October Meeting Information

The meeting is scheduled for October 20th, 1988, with a starting time of 7:00 p.m.. The meeting will be held on the Chemeketa Community College campus, in Building 2, Room 113.

The program for the evening will be presented by Lucy MacDonald. She will be expounding on the use of Laser Disc presentation with computer text overlays.

Of course, we will continue with the question and answer session; so, bring your problems, programs and solutions to the meeting. We hope we can help one another.

Please come and join us, we would like to see you and hear from you.

John Sculley: A Man on the Run

Here's a true personal story told by John Sculley himself: "I was in a limo in New York City on my way to a live radio show and there was no way that the car would make it through the lunch time traffic. So . . . I jumped out, opened the trunk, got out my running shoes, and then took off on about a thirty-block run to NBC. I arrived for the 2:00 pm show at 1:59:22 . . . with seconds to spare!" (QC)

----Notes from the Librarian----

PRINT SHOP GRAPHICS

In response to a fairly high level of interest in "PRINT SHOP" Graphics, we have purchased a collection of public domain graphics (20 sides). Since we had to purchase these and since we wish to continue to acquire more (if the members interest warrants it), these programs will have a copy fee of fifty cents ($.50) per side. The money collected will be dedicated to new program procurement. Included on sides #1a and #1b are two (2) PRINT SHOP graphic slideshow/display programs.

To make these graphic programs distinguishable from the rest of the library, they are being copied unto bright blue disks and will be available for copying at the October meeting.

If your children use "PRINT SHOP" or something similar to make birthday cards and such, then you are aware that it is frequently quite difficult to find envelopes to fit the folded size. The stationery supply houses carry a suitable envelope under the trade name No. 5 1/2 Baronial (4 3/8 by 5 3/4 inches) and No. 6 Baronial (4 3/4 by 6 1/2 inches). I found some packs of 25 at J.K.Gill but at $2.49 and $2.79 respectively, this is about twice as high as they should be in box lots. This might be an area in which we could pool our resources and collectively buy a box. Co-operative buying is an avenue that we haven't explored yet.

While we are on the subject of printing, have you used "PRINT MAGIC"? If you like PRINT SHOP, you will love PRINT MAGIC. The furnished graphics are greatly superior PS but it can also use either PS graphics, Clip Art, or hi-res graphics. I haven't used it to make any banners yet, but all the other features have worked as advertised.

MEETINGS
The Regular Membership Meeting is held on the third Thursday of the month, with a start time of 7:00 p.m.. The meeting is held on the Chemeketa Community College campus, in Building 2, Room 113. The general public is invited to attend.

WAC JOURNAL
The journal is published monthly. Authors should submit their copy via MODEM to the Salem Public Library BBS (Apple SIG), or mail a diskette with the article written in ASCII text file form, AppleWorks or AppleWriter files by the 7th of the month. Hard copy should be mailed by the last day of the month preceding the publishing month.

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New from Apple: AppleLink-Personal Edition
by Helen Flynn

AppleFest(R) in Boston set the stage for an exciting announcement from Apple Computer's Senior Vice President of Apple U.S.A., Chuck Boesenberg. In a keynote speech on Friday, May 20, Boesenberg introduced AppleLink(R)-Personal Edition, a unique new online service for end users.

AppleLink-Personal Edition adds a new dimension to your Apple computer. Using AppleLink-Personal Edition software and a modem, you can connect to the nationwide network of Apple(R) owners. Once online, you'll have access to a vast array of information and services such as special interest forums, software demonstrations, conferences, and computer-related courses that can help you make the most of your Apple computer. You'll also be able to chat "live" and exchange mail, messages, and even disk files with other members of the AppleLink service.

