three simple words. Use them often.

72 and sunny in El Segundo.

e Ya next month.

Disclaimer: Mike gets lonely, so if you hear something radically different pertaining to either the Mac or the Entertainment Industry, or both, he can be reached at <Mshields@atpm.com> (and he still needs lots o' money to make his film).



Thinking About “Think different”

I’ve always believed Apple’s public relations to be one root of the company’s troubles. Many people who’ve never used a Mac have false perceptions about them. Unfortunately, Apple’s PR has never dispelled myths that started in the mid-eighties — that Macs are overpriced, underpowered toys. A history teacher of mine had a favorite saying, “What is thought is often more important than what is.” These words of wisdom are particularly relevant for the computer industry, whose products are difficult to evaluate, quantitatively or qualitatively, from a television or print ad.

When you get down to it, the Mac is great because its many subtle touches: hardware-software integration, consistent look and feel, and overall attention to detail and elegance. How can one communicate these ideas in print? Apple has always had a hard time doing this. By contrast, automobile and tobacco industries (to name a few) have traditionally found ways to attract customers while not depending upon advertising their products’ subtleties. They associate *ideas* with their products.

Last spring, Gil Amelio thought Apple should advertise more. I remember him saying it was only a matter of time before Apple started running television ads. “Advisor” Steve Jobs was strongly against advertising then, saying it would be a waste of money with all the negative press Apple was getting. Needless to say, things are different now. Amelio is out, Jobs is in, and a few weeks ago Apple’s new ad campaign was launched on television, in publications, and in cities all over the country. It’s about time.

I don’t think Jobs has reversed his advertising position. I think the times have changed. First, Apple actually has a decent rapport with the press now. Mac OS 8 sales are booming and the Microsoft deal, though not very substantial, helped to mend the “Apple’s going out of business” presumption. The *Think different* ads are vastly different from anything Apple has done in the past. I think they’re much better.

I didn’t always have these opinions. After missing its premiere during *Toy Story*, I searched the Internet for QuickTime movies of the *Think different* ad. I avoided reading any commentary before I watched it because I didn’t want my perceptions influenced. I downloaded an MPEG version of the movie, opened it in MoviePlayer, adjusted my monitor’s resolution to 640 by 480 (to magnify the picture), and presented the movie at

full screen size. Knowing *Think different* was the result of the same Jobs-Chiat/Day combination that brought us the most stunning commercial of all time — *1984*— I prepared myself to be amazed.

I wasn't.

I recognized most of the people — Einstein, Edison, Lennon, Hitchcock, King, Ali, Gandhi, Earhart, Henson, Picasso, and the omnipresent voice of Dreyfuss. “Cool,” I thought, “what a nice tribute to some extraordinary individuals.” Nevertheless, I thought the ad was a failure. It didn't have anything to do with the Macintosh. I was expecting something shocking and rousing. I wanted to hear why 1998 wouldn't be like 1995, but what came through my Diamond Pro was “touchy-feely” and insubstantial, certainly not the killer ad I expected.

I watched it again and recognized a few more people: Bob Dylan, Buckminster Fuller, Frank Lloyd Wright. The inclusion of Martha Graham was a nice touch because it subtly continued Apple's musical operating systems theme; Aaron Copland wrote his famous *Appalachian Spring* for Graham and her company. I had a greater appreciation for the ad, but I still thought it was too abstract, too unrelated to the Macintosh.

I decided to sleep on it and said to myself, “It'll seem different tomorrow morning.”

It did.

I woke up and immediately watched *Think different*. I liked it so much that I looped it six times in a row and discovered that, like a good book or piece of music, *Think different* gets better every time. I began to notice subtle touches — the way the narration precisely lined up its comments with the imagery, the way the *crazy ones* were taken from different eras so every viewer could identify with someone, the sincere feeling in Dreyfuss' words, the way the calm score stayed in the background but supported the images very well. For someone who isn't easily moved by *anything* on television, it was a truly emotional experience.

Mostly, I was relieved that *Think different* wasn't a replay of *1984*. Don't get me wrong; *1984* was an excellent ad — for its era. The world was afraid of computers, the Macintosh was something completely different, and people still thought of Apple as a company started by two guys in a garage.

Times have changed. If *1984* were aired in 1997, it would have a negative effect on Macintosh, whose advocates have established a reputation for acting like raging religious zealots. I don't consider myself a zealot. I don't think you have to be crazy to publish an e-zine about a computer you love. Then again, compare the number of Windows '95 e-zines to the number of Mac ones, and I think you'll see a trend. It may not seem like we're doing it, but Mac users do make a disproportional amount of noise. This isn't necessarily a bad thing — but it is something to watch. Rather than being thought of as a

group of noisemakers, we'd like people to think of us as a group of idealists, aesthetes, people who choose a computer that best fits their needs, people who want to change the world — in some small way.

A blatantly rebellious ad would only strengthen our negative image and make it harder for companies and individuals to choose Macintosh. People who don't already have Macs are not interested in buying into a religion; they want a computer that works. Mac OS running on Mac-compatible hardware does just that. If you want to help the Macintosh cause, more power to you. If you want a computer that gets the job done, I know of none better than the Macintosh. The point is that *Think different* paints Macintosh users in a different light. By showing the *crazy ones* in all their glory, it portrays a wider view on life than "Mine's faster than yours." It illustrates a concept with which any Mac user can identify — from a casual user to an advocate. It can withstand the test of time.

I believe *Think different's* message is top notch, but more is needed than just a message. Apple needs to follow this up with hard-hitting, product-specific ads. It appears they've already planned this. I hope they continue to run ads like the PowerBook 3400's "Incite rubbernecking," and continue to run *Think different*-type ads for at least the next few years. *Think different* ads won't get old as fast as "200 Mhz for \$999" ads, though I think each has its place. The more people become exposed to Apple's newfound ideals, the more comfortable those ideas will be. Eventually, public perception of Apple may change from "troubled computer-maker" to "recognized pioneer and innovator."

Apple has some excellent machines coming out around the second week of November — some of the best ever released, if my sources are correct. If they can show that Apple is a brand with a message — that its customers are people who want to change the world — and follow up with ads showing top-notch products that deliver on the company's promises, they could have a lot of success on their hands.

All in all, I think it's good to know that Apple thinks of itself as more than a computer maker. *Think different* is a positive ad; it doesn't insult people's intelligence the way *Lemmings* did. Most importantly, the ad is classy. I think anyone seeing it would be proud to support the company that made it, if only because the message is universal and its execution so top-notch. Like the girl at the end, I hope the public's eyes will be opened to what truly is a new Apple.

Some Relevant URLs

QuickTime Versions of *Think different* and *1984*
<<ftp://ftp.chem.vu.nl/pub/Nico/>>

A QuickTime Version of *Think different*
<<http://www.fas.harvard.edu/%7Etabanger/movies/>>

Think different Desktop Pictures

<<http://www.sleepingcat.com/other/thinkdifferent/>>

Steve Jobs Announcing *Think different* at Seybold (RealAudio)

<<pnm://audio.zdnet.com/zdnn/0929/sr11002.ra>>

Apple's *Think different* Web Site

<<http://www.apple.com/thinkdifferent/>>

56-bit RC5 is Cracked

Last month I encouraged everyone to participate in cracking the 56-bit RC5 code. The correct key was found on October 22, about 47% of the way through the keyspace. Distributed.net and others are now participating in a 64-bit challenge, which will take considerably longer to solve. Sometime in the near future, it will be possible to take part in one of several projects, all from the same piece of client software. In the meantime, I urge everyone to take a look at <<http://www.distributed.net>> and <<http://www.distributed-mac.net>>. Please donate your idle-time computing cycles to a good cause.

"The Personal Computing Paradigm" is © 1997 by Michael Tsai, <mtsai@atpm.com>. Michael is still searching for the ultimate answer to the ultimate question of life, the universe and everything.





尖端小叢
尖端行

PowerBook in Québec

Flood alert!

The scene is a small Midwestern city in North America. The whole community is desperately sandbagging. Heavy equipment, lines of sweating people, and scores of military personnel and machines are everywhere.

The media are there. Often, they are in the way as they lug their mikes and video equipment through the muck, trying to get their story.

One crew approaches you, and you pause, nervous about breaking the rhythm of your work. The reporter is Chinese.

He says, 尖端小叢

And what do you say? 尖端行??

Or, “Me velly solly, no speekee Chinese??”

That night, relaxing in front of the television news, you watch CNN reporters in Bosnia, Chechnya, and Indonesia. Do you notice that for each story they have found local people to interview who respond to English questions with English answers? When you turn on your computer and log on to your ISP, do you notice when you visit websites originating in Japan or Germany that they are in English?

Many English-speakers simply take it for granted — we can’t speak “their” language, but “they” ought to be able to speak ours! After all, English is the language of aviation, commerce, and the Internet. Why not? The result is that many of us get a bad reputation as boorish North Americans, trucking through remote areas of the world, demanding to be

served in our mother tongue.

In Canada (my country) we have a golden opportunity to avoid such boorishness. Since 1763, French and English have lived uneasily together, officially committed to the legitimate presence of two languages. Sometimes we try to ignore our bilingual status, pretending that those who speak another language all live far away and are not our concern, but in truth we are a peculiar people, with the French-English question never very far away from our minds or our politics.

Many have worked hard to become bilingual and bicultural. Some have succeeded, especially those who live in areas where sizable populations of both French and English may be found. With sophistication and ease, they slip from one language to another, seemingly at home in both tongues.

Others have given up the idea of becoming fluent in another tongue themselves, but send their children to school's where Canada's "other" official language is taught, often in an "immersion" setting. They believe that the young are more resilient and have an innate ability to quickly acquire language skills.

I'm one of the latter, but I try to go further. I "force" myself to speak French by traveling, from time to time, to the Province of Québec, where nothing but French is spoken or heard for years at a time. I bumble along as best I can in the name of being bicultural, trying to avoid boorishness. If a Chinese reporter were to ask me a question, I might well be stumped, but I am determined that a reporter from France or Québec would stand a chance of getting an intelligible answer from me!

I have a stubborn streak. Well, I guess I'm just a bit bull-headed. I will attempt to be bilingual, even if it kills me or the hapless French people I meet along the way.

In the summer of 1997, my wife and I set out on a 8500 kilometer holiday. We started from our home in the Canadian mid-west and drove eastward to the Atlantic ocean. Along the way, we deliberately spent time in the heart of Québec.

I took my beloved, beat-up old Powerbook 180 along, too. This too was stubbornness, mind you, because the Powerbook was acting "ill." The Finder had been losing track of the hard drive. When I finally took it in for repair weeks later, I learned that the "zero block" was toast. Dead.

Having acquired some skills of a good computer nerd, I was "backed up," of course! I had saved the entire contents of my internal disk via a recently purchased external Zip drive onto one of those 100 Mbyte floppies. As I said, I have a stubborn streak. If my internal drive won't boot, these "Zip" things can be persuaded to operate like a start-up disk.

