

April 1988



This month we've got yet another great column coming your way. Check out Jennifer Ho's new **Shop Talk** for great information on all of those confusing technology terms floating around!

Also, thanks to Holly Camerota of <http://www.togatees.com/> for helping us with the copy editing this month.



Feature Article



30 Seconds

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by Brian Kelley



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Behind the Magic

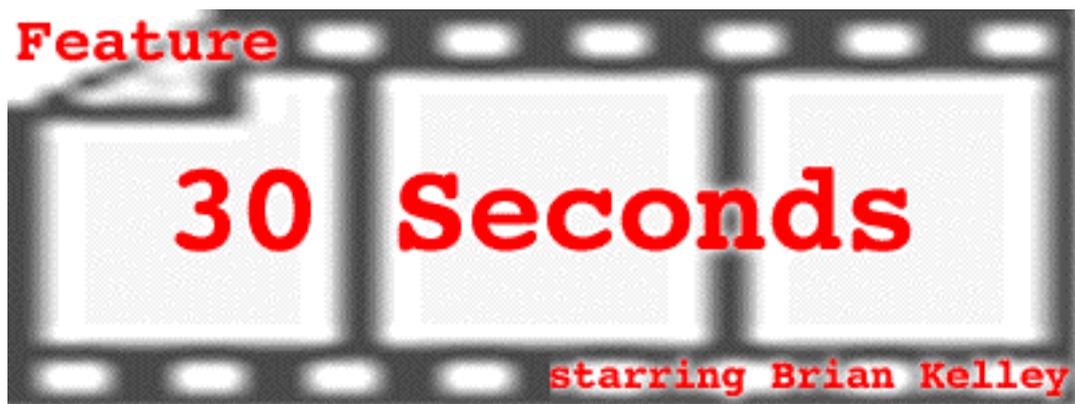
Information, staff biographies, and other neat stuff



APPLE  WIZARDS



<http://applewizards.net/>



Introduction — The Glass Teat

In his ground-breaking essays on the power of television, Harlan Ellison calls the medium "The Glass Teat." Television doesn't suck, it **is** sucked. Those of us who watch TV (come on, admit it, you do it too) are informed by it, entertained by it, and most of all, pacified by it. In this state of sated passivity, we are vulnerable to the persuasive powers of advertisers, as easily convinced as a hypnotist's subject. It's hard to think critically when you're being lulled into drowsy acceptance by a barrage of sitcoms and a steady consumption of Cheezy Poofs (or whatever your snack food of choice might be).



Why 1984 Wasn't Like 1984

If we watch TV commercials with a critical eye, they can be quite illuminating. Some can even approach a certain level of **art**. Take, for example, Ridley Scott's famous "1984" commercial, the original Macintosh ad. Scott, a renowned feature filmmaker, created a seminal brand-awareness spot — a commercial that never actually showed the product it was advertising.

Playing off George Orwell's dystopian novel, "1984" shows the televised figure of Big Brother making a propaganda speech to the masses, slack-jawed workers who are marching lock-step into an arena by shadowy stormtroopers, menacing figures enforcing conformity. Big Brother says:

My friends, each of you is a single cell in the great body of the State. And today, that great body has purged itself of parasites. We have triumphed over the unprincipled dissemination of facts. The thugs and wreckers have been cast out. And the poisonous weeds of disinformation have been consigned to the dustbin of history. Let each and every cell rejoice! For today we celebrate the first, glorious anniversary of the Information Purification Directive! We have created, for the first time in all history, a garden of pure ideology, where each worker may bloom secure from the pests of contradictory and confusing truths. Our Unification of Thought is a more powerful weapon than any fleet or army on Earth! We are one people. With one will. One resolve. One cause. Our enemies shall talk themselves to death. And we will bury them with their own confusion!

□

During the speech, a blonde athletic young woman is being chased by stormtroopers — she's wearing red running shorts and a white Macintosh t-shirt, and is carrying a sledgehammer. As Big Brother finishes, she bursts into the arena and hurls the hammer crashing through the screen. Light and air rush out over the seated workers. The commercial ends with the words "On January 24th, Apple Computer will introduce Macintosh. And you'll see why 1984 won't be like '1984.'"



Obliquely, cinematically, "1984" showed that computers didn't have to be the tools of a soul-less, dehumanizing bureaucracy. They could be used creatively by free-thinking, rebellious individuals.

It was a brilliant, defining moment. To download a QuickTime movie of "1984," point your browser toward the Apple Advertisements section of the "Why Macintosh?" website <http://www.apple.com/whymac/ads.html> or FTP the 5373 K file directly from <ftp://ra.apple.com/pub/whymac/1984.mov>.



Pierce This

Contrast the rebellious spirit of "1984" with an ad for Network Associates that's currently airing. In this spot, a sleazy-looking young guy with tattoos all over his face addresses the viewer, offhandedly bragging about hacking into corporate systems, stealing data, and publishing the viewer's precious trade secrets on the Web. Why would anyone do this, he asks? "For the same reason we pierce our tongues!" He sticks out his tongue (which is, of course, pierced) and waggles it suggestively.

Leaving aside the egregious stereotyping this ad employs, consider how the idea of rebellion has changed since 1984. Rebellion in "1984" was portrayed as a positive force for change. In the '90s, the rebel is recast as a threat to corporate security. The hammer-throwing jogger becomes the scary tattooed bogeyman, the feminine and creative replaced by the masculine and destructive. So as a sign o' the times, this commercial really *is* frightening, but not in the way its makers intended.



Think Grammatical

After years of lackluster advertising campaigns, Apple's recent "Think Different" campaign signifies a more mature iteration of that old rebellious Apple spirit. Produced by Chiat/Day, the agency which produced "1984," "Think Different" presents the viewer with black-and-white images of historical figures. Richard Dreyfuss (an Apple Master and noted Mac user) narrates "Here's to the crazy ones...the misfits... rebels... trouble-makers... the round pegs in the square holes..." and we see footage of Albert Einstein, Bob Dylan, Dr. Martin Luther King, Jr., etc.

Opinion has been divided about "Think Different." Some people criticized it for being ungrammatical, but the usage is acceptable because the viewer isn't being commanded to think differently, but rather to consider the concept of difference. Other critics have chided Apple for virtual grave-robbing, using the image of a dead person to sell a product: how can someone who died decades ago possibly endorse the Macintosh? While there may be some justification for this criticism, Apple avers that the estate of each figure did give permission for the image to be used.

"Think Different" is a brand-awareness spot that succeeds by appealing to people's desire to feel special, to be included in the company of greatness. It implies (but never explicitly states) that the Mac user is different, special, a potential genius, and with the right tool, that genius could unfold like a flower.



...Just For One Day

Microsoft has a number of spots airing these days, ads touting the Microsoft Network, exhortations to workaholicism ("Thank God It's Monday"), flash-cut MTV-style brand awareness commercials with the ubiquitous slogan, "Where Do You Want To Go Today?" On a superficial level, they're effective, even enjoyable ads. But beneath the surface lie some surprising and contradictory messages.

Take, for example, the "Heroes" ad, which sets the David Bowie song of that name against a background of generically choppy images. At first, this seems like nothing more than another case of a good pop song being bought by a corporation and used to sell things to a demographic that will respond to this music. But the way the song is edited, all we hear is the line "We can be heroes..." We don't hear the conclusion "...just for one day." Many viewers might not know that the song was written and recorded in Berlin in the 1970s, and that the couple portrayed in the song was trying to escape from East Berlin to freedom in the West, but were shot down and killed. "Where Do You Want To Go Today?" sounds very different in this context.

Another Microsoft ad with similarly confusing subtext was one that used a snippet from Mozart's "Requiem Mass" to promote Internet Explorer. Once

again, the choppy editing was used to good effect, but the Latin words being sung by the chorus roughly translate to, "When the damned are confounded, and consigned to sharp flames..." Perhaps this was meant to prepare viewers for the kind of user experience they can expect...



Snail

The followup to "Think Different" represents a return to product-specific advertising, the kind Apple hasn't done in far too long. A snail carrying a Pentium II chip on its back moves very slowly across the screen. As in "Think Different," Richard Dreyfuss does the voice-over: "Some people think the Pentium II is the fastest processor in the world. Not quite. The chip inside every new Power Macintosh G3 is up to twice as fast."

Quickly, clearly and concisely, this ad gives the viewer a concrete reason to buy a Macintosh. Without getting into the aesthetic merits of the Mac OS or difficult-to-quantify concepts like ease of use, "Snail" promotes the Mac's advantage in one of the most important areas of computing: raw speed.



Echo of the Bunnymen

One of the more successful ad campaigns of recent years has been Intel's series of commercials featuring dancers in multi-colored, sparkling cleansuits boogying to disco tunes to extoll the virtues of the Pentium processor. Inane as they are, these "bunnymen" are instantly recognizable, a signature image, just as the four-note "Intel inside" musical theme has become a hallmark of many commercials for computers which use the processor. When you hear those four notes, you know you're on the PC side of the fence.

Intel has done a fine job of capturing the attention and mindshare of the television-watching public; many viewers probably couldn't name any other manufacturer of computer processors. Motorola has done little to market the PowerPC, leaving it to Apple to let people know how insanely great the new G3 is.



Burn, Baby, Burn

The hilarious follow-up to the "Snail" ad is known as "Bunny." As the song "Disco Inferno" plays, we're looking through the face-plate of a cleansuit. A fire-fighter comes into view and sprays a fire extinguisher directly into the camera. The POV shifts, and we see one of those Intel bunnymen in a purple cleansuit. Smoke wafts from his body, one foot is still burning, yet he continues

to dance. The voice-over says, "Apple Computer would like to apologize for toasting the Pentium II in public. But the fact remains: the chip inside every new Power Macintosh G3 is up to twice as fast." In one brilliant move, Apple appropriates Intel's signature image and lights it up to great comic effect.

Craig Cox, a fellow staffer, said it this way on Apple Seedlings at <http://applewizards.net/seedlings/archive/lapin-flambe.html>:

In a brilliant move of advertising Aikido, Apple and Chiat/Day just transformed every Pentium II dancing do-do display into an Apple advertisement. Think about it. No one that has seen Apple's version of "Boogie Fever" will ever again be able to view the Intel version without thinking of one thing and one thing only – Apple computers are up to twice as fast as PCs. Wait a minute; make that two things. The viewer will also recall that Intel's ads were meaningless drivel.

This is the sort of different thinking that will resurrect Apple, like a phoenix rising from the ashes.



Please Stand By

Okay, the commercials are over now, we'll be going back to our regularly scheduled program. So just hand over that remote, and don't eat all the Cheezy Poofs.



Brian Kelley

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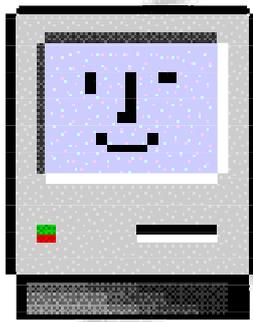
<http://applewizards.net/staff/briankelley.html>



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<http://applewizards.net/>



THE HAPPY MAC

SOMETHING TO SMILE ABOUT

Daria Aikens

<pr@apple wizards.net>

Welcome to Another Month of My Random Mac Thoughts!

First of all, I would like to let you all know how much I am enjoying branching out from my Apple Wizards PR duties and writing this column for you! I love the feedback and I hope I can continue to serve you well! While you are reading this column, don't forget to click on the pictures for even more of my "witty" comments.

Now, on to the Mac Happiness!



Twice in One Lifetime . . . Almost!



Did you hear? It almost happened again! While in the Phillipines on business, Bill Gates was targeted for "creaming" by a group of information monopoly protesters who believe that the Microsoft CEO is dangerous to software industry competition. When Bill managed to avoid the cream pie-armed group, the protesters were forced to be satisfied with throwing pies at someone dressed up as our friend, Mr. Gates. Now, I don't condone this type of rude behavior, but it seems to me like Bill Gates is going to have to start developing a taste for Redi-Whip! In fact, he could be their new spokesmodel!



Be Careful What You Ask For, 'Cuz You Just May Get It!

I'm quite proud of this exquisite construction paper replica of my old Macintosh Classic. I was inspired to create it at about 3 in the morning last summer after I had been thinking about the most recent of my boyfriend's smart aleck Macintosh remarks. You see, I asked him what

he wanted for his birthday. He laughed and said, "A Macintosh!" So, I dug out my colored paper, scissors, and some adhesive tape and decided to give the "misled" PC-user exactly what he asked for! Today, this original "paper media sculpture" is on my boyfriend's desk and sits just above his Windows95 PC. In my mind, it serves to remind him of the undeniable supremacy of the Mac Classic over his 200 MHz Pentium!



Four Companies That Should Buy Apple Computer, Inc.

You may have heard the unconfirmed rumor about Disney planning to buy out Apple Computer. Well, that got me to thinking about other companies that would be an interesting match with Apple. Here is what I came up with!

- #1. **Victoria's Secret:** Just imagine the attention the commercials would get!
- #2. **The University of Florida:** This is where I attend college, and it would be nice if my teachers couldn't use the "my computer is on the fritz again" excuse when they don't have my assignments graded in a timely manner.
- #3. **Ben & Jerry's Ice Cream:** I think that Ben and Jerry would probably get along swell with Steve Jobs. In fact, I bet they even went to Woodstock together! Flower children unite!
- #4. **DeBeers, Inc.:** I can see it now! A diamond studded 50th Anniversary Macintosh!



Favorite Reader Signature File/Quote of the Month!

This month's witty phrase comes from reader Mike Blackstone, who was moved to action by my begging for reader participation in previous columns. Thanks, Mike! This phrase was first coined by Ted Nelson in his book Computer Lib/Dream Machines :



Anybody who doesn't see that operating systems are a monstrous problem for civilians and beginners shouldn't be allowed to program for civilians and beginners.

-Ted Nelson, 1987

So true, so true!!!!



April's Astonishing, Admirable Comic!

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<http://www.macworks.com/stuffthis/stuffthis.html>



Daria Aikens

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<http://applewizards.net/staff/dariaaikens.html>

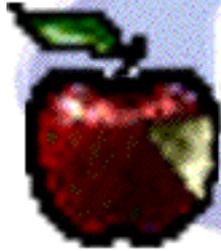


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<http://applewizards.net/>

Watching Apple



Snippets from the World
of Apple Computer, Inc.

<http://www.maccentral.com>



Jobs Wows 'em at Seybold



ColorSync 2.5 Now Available



Apple Apologizes to Intel



ZDNet Poll: Apple's Back, Baby!



Apple Unveils Studio Display, New Flat-Panel Monitor



Tim Cook Joins Apple as Senior Vice President



Jobs Wows 'em at Seybold

If you are an Apple fan, New York City was the place to be on St. Patrick's day as Apple interim CEO Steve Jobs wowed the crowd at Seybold with a renewed focus on the power of Macintosh. Officially introduced at the show was the Power Macintosh G3/300, Apple's fastest Mac to date.

□

The new 300-Mhz Power Macintosh G3 comes in two configurations: sweet and super-sweet. First, there is a minitower enclosure with 1MB of Level 2 backside cache, 24x CD-ROM drive, 64 MB SDRAM, 6 MB SGRAM for on-board graphics, and a 4 GB Ultra Wide SCSI drive. This new Mac retails for about \$3,359 SRP. If you prefer to go all the way, drool over this: a minitower enclosure, 1MB of Level 2 backside cache, 24x CD-ROM drive, 128 MB SDRAM, 6 MB SGRAM for on-board graphics, a 128-bit high-resolution graphics accelerator card with 8 MB VRAM for dual monitor support, a pair of 4 GB Ultra Wide SCSI drives with RAID software, and a 10/100 Fast Ethernet card! This will only set you back about \$4,899 SRP.

