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Meetings second
Monday of the month from 7pm to 9pm
at the SMARTCO warehouse.

October 2003
Vol. 3

The web page is complete! Hope everyone had a chance to look at it, but if not make sure you do ☺ The URL is <http://www.smmug.net/> .

Courtesy of Brian Peat:

If you have a client who can't figure out what movie editing package to use,

have them take this fun little test.

<http://www.djojostudios.com/imovietest/test.html>

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From: Frank Petrie

NBC's Scrubs adopts an all Apple solution

By Jim Dalrymple

October 02, 2003 6:10 pm ET

Apple has been boasting for some time that they offer a total solution for their consumer and education customers. While one television show may not win the war for Apple in Hollywood, the adoption of a total Apple solution by Touchstone Television and NBC Corp. for their hit medical comedy Scrubs , is a step in the right direction.

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AUG Quick Bytes - October 8, 2003

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Night of the Panther at the Apple Retail Stores

Your group can be among the first to feel the power of Panther. Apple user groups are invited to join Apple at their nearest Apple Store

Friday, Oct. 24, from 8 p.m. to midnight to experience the new release of Mac OS v10.3 "Panther".

See demos of some of the 150+ innovations and breakthroughs of Panther including Exposi, the all-new Finder, iChat AV, FileVault and more.

Pick up a free gift. Enjoy huge savings. You could even win a Mac.

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Apple inks new US school-iBook deal

Apple has secured another deal to extend its notebook dominance in the US education market, this time in North Carolina's Greene County district.

The \$3.2 million pilot scheme in Greene County gives an iBook to every student in grades 6-12. The Macs should be distributed by the end of the month.

Apple and the education district have reached a four-year lease agreement, under which 1,800 students and 170 teachers will get iBooks. The company hopes the deal will encourage similar rural US school districts to make the same move.

Commending the county on its plans, Apple's executive vice president of worldwide sales and operations, Tim Cook, said: "You are one of the first to make an enormous difference. I look forward to seeing the results, not only in Eastern North Carolina, but in the nation at large."

Teachers are already identifying new ways to integrate the Macs into the school curriculum, reports [The Daily Reflector](#) . Parents and students will attend two-hour training sessions on the new equipment beginning in late October.

This is the second notebook leasing deal between Apple and education districts to go public this week. Earlier this week Minnesota's [Stillwater](#) school district announced a deal that got iBooks into the hands of 1,000

students and 130 teacher's Macs in a five-year deal.

Apple chief financial officer, Fred Anderson, told Citigroup and Smith Barney's 2003 Technology Conference last month that Apple has secured over 100 one-to-one Mac deals in US education, calling the strategy "a sustainable business".

Test results from another Mac-equipped district – Maine – have shown that 24-hour computer access has improved student performance there, Anderson said

By Macworld staff

Schaumburg schools buying thousands of laptops for kids

September 8, 2003

BY CHRIS FUSCO Staff Reporter

The scene inside Tammi Benson's sixth-grade classroom in Schaumburg last week looked more like Christmas than the second week of school.

"I thought iBooks were just regular books, but then Mrs. Benson showed us--it's a laptop," said 11-year-old Craig Hartwig, his face glowing as brightly as the sleek Apple computer in front of him. "Hopefully, I'll be able to do my homework on it."

Yes, Craig, you will. And so will thousands of other kids in your school district in what's believed to be the largest laptop distribution program ever in Illinois.

By fall 2004, each fourth- through sixth-grader in northwest suburban School District 54 will get an Apple iBook to use both in school and at home--about 5,200 computers total. The idea isn't to have the machines

replace textbooks, pens and paper, but to use them as research and writing tools that will lead to students performing better on reading and writing exams.

The program has a total budget of \$6.6 million, including hardware, wireless Internet access for classrooms and 21 digital video cameras. Officials rolled it out on Friday at Dooley School to rave reviews from Hartwig and his 26 classmates.

This, on a sunny, 70-degree day when most kids would have been happier outside.