At the start of my holiday through Québec, my Powerbook still worked, though it wasn't quite so sleek, svelte, and portable as it should have been. You see, it now required this great fat umbilicus to the little blue box which houses the Zip disk. The blue box in turn

had to have some AC power, which necessitated a Power Supply that fits your standard wall socket. This, added to the Powerbook's own AC power cord, made for a collection of wires which would have made Tarzan a happy man if they'd been hanging in the jungle.

The purpose for taking my Powerbook was not games, nor even work. I wanted access to the Internet (email, to be specific). I have many correspondents. I enjoy writing to and hearing back from them.

Whenever Heather and I stopped for the day, I would unload my half-dead Powerbook, connect the Zip drive and the tangle of wires, then add one more tendril (a phone cord), and off I'd go to the 'net. Some motels where we stayed had datajacks. Most had more old-fashioned phone systems, but I almost always found some way to log on to the 'net.

I began sending e-postcards. You know, "Dear friend: today I am logging on from Wawa, Ontario! Heather and I have just finished a wonderful eight hours of driving along the spectacular north shore of Lake Superior! Wish you were here!..." That kind of thing.

Some motels defeated me. One had had a fire in the main switchboard the night before. Not one room phone worked.

Other motels accessed long distance only through voice conversation with a live operator. It's difficult for a modem to explain to an operator what it's doing! In Canada, few internet service providers have local access numbers outside major cities, so travelling customers log-on via a 1-800 number. But, I managed to get access to the 'net from most of our stops.

We drove out of Montreal and into the interior of Québec. That day, we had beautiful weather, beautiful countryside, and some of the oldest permanent settlements in North America! History was abundant.

When night fell, we pulled up at the "Motel Colibri."

The receptionist greeted me cordially when I walked in.

In French.

This was it! The "do or die" moment! This woman might speak English, but it was unlikely, for we were off the beaten track. My experience in this part of Canada is that people speak French exclusively. So, out of my mouth came *Vous avez, peut etre, une chambre pour deux, ce soir?* The thought process was: first, think of what you want to say in English, next laborously translate it into French (in your head), then speak.

She answered my question all right, but I had to ask her to repeat it a couple of times — slowly. We worked our way through the formalities of renting a room.

The room was nice, clean, pleasantly decorated. It had all the basics, even a TV with remote

control and a phone. After a little rummaging in the desk, I found a seldom-used instruction sheet for the phone — in English.

I dialed the Internet access number. Uh-oh. It was one of those 1-800 numbers which required voice contact with an operator.

So, what did I do? Forget about email until we get on the other side of Québec? No. Stubbornness rules. Even small motels, I reasoned, have FAX machines which must make long distance calls without using human speech. I wouldn't pursue it tonight (we were tired), but I resolved to ask the front desk for access to the FAX line in the morning.

This task would require some “technical” talk in French!

Hmm... the word for computer is *ordinateur*, I was sure of that. I guessed that the words for FAX and Internet were roughly the same as in English...

I set up the Powerbook, attached it to the Zip drive, and for simplicity, plugged both power supplies into a single extension cord. This way, if the fax phone line was far from the only available wall outlet, I'd be ready!

I then proceeded to write and address my email. Once I got connected to a line, it would take less than a minute to log on, send the completed messages, collect any mail from my “in box,” and log off. Inconvenience to the management would be kept to a minimum.

Morning came. I gathered my courage. French phrases were rolling around in my brain as I ambled nonchalantly down to the front desk.

A couple people in the coffee shop immediately looked up to watch me stumble through my request to the woman who appeared to be in charge.

Good morning — please — I have a small computer with me — and I wish to join it to the Internet. It will compose a 1-800 inter-urban call, but it cannot speak to the telephoniste. Is it possible you can permit me to connect my machine to a FAX line?

At first she looked blank. I was terrified that none of my French words had made any sense. Then she verified that I had asked about long distance and that the call would be *sans frais* - without charges.

She paused, then pronounced, “*Je vais demander a la bosse!*” She left the room and consulted with an unseen authority behind what I took to be an office door.

Shortly, a diminutive, but smartly dressed woman with an air of command emerged and asked me to repeat my request once more.

In some agony, I said it again, hoping that all my words were correct.

She motioned for me to follow her and returned through the door, which turned out to be the door to a large restaurant kitchen. Pointing to a phone jack on the wall by a cutting table, she explained that it was an unrestricted line. If that was acceptable, I was welcome to use it.

Connected to the jack and hidden behind a number of cookbooks, there was a small telephone-cum-FAX. Not too far down the room, there was an electrical outlet. I grinned, thanked her, and almost shouted, "*Je vais retourner dans un minute!*"

Soon, I was returning, carefully carrying a jumbled pile in my hands of Powerbook, Zip drive, transformers, cables, extension cords, and a phone wire down the hall! From the interior of Québec, on a vegetable cutting table between cookbooks and cannisters, I connected to the vast world of the Internet. The staff viewed my activity with interest and even asked a few questions, to which I found I myself answering with increasing confidence and ease.

We stayed a few of days, did some touring, and saw the historic sites. Each night I was back at the cutting board, jumbled electronics and increasingly fluent French at the ready!

The day we left, I had breakfast in the dining room and was served by the elegant and authoritative person who happily called herself *La Bosse*. I even fell into French conversation with a fellow at the next table! He started it by saying something I could not comprehend. I asked him to repeat himself slowly. His wife spoke sharply to him, evidently saying, "*Can't you see this guy is English and can't talk our language?*" Undaunted, he forged on, saying something like, "*How's the weather where you come from?*"

As it turned out, he knew of my home city of Winnipeg, partly because his city had recently suffered a devastating flood. Afterward, Winnipeg sent aid. When Winnipeg was inundated later (the French word for "flood" is *inondation*), his city had returned the generosity they'd received. He was proud of that demonstration of unity in our bilingual country.

His city, like mine, had been overrun with international media types. Like me, he couldn't have answered any questions posed by Chinese or Russian reporters. However, he also couldn't have answered any English ones. Yet here I was, conversing in rudimentary French, the only language he knows.

La bosse later told me that, while I may not speak French well, I do show great courage. She thanked me. I left with my head held high with my Powerbook and mess of wires ever at the ready under my arm.

If you have something interesting to say about life with your Mac, write to us at <editor@atpm.com>.





BY JAMAL GHANDOUR, jghandour@atpm.com

Cursed File

After returning happily from my vacation, I arrived at work with a new attitude, one of determination and regained focus. I sat down to do some artwork for a “Big Blue Chip” account and everything was going along seamlessly, for once.

My complex freehand illustrations were exported in eps format, the images saved in eps-DCS format using Adobe’s photoshop and everything was being laid out in Quarkxpress. Excitement filled the air as the layout approached its final stages. It was a excellent ad. Actually, it was a marvelous ad. All that remained was to print the ad on my color printer. At least that’s what I thought.

Printing this complex ad resulted in many wasted hours and a Postscript error. Now, I had a useless marvelous ad and one angry boss! Time was short. Tomorrow, the presentation was due.

I found a solution to this dilemma, so I thought of sharing it here. In the end, a good design is worthless if you can’t output the file.

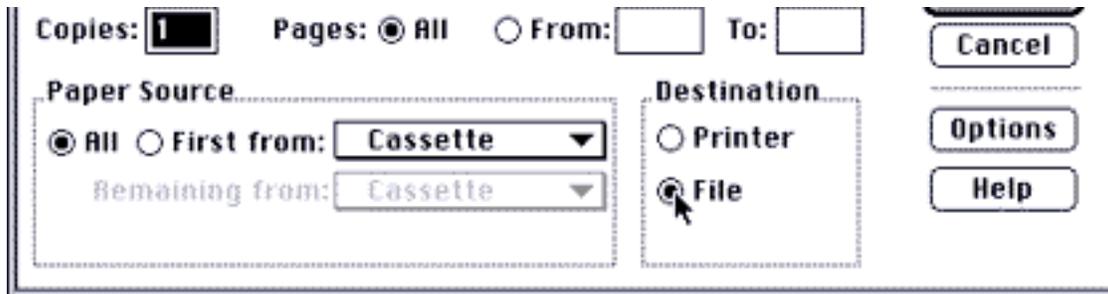
One Solution

Though it might seem a bit long, the overall it takes is actually less than the normal printing time (assuming you have a fast processor). This solution is also of great utility anyone experiencing printing troubles because of non-English text fonts. However, it requires Adobe Distiller and Adobe Exchange.

Step 1

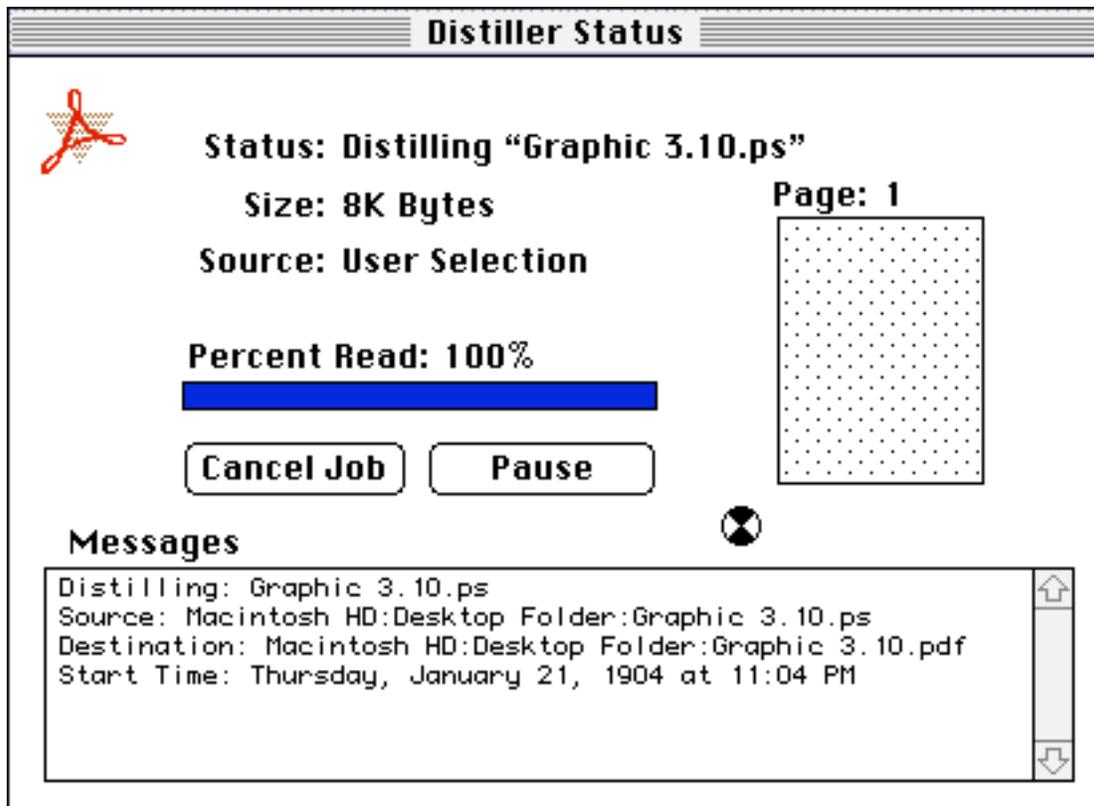
Instead of printing directly to your printer, print to a Postscript file. This option is found in the Printing dialogue box as shown below. When it will prompts you to save the file, simply save it anywhere it’s convenient for retrieving later.





