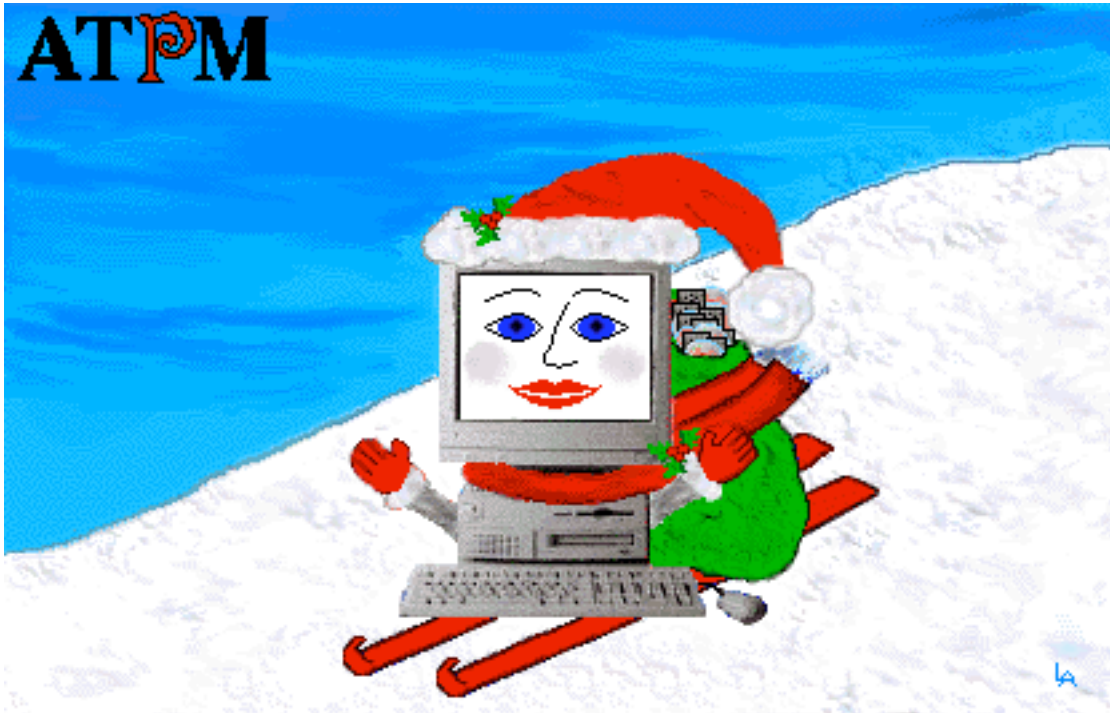


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*About This Particular Macintosh™ 2.12: About the **personal** computing experience™*

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“Santa Mac”

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

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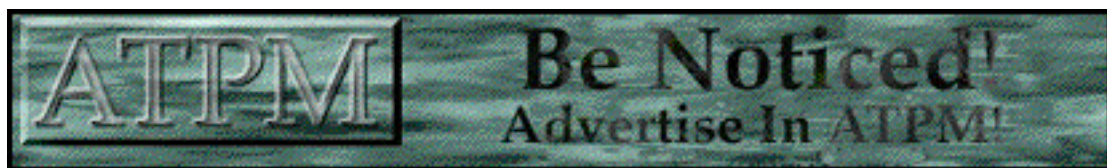
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Welcome

We're glad you're back. As we prepare for New Year's Day (we know that many in the Mac-using world have been looking forward to 1997 since about the beginning of 1996), we're happy that you've joined us for our special year-end issue.

We know what you're thinking - if it's the year-end issue, why do we have a picture of Santa on the cover? Simply put, we like this holiday stuff. We also want to stay in good with the guy from the North Pole. There's a lot of cool stuff we want to find under the ATPM tree - new hardware, software upgrades and a lot more readers. We're happy last year's "wish list" came true. Apple's on the way up, Macintosh prices are on the way down and our readership continues to grow.

Over the past 12 months the Macintosh world has been turned upside-down, inside-out and spun around. We've suffered the indignities of bad press, bad mouthing and a very bad perception of Apple's position in financial and consumer marketplaces. Today, as we prepare for the new year, we're confident that Apple Computer has not only survived, it has already begun to thrive - again.

To the Future and BEyond...

We've seen a lot of changes during the past year, especially in the way we can browse the Web, search for information and communicate via e-mail. Michael Tsai's Personal Computer Paradigm column this month focuses on these changes and what, in his view, Apple should do to make things even better.

Our cover story this month focuses less on Apple's past and more on the cool things in Apple's present and what's planned for its future. It's called "Not Looking Back." Perhaps that's good advice for all of us. Take a look at H.M. Fog's story inside and see why.

One area of interest for all Mac users is the recent pace of enhancements and upgrades to our favorite System software, often available "free" via the Internet. We think this torrid pace of enhancements and upgrade offerings will continue. In Chad Poland's Segments piece "Keeping It Up to Code," he shares his views on trying to keep all our software up-to-date.

This month's Apples, Kids & Attitude reminds us why it's called a personal computer - no matter the year. We hope that never changes...

Name that New Year...

While most of the world will be referring to the coming new year as 1997, we'd rather call it the year of the "Be" (Be Inc. that is). Speculation surrounding this company is a melodrama/soap-opera/cloak-and-dagger mystery that rivals the best of TV's midday offerings. Who's talking to who about Be truly has the industry "a-buzz." We're looking forward to the next episode of this hi-tech story. We think something big is going to be announced. But alas, we'll all have to wait until next time. We'll keep you posted. Please feel free to send us your thoughts.

Kernel Mustered in the Lab with the...

Reports are that Apple has developed a stable micro-kernel as the foundation of OS 8. We don't know if this work was inspired by Ellen Hancock or Dr. Gil, but we do know it happened in the Apple lab. We're all waiting for a commercial version of this handiwork so until then we'll look around for more evidence. The announcement does indicate that nay-sayers about OS 8 really haven't got a "Clue." We'll see how this mystery develops. We have a feeling there'll be more than one pair of hands (and pieces of code) involved.

Movin' On Up...

Since last New Year's Day, ATPM's readership has increased roughly ten-fold. We thank you for your support. To accommodate our continuing growth (and our future plans) we will soon be expanding and enhancing our Web site. It will also mean new e-mail boxes for ATPM and the staff. We'll keep you posted. Until then...

Please enjoy!





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We'd love to hear your thoughts about our publication. We always welcome your comments, criticisms, suggestions, and praise at ATPMEditor@aol.com. Or, if you have an opinion or announcement about the Macintosh platform in general, that's ok too.



FEATURE

Not Looking Back

BY H.M. FOG, HMFog@aol.com

Macintosh Performa 6400/200

Features

High performance

- 200-MHz PowerPC 603e processor
- Internal fax modem supports speeds up to 28.8-Kbit/s data and 14.4-Kbit/s electronic fax send/receive as well as speakerphone and digital answering machine capabilities
- Built-in 8x-speed, tray-loading CD-ROM drive

Rich multimedia

- Support for up to 32,768 colors and monitors up to 17 inches (diagonal measurement)
- 16-bit CD-quality stereo sound with SRS surround sound and integrated subwoofer



When Apple Computer made the transition to RISC-based processors, the company again ushered in a new era of personal computing power and performance. The industry alliance of Apple, IBM and Motorola established to support the Power PC program has also brought about significant change in the development, manufacture and sales of Mac OS personal computers.

The looming introduction of the RISC-based processor to the Wintel market and the continuing “battle of the browsers” between Microsoft and Netscape mean new battles for both hardware and software market share. This time around Apple may be less a contestant in the skirmishes and more an interested bystander. The company may gain ground simply by staying out of the fray. It could very well be the computer industry irony of 1997.

This article will explore the idea that because of recent changes in its market approach and

product development, Apple Computer is uniquely positioned to realize significant growth in market share for the Mac OS and Macintosh-related software. Hefty hardware sales gains for Apple, Power Computing, UMAX, Motorola and other Mac clone makers are also favored. It's time for Mac users to look forward and a time for not looking back.

Microsoft Chairman Bill Gates has been warning the financial markets for several months now that the company he leads may not, in the short-term, maintain its recent pace of sales and profit growth. This is not news. Executives at Microsoft are on record as saying that their company will continue spending huge sums on research and development to maintain its leadership in core markets. Intel, maker of the Pentium and Pentium Pro micro-processors, is beset with its own problems. One is that Pentium processors sell at almost commodity prices. Another is the encroachment of less costly alternatives that don't require the latest, premium-priced micro-processors, such as network computers and other more limited, specific-use machines.

Personal computers are considered a "durable good." Consumers intend to keep them for quite awhile. Few business and fewer households can afford to replace their computers annually. This is a real world fact. To maintain good-sized margins, companies need to innovate and improve their products. However, the costs to develop innovative products must be timed with market need and other factors.