During his keynote speech, Jobs drove home Apple's speed advantage, roasting Intel's fastest Pentium chip in the process. Three progressively faster Macs were pitted against the fastest computer available from Compaq (a workstation 6100 with a 333MHz Pentium II processor). Monsieur Jobs, on the count of three, processed an Adobe Photoshop file with a Power Mac G3/266MHz and the Compaq. Splat! The G3 effortlessly beat the Pentium, finishing its task in significantly less time than the high-priced snail. You see, we can't leave price out of the equation. Not this time. The Compaq 6100/333 retails for \$4,342 and the G3/266 ... \$2,169. Half the price — twice the speed. And it gets better.

Next up to bat was the brand spankin' new Power Mac G3/300 MHz. The Photoshop file was run again — and again, Mr. Mac fried the Intel machine to a crisp.

As expected, but much to the excitement of the crowd, Steve then brought out a prototype G3/400MHz — one, two, three ... Wham! The audience went wild when this future Mac trounced the best computer Compaq has to offer. Jobs noted that Intel would need an 800MHz processor to compete against this Macintosh, which of course, Intel can't make yet — not even close.

Here are the BYTEmark ratings for the four machines (bigger numbers are better numbers):

| | |
|--------------------------------|------|
| Compaq 6100/333 MHz | 4.6 |
| Power Mac G3/266 MHz | 9.0 |
| Power Mac G3/300 MHz | 10.2 |
| Power Mac G3/400 MHz prototype | 13.7 |

Well done, Apple. The most powerful user-friendly personal computer in the world is a Macintosh!

"If you go out and buy the most expensive, fastest Compaq running Microsoft's best operating system, NT, you'll simply be spending less time with your family," Jobs said in a Q&A session following his keynote. Well said, Steve.

Here are a few more snippets from the keynote:

When a reporter asked Jobs for clarification about the much-rumored Columbus project (a Mac OS-based, portable, set-top cable TV box with Internet access and a CD or a DVD player), he replied: "It's anti-gravity technology. It gets 300 miles per gallon and uses a special carburetor." The crowd laughed and Jobs simply said that he couldn't talk about stuff like that.

Jobs pointed out that Apple doesn't measure its success on the Internet based on how many Macs are seen at Internet trade shows. He measures it by the company's disproportionate amount of the client share market. "Twenty-five percent of all people who visit Netscape's Web page use a Mac," Jobs said.



ColorSync 2.5 Now Available

Apple has released ColorSync 2.5, the latest version of their color management architecture for the Mac OS. Version 2.5 provides new and enhanced features regarding Monitor calibration, AppleScript support, Profile cache file, Profiles folder and subfolders, Photoshop plug-ins, Multiprocessing, and 16-bit image support.

Further information and download links are available from <http://colorsync.apple.com/>.



Apple Apologizes to Intel

In a move that continues to excite and enthrall Macintosh users, Apple debuted another commercial in March, attacking the perceived superiority of Intel Pentium II processors. The ad also extinguished those annoying disco dancing "bunnies" frequently seen in Intel's advertisements.

The new commercial, which aired on ABC, starts by looking through the eyes of some unknown person. A man with a fire-extinguisher then appears and begins to spray the individual. After the camera zooms out we see one of the Intel disco dancers ... on fire. Then a voice says "Apple Computer would like to apologize for toasting the Pentium II processor in public."

Enter music.

The song "Disco Inferno" begins to play in the background. The voice continues "But the fact remains: the chip inside every new Power Macintosh G3," camera pans around to show a Power Macintosh G3 system as seen in Apple's previous snail commercial, "is up to twice is fast." The Intel dancer staggers away, smoldering, and the music shouts "Burn, Baby, Burn."

□

With Intel's quarterly results shaky at best and G3 sales soaring, Apple's new ad hits the PC giant where it hurts. Intel, we feel your pain.

See the ad for yourself at <http://www.apple.com/hotnews/features/ads/bunny.html>



ZDNet Poll: Apple's Back, Baby!

ZDNet is conducting an online poll which queries users on their view of Apple's future. Things are certainly looking up in Cupertino.

The poll asks, "Apple stock price is going through the roof. Is the company's turnaround complete, or are investors being overly optimistic?"

At the time of this writing the results of the poll are impressive. The latest survey results show 2546 (92%) of all those voters believe "Apple's back baby — roll the dice." Only 213 (8%) voted for "Too early to tell — keep your money."

You can check out the poll at

<http://cgi.zdnet.com/zdpoll/question.html?pollid=1687>.



Apple Unveils Studio Display, New Flat-Panel Monitor

Apple unveiled their super-slick Studio Display flat-panel monitor at Seybold in New York last month. This new, state-of-the-art flat-panel device has twice the contrast ratio, occupies less than half the desktop space, and is a quarter of the weight of a conventional monitor, weighing in at only 12 lbs. Design professionals and users who spend a lot of time in front of their computer will appreciate the advanced LCD technology, which eliminates screen flicker. An Apple press release also states that the active matrix, Liquid Crystal Display offers images up to twice as crisp and bright as those of Cathode Ray Tube (CRT) monitors. Nice.

The display supports resolutions from 640 x 480 up to 1024 x 768 and a wide viewing angle means you don't have to sit directly in front of the screen for optimal display performance. There's even support for NTSC, PAL, and SECAM video input, so content creators can use the Studio Display to preview their video work as well as their Mac OS desktop.

"The Apple Studio Display is the first flat panel monitor designed to meet the advanced needs of Apple's publishing and video customers," says Steve Jobs,

Apple's Interim CEO, in a corporate press release. "The Studio Display's new industrial design, high quality image, powerful features, and aggressive price demonstrate Apple's return to the fore of product innovation."

The new Apple Studio Display will retail for \$1,999 and should be in stores this May. I'm thinking up setting up a "Studio Display for Stan" fund. What do you think?

Rumor: Although the Apple Studio Display "only" sports a 15" screen, it is comparable to many 17" traditional monitors. Nevertheless, some users will certainly want more. A MacCentral sources indicate that Apple is planning a large-screen version of the Studio Display for next year.

The enlarged version of the flat-panel display will probably be a 20-incher, sport a resolution of 1.2K or better, and have a redesigned pedestal. (We're told that Steve Jobs, Apple's interim CEO, doesn't like the pedestal on the 15" version.) The bigger Apple Studio Display probably won't roll out until 1999 because of the high expense of current technology. Apple is betting that prices will drop on the necessary technology in the coming months.



Tim Cook Joins Apple as Senior Vice President

On 11 March 1998, Apple Computer, Inc. announced that Timothy D. Cook has joined Apple as its senior vice president of Worldwide Operations. Cook, who will report to Apple's CEO and be a member of Apple's executive team, will be responsible for leading Apple's global operations organization, which is responsible for worldwide procurement, supply chain management, manufacturing and distribution.

"We are extremely fortunate to have Tim on board to manage our worldwide operations team," said Steve Jobs, Apple's interim CEO. "Tim has a rare combination of experience which includes product development, procurement, manufacturing engineering and operations, logistics, channel configuration, and customer service and support."

Cook joins Apple from Compaq where he was vice president of corporate materials, responsible for procuring and managing all of Compaq's product inventory. Before joining Compaq, Cook was the chief operating officer of the reseller division of Intelligent Electronics. Cook also spent 12 years with IBM, most recently as director of North American Fulfillment where he led manufacturing and distribution for IBM's Personal Computer Company in North and Latin America.

□Cook earned an MBA from Duke University where he was a Fuqua Scholar, and a Bachelor of Science degree in Industrial Engineering from Auburn University.



Stan Flack

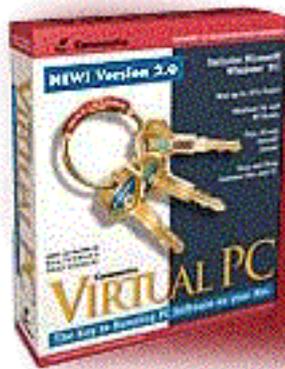
sflack@maccentral.com



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<http://applewizards.net/>



Review by Marc Messer

Virtual PC 2.0



Review by Marc Messer



4.5 stars — 1 Star Poor, 5 Stars Excellent



Title: Virtual PC

Version: 2.0

Developer: Connectix Corporation

Price: \$149 — with Windows 95, \$49 — with DOS, \$35 - upgrade from 1.0

Contact Info: <http://www.connectix.com/>

Genre: PC Emulator

System Requirements:

Windows 95: Any G3, 604, or 604e PowerPC. 603/603e PowerPCs at 180 MHz or faster, MacOS 7.5.5 or later, 150 MB free hard disk minimum (300 MB recommended), 24 MB RAM (32 MB recommended), CD-ROM

PC-DOS: Any PowerPC running at 100 MHz or faster (180 MHz required for DOS games), MacOS 7.5.5, 130 MB free hard disk minimum (260 MB recommended), 20 MB RAM minimum (24 MB or more recommended), CD-ROM



Initial Thoughts and Reactions

Having reviewed Insignia Solution's Real PC 1.0 in the December 1997 issue of Apple Wizards, I am familiar with the pros and cons of PC emulators. My interest peaked, though, when Connectix announced that Virtual PC 2.0 would ship with 3Dfx support (around the same time, Insignia Solutions announced similar support for RealPC). This allows Mac users with 3Dfx cards to play 3Dfx enhanced games for Windows 95 and DOS. Also, Connectix claims that Virtual PC 2.0 is up to 40% faster than version 1.0. Should you buy Virtual PC 2.0? That all depends on how powerful your Mac is, what your PC needs are, and, if you want to play games, whether you have a 3Dfx card or not.



Resources Needed

Depending on which package you are interested in getting (Windows 95 or DOS), your requirements will vary. The official requirements are at the beginning of the review but those don't address specific needs. If you plan on running PC games with your 3Dfx card, remember that their requirements are high and that you may not get the performance that you want with a slower 603 or 604 machine.

I was able to test Virtual PC 2.0 on two test systems: A Power Mac 6500/300, with 64 MB RAM, MacOS 8.1, and a Power3D 3Dfx card and a Power Mac G3/266, with 288 MB RAM, MacOS 8.1, and a Power3D 3Dfx card.

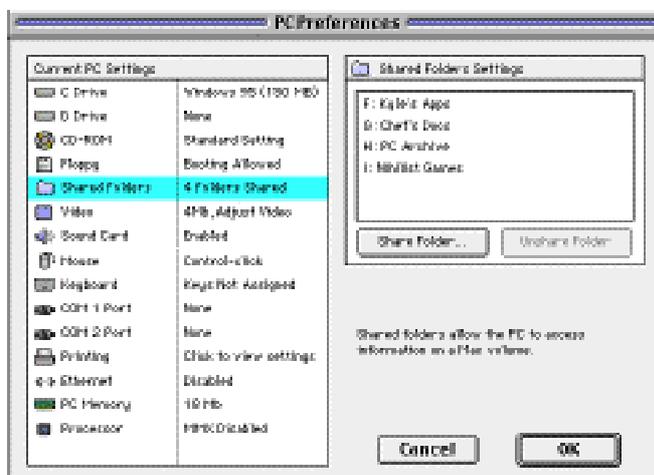


Installation

Virtual PC is very easy to install and set up. If you buy the package with Windows 95, the Virtual PC installer has a disk image for Windows 95. Because of this, I was able to install Virtual PC and Windows 95 in about 15 minutes on the 6500 (12x CD ROM) and less than 4 minutes on the G3 (24x CD ROM). If you've ever installed Windows 95, you should be very impressed right now. Installing on top of DOS can take over a half an hour since Microsoft includes about 50 questions about your computer's configuration (just about all of which are useless since Virtual PC takes care of that).



Interface



I was impressed with the setup of Virtual PC. It gave me options for just about everything from what to assign the right mouse button to amount of emulated VRAM. My favorite option was "shared folders." Virtual PC allows you to share any folder, hard drive, or Zip or Jaz drives with the PC (up to 21 shared folders!). This was great because I didn't have to make multiple copies of files on

my hard drive and on the C Drive image to work with them. Another snazzy feature is the ability to drag and drop files to copy them. If you want to move files from your Mac to the C Drive, you can drag the file from the Mac desktop to the

Windows desktop and it copies automatically. Connectix has seamlessly integrated Virtual PC into your Mac. There is also a bar at the bottom of the window (available by holding down the command key in full screen mode) which gives you options for ejecting disks and CDs, going from window to full screen mode, and adding shared folders.



Performance

Navigating through Windows could be sluggish on the 6500, depending on the monitor's resolution and bit depth. The G3 showed no signs of slowing down, refreshing the desktop at normal PC speeds. A few notes on speed (on average):

Windows 95 startup:

6500/300-45 seconds

G3/266-27 seconds

Windows 95 Shutdown:

6500/300-10 seconds

G3/266-5 seconds

I tested four PC 3Dfx enhanced games during my review: Andretti Racing by EA Sports at <http://www.easports.com/>, Tomb Raider, Tomb Raider 2 (both by Eidos Interactive at <http://www.eidos.com/>), and Frogger by Hasbro at <http://www.hasbrointeractive.com/>, all of which aren't available for the Mac. On the 6500, Tomb Raider was perfectly smooth, Andretti Racing and Tomb Raider 2 were just a tad choppy (but still very playable), and Frogger was quite choppy. None of the games performed so badly that they were unplayable. On the G3, all four games ran smoothly, as if they were running on a Windows PC. Connectix plans to add a list of games which have tested well for them to their web site at <http://www.connectix.com/>. Check it out to see if the games you want perform well in Virtual PC.

I also tested Microsoft Office 95 in Virtual PC (on the 6500 only). When in Word, Office kept up with my typing. I noticed slight slowdowns when scrolling through documents and choosing options but, if you are attempting to save your Mac at work and you must use Office 95, Virtual PC will work for you. Excel and PowerPoint also ran fine. I wasn't able to test Office 97, so I don't know how well it would perform. I would assume equivalent performance to Office 95.

Virtual PC works well with your Mac's modem to establish a connection for Windows. It was easy for me to set up my modem in Windows, even though I have a Geoport/Express 33.6 (a software modem). I only had to make one minor adjustment, which is well mapped out in Virtual PC's manual, to adjust for my modem. Web browsing was easy, but sluggish at times. I suspect the sluggishness was more due to the fact that software modems like the Geoport/Express slow down your Mac by up to 30%.

I tested a few shareware programs to see how they would perform too. LView Pro is a graphic viewing program (comparable to JPEGView for MacOS). It only took a few seconds for LView to open my test images, which were all in JPEG format with sizes between 60 and 100 k. I also tested Goldwave 2.10, a sound player and

editing program. I was impressed because I was able to play .wav files from within Windows without any skipping or slowing down. The last shareware program I tried was WinAmp 1.00 (a Windows MPEG-2 and -3 player made by the same people as MacAmp). It was able to play some South Park MP3 files that I had laying around without any skipping or slowdown as well. All in all, I found that all of these programs performed well.

The last performance test was a printer setup. The Virtual PC manual walked me through the setup, which turned out to be fairly easy. Within minutes, I could choose print from within any Windows app and my printers option window would pop up, ready to go. This made me very happy, since I was afraid that printing would be slow, tedious, and difficult from Windows.



Overall Impression

Virtual PC 2.0 has earned 4.5 stars. If you have a G3, I see no reason why you wouldn't want to buy Virtual PC 2.0. However, to play PC games with decent performance, you should get a 3Dfx card. Connectix includes a coupon for \$25 off a Techworks Power3D card (available at <http://www.techworks.com/>) with Virtual PC 2.0. Also, you are much better off buying the package with Windows 95 installed than buying the DOS version and then installing Windows 95. I found a web site called 3Dfx Mania at <http://www.3Dfxmania.com/> . It houses demos to a whole bunch of PC games featuring 3Dfx technology. Check that page out to see if the games you want to play are enhanced. Virtual PC 2.0 is also more compatible than version 1.0 and other emulators on the market. It is compatible with DOS, Windows 3.1, Windows 95, Windows NT, Linux, OS/2 and it will work with Windows 98 if/when Microsoft releases it.