Step 2

Open Adobe Distiller. Choose "Open" from File menu and open the Postscript file you saved earlier. Choose a location for the resulting converted file. Within a few seconds or minutes you will have an output file in pdf format.



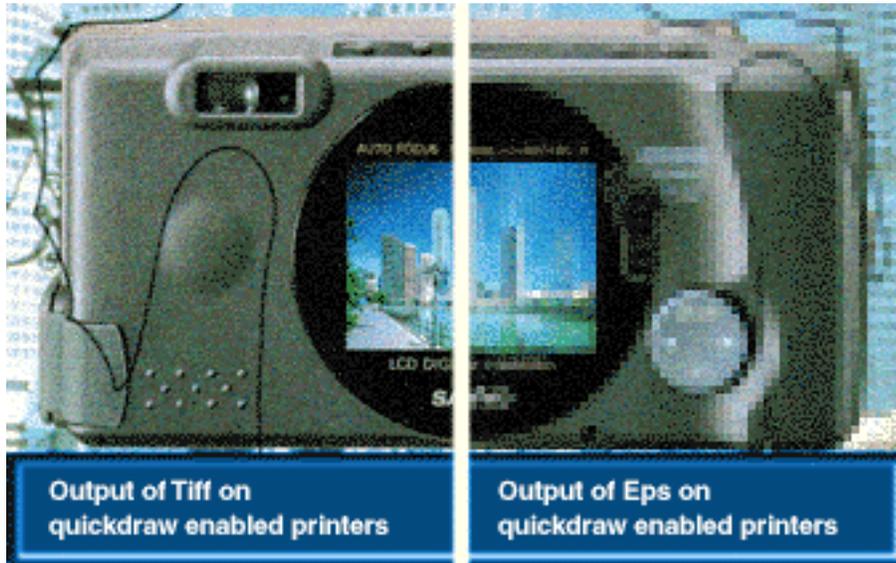
Step 3

Open the pdf file with Adobe Exchange and print it from that application. If you followed

these steps correctly, the file should print with no difficulty.

More Tips for Printing

If you have a Quickdraw printer which does not support Postscript, try converting your images to RGB TIFF format wherever possible. You'll notice a significant improvement in output quality.



Although Freehand and Illustrator print small files extremely, complex files are a very different story. Whenever you have a complex illustration, try changing it to PICT format, then print from any image manipulation program (Color it!, Photoshop, etc). This process might take a little more time, but it will at least print!

Copyright © 1997 Jamal Ghandour, <jghandour@atpm.com>. Jamal Ghandour, is a "Senior Graphic Designer" and "Computer Section Manager" at CSS & GREY(Kuwait). He also works as "Creative Art Director" at Swiftel international communications.



AtChat 1.1

Product Information

Published by: Abbott Systems

Phone: (800) 552-9157

Fax: (914) 747-9115

Email: [<info@abbottsys.com>](mailto:info@abbottsys.com)

Web: [<http://www.abbottsys.com>](http://www.abbottsys.com)

List Price: \$39 (includes free copy for a friend)

System Requirements

Runs under Mac OS, Windows 95, and Windows NT

Accessibility has increased, but it's still not trivial to set up a chat over the Internet. Ironic, isn't it, since online chatting is so popular now? In order to show how AtChat from Abbott Systems fits into the picture, I will mention four main ways of chatting:

- Internet Relay Chat (IRC) — This uses a client program to connect to a chat server. There are a few decent, Mac-like IRC clients, but they're not as easy to use as you might hope. Ideally, chatting should be as simple as double-clicking a chat program and selecting a channel to join. IRC relies on chat servers, which can complicate things. Sometimes, chats can get "split" into two groups who can communicate amongst themselves, but not with each other. On the plus side, IRC has a huge variety of chats, dedicated to as many different topics as you can imagine.
- Web-based Chatting — More recently, Web sites like Talk City [<http://www.talkcity.com>](http://www.talkcity.com) have become popular. All you need to chat on one of these nifty sites is a sufficiently advanced web browser — one that supports Java. You select which room you want to join and the server downloads a Java-based chat client to your machine, where it runs inside your web browser. This kind of chatting is far less elegant than IRC (Java programs are still slow to download, slow to use, and un-Mac-like.), but it gets the job done. On public computers where users are unable to add programs to the hard drives, web-based chatting may be the only option. It should also be noted that running a Java-based chat program through

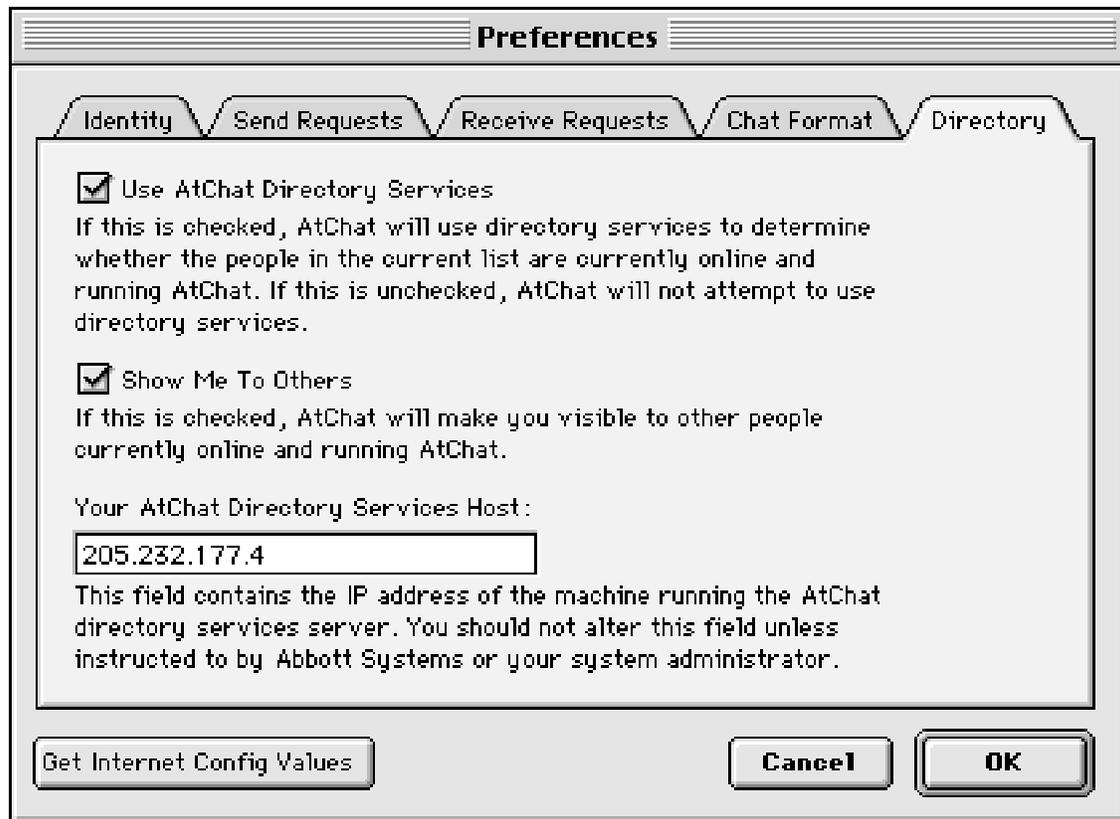
a browser requires a substantial amount of RAM.

- Online Services — Online services and BBS's used to be the most popular gathering spots for user chats. This is probably still true, but America Online is the only major online service left, and the Internet has stolen some of their thunder. AOL's chat client is built into the AOL software. It's quick and easy-to-use. I suppose the main disadvantage is that all chatters must have an AOL account and be logged on. With the current state of AOL's access numbers, this is easier said than done. The main advantage is that it's easy to tell if a given person is online using Buddy Lists, and you can invite a "Buddy" to chat with the click of a button.
- Proprietary Software — This is the category into which AtChat falls. Basically, each user needs a copy of the software. Choices range from high-end video conferencing software packages to collaboration software with "virtual whiteboards" to bare-bones text chatting software like AtChat.

What makes AtChat great is its non-reliance on servers. All you need to run AtChat are two Macs connected to the Internet — no unreliable relays, advertisements, or charge-by-the-hour middle men.

To use AtChat, you must have a mail account that can be accessed through a POP (Post Office Protocol) server. You enter your name, email address, mail server, and password into AtChat's well-designed preferences dialog. To invite someone to chat, just type in their email address. AtChat uses ordinary email (directly communicating with your mail server) to send and receive chat requests. It uses email only to find out the Internet addresses of the people you're chatting with — not for the actual chat. Once the person you invite accepts your invitation, AtChat talks directly to their Mac over the Internet. As you might guess, this approach results in low latency and high efficiency.

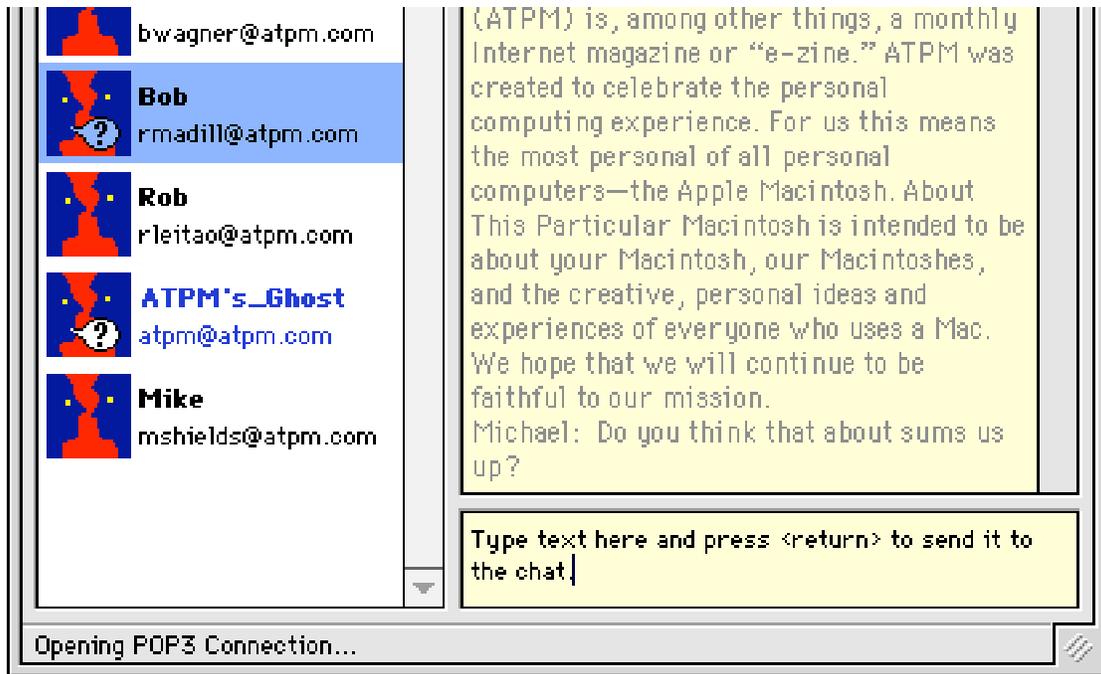
It's very easy to get up to speed with AtChat because Abbott provides an automated "chat robot" for practice in setting up chats. It's available 24 hours a day, 7 days a week and doesn't lose its patience with "newbies."