It is this writer's view that the hype over Windows '95 exaggerated the real demand for personal computers. I also feel that many personal computers were purchased for home use well before a definite need had developed. In short, many of the computers purchased were more for entertainment or other luxury uses than for occupational or educational necessity.

When Windows '95 was introduced, the Internet attracted a significant number of new users. Many who purchased personal computers in the latter part of 1995 and the first part of 1996 may have had Internet access in mind, however few envisioned how fast the Internet would change the way we communicate across-town and around the world. The pace has been so fast that non-RISC based computers will quickly become outmoded in many commercial environments and homes. However, resources may not be immediately available for business and home users to upgrade their machines. This will significantly impact the market approach of many companies, including Microsoft, Intel, Apple and Motorola.

These circumstances have set the stage for a resurgence in Mac OS-compatible hardware sales and for broad gains in Macintosh software's market share. The reasons are simple. Those of us who currently (December 1996) spend at least an hour a day on the Internet have witnessed almost daily advances in technology and Web site sophistication. During the past year Apple Computer has modified its business models, dramatically reduced costs, fundamentally revised its product lines and repositioned its approach to the market place. It's the first major personal computer company that has addressed current market realities by systematically restructuring itself.

Changes are evident in the latest Apple hardware products. The Performa 6360 and the Performa 6400/200 (pictured at the top of this article) exemplify Apple's new approach to the personal computer market. They're priced competitively with Wintel PCs, but the Mac OS offers the significant advantages of performance and ease-of-use.

Apple is also offering models tailored and packaged for a particular purpose, such as the Performa 6400/200 Video Editing Edition. This example illustrates Apple's ability to quickly develop and market personal computers for specific industries, professions and user skills. This approach will serve Apple well in the larger battle for market share that will include Personal Digital Assistants, the so-called Network Computer, portable computers as well as conventional desktop computers.

I mentioned earlier that many businesses and consumers will be reluctant to trade-up to new machines during the next 18-24 months. While the computers purchased in the latter part of 1995 and early 1996 are adequate for many tasks, the pace of technological change is quickly making these machines less competitive because of hard-drive size, installed RAM, processor speed, and other constraints. While many of these limitations can be overcome with add-on upgrades, the combined costs can meet or exceed the cost of a new computer. The typical home or small business user does not relish the prospect of opening their computer and installing upgrades. Purchasers will be more selective the next time they venture into the personal computer marketplace.

As we've mentioned many times in ATPM, Apple's current management team has successfully cut costs and streamlined manufacturing operations by reducing the number of different motherboard designs. The development of a thriving Mac OS clone market will also help to focus the company's efforts. Power Computing, UMAX and Motorola are in a position to offer full lines of Mac OS compatible computers, so Apple can shed the burden of "carrying" more computers designs than it can efficiently sell. This will allow the company to devote greater resources to building hardware and software solutions. It will also give Apple an opportunity to create pre-packaged systems for sub-markets such as Internet servers and graphic design workstations. By focusing on particular industries and sub-markets, Apple can sell products at a better margin than in the general market place.

The cost of a Macintosh has dropped significantly. This has been a benefit to home and small business users. For many, a Macintosh was viewed as a luxury computer because of its price. The development of a strong Mac OS clone market has made Mac OS computers much more affordable.

Among the many changes made by the current management team is a more open discussion of Apple's future and the overall direction of the company. Apple has stated that the Internet will be at the core of its market plan and product development efforts. So stated, the recent published reports from the company illustrate these objectives. Below are some key points from Apple's published paper on the internet.

- Making easy Internet and intranet access a standard feature of all Apple client platforms — Macintosh, Pippin, and Newton.
- Providing low-cost, low-maintenance Internet and intranet server solutions that allow anyone to publish information online.
- Enabling and promoting the development of best-of-class tools for creating high-impact, media-rich content for Internet and organizational intranets.
- Working with leading media industry players to help them take optimal advantage of Apple-developed standards and technologies on their intranet sites.

In the months to come, Apple will continue to assert itself as the industry leader for personal computer solutions in Web publishing and Internet communication. Product releases (including the forthcoming operating system updates) will continue to incorporate the latest Web-savvy technology.

The information and communication revolution has just begun. Recent changes in corporate direction and focus have uniquely positioned Apple Computer to profit from the coming changes in how we communicate and share information. Home and small business users will benefit because Mac OS-compatible computers have never been so well-priced. Apple's technology leadership in many areas of Web publishing and Internet communication will be a strong draw for buyers. Apple doesn't need to double its market share to double its profits. It simply needs to provide quality products at reasonable prices.

As the needs of computer buyers change to embrace this new era of information and communication, Apple Computer will be uniquely positioned for renewed growth. It's time to move forward, it's also a time for not looking back.

© 1996 H.M. Fog, HMFog@aol.com. H.M. Fog is a west coast computer consultant who sometimes writes articles for ATPM.





The Great Fall “Expotition”

In the classic story “An Expotition To The North Pole” by A.A. Milne, Winnie-the-Pooh and his friends set out to find that northern-most place on earth. They travel a seemingly endless distance while never really leaving the Hundred Acre Wood. Along the journey they reckon that the North Pole, because of its name, should be marked by a large pole sticking out of the ground. Toward the end of the story, while Pooh is using a long wooden pole that he found nearby in an effort to help Kanga’s son Roo from the river, Christopher Robin declares that the grand expedition is over.

In Christopher Robin’s mind, the wooden pole that Pooh had found and used was the one and only North Pole. The only thing to be done was to place the pole upright in the ground with an appropriate sign indicating that the North Pole had been discovered by the little bear.

Similar to Pooh’s great “expotition,” I had a wonderful opportunity to accompany my daughter’s Kindergarten class on their first official field trip. This field trip, while less ambitious in its plan than the one undertaken by Pooh and his friends, was no less an adventure for the two classrooms of kids and the parental entourage that traveled with them.

We set out from the courtyard outside the classroom with two Radio Flyer red wagons in the lead (filled with the crackers, milk and other provisions), forty or so kids and a seemingly equal number of parents. Our journey would take us to the nearby park as the kids searched for things that are associated with the Fall season.

For readers who may be unfamiliar with the climate in Southern California, Fall is an interesting time of year. It’s mostly sunny and warm during the day, cool at night and it seems to fit in the yearly cycle as halfway between “here and there.” Leaves tend to linger on trees almost apologetically, as if they are debating whether or not they’re supposed to fall to the ground. People are still running about in shorts during the day and simply covering them with sweat pants at night. The only real change is that there are fewer hours of sunlight and the store displays are quickly changing their theme from Halloween to Christmas. Nonetheless, our journey was to find things in nature that are associated with this particular time of year.

My daughter’s teacher is, in my view, a remarkable woman. The ability to fill the minds of children with awe, whether it be learning how to use a calendar or looking at a fallen acorn, is truly a magnificent gift. Quite honestly, I’m in awe whenever I have the opportunity to watch her work.

Although I've always had a vivid imagination, I've never been a person that was well organized. I've always admired people, like my daughter's teacher, who are able to keep themselves organized and help others maintain focus on a task or learning exercise.

One of the reasons I have trouble with organization and maintain a somewhat "scattered" approach to things is because of a very sad truth — I was a profoundly abused child. I lived a life of waiting for "the other shoe to drop." I remember feeling a need to cover my head whenever my father or an older sibling came in the room. My childhood perception of things was, figuratively and literally, that I had to keep one eye on what I was doing and the other eye on keeping out of harm's way. When a child's mind is preoccupied with the concerns for physical and emotional safety, it becomes much more difficult for constructive and positive skills such as personal organization to be understood and practiced. I've had to spend a lot of time and effort relearning how to keep my mind focused on the incremental steps involved with many tasks and projects. One of my latest software purchases may help with my personal organization efforts, but it also requires changing the way I go about getting things done.

When one is raised in an environment where every decision or action is subject to criticism and seemingly constant judgment, it can often be difficult later in life to avoid self-judgment and personal discouragement when things take time or require repeated practice. Learning to be patient and work step-by-step through any process is a very hard for me.

Although I was not a particularly good student, I would spend hours at home reading the dictionary, newspapers, magazines and the family encyclopedia. It's what I did when I had trouble falling asleep. I liked reading information because it would fill the voids in my life. Information doesn't require emotion but it also does nothing to soothe the deep emotional wounds of abuse. As a child it simply occupied my eyes and mind until sleep took me to the next day.

In my home creative expression was not encouraged nor was there any real exposure to the arts. To explore those areas was to deviate from stringently enforced family norms of behavior. In short, you'd pay a price through humiliation, ridicule or emotional abandonment. Throughout most of my life I did not dare "dabble" in creative activities. By the time I reached young adulthood, my patterns of behavior were too well-established, and I was much more comfortable with careers and pursuits that were more linear in terms of thoughts and behaviors.

