

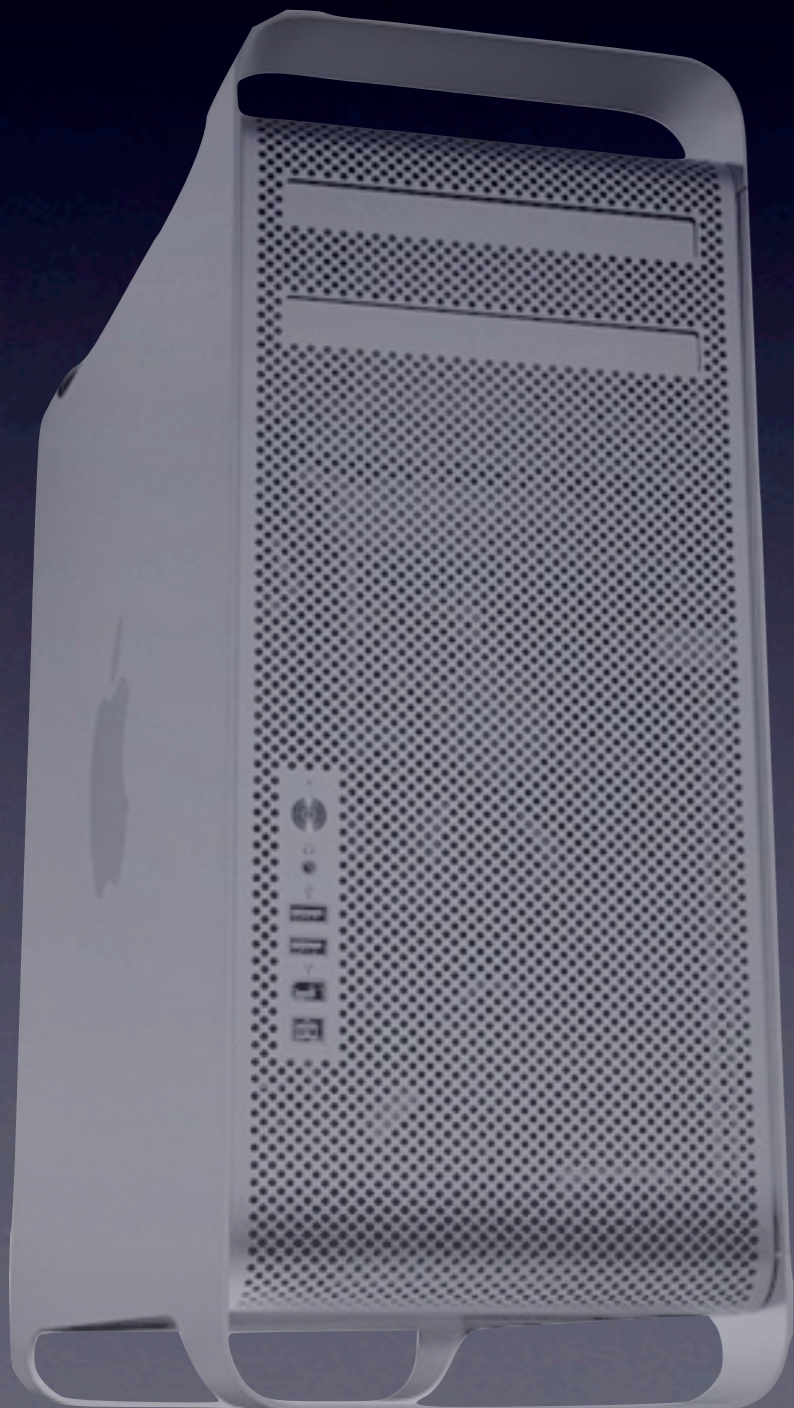
# Should I Switch to a Mac?

*Your questions answered!*

Anthony Reimer



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Know your stuff,  
know who you're stuffing,  
then stuff 'em!

– *John P. Paynter's variation  
on a quote of Lola May  
(both from Chicago area)*