One downside to the lack of a centralized server is there's no way to tell if your friends/colleagues are at their computers. Luckily, Abbott has solved this problem. Their server maintains a directory of AtChat users. Whenever you launch AtChat, it tells the server you're "online" (unless you don't want it to). AtChat keeps in contact with the server and will let you know if anyone on your chat list opens his or her AtChat client. This gives you the best of both worlds — the advantages of a server-based system without the drawbacks.

Once you've invited people to chat with you, just type text in the box at the bottom of the window and hit return to send it. What could be easier? AtChat color-codes the "voices" of each user and you can customize the colors. This makes it easy to identify who's who, at a glance.





You can send files to other chat participants in the background (without interrupting the chat). You can also send sounds to people.

What Could Be Better?

AtChat lets you participate in both Group and Private chats. Unfortunately, you can only take part in one group chat at a time. I don't consider this much of a problem because, unlike IRC, AtChat is intended for communication between people who already know each other. I think it's designed for chatting with friends and conducting business meetings — not lurking in rooms full of strangers.

The main panel of AtChat is customizable; you can adjust the sizes of all panes in the window and choose either large or small icons for the chat list. I find the toolbar at the top of the window more confusing than helpful. There aren't enough commands in AtChat to warrant a toolbar. The icons (particularly the four with blue faces) are a bit cryptic and unnecessary given that all commands are easily accessible from the menu bar. I question the necessity of having new, open, save, copy, and paste buttons in the toolbar since these already have well-known keyboard equivalents. The buttons complicate the otherwise simple interface, and I wish I could turn the whole toolbar off.

When you send sounds to other chatter, you don't hear the sounds. It's a bit confusing because the actual built-in sounds don't really match their names. "Question" doesn't sound like a "Question" sound, for instance.

AtChat seems well-suited for carrying out simple business meetings online, but the fact that you can't save a chat transcript to disk makes it difficult. You have to scroll through the whole transcript to select it all and drag it to the desktop to create a text clipping. There should just be a Save command in the File menu. In fact, there is, but it's problematic because if you haven't read the manual (easy to overlook, since the AtChat user interface is so simplistic) you might think you've saved the transcript. However, the Save command actually saves only the list of people in the chat.

I encountered some odd behavior when scrolling back the transcript. Sometimes the scrollbar disables itself — strange. To re-enable scrolling you have to click in the chat window. This causes it to scroll all the way up to the top. So then you have to scroll all the way back down to see what you had just typed. This is very frustrating and inexcusable in my opinion.

Conclusions

AtChat is a good value, no doubt about that. Not only is it cheap, but you can see if you like it before spending a penny; there is a full-featured demo version available at the Abbott Systems Web site that runs for 25 hours. When you pay for AtChat, you receive an unlock code for the full version. So while AtChat is commercial software, you can try before you buy, as if it were shareware.

AtChat doesn't support collaboration features, styling of text in chats, or some other advanced features; but I don't think it was intended to be a high-end chat client. At \$39, 1 MB of disk space, and 1.5 MB of RAM usage, it's a simple, trim package that gets the job done.

Copyright © 1997 Michael Tsai, <mtsai@atpm.com>. Reviewing in ATPM is open to anyone. If you're interested, write to us at <reviews@atpm.com>.



Colonization

System Requirements

LCII or better

8 MB RAM

System 7 or later

256 colour monitor

13 MB disk space

CD-ROM drive

Game Overview

Colonization is set between 1500 and 1800 AD — the time when European powers were expanding by exploring the earth for new territories. You start off in a little boat, with few resources. You are both a soldier and a pioneer. A vast, undiscovered land lies in front of you (soon to be America, of course). Your task is to land on this new world, explore, and colonize. Your orders come from the king or queen of your chosen country (either Spain, England, the Netherlands, or France) and you must obey them — at least for now. The interface is similar to Civilization.

Your orders include the building and developing of colonies, trading with your mother country, exploring, talking with the natives (or fighting, the choice is yours), finding “lost cities” or other places where there might be treasure, and keeping the rival colonists under control. A difficult task? You bet. Colonization is a very big game with loads of options. The replay value approaches infinity and it is very complicated. Good online help is available and the interface is intuitive, but I recommend a good read of the manual. Don’t let this put you off, though — Colonization is very addictive and fun to play.

Installation

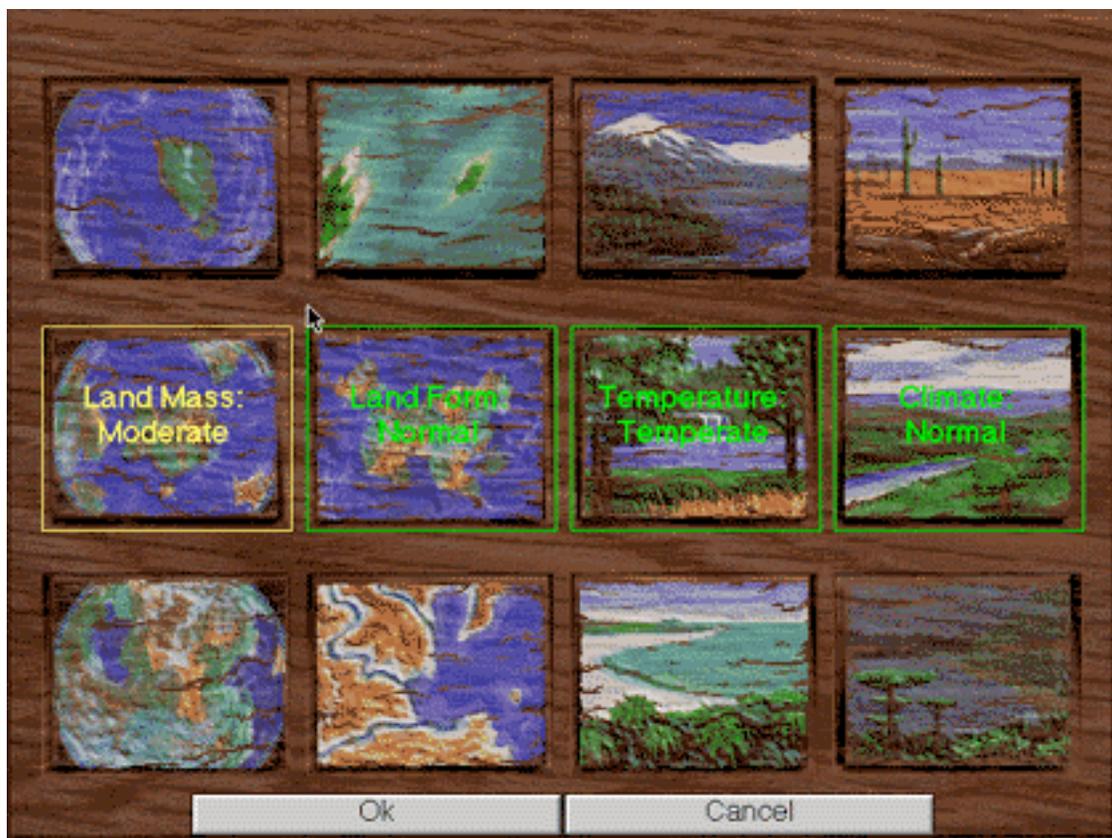
When you open the box of the game, a 127 page manual falls out along with two “player’s aid” cards, which provide pictures and brief descriptions of the game. Don’t throw these out! I found them very useful. Although the manual is written for the PC version, it doesn’t

really matter. Only half a page is given up for “PC installation.” The Mac-specific instructions come on one of those annoying pieces of paper that developers seem to put in as a last minute extra. Oh well, nobody’s perfect.

The whole game is installed on the hard disk, freeing the CD drive while you’re playing the game (although it does have some nice audio tracks). I had only one problem installing the game — you need to have foreign file access on for the installation to succeed.

Give Me Details

Once the game is up and running, you are presented with a screen asking you whether you want to start a new game, load etc. If you choose a new game, you then decide whether you want to start in a newly created world or the Americas. It adds a good sense of realism when you know that the colony you call “New York” corresponds to the actual “New York.” The “newly created” feature means you can conquer a different “new world” each time you play. Customization is enhanced further by the ability to define whether your newly created world is humid, antarctic, dense, spread out, set out like continents, etc.



The level of customization is very high

You then choose your nationality. Each nationality has a special advantage. The Dutch have a

trade advantage — prices back home don't fluctuate as much. The Spanish have an advantage when defeating native peoples, while the French seem to be better at calming natives more quickly. The English get more colonists to emigrate to the new world. All these factors are based on the real colonization of America. The manual provides much of this historical information. Not essential, but it is a nice touch.

After you arrive and your units disembark, you begin to explore. First, you are "greeted" by a native tribe. There are 8 tribes, each having a different personality (violent, generous, etc.). They offer you a gift and ask whether you want to "smoke a peace pipe" with them. Your reply is given by way of a "dialogue box." These dialogue boxes are what I like best. They pop up regularly and are sometimes very funny. For example, when the king decides to raise your tax rate, one of his dialogue boxes reads, "To celebrate marriage to my 13th wife, I have decided to raise your tax rate. You may kiss my pinky ring," and he exposes his ring for you to kiss. You get to choose whether you will "hold New York Cloth Party" (disagree with his tax hike) or "kiss pinky ring" (suck up to him). Your choice affects many later events in the game.

The Colonies

Each of your colonies needs to be built from scratch. To build, you need hammers. To get hammers, you can either purchase them from your mother country or set a colonist chopping trees from nearby land. Once you have lumber from the trees, you need to assign a colonist to make hammers, which you can use to build schools (for teaching new skills), docks (for shipbuilding), weaving shops (for cloth production), etc. All skills in the game have "levels." For instance, you can assign a criminal to work as a farmer, but he won't produce as much as an ordinary colonist, who in turn can't produce as much as a master farmer. New skills can be acquired from native villages or capital cities, but natives refuse to teach criminals.



Coping with the Neighbors

Your colonies aren't allowed to develop peacefully forever. If you decide to plunder treasure from sacred ruins, you risk upsetting the natives, whose anger can range from mildly upset to quivering with fury. If this happens, they will grab their spears and mount their horses (if they have bought some from the Europeans) and attack.