For many years I steadfastly kept my personal pursuits in life to areas that I knew I could do either from occupational experience or from a natural aptitude. I almost instinctively shied away from things that were difficult or awkward for me simply because if I wasn't among the best, I felt very uncomfortable making even a small effort. I was petrified by self-criticism or a concern about receiving criticism or ridicule from others. Consequently, many avenues of personal creativity were stifled.

A few months ago I received a very thoughtful reader response to an Apples, Kids & Attitude column that appeared in ATPM (2.08). In that column I mentioned that I have prayed for the continued survival of Apple Computer. The reader very much enjoyed the column but did question the efficacy of praying for a for-profit enterprise. In thinking about that letter, I thought it would be appropriate to explain myself a little bit more. My concern for the well-being of Apple Computer is akin to the sentiments of a myopic man for the person

who provides him with a pair of corrective glasses or those of an artist with an idea and brush for the person who gives him a palette with a full spectrum of colors.

My personal affection for the Macintosh developed as a contrast to my childhood experiences. Something about the Mac intrigued me from the first moment I saw one. That was 1984. The Macintosh “bridged” the two worlds in a way that was acceptable to me. After all, it was a computer. But what a computer! It seemed to be a “safe” outlet for my long-dormant creative skills and my desire for personal expression. Today my wall is lined with boxes which contain the manuals for software such as Illustrator, Photoshop and PageMill. It’s an excruciatingly difficult process at times, like trying to write with one’s “other” hand, but slowly I’m learning how to express my creative ideas on screen and on the Web.

The Macintosh has helped open creative doors in my heart and mind that were brusquely sealed shut as a child. It has also re-shaped the manner in which I express my dreams, desire and hopes. On a global scale, the Macintosh technology has literally changed the way the world communicates and shares information and ideas. The fact that the company needs to make a profit to remain in business by satisfying its share owners and the institutions which lend it money, is more of a tertiary concern. Although, I suppose if I co-owned a business I’d like it to have a profit, too.

Fundamental financial issues aside, Macintosh technology has helped millions of people be more productive at what they do, more expressive about who they are and more effective with the words, pictures and sounds with which they choose to communicate. It’s no wonder so many Macintosh computers are installed in schools. I’m glad my daughter’s school uses Macs, too.

I cannot change what happened to me during my childhood. I can only hope to heal the painful memories and learn how to do things better. It is often a very difficult and lengthy process which requires lots of patience and time. As I go about the business of rethinking how I do things, I’m often using skills and talents that were left dormant for decades. The Macintosh has been an extraordinary tool and personal resource in my efforts to rebuild, restart and learn things anew.

I mentioned in the Apple, Kids & Attitude column of our July issue (2.07) that I very much like Adobe’s family of products. I’m also quite impressed with the products being released by Claris Corporation. I use Claris Em@iler, FileMaker Pro and I’m very much looking forward to Claris Works 5.0 as an OpenDoc container application. I’ve recently purchased Claris Organizer 2.0 and I’m very happy with the way it’s helping me in my struggle to organize my day and bring a bit more order to my life. Although it’s taking a bit of work, my efforts at organization have helped me schedule things like taking the time to enjoy a sunny Fall day with lots of Kindergarten students and an entourage of fellow parents.

When we arrived at the park with our provisions, each child was assigned the task of finding things that are associated with the Fall season. Within moments, the park came to life with young nature scavengers searching high and low for every fallen pine cone, acorn and multi-colored leaf. Each child carried a paper bag to store their discovered items. The park was quickly transformed from a wooded and grassy playground to a land of enchanted learning and fun. I’m constantly amazed at what a gentle demeanor and attentive approach to children brings forth in them.

After snack time and a short “recess” we headed back to the classroom. With our provisions exhausted, we were able to load the wagons with the seasonal evidence collected by our junior scientists. We arrived in time for the students to return to the hard work of learning and to share their impressions of the day’s great “expotition.” I guess the class discovered what they were looking for - the opportunity to learn a bit more about their world and to share the experience with those around them.

In A.A. Milne’s story, Winne-The-Pooh may not have truly discovered the North Pole. But he did pick-up a wooden pole to help a friend (in this case, Kanga’s son, Roo). He invited Eeyore, Piglet, Owl, Rabbit and Rabbit’s friends and relations to join the “expotition”. And, while they traveled along, he spent time making up a song. Maybe he didn’t find the North Pole. But, figuratively speaking, I do think he was headed in the right direction.

Next month in ATPM we will debut our new education “department.” Let’s see what we can discover together.

“Apples, Kids and Attitude” is © 1996 by Robert Paul Leitao, rodestar@aol.com.



Year Of The Web

It's been just over six months since I became Editor of ATPM, and coincidentally, it's been just over six years since I first "got online." So while I don't remember the ancient days of the Internet, I've been around long enough to notice how it has evolved over the years. Of all the technological things that happened this year, I would have to say that the emergence of the web in popular culture is the most striking. In the past 12 months, the number of web sites as well as the number of users as mushroomed. A few years ago, almost no one knew what the Internet was. Many people still don't know what being online means, but everyone has heard of the Internet. Not a single day goes by without my hearing an ad for net access on the radio, receiving an unsolicited net startup disk in the mail, or seeing a magazine or television ad accompanied by a URL. The web has been brought from the offices and labs of the computer professionals into the minds and media of the masses.

The Web's growth is both a good and bad thing. Numbers and variety of participants are very important to the Web environment. However, as the number of Web users grows, so does the percentage of "newbies." Many of them are overwhelmed by what the Internet offers, or at least what they think it offers. Others are searching for the utopia they've read about in the media, or are afraid of being left behind if they don't join in.

Where Has All The Bandwidth Gone?

One of the most profound changes on the Web in recent years is content. I remember when graphics were few and far between. If there were graphics, they were usually line art or simple icons. Now, photographs and animated GIFs are commonplace. People convert titles into GIFs to make the text look anti-aliased. Mosaic or Netscape used to be a key to everything the Web had to offer. Now there are so many plug-ins that I can't keep track of what they do. Because of their RAM requirements, I don't use them. I can't help wondering, "What could be so important that it can't be 'said' with text and JPEGs — only with Shockwave?"

I am disturbed most by the number of graphics on the Web that don't serve any real purpose. Graphics are so common that even with my 28.8 bps modem and PowerMac, Web pages load no faster today than they did previously on my Ilci with its 2400 bps modem. I used to turn images turn off (or use a non-graphical browser such as Lynx) to speed things up. This tactic is no longer feasible since so many sites rely on image maps for navigation. I don't know many technical details of how the Internet works, but I can't help wondering when the main information pipeline will become overloaded with traffic. Just how much does the ATPM web page slow down when Fishcam updates its image and sends it out to hundreds of people? Is my reading of Reuters and MacWeek being slowed down by

home movies of someone's cat?

The More Things Change, The More They Stay The Same

The Internet has changed in many ways since I began using it, but one thing has remained constant: email. More than any one thing (except perhaps motivation), email is what makes ATPM possible. As you may or may not know, two of our editors (Mike and Rob) live on the west coast of the U.S., while the other two (Belinda and myself) live over 700 miles apart from each other in the east. Schedules and time zones make phone communication inconvenient (and expensive!) and, for obvious reasons, communication through the U.S. Postal service is not a practical way to manage an ezine.

Email combines the best features of the telephone and the postal service. It is quick enough for people to carry out a conversation, but has the permanence of conventional mail. When I go on vacation (a real vacation — away from my Mac), I know that when I return, my postal mail and email will be waiting for me. Furthermore, I can send email at any hour of the day on any day of the year without worrying about waking someone up, catching him or her during dinner, or playing phone tag.

I find email preferable to other methods of communication in ways other than convenience. One advantage is that information is laid out all at once. It is easy to return to an earlier part of a message or even refer to a previous email. I have a complete record of every single email message I've sent or received regarding ATPM. On occasion, when I need to refer to a conversation from months ago, it's easy. Furthermore, this record-keeping requires no extra effort on my part.

People say that email is a bad means of communication because it is impersonal. If they mean "impersonal" in the sense that it doesn't involve speaking face-to-face, I suppose they are right. However, in many ways, I think email is very personal. Communication through writing is good because in order to put something on paper (or on screen), a person has to think through what they mean to say. I feel that a well-thought-out email is more efficient than any other method of communication.

The flip side is, that in order to write email, you have to know what you want to say and how you want to say it. If it is not carefully worded, it can easily be misunderstood. Without the author present to clarify wording, people can be angered and offended. Good email, however, is crisp, clear, and to the point. email has now become such an important social skill that there are numerous "how-to" books on the subject.