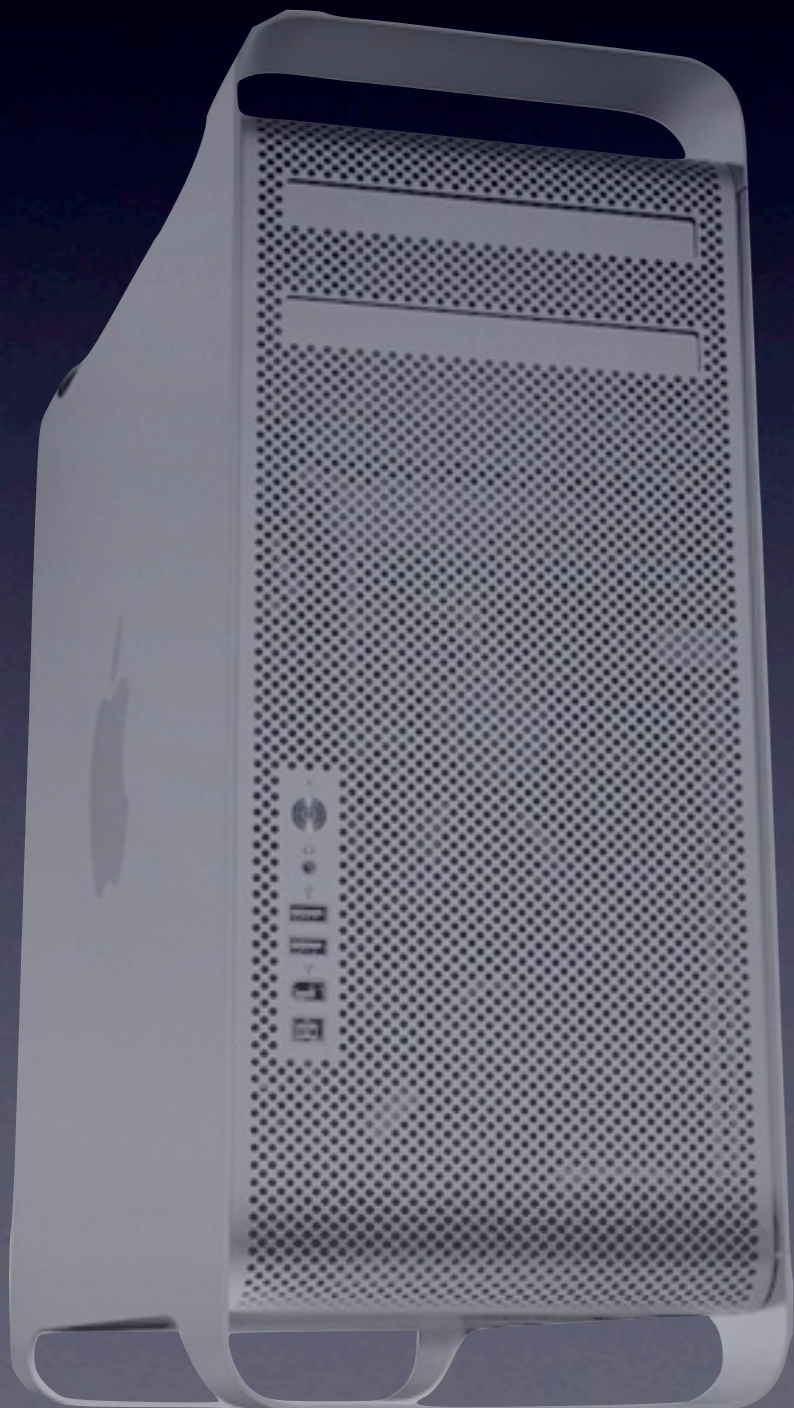
# The Batting Order

## Comparing Mac vs. Windows

- *Mac Advantages*
- *Reasons you might not switch*
- *A Quick Tour of the Mac OS*

## Selecting a Mac Model

## Transitional Resources





# Mac Advantages





# Mac Advantages

## “It Just Works”

- *Built-in support for all kinds of devices and displays  
(true “Plug and Play”)*
- *Attention to detail (elegant design)*
- *High customer satisfaction*

# Windows PC

**TOSHIBA**



Mac



+







# Mac Advantages

UNIX with a GUI (stable, secure)

Malware virtually non-existent

- *“Human Engineering” (e.g., trojan horse) most common threat*
- *Harder to write viruses*
- *Smaller target audience*
- *University has licenced VirusScan*



# Mac Advantages

Each new Mac comes with great multimedia software (iLife suite)

- *Photos (iPhoto)*
- *Movies (iMovie)*
- *Music (iTunes, GarageBand)*
- *Web Sites (iWeb)*

...and video chat (iChat)



# Mac Advantages

## Other Features Built-in to the OS

- *Time Machine backup  
(just plug in a hard drive!)*
- *Spotlight search  
(and app launcher, calculator...)*
- *Easy entry of diacritical marks  
when entering text*
- *PDF creation*
- *Disc burning in the OS*



# Mac Advantages

**Machines are fully-loaded and forward-looking**

- *All have USB, Bluetooth*
- *Almost all have WiFi, FireWire 800, Gigabit Ethernet, Webcam*
- *All have 1 GB RAM (most have 2-4 GB and/or can be upgraded)*
- *All have a port for a second display*
- *Current OS runs on 6-year-old Macs*