In addition to the natives, other European powers are out for conquest. If you leave them alone, they will generally leave you alone, until one of you wants the same piece of land. Then one party will ask the other to withdraw, politely. If that doesn't work, there will either be offers of money, negotiation of a peace treaty, or a war. Now, you can redeem all the favors that natives or other colonies owe. If you have enough money, you can get natives or other countries to take your side and help you fight the war. A favorite tactic of mine is to get loads of cash, send two countries to war against each other by giving them both money, and watching the fireworks. Voila! Two less countries to worry about.

Independence!

A time may or may not come when most of your colonies support a declaration of independence from the crown. You can choose to also declare independence and fight to free America as your former mother country throws all it has against you (and that's quite a lot!). The mother country will try to take over your colonies, convert your colonists, and use pure brute force to destroy you. Make sure you have friends in other countries to help you, because you will need them. If you win the battle, you are now an independent country — America — and you are treated to a nice full-screen, animated celebration. Then you can carry on playing...

So, What's the Verdict?

If you like Civilization, or are fond of turn-based, long-lived strategy games, I would highly recommend this. It is complex, but the manual does a good job of easing you into the game. It is rewarding. There is very good online help, so you don't have to reach for the manual every time you need assistance. The open-ended nature of Colonization sold this game to me, along with the "replayability." It sells cheap now, so get a copy for \$10 and you won't regret it. I experienced no bugs in the game.

I give Colonization an 'excellent' rating — it is intuitive for a game of its complexity and yields a huge amount of fun. The only improvement I might suggest is to employ more sounds — they are sparse — but this is a small niggle compared to the amount of fun it will provide.

Copyright © 1997 Jonathan Dalton, <kal91@dial.pipex.com>. Reviewing in ATPM is open to anyone. If you're interested, write to us at <reviews@atpm.com>.



ABOUT THIS STUFF

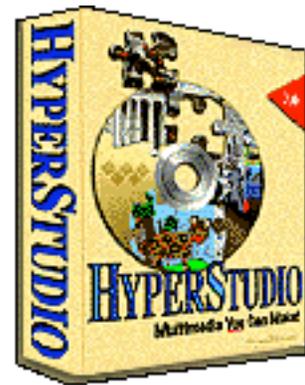


REVIEWED BY EVAN TRENT, etrent@atpm.com

HyperStudio

Product Information

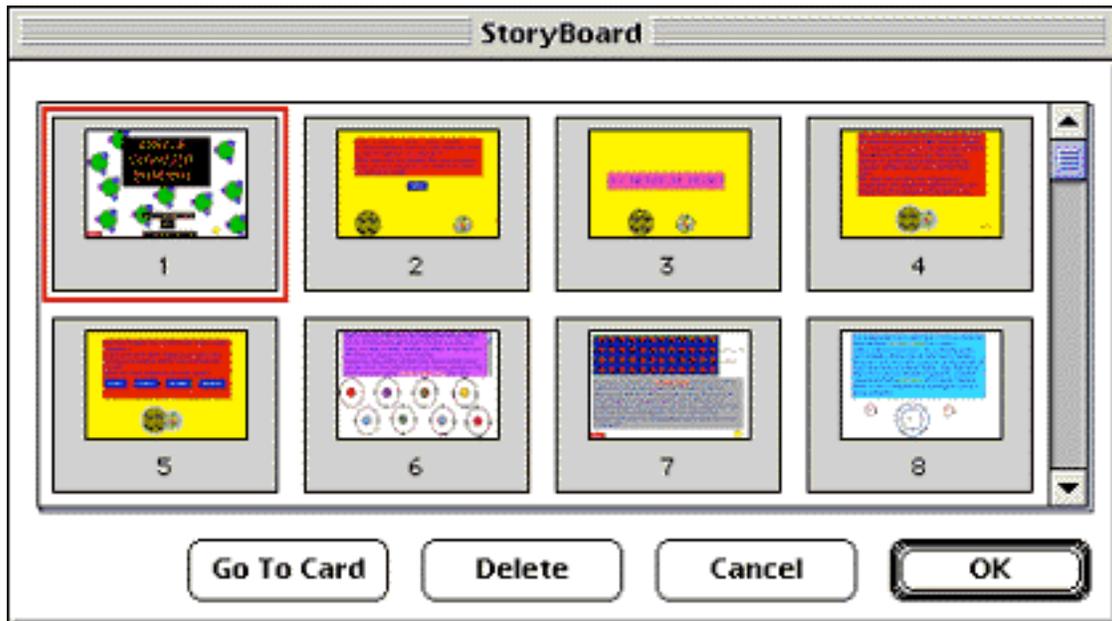
Published by: Roger Wagner Publishing, Inc.
1050 Pioneer Way, Suite P
El Cajon, CA 92020
Phone: (800) HYPERSTUDIO
Fax: (619) 442-0525
Email: [<rwadmin@aol.com>](mailto:rwadmin@aol.com)
Web: [<http://www.hyperstudio.com>](http://www.hyperstudio.com)



I've been using HyperStudio since version 1.0 on the Apple IIGS. It was an awesome piece of software then, and it has since evolved into a more mature and versatile package. HyperStudio is a multimedia authoring environment aimed primarily at schools and youngsters, but not exclusively. For \$199.95, it's difficult to find a package that will do as much as HyperStudio and nearly impossible to find one that does it so easily.

Some Background

HyperStudio was patterned after the HyperCard model. However, like other HyperCard spinoffs, (SuperCard for example) HyperStudio leaves HyperCard in the dust. The HyperCard model is preserved only at the most basic level. There are still buttons, text items, cards, and stacks, but the similarities between the two programs end there.

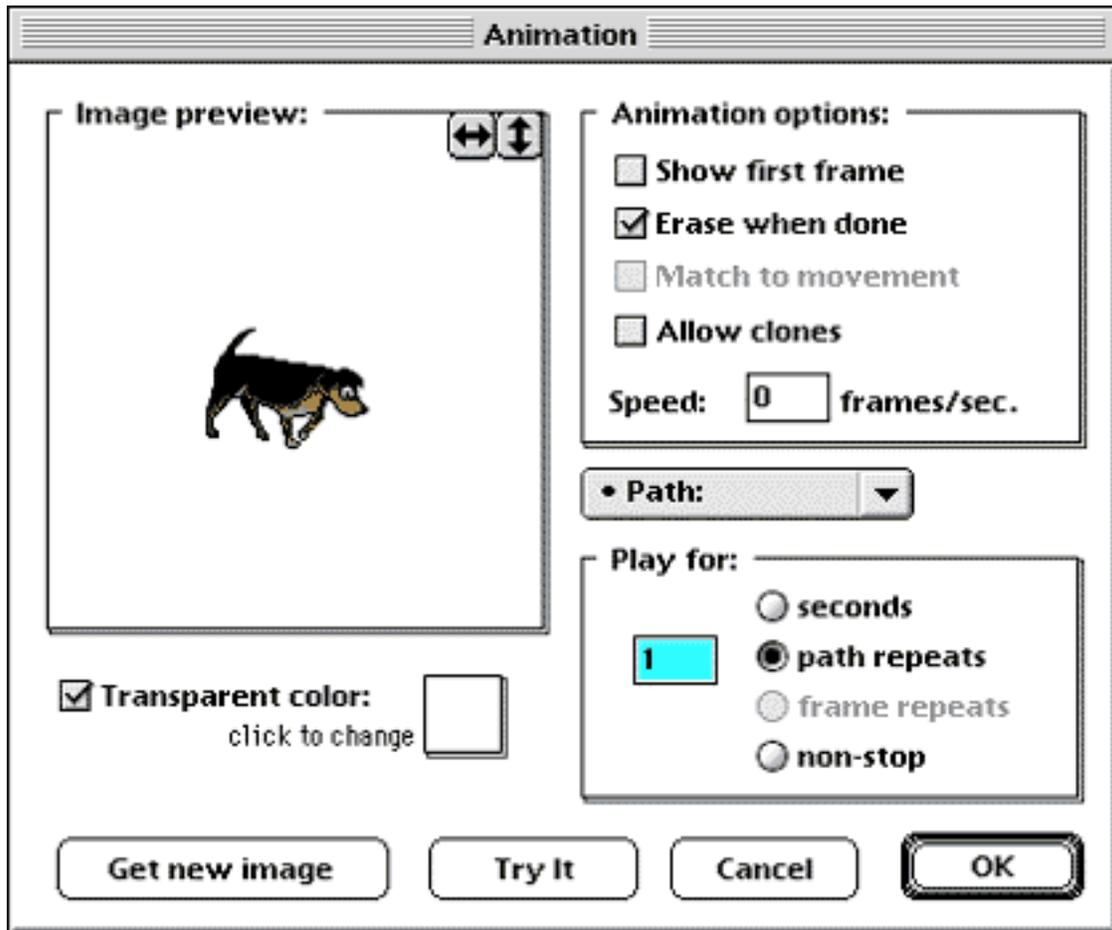


Key Features

HyperStudio's most appealing feature is its ease of use. Anybody who can use a Macintosh with some degree of proficiency can get a stack up and running in fifteen minutes. It's really that simple. There is absolutely no scripting required to do almost anything in HyperStudio. Buttons have a tremendous number of pre-programmed actions. However, should you wish to use the scripting language, HyperStudio does make use of a logo dialect known as HyperLogo.

HyperStudio can use as many colors as your monitor setting. Defining a button to play a QuickTime movie takes about ten seconds. Buttons can even be set to jump to specific frames in the movie, or to perform standard functions such as play, pause, rewind, fast forward, advance or rewind one frame, or adjust the sound level.

Dealing with graphics in HyperStudio is simple. The user can either read in a PICT file, or the icons can be ripped from the resource fork of any file. HyperStudio can import part of a PICT as clip art, or import the entire PICT as a background. Of course, HyperStudio supports graphic objects, which can be scripted, manipulated, hidden, and revealed by other buttons or objects. HyperStudio's ability to deal with graphics in a multitude of fashions makes it incredibly easy to create a stunning presentation. In truth though, the most interesting graphical feature is the ability to create animations. HyperStudio creates animation from a series of pictures, or it can generate one while you drag an object around the screen.