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Welcome to Macintalk, my continuing quest to bring you a look inside the lives and work of prominent Apple- and Macintosh-related figures.

This month's interview is with **Bill Gates**, the founder and CEO of the world renowned multi-billion-dollar Microsoft empire. Microsoft is the billion-dollar software company that brought the computing world such fabulous software as Windows 3.1, Windows 95, and my all time favorite, DOS.

I had the once-in-a-lifetime opportunity to sit down with Bill at his home to ask him a few questions. This is an Apple Wizards **exclusive interview**. You will not find this interview in any other zine or ANY news source.

Interview Conducted: 01 April 1998



Alex Kushner: Hello, Bill, let's get started. How has success changed you? Do you feel you're the same Bill you were prior to the multi-billions?

Bill Gates: Life is full of change. We oftentimes consider changing things at Microsoft, and change is good. In fact, I've got quite a pile of change in my bank account (nervous laugh). Some say that the one thing constant is change. I've adapted well to the changes life has presented me. I mean, hey, it's not as if I'm doing something at all original or anything. Other companies and individuals have come before me and have set standards that I modify to fit my own pocketbook, uh, I mean needs. So, I can deal with the small changes in my life and I look to control other things so they don't change.

AK: Since the pie throwing incident, have you changed your personal security?

BG: Yes. Now my advance team buys all the pastry shops in the area before I arrive. I'm really a big fan of pastry you know. Here, have a pastry.

□

AK: How and when was it determined that Microsoft would be a software only company, never delving into the hardware realm?

BG: Software's easier to cheat, steal, or coerce out of someone. You know I actually used to scavenge software printouts in the trash at college. Try that with hardware! If you actually found any good hardware in the trash it would be too difficult to carry it off. It's heavy you know. Well, that's before I hired these big beefy idiots over here. Now they could carry the hardware out for me. We signed a deal with IBM to use their machines, and frankly we're just too far behind right now to ever consider doing hardware. Sure, we've got MS mice and stuff, but big deal. We have our strategic partners. We bully Compaq, uh, we partner with the likes of Compaq and Intel to provide good machinery for our OS to run on, and it seems to be a fairly mutual relationship. Those big guys could come in handy, though — I've got to rethink this...

AK: Might we see more more Microsoft investments in Apple?

BG: Whatever it takes to keep the Department of Justice off my butt. I mean really. Who does this Janet Rhino woman think she is anyway? Just because she's ugly doesn't mean she has to be so mean.

Whatever it
takes to keep
the Department
of Justice off
my butt.

Microsoft plans to invest in Apple, yes. We bought some non-voting stock, yes, but that's just because I wanted to have my face on a big screen, like that 1984 commercial. I love that one! But anyway, we plan to continually invest in the Mac market. Office 98 is our first example of that — it's truly Mac-like in every way, shape, and form. It's got things Office 97 doesn't, and that's a good thing, or so my PR people tell me. I won't ever admit to such things, even though I know deep down that, uh, never mind (nervous laugh).

AK: What kind of relationship do you have with Steve Jobs?

BG: We have our spats, but essentially Steve and I respect each other. I respect the fact that he and his company have always created interesting hardware and software. He respects the fact that I'll steal him blind if he blinks. Sometimes he comes over for carrots and we talk about the good ol' days. Then he beats me at a game of Monopoly and I beat him at a game of badminton and we call it a day.

□

AK: At home do you only use Windows Computers, or are you known to indulge with a Macintosh?

BG: If I never used a Macintosh, how would I know what I wanted Windows to be like. Geez, get real. I'm a busy and important man you know. If you don't hurry this up, I'll buy your company and have you fired.

If I never used
a Macintosh, how
would I know
what I wanted
Windows to be like?

AK: How would you describe a typical day in your life?

BG: I wake up at six, then go to my wife's bedroom and wake her up. I get up, have a cup of coffee, eat a little breakfast, and peruse the morning paper looking for good buys. You know, I love to have a Danish in the morning.

AK: A Danish pastry?

BG: No a Danish company. I found this neat little company in Denmark while reading the paper the other morning. I just had to have it.

AK: What about the rest of the day?

BG: Pretty much the same except that I buy up stuff in other countries. Some day I'm going to buy a whole country, you know. Anyway, I go to my office. I usually work late, which doesn't seem to upset my wife. She's got her friends and they come over to play cards with her, or so I'm told. I return home, watch a little TV (I love those disco suit commercials!) and head on up to bed. Sometimes I play a quick game of solitaire on the ol' PC first, but generally not. I usually lose.

AK: If you were given the position of CEO of Apple, what would you do with the company?

BG: Wow, that's a hard one. If I was the CEO of Apple, could I still steal ideas from them? Perhaps I'd close it down and return the money to the stockholders. Michael Dell may have had it right the first time. I've got to think about this. Can we come back to this question?

If I was the
CEO of Apple,
could I still
steal ideas
from them?

□

AK: With all of these recent court battles, will Microsoft be changing its business practices at all? How have you been impacted by the trials?

BG: Yes, we will definitely be changing our business practices. We've been going about this all wrong with regard to the Congress. I could buy them for half of what WebTV cost me and then I wouldn't have these problems. People are buying Senators and Representatives for a lot less than I think they're worth. This whole thing makes me ill. I could also implement a policy of treating elected officials like I do the heads of Information Technology departments across America.

AK: How's that?

BG: Well, if they heel, sit, and roll over when I tell them to, I give them big cushy jobs at my company when they retire. Look what it's gotten me in the California State University school system. Those wimps are selling out the entire school system to me. I know a good bargain when I see one. I didn't get to be the richest man in the world for nothing you know. Have another pastry?

AK: Within the upper ranks of Microsoft, what type of camaraderie exists between the executives? Are Microsoft offices always serious or is there levity?

BG: We're a very close-knit bunch. Very much like a family. But we have our squabbles like any family. I just have to punish them when they get out of hand, like any good father would his children. We are very serious. What kind of stupid question is that? Money is serious business. I'm serious about money and business. Levity? I don't believe in that stuff. If you want to talk about making things float around the room, go talk to Jobs. They do drugs over there and get into that kind of stuff. They're kind of like the Beatles of computing. I'm much more like Milli Vanilli. We take making money way too seriously to waste time on that hippie mystic stuff.

AK: What do you see for yourself in the future? Politics? What do you see for Microsoft?

BG: I think things will remain pretty much the same. I'll keep making money faster than you can count it, buddy. Politics? I'll buy some politicians, but that's as close to the political system as I'm going to get. It's too dirty for me. Microsoft will continue to grow. I think we'll buy some cable companies now that I'm into the Internet thing. That way we can offer Microsoft TV and sell you Internet access all at the same time. Besides, I wouldn't know what to campaign on. The rich consist of only 4% of the U.S. population, so I'd stand to get very little support in terms of votes. Nah, I'll just spend my money on a few wisely-chosen individuals.

□

AK: Do you consider the upcoming Rhapsody operating system a viable threat to Windows?

BG: No. If those morons won't buy the Mac OS, why would they buy Rhapsody? It's not about how good it is. It's about how good my advertising and legal departments are.

AK: What is your response to the claims that the Windows operating system is buggy and runs and feels more like beta software?

BG: Microsoft does not release beta software. All of our software is complete, finished, and ready to roll. **[Editors note:** two days after this interview was conducted, MS began "allowing users" to purchase beta versions of Windows 98 for the "measly" price of \$35].

By the way, who said that? I can buy them you know. Another pastry?

AK: When you aren't putting in your time at the office or travelling, what do you do to unwind? What types of hobbies and hidden talents do you possess?

BG: Well, the wife and I like to play Monopoly. I like games with money and buying things. Hobbies? I don't know. I like buying things and making money. Those are hobbies, right? Talents? I can make money faster than you and any 10 men can count. If there was a money making Olympics, I'd win gold, silver, and bronze in every event. That's real talent!

On the other hand, I love to play Solitaire. Well, when I can get it to work. I mean, it's such a GREAT game — that's why it's built into every OS we ship. What good is a computer if you can't have a little FUN with it? Keep in mind, counting money is an extremely tiring endeavor.

AK: What does your wife think of all the success and money? Has it put a strain on your marriage at all or has it in fact strengthened it?

BG: She likes money. Money can strengthen anything. I'm the world's richest person. Did you know that? Did you know that I'm the world's richest person? Woo hoo!! I can buy all the happiness there is. What's the going rate for happy marriage? I can afford it, whatever it is.

AK: In all honesty, what is your true opinion of Apple, Macintosh computers, and the people that support them?

BG: I'm going to make sauce out of them — Apple sauce. Once I own my politicians, I'm going after these hold outs for real. They remind me of the jocks that used to chase me into the chemistry lab in high school and give me wedgies. I'm going to get them for that. I'll get them all. I'm the world's richest man, you know. Well, not really, but close. When I'm done with McNealy and Barksdale,

I'm going after these Apple owners. I'll make them love me. You'll see! Ha ha ha ha!! They'll love me or I'll buy them up just like I'm going to buy up these politicians. Have another pastry?

Look, we're done here, Alex. I'll have to give you a buzz sometime so we can finish this interview. It's not easy being me, you know. Thanks, and tell your friends to buy NT. Bye now!



The End

I thank Bill Gates so very much for taking time from his busy schedule of money counting, thinking up original ideas, and gloating to provide answers to my questions.

For more information about Microsoft and its products be sure to visit <http://www.microsoft.com/>.

If there is a well-known person in the Mac community that you are dying to learn more about, please let me know. I would love to hear your suggestions and your comments about my column. You can reach me at macintalk@applewizards.net. Thanks!



Oh yeah, by the way: **APRIL FOOL!**

As hard as it may be for you to believe, these answers were concocted by Erik J. Barzeski and Craig Cox, not the one-and-only Bill Gates.



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Erik J. Barzeski
presents...

erik@applewizards.net

A Spider Speaks

Tips, Tricks, and Miscellaneous Mac Stuff

Hello, and welcome to this month's edition of **A Spider Speaks**. This column is dedicated to tips, tricks, and other information for use by every type of Mac user. Some of these tips and tricks may apply only to users of Mac OS 8.x, but I'll try to incorporate work-arounds for System 7.x users whenever possible. Comments or questions can be sent to my email address at erik@applewizards.net.



Spiderism #1 — Get ResEdit



This month's **A Spider Speaks** will be devoted solely to ResEdit. You can grab it at the address below or almost any BBS or software archive.

ftp://ftphqx.info.apple.com/Apple.Support.Area/Apple.Software.Updates/US/Macintosh/Utilities/ResEdit_2.1.3.sea.hqx

Note: ResEdit can be very useful, but it can also be very wicked. **Always** use a back-up copy of the file you are hacking. Apple Wizards isn't to blame for any problems caused by hacking into files.

Many people know of ResEdit as the "hacker's tool." While it is true that ResEdit allows people, such as myself, to "hack" into files and applications and such, it does serve some useful purposes. I will list a few below and I'll even give you a simple "hack" of your own, free of charge!



Spiderism #2 — Repair Files

Just the other day my Desktop Pictures control panel started to act oddly. It would only allow me to choose the first 10 desktop patterns (I have 150 or so), though desktop pictures worked properly. I found this behavior very odd, so after restarting to insure that it was indeed a problem, I turned to ResEdit. The short story is that the problem was solved and I'm now enjoying a wide variety of desktop patterns (under my Titanic desktop picture, of course).

ResEdit has a feature that allows you to "Verify" the integrity of the resource

fork. The resource fork is the portion of a file where icons, sounds, and various other "resources" are stored. Sometimes, such as when you crash while saving a file, it gets stepped on and becomes corrupt.

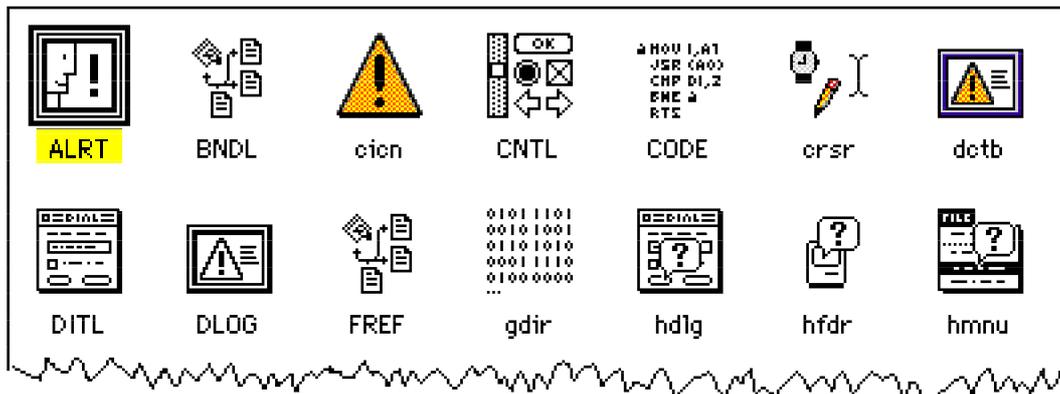
To verify and repair your files, open ResEdit. Choose "Verify" from the File menu and, at ResEdit's prompt, locate the file you wish to verify and repair. It's that simple! If ResEdit finds a problem, it will offer to attempt to repair the file (it still keeps the original, damaged copy as well). If the file was damaged and ResEdit was able to repair it, you will most likely be able to trash the damaged copy and continue happily on your way (check to make sure the repaired file indeed works before trashing your damaged copy).

By the way, you can set ResEdit to verify files when it opens them. Just click the "Verify files when they are opened" option in the ResEdit preferences (in the File menu).



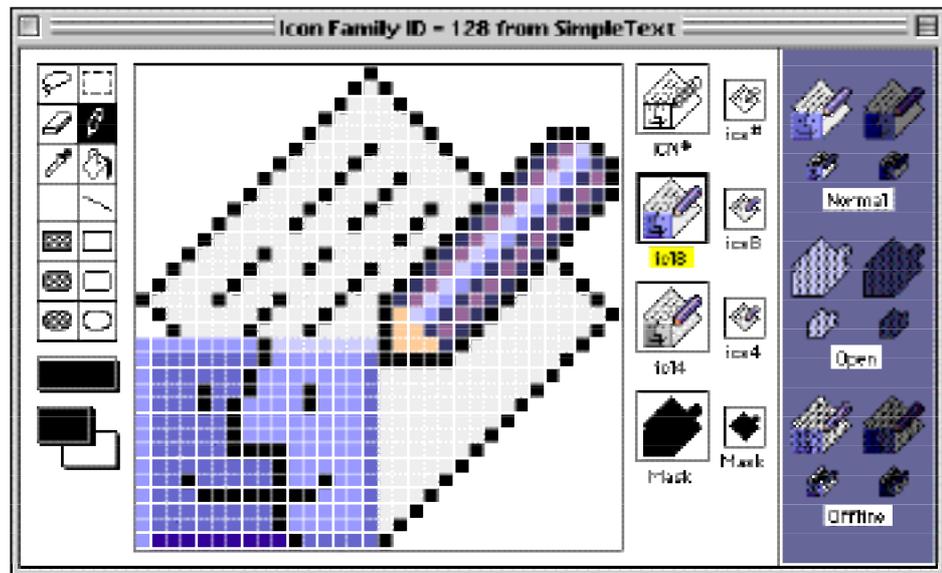
Spiderism #3 — Have Some Fun

Hacking with ResEdit can be fun and practical. I use ResEdit each month in the creation of Apple Wizards, but that doesn't mean you need to be a ResEdit guru to find a fun use for it. For example, let's change some application icons. Open SimpleText in ResEdit. When you open SimpleText, you should see a bunch of little pictures with things like "icl8," "BNDL," and "vers" beneath them, similar to the partial screenshot below:



Double-click on the "icl8" icon to open that resource (it stands for "icon, large, 8-bit). You should see a variety of icons. Double-click on one of the icons and you should see something similar to the below.