What Apple Needs To Do

Macintosh is the platform of choice for a disproportionate number of Web surfers and content developers. This fact probably stems from its historically strong presence in desktop publishing. However, Apple should not take this for granted (as it is doing today with Mac's predominance in education). Apple has not been a strong leader in providing Internet access to Mac users. Other than MacTCP and OpenTransport, most of the software required for productivity on the Internet comes from shareware authors or third parties. I

do not mean to imply that the existing software is bad — much of it is of very high quality. However, many people (especially large organizations) don't take shareware seriously. They view Apple's bundling of third party software in its Internet Connection Kit as a sign that the company can't do it itself. One problem with this approach is that it prevents the software from being integrated with the Mac OS. It should be possible to mount FTP servers in the Finder, just as floppies, Zips, and CD-ROMs are now. Likewise, Apple should have followed through with its desktop mailbox idea that died with PowerTalk.

What worries me, is that (correctly or not) people view Cyberdog (originally intended as a collection of LiveObjects meant to demonstrate OpenDoc technology) as Apple's Internet strategy. However, Cyberdog is currently too poorly documented, too slow, and too lacking in the features available in Netscape Navigator and Microsoft Internet Explorer. Switching to Cyberdog, therefore, is an unattractive option to most people.

Apple needs to decide on a course of action. It should either make Netscape the official Mac browser and get Cyberdog ready for OpenDoc's big launch, or it should work on making Cyberdog a more capable browser. Simply introducing Cyberdog as a demonstration of component technology (without releasing sufficient Live Objects and containers to make it useful) and calling it an Internet strategy is not enough.

Apple's strongest position is in media creation. The company plans to integrate its QuickTime, QuickTime VR, QuickDraw 3D, and HyperCard technologies into the QuickTime Media Layer (QTML). If QTML becomes a standard, not only will content creation and delivery be easier (Remember how QuickTime consolidated the desktop video market?), but Apple's presence on the Internet would be permanently established. How content is stored and linked is just as important as how it is accessed. Netscape Navigator has become the dominant browser not because it is "good software," but because it was good at decoding HTML. HTML is not proprietary, so anyone can make extensions to it. With QTML, Apple has the opportunity to deliver an Internet "standard" that takes it to the next level.

When Apple releases QTML in the next year or two, it will be the first cross-platform standard designed and developed at Apple. Apple is risking some of the Mac's current advantages by attempting to produce software that works equally well with Mac OS and Windows. In this case, however, the move makes sense. Both platforms stand to benefit from an integration of media, and Mac users have always been good at taking advantage of the tools given them. I can't wait until QTML is finally delivered.



ABOUT THIS PARTICULAR
OPINION

KEEPING IT UP TO CODE
BY CHAD G. POLAND, proedge@mindspring.com

With the proliferation of the Internet, users wanting to have the latest software have been playing a cyber-version of “Keeping up with the Jones”. We spend extraordinary amounts of time keeping our software updated following the promise of ‘ease of use.’

When I first wandered into cyberspace, I was in awe of all software available for downloading. I couldn’t believe how easy it was to get the latest and greatest. From shareware to system updates, they were all easily accessible. Little did I know that this boon would soon turn out to be a curse.

First, let’s talk about system updates. When Apple released System 7.5.5 to the servers they were swamped. Even though the file was a measly 4 megs, it took the better part of a morning to access the server. Once I did, the download crawled along at a snail’s pace. I eagerly awaited the ‘Download Complete’ command from my FTP program. When it finished, I had the proud distinction of being one of only a few thousand that owned the latest system version. Prestige would not last long. I would have to do this again.

This example is recent, but Apple has been doing this for a while. Some time ago they introduced pre-release (or beta) versions of software to the Internet. OpenDoc, Open Transport, CyberDog, and HotSauce all first appeared as beta versions that didn’t always work. We were risking our hard drives and System Folders to catch a glimpse of the latest technologies. I was not immune to this desire. I spent a good chunk of a Saturday downloading OpenDoc, CyberDog and HotSauce. Since they were betas, new versions would be released at irregular intervals. I would have to do this again.

Other software companies were aware of this ‘online update mania.’ Soon, I was downloading updates and betas from Adobe, Aladdin, Connectix, Global Village and a multitude of other vendors. Typically, updates addressed a certain software problem, but usually not the problem I was having. Occasionally, the new software would cause problems I was not experiencing previously. I would have to do this again.

To be on the Internet is to use a web browser. Most people use Netscape Navigator and its plug-ins. When I downloaded Netscape Navigator version. 2.0, I couldn’t wait to try the new features enabled by third-party plug-ins. I went to the Netscape Web site page where all the companies and individuals that had created plug-ins for Navigator were hot-linked. I spent an entire Saturday downloading each one, deciding if it was useful, installing and testing it. Of course, some were betas and they would have to be updated frequently. I would have to do this again.

The commercial companies are not alone. Smaller shareware authors have gotten into the act of offering online downloads. Excellent programs are releasing new versions on a weekly basis. I was getting shareware bug fixes that fixed the bugs in the bug fixes from

the major software companies!

It soon dawned on me that I was going to be doing this the rest of my life. There was no way around it. If I wanted to stay current I would have to download the latest version of every single program I wanted up-to-date. It was at this moment when I realized just what had happened.

Two Sides to Every Coin

There are two ways to look at this. One philosophy reminds us that we're getting software updates free, and almost instantly. The other mentions that we're testing their programs for them, and we're spending our time downloading them (in some cases there's an additional monetary investment). Both ideas have validity.

People like to get cool stuff free. We like being able to go to a Web or ftp site, grab what we need and be up and running the same day. Thousands of people around the world can be running software by nightfall that was released earlier the same day. Anytime a new piece of software appears on a server, it is instantly linked to a multitude of news pages.

Problems we encounter can be solved more quickly and diagnosed more reliably thanks to the Internet. Most problems don't happen on one machine alone. There is always somebody out there who has had the same problems you are having. Many software companies' Web sites offer free news services through which many problems are diagnosed, solved and updates posted before the user realizes a problem existed.

User testing of beta software creates a more stable product. The software companies actually listen to user feedback via their 'bugs' e-mail address. We, the consumer public, can feel like we had an impact on the final product, that our needs were heard and met. This close tie between software developers and the public is a vital link. If we don't voice what we think about software, then the resulting software won't contain our input.

Companies go to great lengths to test their software. They do everything they can to verify that their product is ready to ship. This practice has worked for years, yet some developers have decided to release their beta versions to the Internet. While this gives the public a sneak peak at what they're working on, it can cause problems. Some betas are riddled with bugs. There are no manuals, tutorials, or anything that might help the user determine what the problem could be. If a beta trashes your System Folder, you are on your own to fix it. There are horror stories all over the Internet of people having problems with beta software.

Some people pay for download time. If you purchase a program and a feature does not work, should you have to pay to fix it? By downloading an update off the Internet while paying for online time, you are paying for it. Many people feel this is wrong. Users should not have to invest their time and their money to fix a problem that is the software vendor's responsibility.

The overnight popularity of downloading software updates and betas has created a new way of life for many computer users. We spend an inordinate amount of time trying to research, contribute, download and update. We monitor obscure servers in other parts of the world for brand new software. We spend hours visiting web pages trying to deduce all

that's happening in the world of Macintosh. On the good side, we get the latest information available, and are able to diagnose odd problems. On the down side, we waste time fixing things that aren't broken.

It all comes down to a basic question. "What do I need from the Internet?" The answer varies from person to person. Quite often someone might ask me if they need the latest version of a particular piece of software or not. Invariably, I reply, "Do you need it? Is the version you have not working?" People tend to forget, there is no law that says you must have the latest and greatest software available. If you try to have the most recent version of all your software, you will probably go mad. If a program is working and doing what it is supposed to, why update it? Software companies come out with new versions on a regular basis. If your software is running correctly now and you're happy with its features, stick with it.

When will it all stop? It will stop when we download only major software revisions instead of each minor one. If we just stopped downloading the available alpha versions, it would be an improvement. Ten years ago, it was unthinkable for a developer to release an alpha version to the public. Now you see them all over the Internet.

We have given software companies the privilege of putting their pre-commercial release software on our machines. While it is an admirable goal to improve their software via user feedback, they should not abuse the public. When a beta software version is released to the Internet, it should be better developed. We are doing them a favor, and it should be looked on as such. Let's force these companies, programmers, and individuals to spend more time improving their products before they go out the door.

*"Keeping It Up To Code" is ©1996 Chad G. Poland
<<http://www.mindspring.com/~proedge>>*



SEGMENTS

SLICES FROM THE MACINTOSH LIFE

BY NEALE MONKS, N.Monks@nhm.ac.uk



One of the great surprises of the Macintosh publishing world is how little record there is of the extent to which scientists use Macs.

I'm a palaeontologist (just like Ross from "Friends"), and like a many others here at the British Museum of Natural History in London, have chosen to use a Mac *in the face of both received wisdom and corporate policy*. Why is this?