"I'd rather be in here," said Aaron Henderson, 11. "It's a new computer. Just look at this."

Despite that excitement, there have been conflicting studies on computers and education, with some arguing that technology isn't a proven way to help kids learn, especially given how much it costs.

Lynne Rauch, District 54's superintendent, firmly believes her students will prove the critics wrong. A pilot iBook program the district ran in nine classrooms last year has her convinced that students' standardized test scores will improve because of the machines.

"We're not in the age of slates, blackboards or pencils," Rauch said. "Even if you couldn't prove that this will improve student achievement, which we believe we can, you're at least becoming current with what the world is. That alone to me is powerful."

Beyond that, "the amount of writing a student can do typing on the laptop compared to handwriting is amazing. You become a good writer the more you write."

The aim is to introduce students to laptops as early as they can grasp the technology, and steer them toward nonfiction via the Internet when those age groups typically shy from that type of reading.

District 54's iBook program is modeled partly after one in Henrico County, Va., where 44,000 elementary, middle- and high-school students are using the machines. High school students there last year recorded their highest SAT verbal and math scores ever.

The Schaumburg-area iBook program is kicking off this month with 1,735 laptops going to seven schools. Another 1,735 will be distributed in spring, with 1,735 more going to students in fall 2004.

The iBooks weigh 4.9 pounds each, allowing them to slip easily into backpacks.

District 54 draws property-tax dollars from high-paying retail and office properties in Schaumburg's Woodfield corridor, which has helped give it a leg up to fund technology initiatives. With 14,587 students, it is the largest elementary district in Illinois.

"Schaumburg is definitely on the cutting edge of the educational revolution," said Dave Russell, director of portable and wireless products in Apple's product marketing department. "This really is the wave of the future."

That revolution, however, comes with a price. Elmwood Park School District 401 board members in 1999 had visions of acquiring 2,200 laptops for middle- and high-school students, but the idea "wasn't financially realistic," Supt. Frank McKenzie said. The district now leases about 600 laptops, he said.

Beatles group sues Apple over trademark

By David Becker

Staff Writer, CNET News.com

September 12, 2003, 11:52 AM PT

A representative for Apple Corps, the corporate face of rock icons The Beatles, said Friday that the company has sued Apple Computer over its iTunes service, in a sequel to a previous trademark dispute.

Geoff Baker, spokesman for Apple Corps, confirmed the suit was filed two months ago in London High Court. He referred further questions to a statement put out by Apple Corps, the company the legendary rock band formed in 1968 to manage its business interests.

"Specifically, (the) complaint is made over the use by Apple Computer of the word 'Apple' and apple logos in conjunction with its new application for downloading pre-recorded music from the Internet," said the statement, apparently referring to Apple's successful iTunes Music Store service for downloading digital songs

Apple Corps previously tussled with Apple Computer over trademark issues in 1989, claiming that the computer company was illegally using the band's name and logo to sell music-related products, such as digital music software. Apple Computer settled the case for \$27 million and an agreement that generally precluded Apple Computer from entering the music business.

The two Apples appeared to be getting along OK since then, as evidenced by iMac ads featuring John Lennon.

But Apple has recently jumped into the music business in a big way, both with iTunes and its iPod digital music players .

Apple Computer issued a brief statement on the case: "Over a decade ago, Apple signed an agreement with Apple Corps, a business controlled by the Beatles and their heirs, which specified the rights each company would have to use the 'Apple' trademark. Unfortunately, Apple and Apple Corps now have differing interpretations of this agreement and will need to ask a court to resolve this dispute."

Apple Computer launched the iTunes service in late April, and it has quickly become one of the most popular conduits for legal music downloads, selling more than 1 million songs in its first week of operation and attracting numerous imitators .

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Freeverse Software
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- 3D Hearts Deluxe (retail box), the number 1 Hearts card game for the Mac.
- Burning Monkey Puzzle Lab (shareware), a wacky, falling piece game in the tradition of Tetris.

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