□ What we have here is a simple icon-editing feature of ResEdit. You can use the standard painting tools to the left to draw new icons. Go ahead, play around! See what great icons



you can come up with! I suggest editing the icons in the "ic18 window (shown highlighted above). When you've got it how you like it, click on the ic18 box and drag it to all of the other boxes. This creates masks and the other various size and bit-depth icons required by your Mac.

After you're done hacking your icons, restart your computer and rebuild the desktop (hold down command-option). If done properly, your new icons should be right there for you to enjoy! This is the short way to make a new icon, but it's all you need to get started. Good luck!



Fact of the Month:

Yes, it's true. The new G3 Macs ARE up to twice as fast as those pokey Pentium II's, no matter what Intel has to say about those "old BYTEmark ratings."

From <http://www.apple.com/hotnews/features/bytemark.html>



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Free For All

On 01 April 1976, Apple Computer was officially founded by Steve Wozniak, Steve Jobs, and Ron Wayne. To celebrate the 22nd anniversary of that historic event, this month's edition of 'Warehouse features three extremely useful programs which are available to Macintosh users at absolutely no charge whatsoever. There's no catch, and it's not an April Fool's Day joke. These 'wares are as useful, well-made, and productivity-enhancing as many commercial products, but their authors have chosen to give them away for free!



The Missing Link (Not)



LinkPad

One of the coolest features of Mac OS 8.x is the Contextual Menu, Apple's extendable architecture for popping up context-specific commands, similar to the (more-limited) right mouse button click on a PC. One of the coolest CM plug-ins is Apple's Internet Address Detectors. With IAD, if you highlight any URL, email address, newsgroup, etc. and control-click, you can open or bookmark any item in the appropriate application (Eudora or EMailer, Navigator or IE, etc.).

For people who aren't using OS 8, or who don't want to clutter up their web browser's Bookmarks menu, there's LinkPad. Think of LinkPad as an intermediary step between getting a URL and actually adding a permanent bookmark to it. Suppose someone sends you an email with the address of a website, saying "This site rocks, check it out!" Because you're busy and you can't look into it right then, you highlight the address and drag it into LinkPad's window, where it turns into a double-clickable link. Later, when you feel like surfing, double-click the link, go to the site, and find that it does indeed rock. If you want to save the listing, you can drag it into Netscape's Bookmarks window. After you've checked it out, the listing in LinkPad's window will be X'ed out, so you'll always know where you've been and what remains to be viewed at some future time.

LinkPad by "Panic" (v.1.0, Jan '98, 143K) is rockin' good freeware, available from

Internet Address Detectors 1.0.2 is available for free from Apple <http://www.info.apple.com/> . In the software area, follow the pathway [/Macintosh/System/Other_System](#) and download IAD 1.0.2.img.hqx, a 2.26 MB disk image. Requires Mac OS 8 and Disk Copy 6.1.



The Map is not the Territory



Memory Mapper

Successfully using a Mac, or indeed any computer, involves effective memory management. When you double-click an application, it loads into RAM. When you quit the application, the RAM becomes available again, but it still leaves a "hole" where the app was. If you open and close several apps in a session, your RAM will become fragmented, and even though it appears you have enough RAM free, a new program you try to open might not fit into or between these "holes." There's nothing to do then but restart the computer.

Bob Fronabarger's Memory Mapper (v.1.4.1, Nov '97, 64K) creates a graphical representation of how your Mac is using its RAM. It maps where programs are located in logical memory, and shows which areas are paged out to disk as virtual memory.

Although intended primarily for programmers, Memory Mapper provides valuable information for any Mac user who wants a better understanding of what's going on inside their machine. This wonderful piece of freeware comes from Street Logic Software <http://www2.connectnet.com/~stlogic/> .



The Sowrd (Sic) in the Stone



Excalibur

Not nearly as Arthurian as the name might imply, Excalibur is a freeware spellchecker. It works with any plain text document (of type TEXT), including documents created by SimpleText, TeachText, Alpha, BBEdit, Eudora, and many others. Excalibur will step through your TEXT documents, noting spelling errors and offering corrections. It can also be used in any application to check the spelling of any word or words you copy to the clipboard. The most endearing touch that programmers Rick Zaccane and Robert Gottshall included: in Excalibur your normal arrow cursor transforms into a sword.

□

There are several commercial spelling programs out there, but I guarantee you won't find a better value than Excalibur (v.2.5.1, Nov '97, 605K).

Hie thee to <http://www.eq.bucknell.edu/~excalibr/excalibur.html> and partake of this noble 'ware.



The 'Warehouse Trivia Contest



This month's prize, Scroll Magick by Eden Sherry, was recommended in the March edition of 'Warehouse. This \$10 control panel makes it a breeze to scroll through windows — say goodbye to Repetitive Stress Injuries! We're giving away one free copy to the **first** entrant who gives all five correct answers. You'll find Scroll Magick and Eden's other great software at <http://www.edenware.com/> .

To enter, send an email with your answers to brian@applewizards.net with the word "Contest" in the subject line.

The 5 Apple Wizards Questions for April, 1998

- 1) Starting with geography: in what California city is Xerox PARC located?
- 2) During startup, what keys would you hold down to rebuild the desktop?
- 3) Who is the narrator of Apple's "Think Different" TV commercial?
- 4) Who wrote the book Insanely Great?
- 5) And finally: which is more important, look or feel?



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Review



Review by Craig Cox



4.5 Stars – 1 Star Poor, 5 Stars Excellent



Product: Vision3d

Version: 5.0

Distributor: Strata

List Price: \$279 (\$99 competitive upgrade)

Contact Info: <http://www.strata3d.com/>

Genre: 3D modeling and animation

System Requirements: 68040 or PowerMac, Mac OS 7.1.2 or later, 16MB RAM (32 recommended), QuickDraw 1.0.3 or later, Hard drive with 20MB free space.



Overview

Not that long ago, three dimensional (3D) imagery applications were solely the province of big business. However, in the last few years, 3D software prices have dropped dramatically, bringing increasingly powerful, more exotic software within the grasp of us mere mortals.

The addition of a third dimension not only offers potential for rich, breathtaking art, but adds another dimension within which to convey information. We thought it was high time Apple Wizards took some of these packages out for a test drive. In this issue, we put Strata, Inc.'s **Vision3d** under the microscope.





The Review

Vision3d will provide all of the performance most users will ever need. Wonderful capabilities, from extruding 3D text to creating beautiful and sophisticated animations, are all in there. Want to design a fantasy world and present it in QuickTimeVR? Vision3d can help you do it.

Vision3d has well-implemented button bars and tool palettes. As one would expect in a program of this type, the plethora of bars and palettes starts hogging monitor real estate. A very nice feature is a set of 4 small buttons in the upper right corner of the screen which allow you to hide or display the Tool, Lighting, Animation and Textures/Shapes palettes.

Whatever project you undertake, you'll first populate it by modeling, or creating, in one form or another. There are a wide variety of modeling options. There are two dimensional (2D) drawing tools, 3D primitives, modelers to edit the geometry of 2D objects, modelers that convert 2D objects into 3D objects and modelers that modify existing 3D objects. For example, it's quite easy to draw a line with the pencil and then "lathe" that line about an axis. In fact, the silver cup in the title graphic was created in that fashion. Some of these tools and modelers are built into Vision3d, some are capabilities provides by extensions.

Sidebar: Wow!

Vision3d lets you:

- Create interactive explorable 3D scenes
- Output "VRML files ready for the WWW
- Attach URL or AppleScript locations to a model

Vision3d provides for additional capabilities via extensions. A number of them are included with the product itself. As is pretty much standard in graphics packages of all kinds these days, they've allowed for the addition of modular extensions to the application by either Strata or a 3rd party developer.

Chances are, if you want to do it, it's in this package. You can work with Bezier splines or polygonal models. You can extrude, lathe, sweep, and skin. How about freeform deformation? Got that too. Throw in Metaballs, Booleans, customizable bevels, and Strata's own Flexobjects™ just to drive up the drool factor. Flexobjects™ let you assign movements to 2D ribs, then skin them. The entire skinned object will then move. The motion of a snake crawling is a good example.

Vision3d provides for vertex level editing. You can move one vertex point at a time or grab multiple points and move a group of vertices. For example, you can create a flat plate in 2D space, select the 3D renderer and by grabbing and moving vertices, create rises and falls that simulate hilly terrain.

You can place and align objects in a number of ways, both absolutely and relative to another object. You can link objects to one another letting the activity of one determine the behavior of another.

□

Textures (the colors and visual properties of an object) are applied to define an object's appearance. Textures range from incredibly simple to unbelievably complex. The results can be photorealistic fantasy scenes which seemingly bring the impossible to life.

Vision3d supports both solid (volumetric) and surface (mapping) textures. Creating surface textures can be as simple as scanning a color picture, loading it into a texture, and applying it to an object. For more advanced work, surface mapping allows you to control multiple surface properties.



If you choose to make a surface map out of a PICT image, Vision3d allows you to set values for these surface properties: Ambient Fraction, Bump Amplitude, Diffuse Fraction, Glow Factor, Reflectivity, Index of Refraction, Specular Fraction, Transparency, and Smoothness. By manipulating these values, you can bring incredible realism to your work. With the exception of your actual color map, black and white or grayscale images define areas that are affected and not affected by each property. In the "expert" dialog box you then assign numerical values representing the magnitude of those properties to be applied.

Via the Bevel Texture you can specify three specific textures to apply to the front, bevel, and sides of an object, such as 3D extrusions. This allows for easily created, beautiful 3D text. The ultra-cool Rotoscoper texture lets you play an animation file as a surface map on objects as part of a rendered animation. You can, for example, have a TV in a scene actually play a show!

In addition to those installed with the application, an entire CD-ROM of shapes and textures comes with the product. Vision3d lets you drag and drop both shapes and textures from their preview on the Textures/Shapes palette into a scene.



Lights

Once you've created your objects and textured them appropriately, you can set the lighting. Vision3d offers a wide variety of options for lighting objects, which contributes greatly to the ability to render lifelike scenes.

Three basic types of lighting are available — directional, spotlight, and point light. Directional lighting is global in nature, being an infinite distance from the model. Spotlights shine only in one direction with controls for setting the size of the cone of light emitted. Point light shines in all directions from the point of illumination. You can apply an unlimited number of each type of lighting into the scene. Lighting can be animated, and that lets you create wicked effects such as moving a sparkle across a stationary object.

The lighting set-up is variable in terms of position, intensity, color, direction, and spread. Specialized gels can be applied to light sources for such effects as shadows cast by Venetian blinds or the mottled effect as light passes through water before striking an object. Gels also let you set the color cast by the light.

With all the lighting options available to you, it's good that the application includes an automatic over-exposure control to prevent "white-out" from too much light. A lighting palette puts controls and a light meter within a nice, compact space.



Camera

Cameras are inserted into your scene and may be moved, rotated, and scaled like any other object in the model. Cameras, invisible in the rendered image, are named as "Camera-1, Camera-2," etc. or can be named with your own unique name. Multiple cameras allow you to render your objects from various angles.

Varying the focal length lets you zoom in or out. Setting the scale of the camera lets you change the perspective of the image, so the object actually grows as the camera zooms in.

Camera features abound and include a stabilization feature which imparts smoothing to camera view transitions, preventing jerkiness in the image. This functions like the "steady-cam" your camcorder probably brags about.

Cameras may be instructed to navigate a course so when rendered, it appears as though you are moving through the scene. You may set up your action to change the focal length of the camera as it moves through space to zoom in or zoom out to inspect more closely an object or avoid running into one.



Action

Animation

Vision3d's animations are very sophisticated, yet easy to use. You set beginning and end event frame markers for your actions, then move the object manually or describe a path for an object to follow. The software then determines how the in-between frames should look. This process is called "tweening."

Any 2D line can be used as a motion path by virtue of the Convert to Path extension. This allows you to draw a line defining a motion in many different applications and use it within the animation. Once the line is converted by the extension, it does not exist in the model as a physical entity and therefore is unseen during rendering. You can, for example, draw a path for a bouncing ball to follow by drawing a line in Adobe Illustrator and import it into Vision3d. I created lines in ClarisWorks, Illustrator, and many other applications. It worked perfectly every time.

With the Align to Path extension an animated object will stay oriented as you wish while it follows its predetermined path. Advanced animation effects include Bounce, Twist, Bend, Morph, or Warp.

Best of all, you can whip out simple animations in no time flat. Complex animations are more or less a series of simple actions combined. As long as you take it one bite at a time, you'll be knocking out animations that will have folks' jaws dropping. Output your animations in QuickTime or PICS format.

Rendering

This is it. This is what it's all about. Rendering is like taking a photograph of your 3D scene, reducing it to 2D output. With multiple cameras, you may render a scene from an infinite number of perspectives.

Vision3d offers 9 different algorithms (methods) with which to render your image. They range from simple wire frames to Strata's own Raydiosity™, a proprietary method for calculating interactive object diffuse illuminations (in English, capturing the effects of reflected light from nearby objects). The Raypainting renderer allows you to select from a variety of artistic effects: Chalk, Watercolor, Drybrush, Seaut, Van Gogh, Pencil on Rag, Art Deco, Cracked, and Fur. Strata's advanced rendering allows you add fog to a scene.

Sidebar: Vision3d File Formats

Input

DXF
IGES
Swivel 3D
MiniCAD+
PICT
EPS
Illustrator
3DMF
QuickTime
QuickTime VR

Output

DXF
PICT
EPS
TIFF
3DMF
QuickTime
QuickTime VR-
ready
Panorama
QuickTime VR-
ready
Object

□

You can select the batch processing option and go away. Or, if you think you need to interrupt the rendering process to do something else, you may suspend the operation and restart it later.



Performance

Though Vision3d will run on a 68040 or better Mac, you'd be money ahead running it on a 604e or 750 processor. Rendering on a 100Mhz 603e processor is painfully slow. Rendering any 3D image is a very processor intensive process, particularly if you use the higher end renderers. This isn't a fault of Vision3d per se, simply a statement of the resources required by any 3D software package.



The Down Side (Such as it is)

Vision3d is an incredibly capable package and therefore has a lot of options. You can infinitely adjust your product to refine it to perfection. Yet, a novice can read the manual and get going. You'll find familiar 2D controls like on many drawing packages plus a huge number of controls you've never seen before if you haven't yet made the jump to 3D.

As no product's perfect, there's always some down side. Vision3d isn't as oriented towards newcomers as are some other packages. There are no "wizards" to get you going. If you don't know the 3D game, you have to suffer some amount of trial and error, despite fairly well choreographed tutorials in the User's Manual.

Speaking of user's manuals, they are part of this package as well. Many user's manuals are almost like a good magazine — they urge you to explore them with well-laid-out pages and compelling art work. Vision3d's user's manual was not one of them. I'm fairly sure it was written by engineers. It does an excellent job explaining the principles behind what you're doing, but less of a great job helping you get there. There were some confusing mistakes in the manual, for example calling out the wrong menu to open. In what was hopefully a print shop error, the entire 2nd chapter appeared to be from the StudioPro user's manual, not Vision3d's.

Both machines we tested this product on suffered serious memory fragmentation. It was impossible to reclaim memory allocated to an application that had been quit out of while Vision3d was running. Restarting was the only option.



Conclusion

All told, Vision3d 5.0 is a fantastic program. Cyan® used its predecessor, version 4.0, to create the scenes for the awe-inspiring game Myst™. Whatever shortcomings the product may have, it is the choice of many award-winning artists. That speaks for itself. [**Editor's Note:** Vision3d 4.0 is currently available for \$10 shipping and handling from Strata's website at <http://www.strata.com/>.]