Partly, for the same reasons that other professionals, given a choice, buy into Macintosh. If you have a Windows computer, chances are that you won't have the time to get to really understand the machine. And, mostly, training is minimal, you are shown how to fire up MS Word or whatever, but certainly are not taught all about the system software. So when it goes wrong, even for a minor reason, you're in the dark; and its time to call your friendly neighbourhood IT manager. And IT managers the world over "are too busy right now...".

So you get a Mac that is more or less idiot proof, and when it does something screwy (and they do, whatever Apple would like to think!) it is usually a five minute fix...Mac users seem genetically predisposed to help each other. I guess it is the minority thing...we gotta stick together, guys!

But more important, especially once you have the machine, is that the software is very well suited to scientific chores. People outside of science might be surprised how much typing and graphic design is involved even in hard-core, lots of numbers research. A typical paper will need to be laid out almost exactly in the style of the intended journal; and the Mac is the WYSIWYG computer par excellence. On top of that, most scientists need to do both the line-art and photographic artwork for the publishers. And what else but a Mac would you choose for that? The ease with which CD drives and scanners can be plugged in, and then the simplicity of transferring graphics files from one format to another; or even from one application to another. E-mailing files to colleagues thousands of miles away...no problem! And God bless PICTs...have you ever tried to paste a chart into Word for Windows!

And even more surprising, there are even fields of science where the software is Macintosh orientated. My own field, taxonomy, is partly based around a process called cladistics; and here the Mac predominates. This is partly because the results, which are graphical, are easily transported from the task specific software and into the off-the-shelf text and graphics packages we all know and love.

As the Macintosh has become more powerful, 3D rendering has become a natural tool for scientists who have distorted or theoretical data they want to investigate or display to a wider audience. A friend of mine uses his PowerMacs to produce 3D reconstructions of

fossils compressed flat in rocks. He can even turn the model into a QuickTime movie, allowing colleagues to see rotating models of the subject on their own desktops.

The PowerMacs have even managed to ingratiate their way into the most solidly PC and UNIX centres. In fact, the geology department at the university where I teach from time to time has just bought a few for map-making and logging field data. The last Macs they bought were SEs in the late 1980's.

Despite all this, the latest questionnaire to the Apple Expo here at London didn't even have a box for me to tick to say "I am a scientist." Its like we're a backwater. The reality is that many scientists are natural Mac advocates, pushing both the technology and the image. And we're also some of the keenest users of the Internet, witness the tremendous vitality and diversity of the scientific mailing lists, Web pages and gopher holes. So lets all look forward to seeing some reviews of scientific software and achievements!

All the very best, and good luck with ATPM!

Neale Monks

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SEGMENTS

SLICES FROM THE MACINTOSH LIFE

BY BELINDA J. WAGNER, bwagner@bgsm.edu



Neale,

First things first....are you as cute as Ross?

Ahem, OK, now that we have that out on the table, a big hearty **Thank You!** for such a thoughtful, articulate response to our polling for ideas about the soon-to-be- unveiled ATPM Education Column!

We actually had a number of good suggestions from our readers, but your e-mail was such a excellent segue between my 2.10 article and the Education Column, we just had to use it. As a response, let me share how this project is shaping up.

The column is scheduled to be a quarterly feature. Education, coincidentally, seems to be divided into four epochs: primary, or elementary grades; middle/high school grades; secondary, or college; and post-secondary, or graduate education. The column planned for ATPM 3.01 will highlight cost-effective hardware/software options for an elementary education setting that solve a need to provide access to web resources for remote classrooms, ATPM 3.04 installment will focus on middle/high school issues, and so forth. The platform bias will (of course!) be Macintosh, but some solutions presented will be cross-platform (although I'm sure they will all be easier to **implement** in a Mac environment!).

We will enlist the participation of our readers in this project, too. If you have a particular educational issue you feel could be enhanced via hardware or software, please share your thoughts with us. I particularly need ideas for the secondary and post-secondary education columns.

Neale, here's where scientists can be heard. I think that science is one area within secondary and post-secondary education where Wintel has failed to gain a firm hold. I would enjoy getting some more details from you or others on how Mac hardware and software is essential to your education/work.

You may have noticed that I used the word "solutions" several times here. There's a reason for that. Debate about education is endless and everywhere. Unless debate leads to action, I feel it quickly becomes stalled as griping. I loathe griping. I enjoy finding solutions. I invite all our readers to join in the fun and help us highlight creative solutions that utilize our favorite platform and enhance the educational experience for public, private, and home-schooled students.

Wishing you all Happy Holidays and a Joyous New Year — see you at the "grand opening!"



ABOUT THIS PARTICULAR
OPINION

MACMAN TO THE RESCUE! BY MIKE SHIELDS



First, things first. My wife provided the lovely cover for this month's issue.

I was hoping to have a year end survey for you fine folks out there, just in time for Christmas. However, the only question I could come up with was:

Would you rather have

- a) A job where you're paid the industry standard, and are being overworked, or
- b) A job where you're underpaid, but have all sorts of free time to write for international e-zines?

Well, you know my answer, since I'm able to write this fine tome and am not unemployed.

We were told that December is traditionally a slow month. After all, it was last year. As of this writing, I've gone on an average of four calls a day in December. The yearly average is two per day, so I'm "doin' good" overall.

Truthfully, alot is going on here at Huge, but extremely little of it has to do with the Macintosh per se. Lately, all the fixes have been, "Install 7.5.5, and LaserWriter Driver 8.4.1." Which raises the question, "Why does optimizing Mac OS for speed take so long?"

There's a "whole bunch o' fuzzy thinkin' goin' on." Enough apostrophes? Good. Movin' on — Project Houston, of which I spoke briefly last month, is commencing. For the uninformed, this project entails removing all your applications from your local desktop and making your PC or Mac a server-based terminal. In my opinion, Project Houston will create alot of overhead and further problems. It also seems to contradict the reasons why Huge moved to a distributed desktop environment in the first place.

The moral of the story is, "Beware of middle management bearing gifts." I've also been told that I will travel to Tucson for Houston training at the end of January. I'll get at least a column (or two) out of that. I would prefer to be writing a MacWorld column, but unless one of you kind souls out there would care to contribute to the "Send an ATPM Columnist to MacWorld Foundation," it's not goin' to happen.

A friend of mine (we'll call him "Bob") from the Space And Communications Division, relates the following story:

A satellite was built successfully last year. Huge wins another bid for a similar, yet different craft. Since they believe that all they need is to manufacture the same components and port them to the new satellite, no time was budgeted for testing. They figured it would

just magically work, because the previous satellite did.

Those of you who read Dilbert have already deduced that management, being what it is, did not see the error of their ways until three days ago — a scant two weeks before the shipping deadline. Now, Huge doesn't get any extra points for simply delivering the satellite on time. It actually has to work. Bob has a meeting today in which he has to say, "The product is not "ready" yet, but you can have it anyway."

Speaking of Dilbert, I approached its author, Scott Adams, about providing an exclusive monthly strip to ATPM readers. He said we couldn't afford him. However, he did tell us we could post his URL as much as we wanted. Find Dilbert at:

<<http://www.unitedmedia.com/comics/dilbert>>



The contracting company that hires me out to Huge had their Christmas party on Friday the 13th, which is appropriate for the way our Christmas bonus is given out. We spin a "Wheel of Fortune" with a hit to miss ratio of 5/12. I came out with \$300. Today, I found out that if I worked for Kingston Technology, I might've walked away with a bonus check for \$75,000.

Huge came up with an interesting way to play games with my mind this last month. They have a program called Lookup, which contains the company employee database. Various and sundry information is found there, including the pointer to my e-mail address. Apparently, the contractor for which I work is supposed to renew this information every six months. They have failed to do this twice now — once about six months ago and again on my recent one year anniversary here at Huge. As a result, no one from outside Huge could reach me by e-mail for about a week. The timing of this incident unfortunately coincided with the ATPM 2.11 release. So, if you sent me a question, I may not have received it. Another unfortunate side effect, which I discovered after being "restored," was losing all the mailing lists to which I subscribe.

Someone showed interest in financing my film project! The trouble is they asked for a business plan, which I don't have. Thinking quickly, I searched the Web. BizPlan Builder Pro was recommended as the best software, but unfortunately, it's not available for the Mac. Other fine folks have put together samples and templates, which I did download.

Christmas is coming and my wife and I have decided to treat ourselves. We purchased an HP 680C printer and an Iomega Zip Drive. Those of you out there who are on our Christmas list will receive a nicely printed color picture of our two kids along with a letter detailing our successes during 1996.

MacMan to the Rescue!!!

Huge, being what it is, managed to do a number on my e-mail as I related above. So....

To the reader that said they were having problems with cut and paste, I recommend a clean install of your current system. When you run the Installer, before it asks you to install, type Shift-Command-K. This will create a new system folder, and this should fix your problem.

