

Date: Thu, 4 May 2000 13:13:06 -0700 (PDT)

X-Authentication-Warning: applenews.lists.apple.com: Processed from queue /tmp/mqueue-tmp

To: Apple eNews <apple_eneews@applenews.lists.apple.com>

From: Apple eNews <apple_eneews@applenews.lists.apple.com>

Subject: Apple eNews: May 4, 2000



Apple eNews

May 4, 2000 Volume 3, Issue 10

In This Issue

1. [Now Playing on PowerBook and Power Mac: It's iMovie](#)
2. [Park City PSAs Pack Classical Punch](#)
3. [iMac DV Hosts Digital Cinema Showcase](#)
4. [Where Newspapers Get Their News](#)
5. ["Bottom Line Is, We Love the Mac"](#)
6. [Simply Stimulating Simulating](#)
7. [Technically Speaking...](#)
8. [Quick Takes](#)

We hope you enjoy reading our newsletter in this new, graphical format, but if you have difficulty reading it or would prefer to receive your email in plain text format, visit the following site to change your settings:

 <http://www.apple.com/enews/change/>

1. Now Playing on PowerBook and Power Mac: It's iMovie



We got calls from Toledo and email from Des Moines, and a film buff from Sheboygan even sent us an iCard.

“We want to use iMovie on other Macintosh computers,” you all exclaimed.

And now you can.

Last week, we posted the latest version of iMovie on our website. Free for the download, iMovie 1.0.2 can be installed on our new PowerBook computers with built-in FireWire and in FireWire-equipped Power Mac G4 computers.

If you'd prefer to get your copy of iMovie (and 160MB of iMovie tutorial files) on a CD, we can offer you that option, too. To download iMovie 1.0.2 right away, or for more details about the CD or the systems on which you can install iMovie 1.0.2, visit:

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

2. Park City PSAs Pack Classical Punch



For 16 years now, classical music enthusiasts—as well as professional performers from around the world—have been making a pilgrimage to Park City.

The attraction: The Park City International Music Festival, Utah's oldest classical music festival.

And for 16 years, it's been the task of Leslie Harlow (the festival's founder and director) to rustle up some hired guns to produce the public service announcements (PSAs) that would publicize and promote this important musical event.

But that was before Harlow attended a Desktop Movie workshop at the Sundance Film Festival and discovered that she didn't need an expensive hired gun, after all. She could create a PSA on her own.

Using iMovie, the simplest way to make a Desktop Movie in the world.

<http://www.apple.com/hotnews/articles/2000/04/psa/>

3. iMac DV Hosts Digital Cinema Showcase

"It's great to be able to take an off-the-shelf DV camera, plug it into the iMac, and make a film."

Changing Frames, the name of the symposium recently

hosted by the film school at San Francisco State University, calls to mind both film's celluloid past and its fast-emerging digital future.

And it was film's future—all-digital productions that can be distributed inexpensively via QuickTime streaming over the Internet—that took center stage at this year's event.

Says Chris Musgrave of IFILM, an Internet site where filmmakers can post their Desktop Movies through a non-exclusive use agreement, "It's great to be able to take an off-the-shelf DV camera, plug it into the iMac DV, and make a film":

<http://www.apple.com/hotnews/articles/2000/04/frames/>

4. Where Newspapers Get Their News



Whether you read the story with your morning coffee or listen to it on the evening news, chances are good that the Associated Press—the largest and oldest continually operating news agency in the world—was the source. After all, the AP delivers the news to over 15,000 newspapers and television stations in more than 112 countries.

But the Pulitzer-prize winning organization is not only very good at delivering the news. It's also been quietly making history and breaking newscasting ground during its 150+ years of existence.

The first in the 1940's to make extensive use of the teletype to quickly bring news to readers anxious about events abroad, the AP was also the first to offer an online newswire service. And, today, the AP is at the forefront of delivering multimedia-rich stories over the Internet.

"Of course we also have PCs," says one AP staffer, "but in terms of design, we use the Mac and like that platform. With the software we use, it's made creating and publishing web pages all the easier."

<http://www.apple.com/creative/stories/ap/>

5. "Bottom Line Is, We Love the Mac"

"I believe the Mac OS is more elegant, more intuitive, and much easier to maintain."