Vision3d is an extremely powerful package and I highly recommend it. It packs such tremendous capability you won't get bored exploring its features! If you ever outgrow Vision3d's capabilities, you'll probably be eligible to apply at Industrial Light and Magic. While the MSRP may be \$279, you can find it for \$100 less. At that price, it's a bona fide steal.

Next issue, RayDream3D!



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<http://applewizards.net/>

Insanely Great

Apple History

A Monthly Retrospective

Owen Linzmayer

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While much of this chapter originally appeared in my book, [The Mac Bathroom Reader](#), it has recently been updated and expanded exclusively for Apple Wizards. I retain all rights to this material and no part may be reproduced in any form without my written permission. I encourage you to visit my home page at <http://www.netcom.com/~owenink/>.



The Apple III Fiasco

After two years of development, the Apple III was announced on 19 May 1980, during the National Computer Conference in Anaheim, California. With Apple's typical flair for spectacle, the company rented out Disneyland for five hours the following night at a cost of \$42,000 and transported an estimated 7,000 NCC attendees to the site in British double-decker buses.

Apple was proud of the Apple III because it represented many firsts for the company. Foremost, it was the company's first attempt at building a powerful business computer. And it was the company's first major departure from the tried-and-true Apple II architecture. It would also prove the company's first bona fide failure. Unfortunately, instead of learning from the experience, Apple repeated many of the same mistakes with the Lisa and the Mac.



The Apple III was sold in two different configurations ranging in price from \$4,340 to \$7,800. At the heart of each was a Synertek 8-bit 6502A microprocessor running at 2MHz (twice the speed of the Apple II), a maximum of 128K of random access memory, built-in keyboard with numeric keypad, and one internal 143K, 5.25-inch disk drive manufactured by Shugart. In effect, the Apple III came standard with everything most people eventually added to the Apple II. If that weren't enough, there were four internal slots that accepted Apple II peripheral cards, plus you could add additional devices via the two serial ports on the back.

Although it had an Apple II emulation mode, the Apple III worked best with

software written specifically to take advantage of its proprietary Sophisticated Operating System and new features such as a built-in real-time clock and video capable of generating 24 lines of 80-column text and up to 560 by 192 pixels in the monochrome graphics mode. On paper, all the specifications were quite impressive, but implementing them proved a humbling experience for Apple.

Apple originally promised to ship the Apple III in July, but production problems plagued the product throughout the summer and into the fall. Unlike the Apple I and II, which were essentially the work of one man, Steve Wozniak, the Apple III was designed by a committee headed by Steve Jobs, who would demand one thing one day, then the opposite the next. The shipping delays threatened to mar Apple's public offering in December, so managers ignored the dire warnings of engineers who knew what would happen if they pushed the Apple III out the door before its time. As soon as units began trickling into distribution in late November, the worst fears of the engineers were realized.

On 10 February 1981, Apple announced that the Apple III would no longer contain the much heralded built-in clock/calendar features because National Semiconductor's clock chip didn't meet Apple's specifications. How the flaky parts got into a shipping product nobody was willing to say. Apple dropped the price of the Apple III to \$4,190 and gave a \$50 rebate to everybody who had purchased an Apple III up to that date.

When the first volume shipments began in March 1981, it became apparent that dropping the clock chip was just a finger in the dike. Approximately 20 percent of all Apple IIIs were dead on arrival primarily because chips fell out of loose sockets during shipping. Those that did work initially often failed after minimal use thanks to Jobs' insistence that the Apple III not have a fan (a design demand he would make again on the Mac). He reasoned that in addition to reducing radio-frequency interference emissions, the internal aluminum chassis would conduct heat and keep the delicate components cool. He was wrong.

Compounding the problem was that Jobs dictated the size and shape of the case without concern for the demands of the electrical engineers who were then forced to cram boards into small spaces with little or no ventilation. As the computer was used, the chips got hot, expanded slightly, and slowly worked their way out of their sockets, at which point the computer simply died. Apple's solution was to recommend lifting the front of the computer six inches off the desktop, then letting go with the hopes that the chips would reseat themselves!

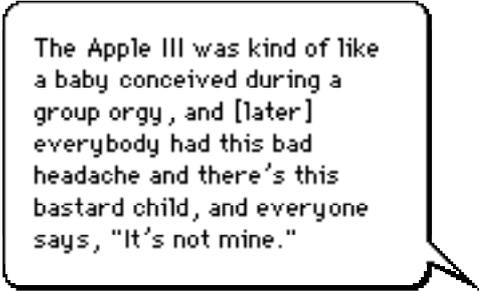
The problems with loose chips were exacerbated by short cables between internal components and non-gold connectors that suffered from corrosion. To its credit, Apple didn't bury the problem; Mike Markkula, president and CEO, publicly admitted "It would be dishonest for me to sit here and say it's perfect." (The Wall Street Journal, April 15, 1981, p. 29) Apple instituted a liberal repair policy, swapping brand new Apple IIIs for bad ones on the spot, no questions asked. Unfortunately, the replacements often failed too.



Revision Makes Right?

On November 9, Apple announced a revised Apple III with a base price of \$3,495. The company steadfastly claimed that the original problems were linked to shortcomings in manufacturing and quality-control procedures rather than the underlying design of the computer. Nonetheless, the new Apple III featured different sockets, updated software, memory expansion up to 256K, and an optional 5-megabyte hard disk drive. Based upon the Seagate ST506 mechanism, the \$3,495 ProFile was an important addition to the system since IBM didn't yet offer a hard drive for its PC introduced that August. Of the 7,200 original Apple IIIs that had been sold to date, 2,000 were replaced for free when the new version became available in mid-December.

Even after revising the Apple III, sales remained disappointing. Analysts estimate Apple sold 3,000 to 3,500 units a month, just one tenth the sales rate of the venerable Apple II. According to InfoCorp, a Santa Clara research firm, the Apple III had an installed base of only 75,000 units by December 1983, compared to 1.3 million Apple IIs. Potential buyers had been turned off by all of the bad publicity as well as a lack of useful software that took advantage of the Apple III's unique Sophisticated Operating System. Industry experts openly referred to the operating system by its distress-signal initials, SOS, although Apple preferred the nickname "applesauce."



The Apple III was kind of like a baby conceived during a group orgy, and [later] everybody had this bad headache and there's this bastard child, and everyone says, "It's not mine."

Apple employee #6, **Randy Wigginton**



Last-Ditch Effort

In a last-ditch effort to revive the product, Apple replaced the Apple III with the \$2,995 Apple III Plus in December 1983. In addition to a lower price, the new model came standard with 256K of memory, a built-in clock that actually worked, a new logic board, SOS version 1.3, improved peripheral ports with standard DB-25 connectors, and a modified slot housing for easier card installation. Unfortunately, it was a classic case of too little, too late.

Although the Apple III Plus had helped boost the installed base to an estimated 120,000 units, Apple abruptly dropped the line on April 24, 1984. In a memo to his staff, David Fradin, Apple III business unit manager, wrote:

□

While the Apple III is an excellent business computer, it is a generally accepted view by Apple's product managers that Apple can best serve the future needs of our business computers by expanding the Apple II and Apple 32 [Lisa and Mac] product families, and by concentrating future development, marketing and sales efforts on these products. Therefore, we have decided that no further product development efforts shall be initiated and undertaken for the Apple III product line, effective immediately.

After losing over \$60 million on the Apple III product line, it was quietly removed from Apple's product list in September 1985.



For further information on the history of Apple Computer, watch this space in the coming months, or pick up a copy of The Mac Bathroom Reader.



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<http://applewizards.net/>

A bit-o-code each month for you in...



Welcome to the **HTML Toolbox**. For those who are new to Apple Wizards, you may want to download a copy of last month's issue. This month's Toolbox is a continuation of the quest to understand HTML tables.



A Quick Recap

Looking back to last month, we are attempting to duplicate the MacOS 8 Finder's list view using HTML code:

| Name | Date Modified |
|-----------------------|---------------|
| ▶ Aldus | Mon, Jul 28 |
| ▶ Apple Menu Items | Sun, Feb 1, |
| ▶ AppleShare folder | Wed, Sep 10 |
| ▶ Application Support | Mon, Jul 28 |
| ▶ Assistants | Mon, Jul 28 |
| ▶ ATM Font Database | Mon, Jun 9, |

The Code Exercise involved creating a table which listed files and folders. The code which appeared at the end of last month's column will be our starting point this month.

| | | | |
|---------------------|-----------------------------|------|---------------|
| ▶ Folder Number One | Mon, Feb 16, 1998, 12:00 AM | 118K | - |
| ▶ March Column | Sat, Feb 14, 1998, 11:00 AM | 28K | DOCMaker File |

```
<TABLE CELLPADDING="1" CELLSPACING="1" BGCOLOR="#F7F7F7" BORDER="0">
  <TR VALIGN="TOP">
    <TD ALIGN="LEFT" BGCOLOR="#DEDFDF">
      <IMG SRC="disclose.gif" ALIGN="LEFT">
      <IMG SRC="pic1.gif" ALIGN="LEFT">
      Folder Number One
    </TD>
```

```

<TD ALIGN="LEFT">
    Mon, Feb 16, 1998, 12:00 AM
</TD>
<TD ALIGN="CENTER">
    118K
</TD>
<TD ALIGN="CENTER">
    -
</TD>
</TR>
<TR VALIGN="TOP">
<TD ALIGN="LEFT" BGCOLOR="#DEDFDF">
    <IMG SRC="blank.gif" ALIGN="LEFT">
    <IMG SRC="pic2.gif" ALIGN="LEFT">
    March Column
</TD>
<TD ALIGN="LEFT">
    Sat, Feb 14, 1998, 11:00 AM
</TD>
<TD ALIGN="CENTER">
    28K
</TD>
<TD ALIGN="CENTER">
    DOCMaker File
</TD>
</TR>
</TABLE>

```

Let's look at this code in a little detail. Within the `<TABLE>` tag there are several options. `CELLPADDING` is set to 1 pixel; this pads the edges of the cells so that we are assured the cells will be somewhat larger than the text or graphics they hold. If you look at the Finder list view, you'll see that between each line there is a thin, white line. In order to accomplish that, we set the `CELLSPACING` parameter to 1 pixel. Unfortunately, there is no way to specify that the `CELLSPACING` be applied to only certain sides of the cells; as a result, you can see a white line between the cells both horizontally **and** vertically.

The remaining code for the table is fairly straight-forward. The code creates two rows (there are two `<TR>` tags) with four columns each (there are four `<TD>` tags between the `<TR>` and `</TR>` tags). As far as color is concerned, the default background color for all of the cells is `F7F7F7`; the "file name" column is the column used to sort the data, so it has a darker `DEDFDF` color. Determining what values to use is simple if you have a graphics program which handles RGB colors. For example, I pasted my images into GraphicConverter (an excellent graphics tool for creating GIF and JPEG images) and used the eyedropper tool. In that program, clicking within your image using the eyedropper tool shows you the HTML color code corresponding to that color — very handy. You can grab GraphicConverter (shareware), from <http://www.lemkesoft.de/>.

What else needs to be done to finish our Finder list view mimic, you ask? Surprisingly, the remaining items which we will discuss are simple and easy to add. Keep reading... you may surprise yourself and find that you could do these modifications with the table knowledge you already possess.

□



Table Headers

Looking at the Finder's list view, you can see that each column has a header attached to it. A header is a label which specifies in general terms what data is contained in the column. For instance, the code we've already written creates a list with four columns: file name, date created, size, and file type. Our job is to now add a row to the top of the table which specifies the type of data which appears in each column. There are two ways to go about this.

The first method — which you may already have thought of — is to simply add a row to the table as you normally would: `<TR>`, `<TD>`, etc. You need only create another row at the beginning of the table definition, adding the necessary text to each column:

| Name | Created | Size | File Type |
|---|-----------------------------|------|---------------|
|  Folder Number One | Mon, Feb 16, 1998, 12:00 AM | 118K | - |
|  March Column | Sat, Feb 14, 1998, 11:00 AM | 28K | DOCMaker File |

```
<TABLE CELLSPACING="1" CELLPADDING="1" BGCOLOR="#F7F7F7" BORDER="0">
  <TR VALIGN="CENTER">
    <TD ALIGN="CENTER" BGCOLOR="#8C8D8D">
      <BR>
      <B>Name</B>
    </TD>
    <TD ALIGN="CENTER" BGCOLOR="#CECFCE">
      <BR>
      <B>Created</B>
    </TD>
    <TD ALIGN="CENTER" BGCOLOR="#CECFCE">
      <BR>
      <B>Size</B>
    </TD>
    <TD ALIGN="CENTER" BGCOLOR="#CECFCE">
      <BR>
      <B>File Type</B>
    </TD>
  </TR>
  :
```

That's it, and it's a perfectly feasible solution. However, HTML is one step ahead: the `<TH>` tag is available to define header-cells for your HTML tables. The only real difference between the code using `<TD>` (above) and code using `<TH>` is in the fact that `<TH>` automatically sets the text mode to boldface; you can leave out the `` and ``:

| Name | Created | Size | File Type |
|---|-----------------------------|------|---------------|
|  Folder Number One | Mon, Feb 16, 1998, 12:00 AM | 118K | - |
|  March Column | Sat, Feb 14, 1998, 11:00 AM | 28K | DOCMaker File |

```

<TABLE CELLSPACING=1 CELLPADDING=1 BGCOLOR="#F7F7F7" BORDER=0>
  <TR VALIGN="CENTER">
    <TH ALIGN="CENTER" BGCOLOR="#8C8D8D">
      <BR>Name
    </TH>
    <TH ALIGN="CENTER" BGCOLOR="#CECFCE">
      <BR>Created
    </TH>
    <TH ALIGN="CENTER" BGCOLOR="#CECFCE">
      <BR>Size
    </TH>
    <TH ALIGN="CENTER" BGCOLOR="#CECFCE">
      <BR>File Type
    </TH>
  </TR>
  :

```



Touch-Up Work

Of course, you're not finished yet. The final step in creating any web page is looking at the finished product and deciding if there are any slight changes which need to be made to enhance the appearance. If you look closely at the table we've created, you'll notice that there is no space between the file icons and the file name itself, giving the name cells a cluttered appearance. How can we add some space between the icon and the text? Here's a side-by-side comparison of before and after the adjustment; the answer to how the adjustment was made appears at the end of the article.



To GIF or Not To GIF?

The table we've created so far looks good as far as HTML coding goes, but it doesn't have the same panache as the MacOS 8 Finder. The one thing which every HTML programmer faces is drab interface presentation. No rule states that you the programmer need only use text for the column headers, though. Take, for example, the following variation on our theme:

| Name | Date M |
|---|--------------------|
|  Folder Number One | Mon, Feb 16, 1998 |
|  March Column | Sat, Feb 14, 1998, |

What changes needed to be made for this one? First and foremost, the actual

graphics for the column headers had to be created; easy enough, especially if you have MacOS 8 and a good screen capture utility. I used FlashIt, another excellent tool, to capture the list header buttons from the MacOS 8 Finder's list view. I saved these pictures as GIF images, and replaced the text in our header code with `IMG` tags. The resulting list needed a little touch up work, which involved changing `CELLSPACING` and `CELLPADDING` to zero:

```
<TABLE CELLPADDING=0 CELLSPACING=0 BGCOLOR="#F7F7F7" BORDER=0>
  <TR VALIGN="CENTER">
    <TH ALIGN="CENTER">
      <IMG SRC="images/file head.gif" ALIGN=CENTER BORDER=0>
    </TH>
    <TH ALIGN="CENTER">
      <IMG SRC="images/date head.gif" ALIGN=CENTER BORDER=0>
    </TH>
    <TH ALIGN="CENTER">
      <IMG SRC="images/size head.gif" ALIGN=CENTER BORDER=0>
    </TH>
    <TH ALIGN="CENTER">
      <IMG SRC="images/type head.gif" ALIGN=CENTER BORDER=0>
    </TH>
  </TR>
  :
```

Keep in mind that whenever you add graphics to a web page, you're also adding more download time to the page. As a good rule of thumb, avoid adding too many graphics to a page, especially if you can get away with using text. While the scheme we've created using the graphics as column headers is very pleasing to the eye, someone with a 28.8 modem might not appreciate the added time he must wait for the page to be displayed.