If you'd care to resend your question, I'll try to do better next month.

Well, that does it for this month. As always, if you have a question, or financing for my film project, or, a tentative business plan for a small budget film, I can be reached at: Mshields@ccgate.hac.com.

Merry Christmas and Happy New Year, everyone.

P.S. Don't forget — my birthday is the 4th of January.

Mike Shields is a perspiring Screen Writer who needs \$600,000 to produce his recently finished screenplay. He can be reached at Mshields@ccgate.hac.com or ATPMOPed@aol.com. Or, if you just have a Mac question, that's ok, too.



ABOUT THIS
STUFF

REVIEWED BY EUGENE F. MAROTTA,
Eugene_F_Marotta@designlink.com



Captivate (Version 4.6) by Mainstay

Product Information:

Mainstay 591-A Constitution Ave. Camarillo, CA 93012

1-800-484-9817 (Code 6366)

Email: Mainstay1@aol.com / CIS: 76004,1525

Retail: \$89.95

Upgrade from any earlier version for \$35.

Requirements:

System 7.0 or later

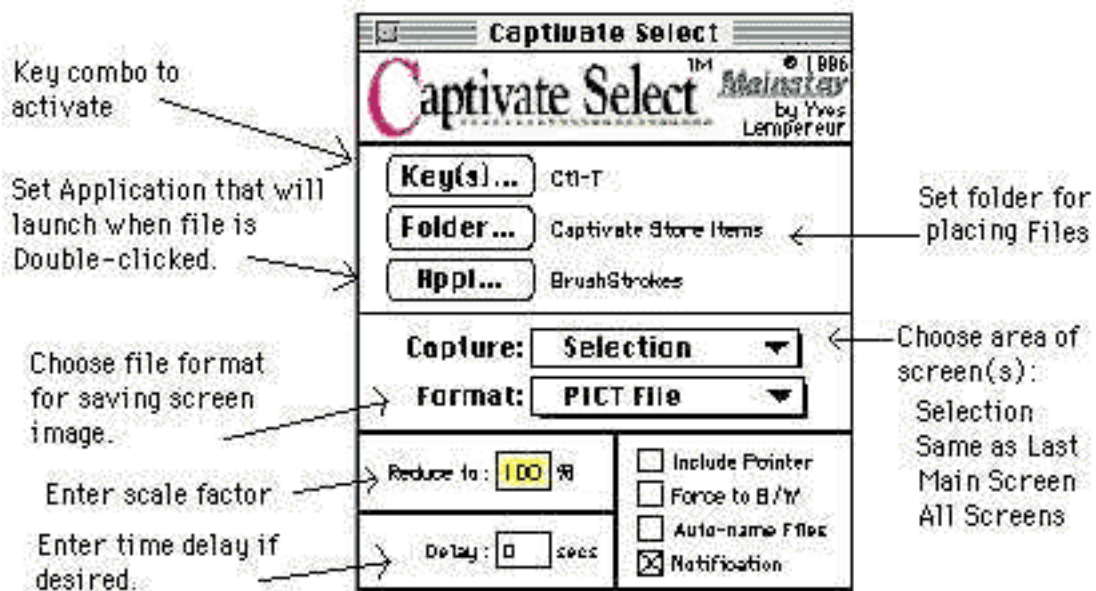
1 MB disk space to install Captivate utilities and sample files

Captivate consists of three essential utilities that are indispensable for use in working with a variety of graphic formats. Captivate's suite of utilities can either be used separately or together. They are:

- Captivate Select, a Control Panel Device that can capture any part of the screen including: pull-down menus, dialog boxes, and windows — or the entire screen on one or more monitors. Images can be scaled by first selecting a percentage setting then performing the capture. You can even set a delay to catch images on screen. Captured images can be placed into the Clipboard, a Scrapbook, or saved in a designated folder. Images can be saved in any of the following formats: GIF, PICT, TIFF 4.0, TIFF 5.0, or MacPaint file format.
- Captivate View is a graphics viewing, manipulation, conversion and printing utility. It displays, prints or converts files to any of the above-mentioned formats. It can save a file as a Macintosh startup screen or as a stand-alone file that can be viewed at any time. If you're dealing with images in Windows, you assign ".GIF," ".PIC," and ".TIFF" suffixes

with Captivate View and System 7.5's PC exchange. Using View's Information box, you can see a file's memory size, magnification, dimensions or depth information (number of bits).

- Captivate Store organizes, stores and retrieves graphics, text, sounds and QuickTime Movies at any time, in any application. Create your own key combination to display a hierarchical menu of all your stored Captivate Files. Highlight a folder to display its files, highlight a file to preview its contents — graphics, text, sounds, or a QuickTime movie. To instantly paste the contents of a file in your current document, simply highlight it and release the mouse button. Using the same method, you can save Clipboard contents to Captivate Store or add items to folders at the Finder level. If the Clipboard contains text, it can even be edited before storing.



What's New in Version 4.6

The program has been enhanced to allow Power Mac users to capture the cursor (currently, this is something no other screen capturing program can handle). Captivate Select 4.6 offers the option of capturing the active window.

Conclusion

Captivate's versatile and easy to use features make putting graphics into projects needing illustrations (such as: cards, flyers, letters, newsletters) a snap. Assign any key combination you desire to activate a screen capture. Captivate's installation is straight forward. The User's Guide is well written and makes it easy to customize and get the most out of the software. Throw out that piecemeal collection of utilities! Captivate is a topnotch utility that provides an integrated solution to graphics manipulation.

This review is ©1996 Eugene F. Marotta. <<http://home.earthlink.net/~emarotta/>>



ABOUT THIS
STUFF



SHAREWARE REVIEW
BY BELINDA WAGNER, bwagner@bgsm.edu



CopyPaste

<http://members.aol.com/copypaste1>



Cut and Paste -- Unplugged!

System Requirements:

Macintosh LCII or later, System 7.1 or later

Reviewed on a Performa 636CD, 20Mb RAM, running System 7.5.3 Update 2.

Download from <http://members.aol.com/copypaste1>

In U.S., contact:

Julian Millar/Script Software

P.O. BOX 854

Crystal Bay, NV 89402

(916) 546-9005

Email: julian@sierra.net

Peter Hoerster's shareware CopyPaste 3.2 is a gem for anyone who needs to retrieve, rearrange, or otherwise manipulate textual, graphical or audio information (did I leave anyone out?). During my recent frenzy of editing articles for ATPM 2.12, constructing a Web page, putting out two newsletters and writing a lengthy article for offline publication (in my **spare** time!), I really got a chance to put CopyPaste 3.2 through its paces. It scored an instant touchdown.

CopyPaste 3.2 is a system extension that gives your Mac ten clipboards instead of one. Multiple bits of text, graphics, sound, or movies can be cut or copied separately into each clipboard. Until you register (a one-time fee of \$20 entitles you to all future updates), that's about all you get — 10 clipboards.

Ahhh, but once you register, the true beauty of the gem is revealed...

First, you get MultiPaste, which allows you to paste the contents of multiple clipboards sequentially in any order without repeating the command. This is very handy when you're stumped about how to organize a paragraph or sentence and want to test some options. Simply copy each phrase or sentence into its own clipboard and then paste them back into your document in various orders. With its ability to accept sound files, the MultiPaste feature could be fun for budding composers. Computer artists can check out different color combinations, background textures or other effects in a snap!

Next, the Clip Archive. How many times have you done a Web search and come up with 200 or so matches? Typically, you jump to several that look promising, maybe you bookmark one or two, but there's so many matches and so little time. You want to save the pertinent matches to browse later, so you switch to the following cycle: copy a description, choose your word processor, and paste the text, switch back to the browser. Clip Archive eliminates this time-consuming cycle — activate one or more of the the ten available Archives and each highlighted text clip is appended to the selected storage file by a simple keystroke combination. No switching between applications, no mad scribbling if Netscape and System 7.x are hogging all your available RAM.

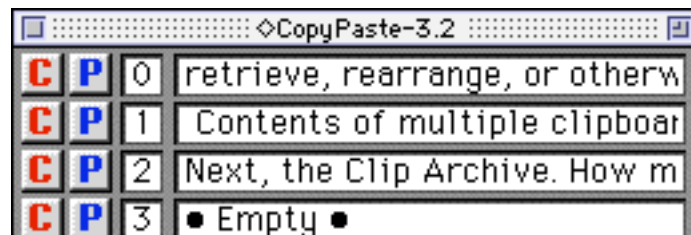
Also, you can choose to save clipboards during restarts. This is great for me when I'm working in a linear graphics program like Deneba's Canvas and a pixel-based program like Adobe Photoshop at the same time. That 20Mb of RAM feels pretty puny and I wish I had a dollar for every time my screen froze — I'd own a PowerPC by now!