# Mac Advantages

## Industry Standard in some disciplines

- *“Creatives” (esp. Music, Art, web)*
- *Publishing (magazines, newspapers)*

## Common in other disciplines

- *Education, Health Sciences, Psychology, Kinesiology, Comp. Sci.*

# Mac Disadvantages

**None**

(that can't be mitigated)





# Maybe it would be better not to switch...

## Can't run some software packages

*... without installing Windows*

- Need to purchase Windows OS
- Boot Camp (included)
- Parallels Desktop or VMWare Fusion (~\$100)
- Alternative: WINE / Crossover

## “Macs are Expensive”

*... there are just no low-quality ones*



Maybe it would be  
better not to switch...

Your informal tech support  
network is all Windows

*...but you could go to the Apple Store*

“It was hard enough learning  
Windows” or “I hate change”

*...but many Windows skills are  
transferrable to the Mac*





# Maybe it would be better not to switch...

## Some of your current peripherals will only work on Windows

*...but there are very few of those devices any more*

- Cheap webcams (...but most Macs come with one built in)
- A handful of laser printers and all-in-ones (low price/quality)
- Non-iPod MP3 players



Maybe it would be better not to switch...

Other people/web sites assume you have a Windows PC

*... this just involves some gentle training of others (“use standards”) and minor adaptations on your part*

Gaming is of utmost importance

*... so buy a gaming console!*



Maybe it would be  
better not to switch...

**Fewer choices in software titles**

*...but all major categories are covered*

**IT doesn't support Macs**

*...they make an effort to make Mac  
help files for key stuff like e-mail*

*...they are getting some professional  
training this week!*

# A Quick Tour of the Mac OS



# Selecting a Mac





# Selecting a Mac

## Desktop or Laptop?

- *Mac / iMac for desktop*
- *MacBook for laptop (“notebook”)*
- *Tradeoff:  
performance for portability*



# Selecting a Mac



## iMac

The ultimate all-in-one.



## Mac Pro

The fastest Mac ever.



## Mac mini

The smallest, most affordable Mac.

\$1350–2500  
(complete)

\$2700–3400  
+ display

\$670–900  
+ everything



# Selecting a Mac



## MacBook

The next-generation MacBook.

The next-generation MacBook.  
MACBOOK

\$1100–1650  
(13")



## MacBook Pro

The ultimate mobile powerhouse.

The ultimate mobile powerhouse.  
MACBOOK PRO

\$2050–2800  
(15–17")



## MacBook Air

The world's thinnest notebook.

The world's thinnest notebook.  
MACBOOK AIR

\$1900 (13")  
\$2550 (SSD)





# Selecting a Mac

## Build To Order

- *Available from any dealer*
- *Many options*
- *Upgrade wireless keyboard and/or mouse, or select keyboard with numeric keypad*
- *Apple's component upgrades tend to be expensive (3rd party cheaper if you can do it yourself)*



# Selecting a Mac

## Warranty

- *1 year carry-in*
- *90 days phone support*
- *AppleCare extended warranty available*
  - Increase coverage to 3 years hardware and phone support
  - Must be purchased and registered before the 1 year standard warranty expires



# Selecting a Mac

## More Details

- [www.apple.ca/getamac](http://www.apple.ca/getamac)

# Transitional Resources





# Transitional Resources

## Where to buy (Education Pricing)

- *U of C Micro Store (MSC 1st Floor)*
  - Best software pricing
  - Campus-only deals
- *Apple Store (Market Mall)*
  - Online ordering as well
- *WestWorld Computers (Centre St. N)*
  - K–12 Education pricing; often price match
  - Lots of stock



# Transitional Resources

## Microsoft Work at Home Rights

- [www.ucalgary.ca/it/microsoftagreement](http://www.ucalgary.ca/it/microsoftagreement)
- *You have a University-owned PC or Mac at your desk*
- *Office 2008 for Mac (\$12)*
- *Windows XP Pro (\$5)*
- *Windows Vista Business (\$8)*



# Transitional Resources

## Other stores that have Mac stuff

- *My Mac Dealer*
- *Best Buy*
- *Future Shop*
- *London Drugs*
- *Some camera and music equipment stores (e.g., Vistek, Axe, L&M)*
- *CDW & CompuSmart (online only)*



# Transitional Resources

**Where can I get support?**

- *Where you bought your Mac*
- *Apple Store*
- *AppleCare phone support*
- *Mac Computer Club of Calgary*
- *Mac-using colleagues*
- *IT (campus-related, help files)*





# Transitional Resources

Can I get help moving data from my Windows PC to my Mac?