Where To Go From Here

Did you get all of that? Probably not, it takes a lot of practice and playing around with the HTML code to become an expert at setting up tables and basically forcing the browser to display the data in exactly the right way. You may want to try modifying the code for the table we've created here; maybe add more columns to it, change the spacing, even change the entire color scheme. A more ambitious undertaking would be designing three additional versions of the page that list the files in order according to date, size, or type. The column headers could then be linked to the appropriate page so that when the user clicks a column header, the files are sorted according to the clicked header. Yeah, very ambitious, since you would also need to design two graphics for each column header, one which is "up" and one which is "down." In all fairness, this is a task which may be better suited for a JavaScript...perhaps we'll discuss that in a future column. So until next month, happy coding!

Oh, and here's the full-listing of the code for the final table. Remember the touch-up work we did on the file icon and name? See if you can find it:

```
<HTML>
<BODY BGCOLOR="#FFFFFF">
<CENTER>
```

```

<TABLE CELLPADDING="0" CELLSPACING="0" BGCOLOR="#F7F7F7" BORDER="0">
  <TR VALIGN="CENTER">
    <TH ALIGN="CENTER">
      <IMG SRC="images/file head.gif" ALIGN="CENTER" BORDER="0">
    </TH>
    <TH ALIGN="CENTER">
      <IMG SRC="images/date head.gif" ALIGN="CENTER" BORDER="0">
    </TH>
    <TH ALIGN="CENTER">
      <IMG SRC="images/size head.gif" ALIGN="CENTER" BORDER="0">
    </TH>
    <TH ALIGN="CENTER">
      <IMG SRC="images/type head.gif" ALIGN="CENTER" BORDER="0">
    </TH>
  </TR>
  <TR VALIGN="TOP">
    <TD ALIGN="LEFT" BGCOLOR="#DEDFDF">
      <IMG SRC="images/disclose.gif" ALIGN="LEFT">
      <IMG SRC="images/pic1.gif" ALIGN="LEFT">
      &nbsp;Folder Number One
    </TD>
    <TD ALIGN="LEFT">
      Mon, Feb 16, 1998, 12:00 AM
    </TD>
    <TD ALIGN="CENTER">
      118K
    </TD>
    <TD ALIGN="CENTER">
      -
    </TD>
  </TR>
  <TR VALIGN="TOP">
    <TD ALIGN="LEFT" BGCOLOR="#DEDFDF">
      <IMG SRC="images/blank.gif" ALIGN="LEFT">
      <IMG SRC="images/pic2.gif" ALIGN="LEFT">
      &nbsp;March Column
    </TD>
    <TD ALIGN="LEFT">
      Sat, Feb 14, 1998, 11:00 AM
    </TD>
    <TD ALIGN="CENTER">
      28K
    </TD>
    <TD ALIGN="CENTER">
      DOCMaker File
    </TD>
  </TR>
</TABLE>
</CENTER>
</HTML>

```

Did you see those ` ` things right in front of the filenames? All we did was place a non-breaking space character in front of the text. Sometimes the simplest fixes are the best!



The images and HTML for the page produced in this column are available online. Point your browser to

http://indigo.lvc.edu/~frey/HTML_Toolbox/Tables/example.html .



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<http://applewizards.net/>

Review

THE JOURNEYMAN PROJECT 3 LEGACY of TIME

by Erik J Barzeski

Review by Erik J. Barzeski



4.5 Stars – 1 Star Poor, 5 Stars Excellent



Title: The Journeyman Project 3: Legacy of Time

Publisher: Red Orb Entertainment

Developer: Presto Studios, Inc.

Price: \$49.95 street price

Contact Info: <http://www.legacyoftime.com/>

Genre: Adventure Game

Requirements: Mac: 80 MHz PowerPC or faster, Mac OS 7.5 or later, 10 MB free RAM, 70 MB hard disk space, 640 x 480 resolution at thousands of colors, 4x CD-ROM or faster.

PC: Windows 95, 90 MHz Pentium or faster, 16 MB RAM, 70 MB hard disk space, 4x CD-ROM or faster, 640 x 480 resolution with High Color, Sound Blaster 16 or 100% Sound Blaster 16-bit compatible sound card, Video and sound card compatible with DirectX.

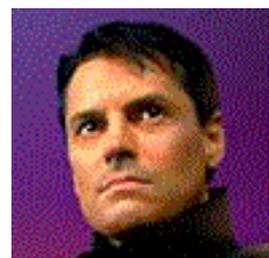
Note: The following review applies to both the Mac and the PC version of The Journeyman Project 3 (J3). Both versions of J3 were used during this game's review and the results, gameplay, and performance were fairly equal for both. The PC version even ran smoothly under Virtual PC 2.0 on a 266 MHz G3.



The Story and an Introduction

As a fan of the Journeyman Project 2 (Buried in Time), I am familiar with the storyline. However, others may not be, so here's a summary from the reviewer's guide:

Legacy of Time features the continuing adventures of Gage Blackwood (at right), Agent 5 of the Temporal Security Agency (TSA), a secret government body responsible for protecting the sanctity of history. As Blackwood, you are in pursuit of the rogue Agent 3, a fugitive who framed you for crimes in Journeyman 2. After months of silence, Agent 3 reveals that she has discovered something so



significant to the Earth's future that she is willing to give herself up to prevent mass destruction. Outfitted in a prototype of a new, unproven Chameleon JumpSuit, you head into the timestream to the lost civilizations of Atlantis, Shangri-La, and El Dorado, where you uncover the secrets of the past and embark on an urgent mission to gather clues critical to the Earth's survival.

Yeah, it sounds kind of hokey. But that's the good part. What Sci-Fi flick isn't just a little cheesy? You need not be familiar with the Journeyman series or storyline to enjoy this game. Many of my friends jumped right into the story.

Red Orb and Presto Studios also created a similar game: Riven. Because both of these games belong to the first-person adventure genre, many comparisons between the two are bound to be made. Let me tickle your curiosity by saying that this game is better. Why? Read on.



Controls and the Manual

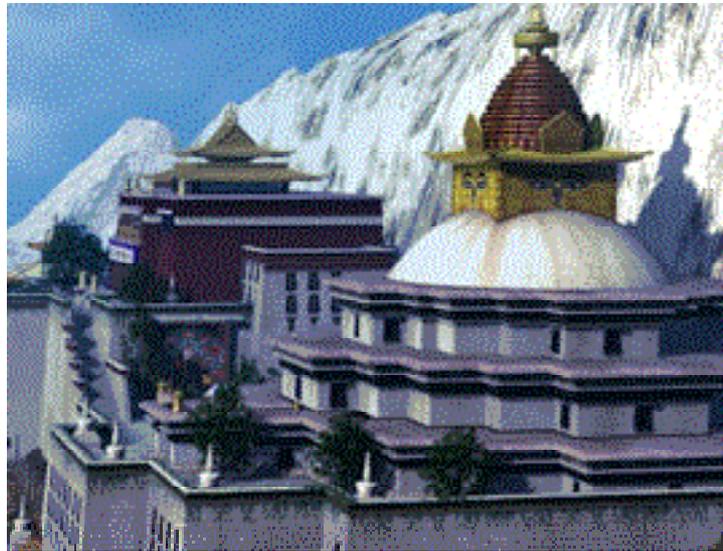
The 36-page manual is CD case-sized and contains all of the information you'll ever need to know. You can find tidbits on installing the game, game controls, descriptions of the characters and even some hints and tricks. It's a well-organized manual that will aid you should you ever get stuck, however unlikely that may be.

The controls are quite simple. A 4-arrowed cursor allows you to look around in any direction (up, left, down, everywhere). An arrow shows you that you can walk forward. Other controls include dialog cursors (to talk with someone), "hands" cursors (to pick up or use objects), and a "scan" cursor (to add someone's image to your Chameleon JumpSuit database), among others. One of the nicer controls is the "Strider" cursor. This double-headed arrow allows you to walk long straight-line distances instead of clicking a trillion times. This lowers the annoyance factor a great deal and is a nice and welcome feature.



Graphics

When you launch the game for the first time you're treated to absolute eye candy. The graphic at right is a great example. The game starts with about 5 minutes of almost-full-screen video. It really feels as if you're watching a movie at a luxurious theater. Quite impressive! The game doesn't let up after that, either. Every character you come into



contact with is animated with anywhere from 15 seconds to 4 minutes of full-motion video. Talking to characters is an absolute joy! In fact, I pestered some characters just to watch more video. Once the game starts up and you feel that first rush of cinematic experience, it doesn't let up.

Integrating movies may be impressive, but the rest of the graphics must look good as well or the game will quickly lose the "oohs" and "ahhs." J3 does not lose these admiring sounds. The graphics are among the best I've seen on any platform — Mac, PC, Nintendo 64, anything.

My non-Power3D- or 3Dfx-enhanced test Mac displayed stunning graphics. One of the most amazing things is that the graphics maintain their clarity when you look around. Sometimes panning to the left or looking skyward causes slowdowns or pixellations in other games, but not in J3. This animation is silky smooth and is available to you at every location in the game. In fact, it's oftentimes necessary to look up to climb a pole or down to grab a rope. Even if there's nothing to do, look around and enjoy the scenery! To sum it up, I'll just say that the graphics will blow you away. J3 is definitely one of those "turn down the lights and immerse yourself" kind of games.

The only bad point I can find with the graphics is the lack of complete animation. Water, though stunning, doesn't move. There aren't little waves lapping the shores, and that hurts just a little. I'm not saying that there isn't any animation — sails flap in the wind, people play instruments, etc. However, more animation could bump the realism up just a touch.

□



Sound Effects and Music

Riven was hailed for its sound effects. Bugs buzzed as they whizzed by your head and planks creaked. J3 is on equal ground in that sense. I was treated to a stereo sampling of some of the best sound effects this side of the galaxy. Walking around in your JumpSuit produces heavy thuds when on wood and soft sounds when on sand. You, as Agent 5, grunt when you leap to grab a pole. Pipes play, docks squeak, and ambient sounds are found aplenty. The stereo sound helps you navigate through the worlds. If you hear a grinding noise to your right you probably know where the corn mill is.

The music is unobtrusive, but wonderful. It greatly helps in setting the mood for the game. It doesn't loop obviously, so it's not annoying in any sense. It's also not some cheesy MIDI-like composition that will drive you nuts after 10 minutes. It's a fine score that varies as you move from world to world.



Gameplay

No matter how great the sounds, music, and graphics are, a game with bad gameplay is a bad game overall.

J3 is not a bad game. In fact, it spews wonderful gameplay. Riven fans will be delighted by the similarities, and I was impressed by the differences.



Uniqueness

This first-person adventure game has one aspect I've yet to see in other games, and it comes via the Chameleon JumpSuit. It's possible to store a character's image and "transform" into that person with just two clicks. For example, when you first start the game, your friend asks you to scan his image into your JumpSuit database. This adds a unique twist to the game and creates situations in which you will need to choose which visage would work best.

Characters

The characters, ranging from a blind beggar to Genghis Kahn, are all placed in natural environments. It is important to understand what the characters are and how to approach them. For example, it would be unwise to approach a guard as an escaped prisoner, but you can approach the blind beggar as just about anyone. None of the characters are unbelievable and all of them play a significant role in the game.

□Puzzles

I like Riven and Myst, but most of the time I was playing them I was wandering around going "okay, whistle, horn, whistle, chirp, chirp, horn... what does that mean? Oh, wait, I'm back at that round wooden thing. What does it do? What code do I enter again?" Journeyman 3 isn't like that. The puzzles in J3 are seamless. For example, in Atlantis, you need to find some gears, stick them into some windmill machinery, rotate the windmill until a beam lines up with a window, then walk out onto the beam. While playing Myst and Riven gives me the feeling of "needing to solve a puzzle," J3 doesn't. The puzzles are more like real-life situations. One early puzzle is trying to gain access to a Buddhist temple. You push on the window and it doesn't open, so you go find a stick and pry it open. I suppose that's a puzzle, but it's so well crafted that it doesn't feel like one.

Other Notes

It's not easy to get lost in the game. While you can wander around a bit, none of the paths lead to "nowhere." In other words, if you walk along a path, it'll never dead-end on you in the middle of a desert. That's good because you don't waste time wandering around trying to get back to the game, and bad because you can't get lost. Know what I mean? One of the cooler things in Riven is that you could "get lost." It was also one of the most frustrating.

That having been said, I can also say that there is not one gameplay issue that I would change. I believe my friend summed it up quite well when he gave me the following list of adjectives: immersive, intuitive, thought- provoking, and just-plain wicked kewl.



Performance

The game stuttered a little every now and then on my test Performa 6320 (120 MHz 603e with 64 MB RAM). It was slightly annoying, but booting with a minimal extension set solved the problem. I even tested the game on a PowerMac 6100/66 (again with minimal extensions) and it played fairly well. The game performed beautifully on faster machines and even ran well on a 266 MHz G3 under Virtual PC 2.0!



Conclusions

Go buy this game. Does that sum it up pretty well for you? You'll spend a heck of a lot of time exploring. You'll be treated to some of the best animations and video that I've yet to see. You'll spend hours trying to figure out how to coerce potters into leaving their shop so that you can fire a medallion in a kiln. You'll fall deeply into the worlds of Shangri-La, El Dorado, and Atlantis.

And you'll love every second of it.



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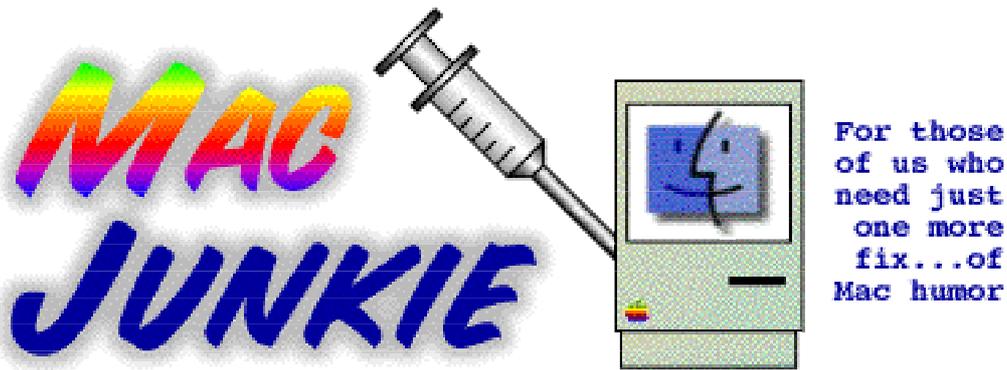
<http://applewizards.net/staff/erikbarzeski.html>



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Pre-Introduction

I know this is what you've all been waiting for: the results of last month's **Mac Junkie** Survey! Since all of you participated in the survey, I shouldn't have to recap what it was about, but for formality's sake, I'll do it anyway.