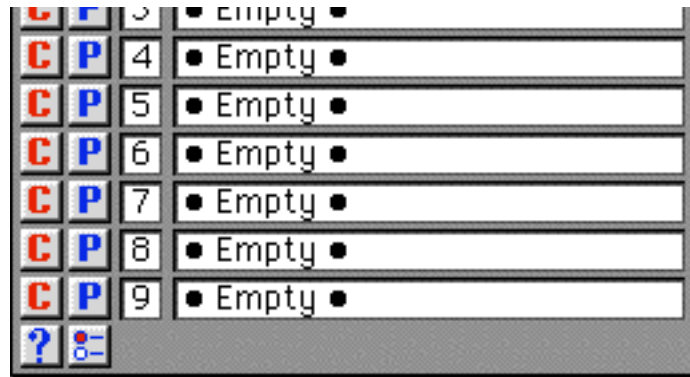
Last, but certainly not least, is the application switching feature (in my opinion, this is the only worthwhile feature available in Windows that doesn't come with Mac OS). You may already have a small shareware program already installed that accomplishes this one task. If you don't, the feature bundled with CopyPaste is a refreshing alternative to mousing through the MultiFinder menu to shuttle between open applications.

CopyPaste is easy to install and use. Simply drop the extension onto your System Folder and a message will appear telling you it wants to go into the Extensions folder, hit OK. Restart.

If you've got a great memory (which I no longer have since becoming a parent — I call it "parental senility"), then just cut and paste to individual clipboards by highlighting text or choosing other objects (pictures, sounds), hold the command key + "C", "X", or "V" + a number between 1 and 9. The standard clipboard (activated command + "C", "X", or "V") is assigned the number 0.

If you need more of a "memory jog," goto the "Copy," "Paste," or "Cut" menu commands of your application. You'll notice that these now contain submenus which display the first 30 characters of text or the type of non-text content (•Picture•, •Sound•, or •Movie•) for each clipboard. Alternatively, you can activate the Floating Palette (command + c + mouse click).





This window sits on top of any open application. The “C” and “P” buttons activate “copy” and “paste” functions directly into the open application and eliminates the need for keystrokes or opening submenus. The only complaints I have about the Floating Palette are that it is hard to close once open and is not easily moved if it happens to overlap portions of the file or desktop you need to access (one solution may be to make the Floating Palette “selectable” via the Application Switching feature).

The full CopyPaste window is opened via the “Copy,” “Paste,” or “Cut” submenu. Here, you can see the complete text or picture, hear the sound, or view the movie contents of each clipboard. The Utilities menu is also accessed here. My feeling is that the Utilities are still under some construction. When I read the manual, I anticipated that some of the text tools would be useful for text manipulation that I frequently have to do on files I transfer to my Mac during Telnet sessions with a VAX mainframe. Unfortunately, this was not the case. Two Utilities that are occasionally useful are the date and time insert options available under “Date & Time” submenu and the save/open file options under “Misc tools.”

The Utilities menu can be accessible to the Finder and open software applications via their “Edit” menu, but does not work with all applications (Word 5.1, for example). If it worked with Word 5.1, I would have found the Text Tools far more useful and perhaps the other Tools as well. The Utilities menu option is most useful in my experience to Delete Clips or access the Clip Archives from the Finder.

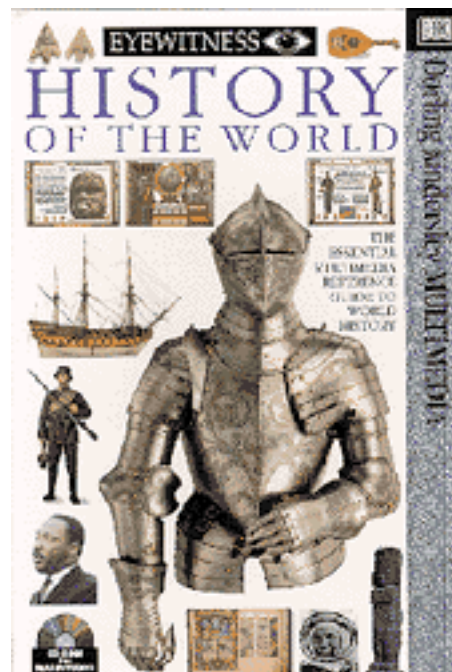
These “peeves” are minor compared to the overall utility of this extension. It is certainly more than worth the investment. An interesting sidelight is the origin of the program, Peter Hoerster began programming because he wanted to have the Bahéí (not an exact replica of the proper printing, but these were the best characters I could find in my font collection) date on this computer. I may never use the Utility that adds a Bahéí date to a clipboard, but I’m thankful its there, because without it, there’d be no CopyPaste.



ABOUT THIS STUFF



REVIEWED BY ROBERT MADILL, [click here for more](#)



Eyewitness History Of The World

Requirements:

Apple Macintosh© LCIII or above, System 7.1 or higher

6 MB of RAM (8Mb recommended)

Double speed CD-ROM drive (4X or 8X Recommended)

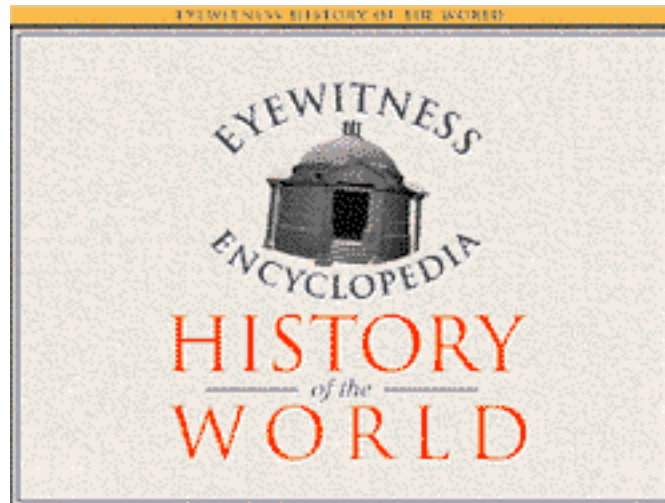
Copyright © 1995 Dorling Kindersley

Distributed by DK MULTIMEDIA 1-800-DKMM-575 (U.S.A. & Canada only)

List Price: \$34.95

The **EYEWITNESS HISTORY OF THE WORLD**, a multimedia CD-ROM by the **Dorling Kindersley MULTIMEDIA** company, advertises itself as “The essential multimedia reference guide to World History,” and as a CD-ROM which “...provides an unrivaled source of knowledge of different civilisations, historical events, and the people who have shaped history - from the first humans to our modern world.” These are pretty bold claims and I, as a cultural historian, educator and reviewer, felt obliged to confirm how accurate these assertions could actually be. The Kindersley product had advertised itself as an encyclopaedia, so I thought it fair to use **Grolier’s** 1996 Interactive Multimedia Encyclopaedia as the competition. The **DK** production consists of a single CD-ROM (632.5

MB on disk) with more than 70 animations, over 25 video sequences, 700 photographs and illustrations, 3 hours of audio narration and over 150,000 words of explanation and labeling. The **Grolier** production is also a single CD-ROM (640.7 MB on disk) and has more than 32,000 articles, a gallery of thousands of photographs and illustrations, dozens of movies, video-clips and animations, numerous maps of expandable potential, and fact boxes, tables, sounds, inter-activities in support of the various subjects. Another reviewer pointed out that the **EYEWITNESS HISTORY OF THE WORLD** claims to contain over 150,000 words of content. By contrast, **Encarta™**, the complete Interactive Multimedia Encyclopaedia by **Microsoft**, claims to contain over 9 million words. Facts and figures seemed stacked against the assertions of **DK's** cover advertising as being serious. If the intent of **DK** is to present **EYEWITNESS HISTORY OF THE WORLD** as a truly comprehensive and scholarly history of the world including all continents, peoples, customs, faiths and cultures, it seems doomed to be a miserable failure in very glossy packaging!



The key words “comprehensive” and “scholarly” must not be applied to the **EYEWITNESS HISTORY OF THE WORLD** in a critical fashion. One quickly discovers that this production is more about the “experience” of learning as opposed to an “exercise” in learning. Indeed, this Multimedia work comes very close to being a good example of “edutainment” as opposed to being strictly educational. But then why shouldn’t learning be fun? The suggestion of an enjoyable journey of learning is reinforced by the central control screen desk whose appearance reminds one of mission control in H.G. Wells’ “Time Machine.” The user is presented, at the bottom of the screen, with ten time frame “rollers” which activate journeys within distinct chronologies ranging from “The Ancient World,” through to “The Age of Explorers” and onto the “Modern World.” Selecting one of the category “rollers” causes the items on the shelves and desk surface to metamorphose into objects relevant to the time period you chose. “The Age of Explorers” offers such desktop memorabilia as: a Veracruz Harp (an item of exchange between American natives and Spanish explorers); a working version of a “nocturnal” (a device used by ocean-going ships to measure time at night), Shakespeare’s Globe Theatre; a Portrait of Henry VIII (yes, he really did have six wives, and only two went to the guillotine!); the Taj Mahal (a beautiful work of Islamic architecture); and a picture depicting the conquest of Mexico by the Spaniards. As a bonus, each of the ten chronological periods hide two items of interest in the “Document” drawer of the main screen display. For “The Age of Explorers,” the items are a picture of Saint Alexis of Russia (which leads

to an explanation of expansion workings in Czarist Russia during this era) and a page from the notebooks of Leonardo da Vinci (drawing us into a similar look at the conquests and explorations associated with the Renaissance).