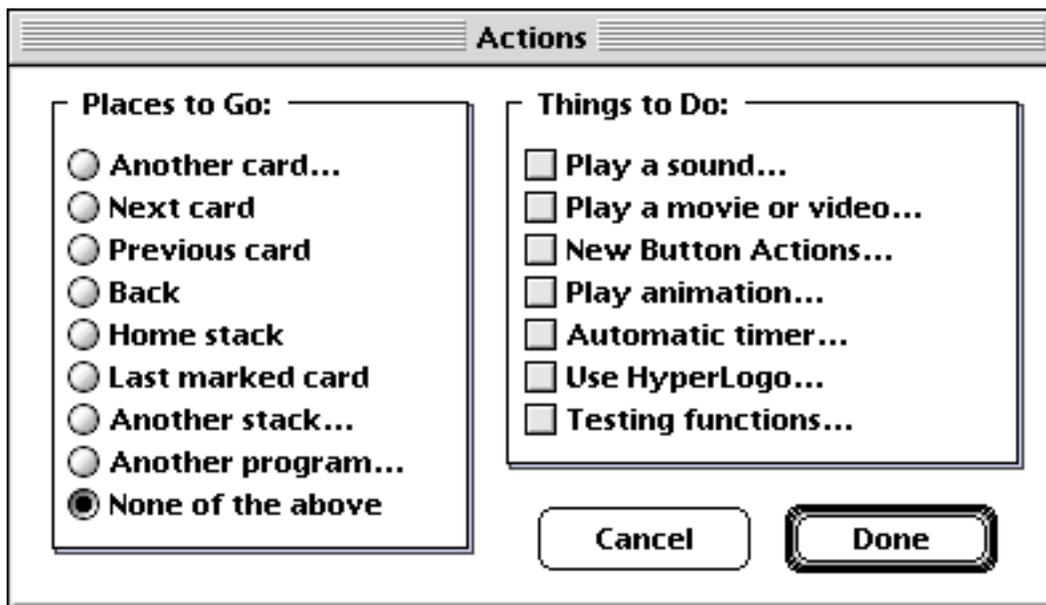
HyperStudio recognizes both System 7 and AIFF sound files and files can be recorded through your Mac's microphone (or your AV Mac's audio input). Sounds can be played back asynchronously (in the background while other events occur) or synchronously (nothing else happens until the sound stops). HyperStudio can access Speech Manager to speak a preset text string, or text from any text item. Additionally, a button or object can easily be set to play a given track off an audio CD in the CD-ROM drive. In fact, creating a CD-ROM remote control with HyperStudio would take about five minutes.

Text items, as boring as they might sound, are actually quite versatile in HyperStudio. Obviously, they can be scrollable or non-scrollable, editable or non-editable, and visible or hidden. Text items can contain multiple fonts, styles, and sizes. Buttons can be set to scroll a text item at a given rate for a given number of lines or pixels. This effect is simply fantastic. The last card in a stack can scroll a text item showing the credits. Set the background color of the card to black, the text color to white, set the text item's transparent flag, and then sit back and watch the show. Buttons can also be defined for easy editing of text items.

Push Those Buttons

Buttons can do just about anything imaginable in HyperStudio. As in HyperCard, their icons can be chosen from HyperStudio's vast library, from any PICT file, or from the resource fork of another application. As expected, buttons can navigate to another card or stack using any one of a number of transitions, but they can also load another application, launch a web page using an external web browser, or even control Laser Discs connected through the serial port. Better still, HyperStudio's buttons can perform any of HyperStudio's menu functions. Thus, buttons can not only perform mundane tasks like cutting, copying or pasting text, but they even can add other buttons. The possibilities are truly endless.

It gets better. HyperStudio's buttons can be timed. Without typing one line of code, a button can be set to go off any number of seconds after arriving at a given card. The action can occur only once or can repeat a designated number of times (or indefinitely). This makes it easy to have a card "react" to a user.



Buttons can also perform test functions. If a user sets up a quiz or test using buttons as multiple choice responses, the buttons can be assigned values (correct answer or incorrect answer) and the number of correct and incorrect answers can be polled at any given time by another button.

Of course, buttons can execute scripts using HyperStudio's HyperLogo scripting language. This language has total control over every element in a stack, teaches elementary programming techniques and provides the user with a gentle learning curve.

Other Features

All objects in HyperStudio have a large feature set. All objects can be hidden, revealed, or can affect other objects that pass over it. For example, when the cursor is dragged over an object, the action can change either the cursor or the object itself. Additionally, dragging certain objects over others can trigger a response. This is exactly what a “drag-and-drop” objects is. With HyperStudio, they are easily created and incorporated into your presentations.

Graphics, sounds and movies can be shared among cards. This feature drastically reducing the size and memory requirements of a stack. To further reduce a stack’s size, you can tell HyperStudio to load files off disk rather than incorporating them into the stack. For example, if a button plays a sound, can you tell HyperStudio to load that sound off disk and not make it part of the stack’s resource fork.

Roger Wagner Publishing also includes a developer’s kit with HyperStudio which provides a wealth of information on how to create NBAs (the equivalent of HyperCard’s XCMDs) and other extensions to HyperStudio. Additionally, HyperStudio can make use of PhotoShop Plug-Ins. Also included is a HyperCard dissolver which aids in the conversion between HyperCard and HyperStudio. And finally, HyperStudio has a spell checker!

Polishing Your Stacks

HyperStudio has a host of features which facilitate the distribution of stacks. Stacks can be locked with a password to prevent unauthorized changes. HyperStudio has a “Print to Video” feature with which a user can create a slide show from the stack. Roger Wagner Publishing also provides a runtime version of HyperStudio which can be distributed freely with your stacks. HyperStudio runs on both Mac and Windows platforms, so stacks are interchangeable. As if this wasn’t enough, there is now a HyperStudio plug-in for Netscape Navigator and Microsoft Internet Explorer so users can browse HyperStudio stacks directly on the web.

Outstanding Value

Because HyperStudio is aimed at the educational market, its really a steal at \$199. Consider Microsoft PowerPoint, which costs \$300. PowerPoint doesn’t save to an executable application, it’s slower than HyperStudio, it does far less, it’s clumsier, less intuitive, and certainly less “fun” for kids. Frankly it doesn’t compare. The closest competitor in terms of price and performance is SuperCard from Allegiant Technologies. SuperCard hasn’t been updated in years, it has little support for technologies such as QuickTime and Laserdiscs, and the only feature that is superior to HyperStudio is its ability to save to an executable. Clearly, there are other multimedia packages on the market that can squash HyperStudio, but they cost about \$1000 (Director, mTropolis etc.). After shopping around, it should become rather obvious that HyperStudio is the best deal going.

Any Problems?

HyperStudio's manual is excellent and the bundled CD is loaded with a truckload of resources. Roger Wagner Publishing is a great company with topnotch technical support. So why is this product rated Very Good rather than Excellent? There is one feature that HyperStudio really should have that it doesn't: the ability to save a stack as an application. So many other packages do this, it's no longer considered a feature, it's an expectation. It may seem harsh to bump this wonderful product down one full rating for not providing this facility, but without it HyperStudio will have a hard time leaving the classroom, and there's really no other reason it can't.

Reflections

As a long-time user, I have enjoyed watching HyperStudio evolve from a stunning but somewhat limited product that ran on an Apple IIGS to a full fledged multimedia authoring environment running on Macintosh and Windows platforms. For schools of all levels, there is simply no better package. Companies interested in creating in-house presentations quickly and easily should consider HyperStudio as an excellent value. Once Roger Wagner Publishing enables HyperStudio to save stacks to a self-executing format, HyperStudio will be a viable solution for companies wanting to distribute presentations or advertisements, especially over the web. To put it simply: HyperStudio is a great product with an incredibly low price tag.

Evan Trent, etrent@atpm.com is ATPM's webzinger. When not working on web sites, he enjoys C/C++ programming and desktop publishing. Every now and then he spends five minutes away from his computer.



ABOUT THIS STUFF



REVIEWED BY A.T. WONG, atwong@xpressnet.com

OmniPage Pro 7

Product Information

Published by: Caere Corp.
100 Cooper Court
Los Gatos, CA 95030 USA
Phone: (800) 535-7226
Fax: (408) 395-1994
Email: [<ocr_sales@caere.com>](mailto:ocr_sales@caere.com)
Web: [<http://www.caere.com>](http://www.caere.com)
Street Price: \$499 US
Competitive Upgrade: \$129 US



System Requirements

Macintosh with a 68020 or higher, or Power Macintosh
5MB free RAM(680x0 processor)
8MB free RAM (Power Macintosh)
10MB free hard disk space
MacOS Version 7.0 or later
Screen resolution 640 by 400 or better
Directly supports 13 brands of scanners consisting of 37 models.

What OCR Does

When a scanner captures an image of a text document, it records the page only as a bitmap image — a pattern of dots. Optical Character Recognition will take the bitmap image and convert images of text into editable characters.

In a perfect world, each scan would result in a perfect image that could be OCRed with 100% accuracy. In the real world, the original is often faded, smudged, wrinkled, or otherwise difficult to read. If you (humans are the most efficient OCR device) have trouble reading the text, don't expect an OCR program to do any better.

So what **does** an OCR program give you? For a moderately small sum of money, you get a program that recognizes almost any printed textual material. With a bit of training, an

OCR program can recognize rarely used characters, such as “œ” and “Ø”. Law offices use OCR to convert hard copy documents to word processing documents. OCR can convert fax documents to text documents. I have even used OCR software to offer commercial scanning services.