Last month, I asked you to tell me who stole the Pentium II in Intel's Super Bowl commercial. The choices were: Janet Reno, David Hasselhoff, the Spice Girls, Those Damn Dirty Apes, and the Snail and Richard Dreyfus. Of course, you could also write in your own candidate, and that you did. The race was close, with The Snail duo winning by capturing a mere 45% of the votes. A table appears below with the results.

| <u>Nominee</u> | <u>Votes</u> | <u>Percentage</u> |
|---------------------------|--------------|-------------------|
| Snail and Richard Dreyfus | 36 | 45 |
| Cancer Man | 6 | 7.5 |
| David Hasselhoff | 5 | 6.25 |
| Bill Gates | 4 | 5 |
| Janet Reno | 4 | 5 |
| No One/Who Cares | 4 | 5 |
| Spice Girls | 4 | 5 |
| Those Damn Dirty Apes | 4 | 5 |
| Other | 13 | 16.25 |
| Total | 80 | 100 |

Just for the three of you that are interested, some write in votes in the other category (of which there was only one vote per candidate) were Bill Gates, Mac Junkie, The Borg, Monica Lewinsky, Andy Grove of Intel, and Steve Jobs. Thanks all of you who voted (80 people in all). A full list of all of the write-ins is available on Mac Junkie's page at

<http://applewizards.net/staff/marcmesser.html>.



Introduction

It just keeps getting curiously and curiously, doesn't it? The past few months, we've witnessed the rebirth of Apple, its return to profitability, and even the practical jokes of Jobs and Ellison on wannabe CEOs. I, for one, have enjoyed these fast-paced, changing days at Apple, but something is missing and that is permanence. Everyone is ready for Jobs to either strip the "Interim" part from his

title and become a full-fledged CEO or to allow someone else to come in and take over...right? Well what if I told you that neither of these options are possible. Despite how it may appear, Steve Jobs is not in charge of Apple! This month, I will take you through the twisted inner workings of this great company. I will even show you how I got this information, so you can play along at home. Think of this month's edition as:



America's Worst Apple Conspiracies VIII (Soon to appear on FOX prime time)

Yes, in the shadows of The Scariest Police Chases III and The World's Dumbest Politicians IV, Apple conspiracy theories have arisen. At first I was skeptical as to whether any of these theories could be true, but an amazing 53% of all Apple rumors turn out to be true! In addition, Jobs has been rumored to have personally "Steved" the other 47%. Combining those two numbers gives you a whopping 100% accuracy rate!*

Since all of the rumors sites have protected their sources, I had to reverse-engineer a device of my own which would give accuracy equal to the rumor sites. I eventually discovered that reading tea leaves appears to be as accurate. Tests showed that the leaves correctly predicted World War I, albeit a little late, and even foresaw the coming of the antichrist: a fellow by the last name of Gates, or something. What I needed to do was use these tea leaves to find out what was happening at Apple, and what is going to happen.



Is Steve Jobs Merely a Figurehead?

As strange as all of this may seem, the tea leaves told me (in case you were wondering, tea leaves have a distinctive sound... kind like Papa Smurf on codeine) that Steve Jobs isn't the guy in charge at Apple. Just like Darth Vader had his Emperor and Napoleon Bonaparte had his Peter Fonda, Jobs is merely a front for a much greater power; one that we shall call:



The Baio Triumvirate!



Yes, the reason that Jobs seems so powerful is that he has a triumvirate behind him. It is a trio of stars from the 80s, who most had thought just vanished from the face of the earth. This trio is headed by none other than Scott Baio! Most of you remember Scott as that lovable Charles who had his own show, Charles in Charge, back in the decade known by experts as "the 80s." Many of you don't know that that show was just a front, a chance for Scott to plan. "To plan what?" you

might ask. To take over the world and form his own cable channel, showing nothing but Charles in Charge 24 hours a day? Perhaps, but that's where you will come in.

No matter what his plan is, Scott Baio couldn't do it alone. He needed the help of two others, the muscles of the operation. The first to join was Tina Yothers, the angriest and meanest of the Family Ties Mafia. You may remember her as the kind Jennifer Keaton but many feel that The Tina Yothers Show drove her over the edge. She was joined by none other than Christopher Hewett (Mr. Belvedere!), whose ability to make scrambled eggs as he dealt with Baio's enemies solidified his spot on the Triumvirate. What does Scott Baio have to say about this? Apparently, he was having lunch with Bill Gates and couldn't be reached for comment. Hmm, the plot thickens.



When Scott Baio gets angry, Mr. Belvedere gets angry. And when Mr. Belvedere gets angry, people die!



So you see, Jobs isn't really making all of these decisions at Apple. It really is Scott Baio and his Baio Triumvirate who are making the decisions. For some reason, the tea leaves started to get a little vague here. Maybe I should have changed the bag or added some sweetener. Who knows, but what I do know is that this has brought us to yet another **Mac Junkie survey!** I figured that since it worked so well last month, the only sensible thing to do would be to run the concept into the ground as quickly as possible before anyone else can try it.

□
So....

What does Scott Baio hope to accomplish?

Here are your choices:

1. World Dominance (including his own cable network featuring Charles in Charge).
2. Develop Apple into a computer manufacturer/Major League Baseball franchise.
3. Prove that I can write a column without mentioning Janet Reno (oops!).
4. To destroy David Hasselhoff.
5. Implant the Charles in Charge theme song into the ROM of every Mac so you will hear it every time you start up, instead of the ever popular "Waah" sound.
6. Destroy the entire Growing Pains crew.
7. Prove to my friends and family that more than a dozen people read this column.
8. Allow for Mac Junkie to continue to write open-ended columns in the hope that you, the reader, will finish the job.

The survey will be available on the **Apple Wizards website**. Just click on the link for the "**Special Area**" and you'll see my voting booth! And as always, you can add your own ideas as to why The Baio Triumvirate has taken over Apple. This also gives you, the reader, an easy method to send graphic portrayals of the time that you stuck the paper clip into the disk drive at "the wrong time". Just so you know, I love it when readers add comments to the survey. See you next month.

*Figures estimated by dividing the mean number of Spaghetti O's per can with the per capita snack cake consumption of British Columbia. That number is then multiplied by my favorite color's hexadecimal HTML representation and then divided by the number of useless conspiracy theories that I have mentioned in previous editions of Mac Junkie as decided upon by an independent board of Apple Wizards columnists.



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Extra Extra Read All About It We Feel Your Pain Brothers and Sisters

Oh, man. Deadline hanging over me like a guillotine. Hard to think — gotta upgrade to a higher quality sour mash. How will I ignite that creative spark? A quick perusal of the usual places reveals nothing with psychotropic properties. I picked a heck of a week to give up hallucinogens. Hey, Rocky. Wanna watch me pull a rabbit out of my hat?

We need something to rev up the troops. Hmm... Something useful and helpful to the community would be nice. Aha!

How many times have you sweated bullets trying to conjure up that perfect letter to respond to the latest inane swipe at the Mac? How often would you give anything to have a well-crafted missive at your beck and call to launch at some moron whose absurd prattling was billed as "thoughtful analysis" in your local paper? Are you tired of not having time to fire an enlightening bolt towards a school contemplating a transition to Windoze? Ever wanted to articulate to a friend or family member why a PC is a stone-cold stupid choice of platforms?

Well, mein freund, do we have one for you! We're going to make the process of generating well-written, articulate, thoroughly-researched, succinct letters so doggone pleasant it'll be better than... OK, well perhaps not that good. But, damn good. Trust me on this one.



We Will, We Will Write You

Step right up and take your pick. We're going to be your warehouse for top-notch correspondence. Our aim is to have a selection of letters, grouped by category, that you can download and send to some well-deserving soul. You can assuage your conscience and still have some free time.

And, we're talking real letters here. You know, the old fashioned kind. Print 'em, fold 'em, stuff 'em, lick'em, send 'em. Sometimes retro is good.

Email can get you into trouble. It has me at least. Did you ever run to the computer in a fit of passion and craft that most perfect assault on someone's

character and parentage? Ever regret it later? Seems to be easy to do.

In fact, for a number of reasons sometimes snail-mail's a more apropos means of communication. Many people place more weight on a piece of paper, assuming it took more of your time to compose, than they do on email. Strange as it may seem, some really high muckety-mucks simply don't use computers! A friend of mine, who runs the network services at a large university, stunned me the other night when he told me that the president of that august institution of higher learning did not even have a computer. Holy Cro-Magnon, Batman!

Sometimes, and I can personally vouch for this, the email address you are given for an executive actually goes to that individual's secretary, who will inevitably filter out what she can get away with. That executive will most likely have a private email address that is not public knowledge.

Sometimes you simply need to send a piece of plain, old-fashioned mail. For those occasions, we're pleased (and just a wee bit proud) to announce "Down to the Letter." This new service of Apple Wizards is located at <http://www.applewizards.net/dttl/>. There aren't many letters there yet, but we're working to add new ones all the time. You can help us.

We need your best efforts to add to the warehouse so your fellow Mac-travellers can have just the right piece of ammo for the right target. As you go about your normal business of protesting/congratulating/correcting, etc. whomever, please send us a copy of your correspondence. We'll strip out the personal parts (such as name and address) and add it to our war chest.

Perhaps best of all, you can also cut and paste from the warehouse of letters into your email when that's the best way to convey your point.

Cheers!



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□

Jennifer Ho <jennifer@applewizards.net>



Welcome!

In the spirit of Apple wizardry, I am delighted to bring you **Shop Talk**, whose raison d'être is simply this: demystifying technology terminology and making the lingo accessible to Mac users.

The Mac, unlike other computers, is like a friend, not a black box to which the user remains indifferent. So the idea is that if we understand the basic meanings, underlying principles and concepts of its specialized language, we can get to know our Macs better or in an entirely new way. On a practical level, a knowledge of computer jargon allows us to tell stories or relate experiences, including questions and problems. The Macintosh is the least problematic personal computer — we know that — but you never know when you might have to call technical support, and computerspeak definitely facilitates communication. I hope, then, to introduce terms to the beginner and to present additional information to initiated power users. Beyond standard definitions, this might include word origins, or etymology, differences in use in the field of computing vis-à-vis the larger sociocultural context, and examples of what could happen linguistically when those worlds meet.

Finally, I would like to say that Apple Wizards readers are strongly encouraged to send questions or anecdotes about technology terms. Your question could be selected to appear in a future issue. So get on your Mac and send in your question! Just pop by <http://applewizards.net/> and look in the Special Area. There, you'll see an area to send me a term. Send me terms that YOU don't understand and your name may appear with the answer in future columns.



Let's get this Party Going

To launch the first **Shop Talk**, I will begin with **hardware** since it is what constitutes our first contact with the Mac. "Hardware" refers to the physical parts of a computer system, including the electrical, electronic and electromechanical components. It also refers to devices such as printers, modems and mice, which are called **peripherals**. In essence, the "hard" means you can touch it, but shouldn't stick your hand inside an open Mac to grab at its parts. Nonetheless, tactile experience is a fundamental type of interaction we have with a



Mac. You adjust the monitor, tickle the keyboard, wiggle the mouse, and brush the front and sides of the computer. You can't touch **software**, computer programs that make hardware work, although you can hold a floppy disk, caress a CD-ROM, or rub a removable cartridge. Those media only store software.



What about visual experience? Well, a computer is often seen as a **black box**. "Black box" refers to a unit of hardware or software — or sometimes the human brain — that has an internal structure we are not familiar with. However, we do know a black box's function or if it is operational. Inside the Mac, there are many, many components essential to its operation. These are the parts you do not see on a regular basis.



The Brain and Heart of a Mac

The **processor** is called a chip because of its size and shape, but compared to a Dorito, it is much faster. Macs have either a 680X0-numbered chip or a PowerPC chip numbered 601 or higher; the latter gives Power Macs their name. A processor not only interprets and executes instructions, it fetches, decodes, and transfers information to and from other components on the main data-transfer path, the **bus**. It is also called a **CPU** for **central processing unit**. However, the term CPU can encompass the processor, its memory or, even more broadly, the main computer console. Central processing units that have a single chip are called **microprocessors**. Hence the term **microcomputer**, albeit it is used less frequently today. Many universities still use the expression "microcomputer facility" to distinguish a workspace with individual computers from one with **mainframes**, computers often shared by multiple users via terminals. In sociocultural usage, we tend to personify the processor as the computer's brain.

In the quest for more visual and tactile interaction with your Mac, you can open it, then pull out its **logic board**, which is more commonly known as the **motherboard**. Caveat: before you do so, read your manual! The motherboard is the main circuit board containing the primary components of your Mac. If you look closely, you might be able to locate the chip. It is sometimes hidden, however, under a miniature fan — like the 603ev in my Mac — or a **heat sink**, which is basically a piece of metal that absorbs and dissipates heat from the processor so that it doesn't overheat like a Pentium II. The **fins** of the heat sink help transfer heat to the air.



What causes the heat? Each processor runs at a speed. This is referred to as **clock speed** or **rate** because there is a clock, an electronic circuit, which generates timing pulses synchronizing every operation. The system clock is set by a quartz crystal, thus it is not the same clock maintained by a battery on the motherboard. Clock speed is measured in **megahertz** or **MHz** (1 MHz = 1,000 kHz or 10^6 Hz). Hertz is the international unit for measuring frequency; it describes one cycle of a phenomenon (such as wavelength) per second. For example, you can find the same measurement on

your AM/FM tuner. Although one principally thinks of the processor as a brain, I like to think of it as another vital organ, the heart. In fact, Hertz resembles the German word for heart, Herz — both are pronounced the same in German. We can think, then, of megahertz as a Mac's heartbeat. If the heart metaphor is too cute, how about pacemaker? At any rate, PowerPC chips in the near future will leave behind the "mega" and go "giga" as in **gigahertz** or **GHz**. The prototype, in IBM's care, already exists. That's a generous heart!



What's Your Favorite Chip Flavor?

You might have heard or read about the PowerPC chip being a **RISC** processor. "It's a risk, a big risk!" does not apply to this chip. The acronym RISC stands for **reduced instruction set computing**. This is a microprocessor design that focuses on rapid, efficient processing of a relatively small set of simple instructions. The RISC architecture optimizes each instruction so that it can be carried out rapidly — usually within a single clock cycle. RISC is compared to **CISC, complex instruction set computing**. The authorities state that RISC chips execute simple instructions more quickly than CISC chips, but are slower at executing complex instructions, which need to be broken down into many machine instructions that RISC chips can perform. But as PowerPC clock speeds climb, this process will not make a difference; RISC chips are faster than Pentiums today and any day. Besides the PowerPC, Sun Microsystem's SPARC is a RISC processor.



Next Month in Shop Talk...



Hardware definitely constitutes the most tangible aspect of the Mac, but in and of itself, it lacks personality. It is the software which gives the Mac its character and defines, for us, a more interesting and personal type of interaction. In next month's **Shop Talk**, I propose a continued discussion of hardware components that, in conjunction with software, make up the Mac's friendly personality. Some of the essential components are memory, specifically RAM and ROM, and storage media like hard disks, floppy disks, CD-ROMs and so on. Thus, in part two, our focus will be on the interdependent nature of hardware and software in Macs just as we are a combination of nature and culture.



Word of the Month or Mot du mois \mo' dew mwah\



UDF Volume Access

DVD \dee-vee-dee\ : acronym for **digital video disc** or **digital versatile disc**. DVD is the next generation of optical disc storage. With this technology, video, audio, and computer data are encoded onto a CD, but it can store much more information than typical CDs. For example, a standard, single-sided DVD stores 4.7 GB (gigabytes) of data. The two-layer standard, proposed by 3M's dual-layer "2P" technology, has a capacity of up to 8.5 GB. However, that isn't all! DVDs can have two sides, which raises the maximum storage to 17 GB per disc.

That is quite an achievement. Yet, you will need a digital video disc player to take advantage of DVDs. Fortunately, this player has the ability to read older optical storage technologies. Don't throw away your CDs yet like you have replaced your vinyl records or cassettes. Advocates of DVD do, however, see it as a replacement for current formats such as laser disc, CD-ROM, and audio CD. The new standard format is called **UDF** or **universal disk format**. In fact, MacOS 8.1 supports volumes in this format and is the first operating system to do so. In the near future, look for DVD-R (recordable), DVD-E (erasable), or DVD-RW (rewritable).