At first blush, one might wonder how this eclectic, disparate, seemingly trivial and obscure bunch of “stuff” will lead to a deeper understanding of world history. Have faith! All of these items have ‘hot spot links’ to other topics of larger significance. On the centrally-placed globe, each of four geographic locations (“The Americas,” “Europe,” “Africa and the Middle East,” and “Asia and Australia”) can be individually activated to generate maps containing icons representing histories critical to the particular chronology being studied.



A mouse click on “Europe” reveals a map upon which are arranged miniature icons or pictures with topic titles. Activate one of these icons, such as “Czarist Russia” and a rich amount of information is presented in the form of “Key Dates,” “Fact File,” and a wonderfully rich link, “See Also,” which in this instance leads one to discussions of the “Mongol Empire,” “Russian Revolution,” and many others. The other nine time frames offer an equally stimulating edutainment experience.





Back at the main desk, you should notice four reference books in the lower left hand corner: "Everyday Life" (Clothing, Food and Medicine), "Culture" (Art, Buildings and Writing), "Innovations" (Inventions, Transport and Weapons), and "Who's Who" (78 biographies of people from all of the chronologies). This material is constant throughout your chronological journeys because the information in these books relates to the entire concept of this history. Although each entry may lack the depth of a full encyclopaedic entry, the information is straightforward and occasionally comes with embedded 'hot spot' linkages.





Beneath the "Documents" drawer on the right hand side of the desk is a "Quiz Master" option. When activated, you are offered the option of a one or two player 'game' which uses material from the entire CD-ROM distributed among the categories of "People," "Places," and "Events." There are only 150 multiple choice questions in total, and the difficulty level is predictably easy.

The peripheral 'buttons' on the sides of the screen allow access to an "A to Z" index of the CD-ROM contents (with a handy interface which takes you to the appropriate screen or article of information), a minimal 'back tracking' option, an explicit "Help" section, and an "Options" section which allows you to set program preferences and print or copy selections of interest.

In all fairness, I believe this product is aimed at a family audience with an emphasis on younger students. This being the case, I must admit that I was still intrigued by the amount of information contained in this 'Encyclopaedia', as well as its professional visual presentation. Despite having a limited replay value for a person such as myself, the contents of the **EYEWITNESS HISTORY OF THE WORLD** should act as an excellent incentive for young and teenage students to pursue research topics. It may even inspire a visit to a book library or the acquisition and use of one of the more serious encyclopaedias offered by **Microsoft** or **Grolier**. Personally, my 'trip' through the entire CD-ROM served as an excellent 'quickie' refresher course in the threads of World History; the patterns of which had become broken here and there as a result of time and my 'failing' memory!

The **DK** product contains another CD-ROM entitled "Sampler Disc 2." This overt piece of advertising introduces you to several other titles in the **Dorling Kindersley MULTIMEDIA** 'family'. I must admit, at this stage I began to have flashbacks to my childhood experience of visiting the grocery store where one was confronted with a displays of encyclopaedias, nature books, dinosaur volumes and so forth. They encouraged you to have your mother purchase Volume One this week, Volume Two the next week, and so forth until you had the entire collection. This concept of a 'family' or set of titles is not such a bad idea, but take care not to buy all the volumes! Careful research, using demos and reading reviews can save you precious time and money. For example, while **DK's CARTOPEDIA - THE WORLD REFERENCE ATLAS** may be a great visual treat, you have to keep in mind that it's comparative data base figures for items such as population, resources, borders, etc. will not be current. Another cause for concern would be the hardware you have at hand to run these productions. A case in point is my favourite 'family' member from the **DK** stable: The **ENCYCLOPAEDIA OF SCIENCE**. If one neglects minor oddities such as having only a written explanation of an eclipse (a phenomena which cries out for a visual explanation), some material that is presented visually will suffer in delivery unless you have a fast CD drive (2X is slow, 4X is tolerable, 8X takes the prize).

In the final analysis, every school library should contain at least one **DK** product on their shelves. They are a superbly well done adjunct to other learning resources. Families and individuals also may enjoy purchasing one or two of the titles for their own home reference library.

(I cannot resist mentioning the "fountainhead" of all visual in the world of graphic programs - **MYST™**. Darned if the animated building on the "splash screen" of the

EYEWITNESS HISTORY OF THE WORLD CD-ROM doesn't bear a close resemblance to the planetarium in the Miller Brothers' game and the **DK** 'desktop' reminds one of a trip into the **MYST™** library! Small world, and it does look best on a Mac!)

*This Review is © 1996 by Robert C. Madill, rmadill@cc.umanitoba.ca
Reviewed using a Macintosh Performa 6400 24 MB RAM, 8X CD Drive)*



Guidelines

This chapter is the place to turn when you have a question about ATPM. Need to know where to write? Turn to the Guidelines. Need to know how to subscribe or unsubscribe? Turn to the Guidelines. You have this great story for ATPM, but you don't know where to send it? Turn to the Guidelines. If it's not here, you can always get in touch with us at ATPMEditor@aol.com and we'll do our best to help you.

A little bit about ATPM's Mission

Yeah, yeah, yeah. Sounds like we're a bit too big for our sneakers, no? What do we mean, our mission? Well, the way we envision ATPM, it's a place where you can find stories and tips and reviews and stuff that'll help you enjoy your Macintosh. Our tag line says, "About the **personal** computing experience." And that's what we believe the Macintosh is: the most personal of personal computers.

ATPM is about celebrating that, and about sharing just how cool your Mac is with the world of Macintosh users, 58 million strong, according to Apple.

ATPM doesn't make a profit. Yes, we're trying to get some sponsorship, but it's only to pay the bills. Maybe, at some point, we'll try to make some kind of profit, but for now, we're just a little operation out to show the world how cool our computers can be. And we want you to help us. We want you to write to us, with stories, anecdotes, jokes, horrific tales... anything to do with your particular Macintosh. You'll find our writer's guidelines below. Oh, and thanks for reading ATPM.

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We've said this before, but we'd like to say it again. ATPM is about your Macintosh, about our Macintoshes, and about the Macs of people who have never seen our magazine. We strive, every month, to give you a taste of what it's like to own a Mac. And for that, we need the stories, reviews, opinions, ideas, and anecdotes of Mac users just like you. We want you to write for ATPM. We'll take prose, poetry, pictures, questions, fanciful imaginings... pretty much anything you care to give. ATPM isn't much good without you, and even with a staff of editors and writers, we'll never represent the Mac user without your input. Please consider sending us your writing.

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Wishful Thinking: Wishful Thinking is a space for Mac enthusiasts who know exactly what Apple's advertising should be. Did you come up with a great advertising tag line? Have you had a Mac campaign stewing in the back of your mind for a year now? Send your ideas, or your art, to ATPMEditor@aol.com



Wishful Thinking

BY SCOTT HENNESSEY, hennessey@appliedtheory.com



Hi. I just got done with your 2.10 issue. As before, [I] enjoyed reading it and sharing it with other Mac buddies. My reason for writing now is [I] think Apple should do a [visually] stimulating commercial showing how easy it is to go out [on the Internet using an Apple computer (with the Doors' classic song "Break on Through to the Other Side" as background music).....Tell you what, have Apple call me I'll shoot their] commercial under budget, just to show [everyone] out there [just] how click and go really works!!!! Have a nice Mac day.

-Scott

...

Perhaps Apple has been reading our Wishful Thinking section. They recently announced a contest where Mac users can suggest ideas for advertisements. Check out Apple's Dreams Contest page at <<http://www.dreamscontest.com>>



Wishful Thinking is a space for Mac enthusiasts who know exactly what Apple's advertising should be. Did you come up with a great advertising tag line? Have you had a Mac campaign stewing in the back of your mind for a year now? Send your ideas, or your art, to ATPMEditor@aol.com



Next Time

Next month, we'll bring you the next installments of Apples, Kids & Attitude, The Personal Computing Paradigm, and Macman to the Rescue. You'll also find plenty more commercial and shareware reviews.

If all goes as planned, we'll also give you a sneak preview of BeOS running on a Mac.

Until then, enjoy the **personal** computing experience.