Codeveloped and comarketed by Apple and Quantum Computer Services, Inc., AppleLink-Personal Edition is divided into two sections: Apple Community and General Services. Apple Community provides in-depth information from Apple and third-party developers, including:
   * - software reviews and demonstrations
   * - tips on using Apple computers
   * - new product information
   * - special interest forums
   * - press releases
   * - technical information
   * - answers to frequently asked questions
This is also an area where you can connect with Apple employees and users and learn to maximize your computing potential. The General Services section, provided by Quantum, offers a wide array of services, including:
   * - stock quotes from NYSE, AMEX, and OTC (15-minute delay)
   * - Groliers Academic American 20-volume encyclopedia
   * - latest news stories as they come across the wire
   * - real-time interactive games
   * - special interest clubs
   * - on-line education courses
Of particular significance for Apple User Group members is the Apple User Group Forum in the Forums area of Apple Community. Facilitated by Jerry Cline, current president of the Arizona Apple User Group, with assistance from Barbara Knaster, our AppleLink bulletin board sysop, the AppleLink User Group Forum will enable User Groups to easily communicate and exchange information with other groups across the country. It will feature an informal chat room, a message board, User Group software and management tools, special interest conferences, and the latest User Group news. Plans are underway for adding a nationwide User Group directory that will provide important membership information.

When asked about his vision for the future of AppleLink-Personal Edition, Jerry Cline commented, "I see the service as the optimum method for User Groups to communicate. At last, we have a central place where we can all teach, learn, and share. The concept of the "Super User Group" has been talked about for years, but there has never been a way for the Super Group concept to become a reality. The User Group Forum on AppleLink - Personal Edition will provide the perfect platform for us to establish a convention for national information sharing."

The Apple II AppleLink-Personal Edition software will be available this summer and Macintosh software will be released this coming Fall. For more information on how you can participate in this exciting new service, contact your authorized Apple dealer. See you online!

The AppleLink User Group Forum will enable User Groups to easily communicate and exchange information with other groups across the country. (QC)

Back in the U.S.S.R.

While many of us were home enjoying a mild winter and an early spring, John Marvelle, special advisor to the Apple Computer Clubs program, found himself, along with a handful of other Americans, in the middle of the Soviet Union. But he wasn't there to experience the Russian winter. He was there to experience a technological climate vastly different from our own, and to share a slice of Apple technology with ordinary Soviet citizens.

As a special Apple ambassador, John worked as a computer specialist for Information USA, the first official U.S. cultural exhibit in the Soviet Union since 1979. The exhibition, sponsored by the United States Information Agency, was designed to acquaint Soviet citizens with U.S. technology in the fields of medicine, agriculture, business, education, and the auto industry. Currently halfway through its nine-city tour, Information USA will draw over two million Soviet visitors with displays featuring everything from a photocopier to interactive touchscreen videos and personal computers. In fact, some of the technology is so new and foreign to the average Soviet citizen that it often results in humorous and surprising questions-questions such as "Does this Xerox machine also copy in Russian?" and "Can that computer read my mind?"

It was to such a climate that John arrived with thousands of rainbow-colored Apple stickers, an Apple IIe, a Macintosh Plus, a Computereyes video-digitizer, Thunderware's Thunderscan, an ImageWriter(R) II printer, and software from such companies as Aldus, Broderbund, Claris, MECC, Microsoft, Scholastic, Springboard, and Styleware. With help from Russian-speaking American interpreters, he shared the excitement of Apple computing with hundreds of Soviet citizens and specialists. During his six-week stay in the city of Tbilisi, Georgia, John met with teachers and members of small business cooperatives and explained how personal computers are used in the United States. He conducted computer workshops for Soviet students and consulted with researchers from some of the top institutes of higher learning. And he even met with members of two Soviet User Groups: the Moscow Computer Club, a small group of approximately 25 members, and the Tbilisi Computer Club, a community group that gives children aged 15 to 16 a chance to use computers.