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Ron's Recommended Sites

This month's theme: music

Most of you who read my column faithfully can tell that I am a music hound. I am a rock and roll nut and whenever I am online most everything I do is either related to music or Apple Wizards (much more of the former). Here are some real gangbuster music sites for you rock stars out there.

U2 and R.E.M.

<http://popmart.zonation.com/>

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

Whenever I go online these are the two sites I always check out. When I am looking for a band-related website what I am most interested in is up-to-date news, and these pages have it. For crying out loud, how many pictures of Michael Stipe do I want to look at? Sheesh.

Lots and Lots of Links

<http://members.tripod.com/~DonnieB/links.html>

This links page is well put together and has connections to homepages of a wide variety of artists. It also has a bucketload of good guitar tablature pages.

Planet Ringo

<http://cfa-www.harvard.edu/cfa/ps/special/RockAndRoll.html>

Dude, there is a minor planet named after Ringo Starr. Whenever a minor planet is discovered the discoverer may name it. Some scientists are rock fans and choose to name them after admirable artists. Every Beatle has his own planet. That's darn cool.

□

What we've accomplished today

We've succeeded in demonstrating that the Internet, once again, contains useful information for everyone, even me. Be sure to write to me with suggestions for future themes! Thanks, and peace out.



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The Wacky Month of April



Apple Seedlings News and Notes



Hot Dang, the Enemy is Smart



The Wacky Month of April

I am sorry to announce that Apple Wizards will be closing its virtual doors after this issue. It has simply grown too popular for me, the illegitimate son of Steve Jobs and Larry Ellison, to carry on. I bid you all farewell and I wish you the best.

Of course, I'm kidding. April Fool's. Ha ha. Yeah, whatever... Send all comments to erik-the-dork@applewizards.net.

I must admit that I was one of the last in the world (save for a few third-world ghettians) to see the movie Titanic. Yeah, yeah, go ahead and boo or hiss. I've since seen it three more times, so I've almost caught up to everyone else.

What does Titanic have to do with Apple Wizards or Apple in general? Well, not much. However, Titanic sunk (and it still sinks every time I watch that movie, to my great disappointment), and Apple is supposedly sinking. Can parallels be drawn between them? Perhaps...

Note: some references below are to the movie, some to real life, some to both.

Titanic attracted the best. Many of the world's richest people sailed on the maiden/only voyage. Forget Jack Dawson — the likes of Rose DeWitt Bukater

and the other first-class people on board could have purchased a small country. Likewise, Apple and the Mac attract the best and the most creative. The AppleMasters website attests to that very fact, and can be found at <http://applemasters.apple.com/>.

Rose was struggling to be free. Free of confines forced upon her by others, namely her mother Ruth and her fiancé Caledon. Likewise, Mac users have long fought to be free of the shackles of the Windoze World in which we live. Rose found salvation in a creative, imaginative, free spirit. Many of us would likewise consider our Macs an outlet for our creativity, imagination, and spirit.

Titanic sunk because of poor leadership, at least in part. The captain of Titanic repeatedly ignored as many as six ice warnings. The end result? We all know. Apple has long been on a collision course with a computational iceberg. Say what you will about Gilbert Amelio and most that preceded him — they didn't get results. Poor marketing and other, well, stupid decisions sunk Apple deeper than they should have sunk (no pun intended). Hopefully, warning number six was heard by Steve Jobs and will not be ignored. Actions in the past five months seem to indicate that this may be true, and frankly, that's a relief.

A better half? Who is to say that the first-class people on board Titanic were any "better" than any others? Not I. However, I'm sure that the sentiments expressed in this bit of dialogue express many first-class mindsets during that time.

Rose: Don't you understand? The water's freezing and there aren't enough boats. Half the people on this ship are going to die.
Cal: Not the better half.

Have you argued with a Windoze user lately? They repeatedly seem to profess that Windows is better, yet can not usually give even one solid reason as to why. Jack may have died in the end along with most of his other third-class cohorts, yet one could hardly say that Cal won. True love won in the end. Mac users love their Macs, and true love wins us over each and every day.

I'm sure that many other similarities could be found, but frankly, I'm not going to look very hard for them. It was probably a dumb idea to begin with, right? :-)

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Apple Seedlings News and Notes

As many of you may know, Apple Seedlings is a portion of Apple Wizards that publishes articles written by **you**, the Mac-using public. In the month of March we posted several great articles. We've listed them below with URLs and author credit as well as quotes from the article. Be sure to drop by Apple Seedlings at <http://applewizards.net/seedlings/> or by the individual articles listed below. Also, be sure to send submissions to seedlings@applewizards.net.

The Truth about the PowerPC

<http://applewizards.net/seedlings/archive/powerpc.html>

Christopher LeMoyne

I have seen some articles on the net lately that claim that the G3/750 chip is the successor to the 604e. Not true. The G4, due in late 1998/early 1999, is the successor to the 604e. The G3 is the successor to the 603e as it is aimed at the same market (mobile, entry-level). Although it is not entry-level at the moment, as with all things computing, it soon will be.

Lapin Flambé, Madame?

<http://applewizards.net/seedlings/archive/lapin-flambe.html>

Craig Cox

In a brilliant move of advertising Aikido, Apple and Chiat/Day just transformed every Pentium II dancing do-do display into an Apple advertisement. Think about it. No one that has seen Apple's version of "Boogie Fever" will ever again be able to view the Intel version without thinking of one thing and one thing only – Apple computers are up to twice as fast as PCs. Wait a minute; make that two things. Viewer will also recall that Intel's ads were meaningless drivel.

Why Apple will Fail

<http://applewizards.net/seedlings/archive/failure.html>

Marc Zeedar

There's an old saying that the truth hurts, and there's no better example than a Mac lover admitting the following: **Apple's doomed and we all know it.**

Note: This article is somewhat satirical and it does not really say that Apple's gonna kick off. Just be sure to read the whole thing, okay?

The Addiction

<http://applewizards.net/seedlings/archive/addiction.html>

Brent Kenton Jordan

His incessant rocking caused the ergonomic chair to squeak rhythmically, and the clicking of the mouse kept a discordant time. With each snapping click the window on his monitor changed. The images came faster now with the nervous twitching of his fingers.

Leaping Rats and Lemmings

<http://applewizards.net/seedlings/archive/rats-and-lemmings.html>

John N Bryan

There is a lot of talk, or so it seems, of people shouting "Goodbye Apple!!". Don't worry about it too much. Do what you need to do, what you think is right, what you feel is right. There is no other better indicator that you can trust, and in the end, it is the only one you truly have.



Hot Dang, the Enemy is Smart

You know, as evangelists of Apple Computer, Inc. and of the Mac OS (Rhapsody, whatever), it's important to know your enemy: PC users. Many of us don't quite know what makes them tick. Why do they use PCs instead of Macs? How do they get through life? Well, I've copied and pasted below an email I received for your enjoyment. I did not modify this block of, ahem, "thought" in any way, shape or form. Yes, it's from a PC user. Is it understandable? I'll let you be the judge.

P.S. Don't laugh too hard. I think he meant this in all seriousness. Oh, yeah, and I edited out the swear words.

Whatever you say bud but I'm not sure you are correct about the software. I'm sure you have over 14,000 software titles but how many are on IBM I'm sure that number is bigger a lot bigger so yes software is a problem 14,000 is nothing. Speed? Not with the new G3, of course I know it's faster. Up to twice as fast, the Key Word is UP TO. Simplicity SUCKS, it's for kids and simple minded people. I use the wheel but it's also connected to the spindle to the rotor to the bearings to the blah blah blah. In addition to a thousand other parts that make it work in our daily lives and suddenly the wheel isn't so simple after all. I don't waste time with dll files either. They do have software that does that you know? and I don't even have to empty the trash the program does it for me. Duh Teachers get a big discount on Mac stuff I know about that. Every other use is something not quite clear describe thier uses and I will give you argument of thier faults on both sides. As For hollywood I haven't seen too many special effects shows with mac's but I know they are out there. and yes I do know that Mac has some good graphics programs out there because one of my friends is a hard core Mac fan. We talk alot. Actually I'm only 18 at the moment. So that gives me a life time to work on it. Youu sound as if you've

been around the block a few times but perhaps you have to get that □
abviously management attitude. But I guess i'm not one of your employee's
so you can kiss my bleep if you think that I give a bleep so don't
apologize it's not your fault. Huh, I run my own business also but mine is
real, i'm not saying anything to hack internet businesses. But it's nice to
know I could ruin your livelyhood by havig a few friends stop by your site
and play around a little. That's a goal of most of the people I know. Run
the Mac into the ground Someday it will happen but I guess that marketing
mistake you made sealed your doom huh? But I guess it won't be any time
soon. Personally though I think mac's are ok, If I liked them more perhaps
I would use them as they do have advanteges but I have never had a problem
I couldn't solve with a IBM. Besides if you need to learn something more
complicated then that assumes your know more and that assumes that you have
the capacity to know more and isn't information what we consider
intelligence? So I guess you could say that IBM users are more intelligent
that Mac users. Oh and my logic isn't flawed but you can try anyways. me
and Socrates are right on this one though. Sorry:)

Peter

Peter Demski



APPLE  WIZARDS



<http://applewizards.net/>



BEHIND THE MAGIC

General Information

Thank you for taking the time to read **Volume 1, Issue 11** of Apple Wizards. We sincerely hope that you enjoyed it. This issue of Apple Wizards was created in **DOCMaker v4.8.2** and **Adobe Acrobat Distiller 3.0.2** using the fonts **Monaco** and **Palatino** (graphics use **Courier** also). Please visit our website at <http://applewizards.net/> or the DOCMaker website at <http://www.hsv.tis.net/~greenmtn/> for more information.



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Staff



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Erik J. Barzeski

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I am, among other things, the owner of my own business (Barzeski Enterprises, Inc.) and an avid Cherry Coke drinker. When I'm not burning CDs, working on Apple Wizards, or otherwise using my God of a Mac, I'm usually playing some sport or another or designing a website for someone. I've been a Apple fan since I first played Oregon Trail on my family's IIE. Too bad little Billy Gates always died by the time we got to Blue Ridge Run...

I enjoy working on Apple Wizards because I have a serious distaste for free time.



PR/Business Director

Daria Aikens

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I am a 20 year old senior in Business Administration at the University of Florida. When I'm not glued in front of my souped up Performa 6400, I can be found rehearsing and choreographing for the University dance troupe, Floridance. Apple: If you are looking for anyone to choreograph a dance piece for next year's "Apple Road Show," I'm available!

My work at Apple Wizards is dedicated to the memory of my Apple IIe and beloved Macintosh Classic.



Apple Seedlings Curator

Aaron Linville

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I am a 17 year-old high school student and plan to major in Computer Science in college. Currently, I work as a computer consultant with a CNA/CNE and, due to the rather unfortunate expanding market of Microsoft, I will be getting MCSE soon. I have used almost every operating System ever made, and I always keep coming back to the Mac OS.

The mind is the most imaginative, creative, and powerful thing in the universe. Why waste your energy using any other tool besides the Mac OS, the best tool to harness that energy?



Columnists

John Brochu

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A successful shareware author on various platforms for over 10 years, John continues to support his popular MacOS-only shareware products, CalcWorks and PopUpCD, and maintains his popular website, SiteLink. He also produces an expanding line of CD-ROMs available exclusively on SiteLink.

I'm proud to be a contributor to such a quality publication as Apple Wizards.

□Pete Burkindine

pete@applewizards.net

An Apple/Mac lover since 1986 (remember Lemonade Stand?), Pete is a web designer, Mac consultant, and freelance humorist about to pack his rear off to college to study computer engineering. He is an ardent supporter of Hotline Software at <http://www.hotlinesw.com/> , and you should be too. He is also an accomplished French hornist, and loves to ski. He is very much in love with his girlfriend, who is wonderful.

I write for Apple Wizards because I just can't say no to Erik (he's so cute!). I hope you all enjoy my columns, otherwise I will be deeply emotionally wounded and go sulk.

Craig Cox

craig@applewizards.net

I am a logistics information systems manager for the US Government. When I'm not battling the takeover of the government by Bill Gates, I'm playing with my daughters, swimming, reading, or trying to keep the "money pit" from collapsing in around us.

Apple Wizards looked like a cool bunch of folks with the same general philosophy of combating banality and enjoying the finer things in life – like Macs.

Ron W. Freeman

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Born in the greatest decade known to man (the 1980's - what else!), Ron has progressed through various levels of schooling to become a high school junior (almost to the top). R.E.M. is the band he grew up with, though other favorites include U2 and 10,000 Maniacs. Ron enjoys spending time learning to play the guitar and working in ice cream parlors.

Apple Wizards to me has a very special place. You know, that place on your back that you can't quite reach no matter how hard you try...

Jeff Frey

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The one thing every "well-rounded" college student needs is a foreign language. Well, I can answer with the standard "Uh, yeah, I took German for two years," or, I can answer by saying "I'm proficient in C, C++, Pascal, PowerPlant, Java, HTML, and AppleScript." Usually that gives me the same affect as saying "Ich habe Deutsch studiert." And of course, I'm devoted to the Macintosh...the computing choice of the NeXT (oops, did I hit the shift key too many times?) generation.

My columns for Apple Wizards are meant to encourage experimentation and dabbling in HTML, since everyone knows that only the MacOS encourages those same qualities in every user.

□Jennifer Ho

jennifer@applewizards.net

I am a graduate student working on a Ph.D. at the University of California, Berkeley. Berkeley is not only a bastion of alternative living, it is a Mac-friendly environment and home to BMUG, the largest Macintosh User Group. When I'm not teaching at Cal or writing literary criticism, I am on my 6500, playing Myth, reading the press, and evangelizing the Mac, which I have been using since 1987.

Vive le Mac! Vive Apple! Audentes fortuna juvat. Der Mac ist der Computer über alles. Sei bravissimo e carissimo, il mio Mac.

Brian T. Kelley

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<http://applewizards.net/staff/briankelley.html>

Brian is the Apple Wizards shareware guy. In addition to his AW work, he writes technocentric fiction and non-fiction. He lives and works in upstate NY with his wife, Gini, and their Performa 6205.

Writing the Apple Wizards shareware column is a great way to justify all the downloading I'd be doing anyway!

Alex Kushner

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<http://applewizards.net/staff/alexkushner.html>

I have been a Mac enthusiast since my first contact with computers. Currently I am attending High School in Los Angeles and I am a SOCCER FANATIC!!! When I am not at school, working, or playing soccer I can be found at my cozy desk with my Performa 6400 and LC conducting interviews, surfing the web or playing games!

Long live the Mac and all who support it! =)

Owen W. Linzmayer

owen@applewizards.net

I've been writing about computers since 1980 and have had hundreds of articles published in major national magazines. At various points in my career, I have held editorial positions at Creative Computing, Atari Explorer, A+, MacUser, and MacComputing. Since 1990, I've been freelancing, writing exclusively about the Macintosh. A native of New Jersey, I'm currently living in San Francisco with my wife and two cats.

I'm writing for Apple Wizards because I desperately need to spend more time on the computer aggravating my repetitive stress injuries for absolutely no pay.

□ Marc Messer

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I'm a 20 year old junior at the University of Florida studying Computer Science through the college of business. When I'm not on my 6500, Gustav, I'm doing such useless time consuming things like sleeping, eating, and occasionally going to class. I'm forever struggling with java and nothing ever compiles. Other than that, I like to watch UF sports and listen to hardcore, ska, and hardcore ska music.

I love to play with PCs! I especially love to play with the autoexec.bat. But for some reason, no one will let a Mac user play with their PC.



Many Thanks

Our gratitude goes out to Other World Computing. Other World Computing has sponsored us for an entire year, thus enabling us to bring you Apple Wizards each month. Please support Apple Wizards by visiting our sponsor at <http://www.macsales.com/>. Thank you.



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