Sure, you expect creative types to gush about their preference for Macintosh. But the lovefest at "Team Togut" is led, not by a bevy of designers, but a constituency of lawyers.

Recent converts from PCs, the lawyers at Togut, Segal, & Segal use the Mac for everything. They share a calendar program, a contacts database, and a time-billing system. They telecommute, accessing the office and email from wherever their cases take them. They manage their caseloads and profile clients using FileMaker Pro. And they write briefs, create presentations, and build spreadsheets using Microsoft Office, a tool that also allows them to share documents seamlessly with less enlightened computer users.

It's the firm's senior partner, Albert Togut, who delivers the closing arguments in the case for Macintosh:

"Bottom line is, we love the Mac," asserts Togut. "We are thrilled beyond description—I can't articulate this adequately."

<http://www.apple.com/smallbusiness/legal/togut/>

6. Simply Stimulating Simulating



Simulation games have always been popular. But their popularity went through the simulated roof with the recent introduction of The Sims, the incredibly hot game from Will Wright, the mastermind behind SimCity.

Whereas SimCity allowed you to control (or lose control) of an emerging metropolis, The Sims lets you manage the people who make up a little community of your own making. For better or worse, you have control over their lives, and your decisions determine how they thrive or fail, live or die.

If you can handle that kind of responsibility or you'd like to see what effect it would have on her family if, let's say, Courtnee suddenly revealed that she was a Jedi knight, you'll want to read more about The Sims for Macintosh, expected from Aspyr later this month:

<http://www.MacHome.com/TheSims/>

7. Technically Speaking...



“For an upcoming video project, I'd like to install as much memory in my new PowerBook computer as I can. How much DRAM can I install? What kind of DRAM should I purchase? Can you tell me what steps I should follow when installing the DRAM?”

When it comes time to increase the amount of memory in your PowerBook, Power Mac G4, or other Macintosh computers, remember to check either your User Manual or the Technical

Information Library (TIL) for detailed information about the type and amount of DRAM supported by your particular computer and for installation instructions.

If you're at all apprehensive about installing memory yourself, consider speaking with a local authorized service provider. You'll find a list of service providers who can install memory for you (for a fee) at the following website: [Check Your User Manual or the TIL](#) [Find a U.S. Service Provider](#) [Or Find a Service Provider in Canada](#)

8. Quick Takes

Talk about good timing. Scott Smith and Peachpit Press have just announced a new title, “Making iMovies.” A “primer to Internet moviemaking,” the new title includes a DVD-ROM with lesson files, video clips, sound effects, and other materials. For more info: Director Mike Figgis' “Time Code” is the first studio film shot entirely in digital video, using hand-held digital cameras in a single continuous take with no editing. The Screen Gems production opens Friday, April 28:

[“Making iMovies” from Peachpit Press](#) [Time Code: an All Digital Movie](#)

[Now that independent filmmakers have the power to bring their films to a screen near you, see what's playing on your Mac. The long-awaited Diablo II is set to come out sometime in 2000. So why are](#)

[folks so crazy about this game, and why are experienced players salivating in anticipation?](#)

[Online Films Come to Your Mac](#) [Fresh Monsters Await You in Diablo II](#)

[Thank you for reading this issue of Apple eNews.](#)
[Look for your next issue on May 18.](#)

[Event dates are subject to change. Some products, programs, or promotions are not available outside the U.S. Visit your local Apple site or call your local authorized Apple reseller for more information. Prices are estimated retail prices and are listed in U.S. dollars. Product specifications are subject to change.](#)

[Apple permits reproduction of the contents of Apple eNews for publicity and promotional purposes. Apple, FireWire, Mac, Macintosh, PowerBook, and Power Macintosh are registered trademarks; Apple eNews, iBook, iMac, iMovie, Power Mac, and QuickTime are trademarks; and AppleCare is a registered service mark of Apple Computer, Inc. Other product and company names mentioned herein may be trademarks of their respective companies. Mention of third-party products is for informational purposes only and constitutes neither a recommendation nor an endorsement.](#)

[Copyright©2000 Apple Computer, Inc. All Rights Reserved](#)
[Subscribe](#) | [Unsubscribe](#) | [Change Settings](#) | [Privacy Policy](#)