John reports that the Soviet personal computer industry is currently primitive and plagued with problems-problems that include manufacturing a workable floppy disk that doesn't wear out after minimal use. Even so, he did have a chance to learn firsthand about a couple of Soviet-built personal computers-the Agat and the BK0010. The Agat is a computer with 64K of user-available memory that costs 3000 rubles, approximately $5000 at the official exchange rate. Although it is not 100% compatible with the Apple II family, the Agat is considered an Apple II clone since most of its programs will run on an Apple IIe after the disks are reformatted. The BK0010, a CPU with a mylar keyboard, is the first Soviet-made personal computer designed for use in the home. It has 16K of user-available memory, costs 600 rubles or about $1000, and uses magnetic tapes for storage. According to several sources, the BK0010 has a 16-bit microprocessor and is networkable. But at this time, neither the Agat or the BK0010 is in widespread use because of its cost and limited utility. Nevertheless, the Soviet government plans to have more than a million computers in the nation's schools by 1990.

In addition to discovering Soviet computers, John also discovered the warmth and wonder of the Soviet people by visiting them in their homes.

"During my visits," said John, "I answered hundreds of questions about life in the United States and probably asked as many about life in the Soviet Union. Discussions ranged from the homeless in America to childbirth practices to 'star wars'." According to John, his most memorable experiences were of the people themselves. "When I reflect back on my trip, what do I remember? I remember the old women who, at 5 AM, were already hunched over their handmade straw brooms sweeping the streets. I remember the endless toasts that accompanied each glass of Georgian wine or Russian vodka. And I remember the extreme generosity and hospitality of the people who invited me to their homes. My trip was more than an exchange of technological ideas. It was a chance to meet and share ideas with the people who make up the Soviet Union. And it changed my impression of their country. To me, the Soviet Union is no longer an ominous country 10 times the size of the United States. It's a country of people-Georgians, Armenians, Russians, and many more nationalities-people who are as curious about us in the United States as we are about them, and people who are every bit as interested in world peace as we are."

We're sure that John's visit helped Soviet citizens to better understand the American people as well. (QC)

Close Encounters of the Third Kind:
Apple's Regionalization
by Terry Mock

Apple is looking for a close encounter-a closer encounter, that is, with its customers. That's why it's been steering a course in the direction of decentralization ever since last summer.

At that time, all U.S. marketing and sales operations were conducted on a national level and controlled by Apple Corporate from the home office in California. But efforts were already underway to decentralize in an attempt to better meet the needs of the growing numbers of end users. The result was a solution of the "third kind": the formation of three equally important geographical power bases: Western Operations, Central Operations, and Eastern Operations. These three regions support sales offices and thousands of field representatives and have enabled Apple to concentrate its efforts where it counts most-on its end users.

According to Lonnie Arima, Apple's Sales Operations Manager for Central Operations, "This process has given more decision-making power to the people in the field. This means quicker action can be taken to resolve customer problems or inquiries. In short, getting closer to our end users has ensured greater customer satisfaction."

Regionalization gives Apple an opportunity to implement strategies and programs that are customized for the each region, allowing more flexibility in addressing the special needs of folks from Alabama to Wyoming. "To you, the customer, this may all seem transparent," says Lonnie. "But the results of this new vision are potentially great: increased responsiveness, more focused direction, and a closer link with Apple." (QC)

Projecting the Right Image—
Big Pictures from Small Screens

If you've ever seen Ben Hur or 2001: A Space Odyssey in a theater, then seen it again on TV, you know the difference a big screen can make. Larger-than-life images can create a big impression, one you'll remember and talk about for a long time.

That, of course, is the kind of impression you want to make when you give computer-aided presentations. But until recently, projecting big-screen images of your computer display presented more problems than images. Fortunately, help is at hand. There are now easy-to-use, economically priced display devices that can give your group the big picture without giving you a big headache. With the right equipment, your big-screen presentations can make big and lasting impressions.

Video Adapters

If you're using a Macintosh computer, you'll need to install a video adapter before you can use any display device. This adapter provides the necessary circuitry to get the Macintosh computer's nonstandard video signal (which has a high horizontal scan rate of 22.4 Khz, responsible for the Macintosh's sharp screen image) out of the case so it can be connected to display devices that are specially modified to handle that high scan rate.