OCR Accuracy

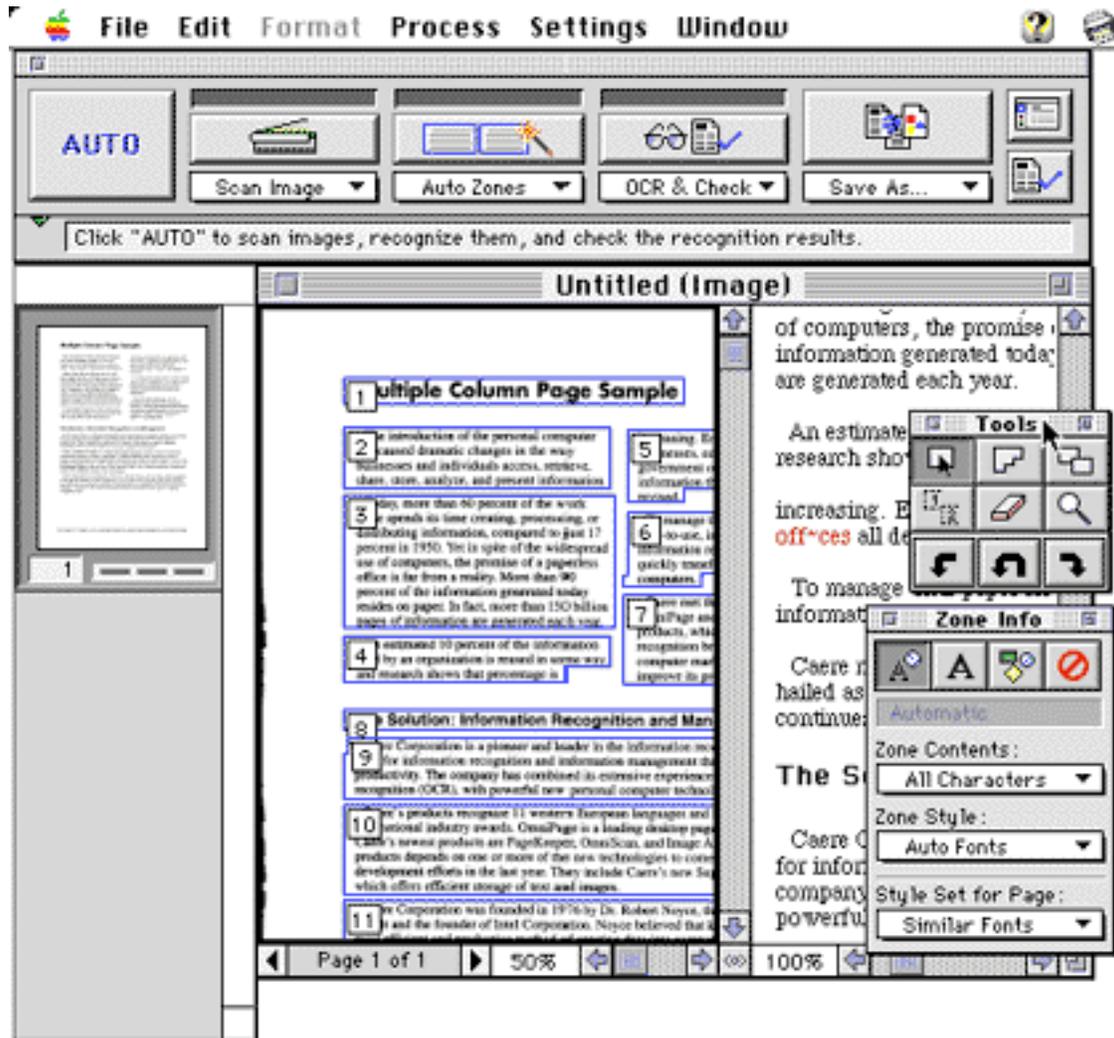
Accuracy refers to how well the OCR program recognizes text. A scanning accuracy of 99% means 99 out of 100 characters will be recognized correctly. Lest you think 99% accuracy is acceptable, consider the following example. Most text will have on average 5 characters per word and 11 words per line. A 99% OCR accuracy rate results in 1 bad character out of 100 characters, or 1 bad word every 20 words, or 1 bad word every other line. The accuracy drops rapidly when the scanned document is not an original. If you're a good typist, it may be faster to type in a page or two of text rather than OCR at 99% accuracy and manually correct the mistakes.

Caere OmniPage Pro 7.0

As a long-time user of OmniPage Pro 2.12, I felt it was time to upgrade to take full advantage of a PowerMac 8600. Installing OmniPage from CD was very quick and simple. In addition to installing an OmniPage folder, an entry is placed in the Apple menu and a scanner driver is placed in the Extensions folder.

OmniPage Pro is one of the earliest OCR programs offered, so Caere has had time to develop a well-refined user interface that compares favorably to several competitors. With OmniPage Pro's AutoOCR toolbar, OCR is as simple as clicking on a button. The Auto button launches a scan or loads an image, then OmniPage decides which elements are text and which are graphics, performs OCR, and saves the file in a variety of common word

processing formats.



A “noise reduction” feature (actually a standard erase tool), allows you to erase unwanted artifacts before OCR. If the original contains handwritten notes, stray marks, or other types of noise, you’ll appreciate this feature. “Smart Windows” will automatically resize the Image or Text windows and show or hide palettes, depending on which window is active. A large screen is required to see full page Image and Text windows simultaneously, but for the average person with a 15” screen, the Smart Windows feature is a very nice compromise. If you scan multi-page documents, the “Thumbnail View” makes it easy to navigate through, reorder, or delete pages from the document.

Any OCR program is incomplete without a spell checker and some means of comparing the recognized text against the scanned image. OmniPage highlights suspect words in green and rejected words in red. “Option-double-clicking” a word in the text view will bring up a floating window showing a closeup image of the original word. In the screen shot below I

option-double-clicked the word “INORES” to bring up a closeup of the original image. In this particular case it’s easy to see why OmniPage flagged the word “INORES” as suspect.



To better integrate the OCR function into your daily routine, OmniPage provides a Direct Input feature. Suppose you are working on a word processing document and you want to include some text from a magazine article. Activating Direct Input from the Apple menu will cause OmniPage to launch, scan, OCR, paste the text at the cursor location in your word processing document, and quit.

The Automatic Input/Output System and Apple Event support provide some automation capabilities. With the Automatic I/O System you specify an input folder that OmniPage checks every 30 seconds. When it detects a file, OmniPage will process it. Businesses that receive faxes on a regular basis may find it worthwhile to devote a low-cost Mac to automatically OCR incoming faxes. For the techie types, a small but useful set of Apple Events allows for automation of basic OmniPage functions with AppleScript.

Configuring OmniPage

The OmniPage manual includes a chapter on configuring various settings as well as one about customizing more advanced features. For those new to OCR, there is a “Settings Guidelines” section which provides useful recommendations to configure OmniPage for scanning different types of documents. Those 2 chapters are worthwhile reading because the default settings may not always provide acceptable results. Most settings are accessible from the toolbar or the settings menu.

Real World Use

The value of a program is determined primarily by how often you use it. After several weeks of use when hundred of pages passed through my scanner’s sheet feeder, OmniPage

has earned its place on my hard drive.

Lest you think that the AutoOCR button reduces OCR to a point and click operation, let me say that good results can be obtained only if you have a high-quality original. An original laser print with single-spaced 14 point text is a high-quality original that will result in 99.99% OCR accuracy — 1 bad character every 4 to 7 pages.

When documents contain multiple columns, large headlines, and graphics, accuracy will quickly drop to a point where you wonder if it's all worth it. Certain background colors will scan as dark grey or black and completely obliterate all text. Be prepared to experiment with many settings to optimize scanning accuracy. In rare cases, I found that scanning a photocopy of an original improved the accuracy rate. The OmniPage manual provides useful hints to improve OCR accuracy in tough situations. However, nothing beats the experience gained from scanning several thousand pages from books and magazines.

After spending considerable time fine-tuning the settings, I came to the conclusion that user feedback must have weighed heavily in Caere's design of the interface — OmniPage settings are designed with easy access in mind.

To stress the OCR engine, I placed one of OmniPage's sample letters at a 5 degree angle and performed a scan with the default settings. The accuracy was only slightly less than when the letter was perfectly aligned.

As a final test, I scanned several letters using OmniPage Pro 2.12 and 7.0. As expected, OmniPage 7.0 had a slightly better overall accuracy than OmniPage 2.12. What surprised me was that OmniPage Pro 2.12 did as well as OmniPage Pro 7.0 on fair to good quality black and white originals.

Running OmniPage on a PowerMac 8600/200 gave OCR times in the 4-10 sec range compared to 25-60 sec on a 68040 Quadra 800. The flatbed scanner required slightly less time to scan the original when driven by the PowerMac. A PowerMac is definitely recommended.

At university, one of my projects was to develop a very simple OCR program. It was crude and slow, but it recognized some alphanumeric characters. When I visited Caere's home page to check for updates, I was surprised to see a considerable number of highly technical papers reporting on a variety of OCR algorithms. After skimming through several papers I decided they were meant for younger and brighter minds. Definitely worth checking out if you're a Computer Science student.

Conclusion

OmniPage Pro's verification feature makes it easy to locate and correct errors, but even with the program's easy-to-use tools, the process can be time-consuming. OmniPage is a solid performer if you choose the right settings. Failure to do so may result in an

unacceptably high rate of errors as well as a certain amount of frustration.

If Caere can improve the accuracy at the default settings I would not hesitate to recommend purchasing the product immediately. If you already have an OCR program you'll have to carefully consider whether or not to wait for the next version to gain (hopefully) improved accuracy.

I evaluated OmniPage Pro on a Quadra 800 running System 7.5.5, and a PowerMac 8600 running System 8. The scanner was an HP Ilcx with the document feeder option.

Copyright © 1997 A. T. Wong, <atwong@xpressnet.com>.



SiteWeaver 1.0.1

Product Information

Published by: Miracle Software Inc.
13 Missouri Ave.
Potsdam, NY 13676-1821
Phone: (315) 265-0930
Fax: (315) 265-1162
Email: <Miracle@MiracleInc.com>
Web: <<http://www.miracleinc.com>>
Price: \$109

System Requirements

No minimum system requirements were listed.
It appears to run at acceptable speed on a 68040 Mac.

Web Site Management

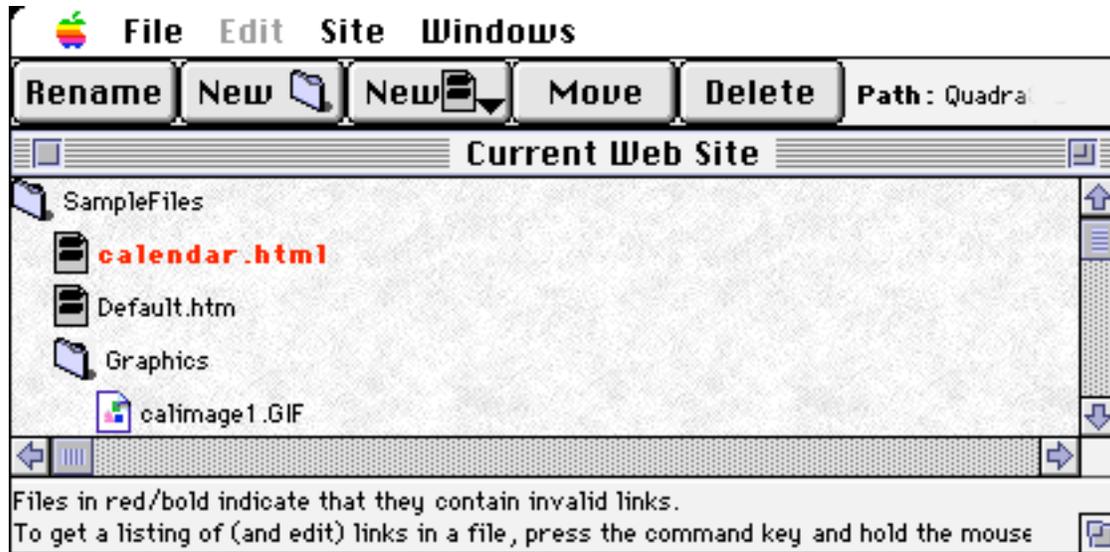
The World Wide Web's popularity has resulted in the creation of thousands of large sites, each of which can contain hundreds of pages. Many web sites are little more than a collection of HTML documents from various sources, written in various programs, with a mix of absolute and relative link references. Manual maintenance of web sites has been replaced with site management programs that perform hypertext link checking, traffic analysis, usage billing, version management - you get the idea.