- *Apple Store & WestWorld will move the data if you purchase your Mac from them*



# Transitional Resources

Are there workshops / demos on some of this Apple software?

- *Apple Store (free)*
- *WestWorld (now free)*
- *Apple web site (Video tutorials)*



# Transitional Resources

## Online Resources On Campus

- [www.ucalgary.ca/iaml/help](http://www.ucalgary.ca/iaml/help)
- [www.ucalgary.ca/it](http://www.ucalgary.ca/it)

## Major Publications

- *Macworld*
- *Mac | Life*



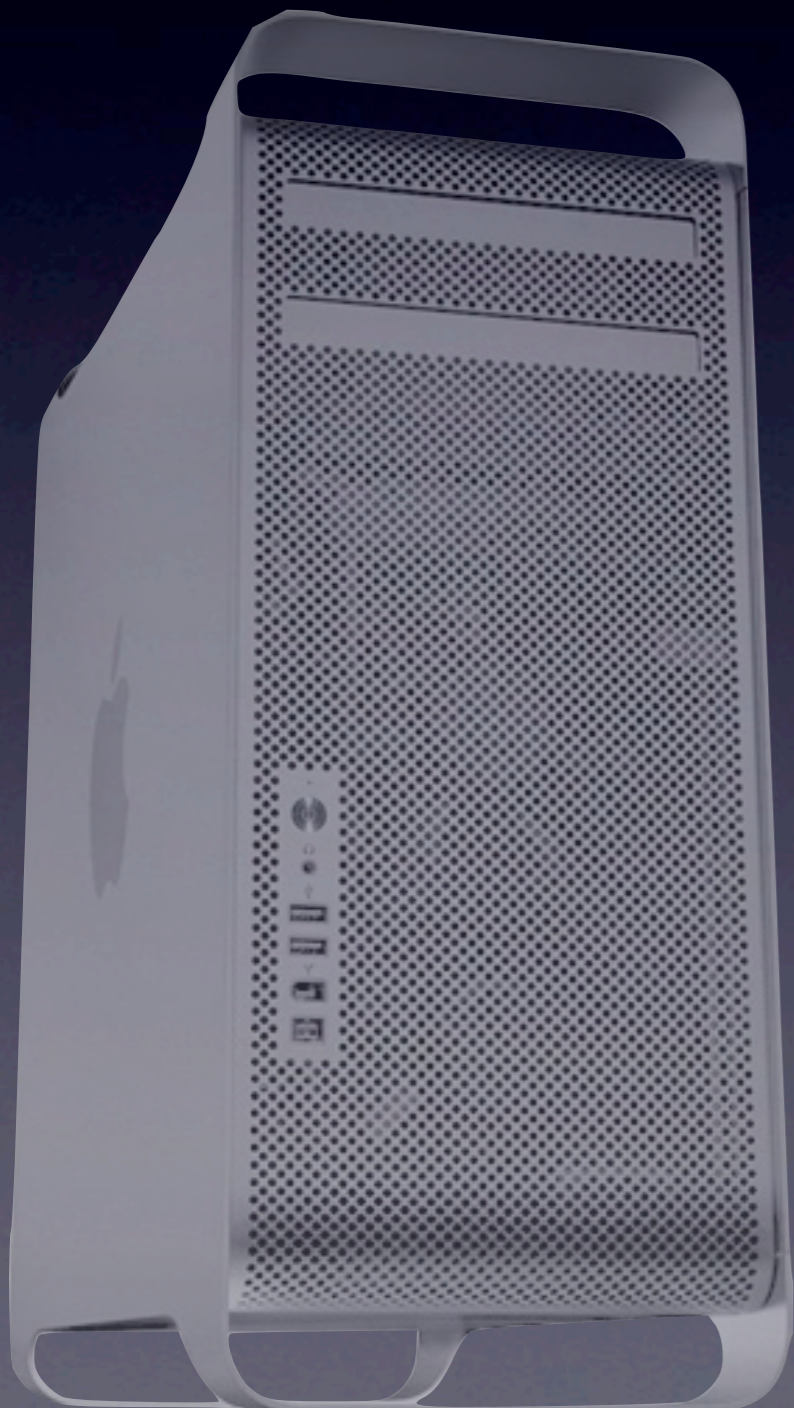
# Transitional Resources

## General Tips

- *Use Mac-native software whenever possible (better experience)*
- *Use drag-and-drop*
- *Use “less than full-screen” windows*
- *Use Exposé*
- *Get a hard drive for Time Machine*
- *Buy AppleCare for all-in-one Macs*

And now...

# Your Questions



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