If you're using an Apple II computer, you won't need an adapter since your computer already has a video out jack on the back. This video signal is very close to the normal NTSC (regular television) standard, so it will work directly with many display devices. This output is fine for 40-column text or for standard color images, but 80-column text or high-resolution screens will look fuzzy. If you have an RGB output from your computer and an RGB display device to connect it to, then your enlarged image will be much sharper.

Installing a video adapter, such as the one manufactured by Mentauris Technologies of San Marcos, Texas, requires "cracking" the case of your Macintosh. Most dealers can install the adapter for you in their service shop, or you may want to install it yourself if your computer is out of warranty and you feel knowledgeable enough to crack the Macintosh (not for the faint-of-heart!).

The video adapter has a connector that plugs into the Macintosh computer's logic board where the power supply cable normally plugs in. The power supply then plugs into the adapter's connector. The adapter can be installed inside the Macintosh case by threading the video cable through the security hole, or it can hang outside the case by running the adapter's flat ribbon cable out of the case along side the power switch. The first method requires drilling a hole in the Macintosh case and the end result is much neater in appearance. The second method is quicker and easier, but leaves the two-inch adapter dangling outside the back of the case.

Cable

To connect a Macintosh to a display device, you'll need a standard video coaxial cable (RG 59u) with male BNC connectors at each end. You can assemble a cost-effective cable of any length up to 50 feet long by buying a standard TV coaxial cable with female "F" connectors at each end and then two adapters (to change the "F" connectors to male BNC connectors) from Radio Shack or other sources.

To connect an Apple IIc, IIe, or IIgs(R), you will typically need a cable that has a male BNC connector at one end (to connect to most display devices) and an RCA phono-type connector at the other end (to connect to the CPU). No other special hardware is needed unless you are going to use an RGB-type signal, as mentioned earlier.

Display Devices

There are three basic types of display devices you can choose from, depending on your needs and your budget Large screen monitors provide the clearest, sharpest images that look exactly like the Macintosh screen. They are also the easiest to set up, just hook up the cable, turn it on, and it's show time! Large screen monitors, such as Electrohome's 23-inch Variscan, cost around $1200 and are the most appropriate for groups of 30 or 40 people.

LCD devices for overhead projectors are flat panels that fit on top of standard overhead projectors and project the computer display on a screen or wall. Focusing and size adjustments are made by moving the overhead projector around until you get the image size you want. The display is not pure white like the computer monitor, but the image is quite sharp and comes close to approximating the original computer image. For best results, the room should be dimmed during projection. LCD devices, such as the Macnifier by Comtrex Systems and MacScreen by ASK LCD, cost around $1600 and are ideal for groups of 100 or 150 people.

Computer-dedicated projectors show the computer image on a screen or wall and are designed specifically to work with your computer. The Limelight projector by Vivid Systems projects images with a lime green background rather than the white background of the computer monitor. Because the projector is designed for a concave screen, an image projected on a flat screen or wall will not be clear everywhere. The device has built-in controls for centering the image on your screen, focusing the image by moving the lens, and setting the brightness, contrast, and sharpness of the projected image. Since the device takes a few minutes to warm up, you'll want to make all your image adjustments before your presentation, then turn the brightness and contrast down to dim the screen until you're ready. For best results, the room should be dimmed during projection. The Limelight projector costs approximately $4000 and can be used with groups as large as 200 people.

This information was provided by Harlan Felt, Apple's Event Support Manager, who is responsible for the technical content and operation of Apple's trade shows and events. As an eight-year Apple veteran, an avid Apple user since 1978, and a member and officer of numerous User Groups for years, Harlan certainly projects the right image as a Quick Connect contributor! (QC)

Write at Home
by Janet Joers

I don't have an Apple badge, an office on the Apple campus, or a 6-week sabbatical coming, but I have something that to me is worth all three: a connection with the Quick Connect team.

Being something different than a real Apple employee, I'm a freelance writer who feels as much a part of the Apple world as the people in Cupertino. How? I telecommute there all the time!