SiteWeaver 1.0.1

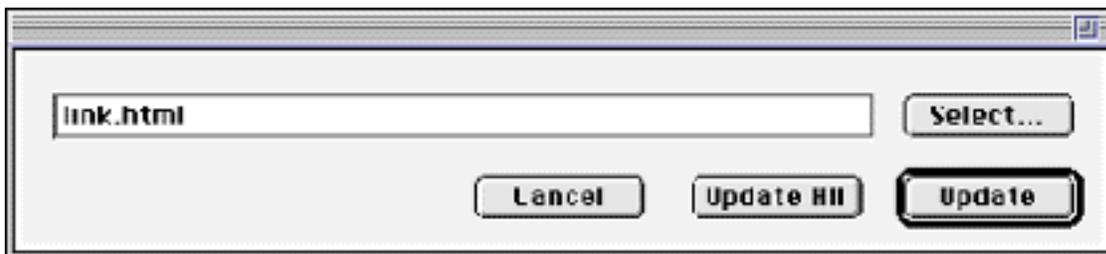
As a part-time web administrator looking after 25 sites with a total of about 600 pages, I was looking forward to testing SiteWeaver. SiteWeaver is billed as a "Phenomenal web site management" tool that quickly and easily checks all the links in your web site. To help you edit your site, Web Weaver Lite software is included in the package. Web Weaver has been reviewed by MacWorld (www.macworld.com) and will not be reviewed here.

Siteweaver's goal is to be a small and quick little program that checks all the links in your

site. In theory, its operation is very simple. You select a folder containing a site, SiteWeaver will launch a site window, which gives an outline view of all files in the folder. Files displayed in red indicate that an invalid link is present.



From the site window, editing and correcting links is simple. “Command-click” a file’s icon to bring up a list of its links, then select a link for editing and make the desired change. The “Select” button brings up a standard file dialog box that lets you select the destination file. To apply the change to your entire site click the “Update All” button.



Rearranging the structure of your web site is as simple as dragging files or folders to their new location. SiteWeaver automatically updates all links referencing files or folders that are moved during site editing.

SiteWeaver has a reporting function that can generate three very useful reports: Dead Files, Links, and Invalid Links. Dead files are files to which there are no links in your site. Index files (index.html, default.html, etc.) and log files are special “dead files” that normally have no links pointing to them. SiteWeaver allows you to define these as useful “dead files” that should not appear in the Dead Files report. The Links report shows all links within your web site. The Invalid Links report lists only those links which no longer point to valid links within your site.

Real World Use

I had expected SiteWeaver to be a quick and useful tool for validating a web site. Unfortunately, I was unable to fully test the application because I encountered numerous crashes during testing. All attempts to simplify my Mac configuration to the barest minimum set of extensions and control panels did nothing to reduce the frequency of crashes. SiteWeaver also crashed as soon as it scanned any HTML document created by Microsoft FrontPage (PC version).

Aside from the crashing problem, SiteWeaver suffers from other major and minor deficiencies. The slim, nine page manual and the on-line help have numerous spelling and grammatical errors. The site window outline view doesn't allow you to collapse directories, making it very difficult to view a large site. Selecting a file in the site window with the monitor in 256 color mode resulted in a yellowish-black splotch that obscured the file name.

I was most disappointed by the fact that the manual never stated that SiteWeaver only worked with web sites stored on a Mac server. An email to Miracle Software was quickly answered and confirmed my suspicions that the site had to be stored on a Mac volume. After all the crashes I encountered, I decided to download a 230 Mb web site from my Unix server to a local hard drive with the faint hope that my 8600 with 64 Mb RAM could process the site. No such luck. I felt like the silly old ram and the dam in Frank Sinatra's "High Hopes."

Conclusion

All the problems I discovered are typical of those found in a beta version. SiteWeaver 1.0.1 could be a contender in the site management market if the bugs were fixed and the price was right. Even if the bugs were fixed, at \$109 I would find it hard to justify purchasing SiteWeaver since the Adobe's PageMill/SiteMill combination is available for \$99.

I hope Miracle Software will release SiteWeaver 2.0 with bugs fixed and the additional function of checking sites no matter where they are stored. Version 1.0 has the right idea, just a poor implementation.

I evaluated SiteWeaver 1.0.1 under System 7.5.5 on a Quadra 800, and a PowerMac 8600 running System 8. Web servers used were System 8's Personal Web Share and Apache running on a Sun workstation. WebStar was never tested because of the number of system crashes encountered. The total number of web pages on the two sites tested was over 600.

Copyright © 1997 A. T. Wong, <atwong@xpressnet.com>.



Guidelines

The Official *ATPM* Guidelines

The Official *ATPM* Guidelines page is the place to go when you have a question about our publication. We can't imagine that you simply wandered in here. That's because the information on this page is very dry and mostly unentertaining (which is why it's on this page and not included in another part of our publication). We guess you could call this the "Relatively Boring But Occasionally Important Page of Information." OK, enough already with the extraneous syntax, now onto the stuff.

What Is *ATPM*

About This Particular Macintosh (ATPM) is, among other things, a monthly Internet magazine or "e-zine." It's published by Michael Tsai and Robert Paul Leitao (who are still looking for a cool logo for themselves that depicts their joint effort). *ATPM* was created to celebrate the personal computing experience. For us this means the most personal of all personal computers—the Apple Macintosh. *About This Particular Macintosh* is intended to be about your Macintosh, our Macintoshes, and the creative, personal ideas and experiences of everyone who uses a Mac. We hope that we will continue to be faithful to our mission.

We'd Like Our Readers To Be Involved

Here, at *ATPM* worldwide headquarters, we're interested in hearing from you, our loyal readers. We're especially interested in stories about you and Life With Your Particular Macintosh. We guess we could have called this publication LWYPM but it just didn't sound quite right. So we called it *ATPM* and decided to ask for your stories and anecdotes about our most personal of personal computers. *ATPM* is also looking for people interested in joining our editorial staff. We currently need a **Shareware Reviews Editor**. Please contact us at [<editor@atpm.com>](mailto: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

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

MacMan: Got a technical question? Mike Shields offers technical help in his column. While the opinions expressed in his column are his own, and the advise he gives is also his own (not to be confused with any 'official' or 'semi-official' or 'not official at all but might seem official' advice or comments from *ATPM*), he does think that he provides quality answers to your e-mail questions. Check it out for yourself! Send your inquiries to: <macman@atpm.com>.

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

Sponsorship

About This Particular Macintosh is free, and we intend to keep it this way. Our editors and staff are volunteers with day jobs who believe in the Macintosh way of computing. We don't make a profit, nor do we plan to. As such, we rely on advertisers to help us pay for our Web site and other expenses. Please consider supporting *ATPM* by advertising in our issues and on our web site. Contact <editor@atpm.com> for more information.

Subscription Information

The ATPM DOCMaker List: Sign up for this list if you would like a free subscription to our DOCMaker version. Issues of ATPM are mailed to subscribers around the 20th of the month and are about 1MB in size. They are distributed in DOCMaker stand-alone format.

Send a message to <subscriptions@atpm.com> with “subscribe atpmdocmaker” in the body of the message.

The ATPM Notification List: Sign up for this list if you prefer to be notified when a new issue is released so that you can download it yourself from the ATPM web site or read it online in HTML form. Send a message to <subscriptions@atpm.com> with “subscribe atpmnotify” in the body of the message.

Unsubscribing: Should you wish to discontinue receiving ATPM, you can unsubscribe at any time by sending a message to <subscriptions@atpm.com> with “unsubscribe mail_list_name” in the body of the message, where “mail_list_name” is either “atpmdocmaker” or “atpmnotify,” depending on which list you are subscribed to. But who would want to unsubscribe from *ATPM*? Actually, if you wouldn't mind doing us a favor—should you, for any reason, desire to no longer be subscribed to *ATPM*, please let us know why. We learn a lot from our readers.

That's It

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





This is the third in a series of Trivia Challenges for ATPM. The subjects will vary, as will the difficulty level. At this time, these are just for fun. We are working on a way to secure prizes for upcoming Trivia Challenges, as well as a way to make the contest as fair as possible. If you have comments, ideas, suggestions, or if you dispute an answer, please e-mail me and I will take them under advisement. Answers to this month's Trivia Challenge will be found in November's issue of ATPM — ATPM 3.11.

Although I was glad to see B5 renewed for a fifth and final season, I will miss Commander Susan Ivanova (Claudia Christian). She left the cast in a contract dispute, hopefully to return at a later date (unless they kill her off). Let's hope her replacement, Capt. Elizabeth Lochley (Tracey Scoggins), will prove as interesting a character.

Trivia Challenge #3 — Babylon 5

1. Commander Jeffrey Sinclair travelled 1000 years back in time to become:
A. Kosh
B. Slartibartfast
C. Valen
D. Zathras
2. His last name is Naranek. His first name is?
A. Kosh
B. Slartibartfast
C. Valen
D. Zathras
3. Who betrayed Sheridan to William Edgars?
A. Vir
B. Garibaldi
C. G'Kar
D. Marcus Cole
4. Who are Mr. Morden's invisible companions?
A. Death Walkers
B. Narn
C. The Vorgons
D. Shadows
5. The space station Babylon 5 orbits what planet?
A. Drema IV
B. Epsilon 3
C. Earth
D. Proxima 3
6. Who saved Sheridan's life when he died on Z'ha'dum?

- A. Trillian
- C. Lorien
- B. Londo Mollari
- D. Zack Allen

7. Who is Garibaldi's former girlfriend on Mars?
- A. Lise Hampton
 - C. Tricia McMillan
 - B. Talia Winter
 - D. Anne Bester

8. Who is Delenn's protege?
- A. Vir Koto
 - C. Kosh
 - B. Lennier
 - D. Valen

9. Who is the head of the Psi Corps?
- A. Naroon
 - C. Arthur Dent
 - B. Shakiri
 - D. Bester

10. Babylon 4 appeared after a 4 year absence in what area of space?
- A. The Delta Quadrant
 - C. Sector 14
 - B. Sector 83
 - D. Sector 12

The Rules

There is only *one* correct answer for each question. You may get any help needed. (Anyone who knows all of these answers is as sick as I am!). The answers are stored in a hermetically sealed envelope and guarded by a fierce Lhasa Apso named "Hammerli" that lives in our house.

Answers to #2 — Star Trek DS9

1. How many Ferengi "Rules Of Acquisition" are there?
C. 285
2. Bajoran Doctor Mora Pohl is sometimes considered to be whose "father?"
A. Odo
3. DS9 has been referred to as, "That bicycle wheel in space." How many spokes does it have?
D. 3
4. When Worf became uncomfortable living on DS9, he moved into:
C. The Defiant
5. The leader of the Bajoran Religion is called:
A. Kai

6. Who allied themselves with the Klingons to defend DS9 against the Dominion threat?
C. The Romulans
7. Captain Benjamin Sisco's favorite baseball player of all time is:
D. Buck Bokai
8. Jake Sisco discontinued his Starfleet training to become:
A. A Writer
9. Dr. Julian Bashir's favorite Holodeck program is based on what fictional character?
D. James Bond
10. If you were cursing someone in Klingon, you might call them a:
B. P'tach

Next Month's Trivia Challenge — The X-Files

Copyright © 1997 Edward Goss, <egoss@atpm.com>.