Thanks to the magic of Apple technology, my office at home becomes an extension of Apple itself every month when Phyllis Farnam and I gear up for the next issue of Quick Connect. Instead of getting in my car to pick up copy or deliver manuscripts, I log on to AppleLink(R) and am instantly deluged with articles or relieved of mine. And I've found that AppleLink works just as well at midnight and six in the morning as it does during business hours - a real convenience for free lancers with days that stretch at both ends. But besides saving wear and tear on me and my car, telecommuting puts me in direct contact with everyone I need to communicate with to get the job done and meet my deadlines. If I need more information to write an article, a reviewer to check my facts, or a late-breaking article to edit in a hurry, I turn to AppleLink as the fastest way to get it.

With messages constantly going out and coming in - and my Macintosh to keep me company, it's hard to feel isolated (a popular myth about freelance life). But just in case I ever do, the Connection arranges monthly interviews for the articles I write on Apple people. I've been escorted through the House of Cray - the mysterious building housing Apple's Cray computer. I've rendezvoused with the Quick Connect production team in out-of-the-way cafes, and I've even entered the inner sanctum of Jean-Louis Gasse's office with a tape recorder and his book under my arm (for his autograph, of course!). I've met a magician - Bruce Tognazzini (the human behind the human interface of Apple computers) and Apple's boy wonder - Chris Espinosa (who couldn't tell me at the time he was project manager for HyperCard(TM)). I've talked with Apple's superstar software artist - Bill Atkinson (who found an hour for Quick Connect just when HyperCard was rolling out), and literally dozens of fascinating people who make up the high-energy world of Apple.

Exciting? You bet. For an outside Apple person on the inside, I've made some very interesting connections, thanks to the people at the User Group Connection. (Making connections, after all, is their stock in trade!) But the best connection of all is the one I made with them. They've made me feel write .. . er ... right at home! (QC)

Did You Know?

Nine years ago this month, ground breaking ceremonies were held in Cupertino for a new Apple building.

Steve Wozniak is good at remembering dates. He remembers that it was March 10, 1976 when the design of the Apple I was completed. The computer had no sound or graphics capabilities.

On March 27, 1981, Apple had it's first million dollar shipping day.

The "100 Macs a Day Marching Band" performed at a champagne party in the Macintosh factory in March of 1984.

Somehow, an IBM 3083, NAS 5530 computer found its way inside Apple's corporate headquarters four years ago. No one knew where it came from. Was it shipped in a plain brown wrapper?

On the first of May, 1976, Steve Jobs and Steve Wozniak delivered the first 60 Apple I computers to a few local computer stores. At the time, Jobs was a part-time physics student at Stanford and Woz was working for Hewlett-Packard.

The first Apple II personal computer was introduced in May of 1977. It was the first fully assembled, programmable, personal computer sold commercially.

Scientist Alan Kay became an Apple Fellow just four years ago this May.

On May 19, 1980, Apple introduced the Apple III, a fully integrated computer system with built-in disk drive, up to 128K of memory, color and black-and-white video, and the ability to accommodate a wide range of videos. The price? Only $4330 to $7800.

Remember Contact, the first Apple User Newsletter? The first issue was published on May 29, 1981.

Five years ago, Apple was awarded a preliminary injunction against a Los Angeles distributor of one of the copies of the Apple II-a product called the Pineapple.

Today, there are 205 versions of the Macintosh computer.

Back in June of 1978, Apple's disk drive line had only two employees producing up to 30 disk drives a day. By April of 1980, the department had over 30 employees producing several hundred disk drives per day.

On June 10, 1977, the first Apple II system was shipped. A year later to the day, Apple reduced its prices for 16K of memory by 40%. Previously priced at $500, a 16K memory increment then sold for $300.

A racing car sponsored by Apple Computer makes its European debut in the 24-hour LeMans, France competition on June 14, 1980.

On June 26, 1981, Stanford Business School named Apple as the entrepreneurial company of the year.

The first sneak preview of the Lisa(R) in Europe occurred in Apple's Paris office on June 15, 1982.

Only five years ago, Tom Hughes designed the Picasso-like drawing of a Macintosh as the computer's logo.

June 29, 1983 was a historic day. The millionth Apple computer rolls off the line. (QC)

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