

From:www.eppol.net **Soggetto:** Apple eNews: March 23, 2006

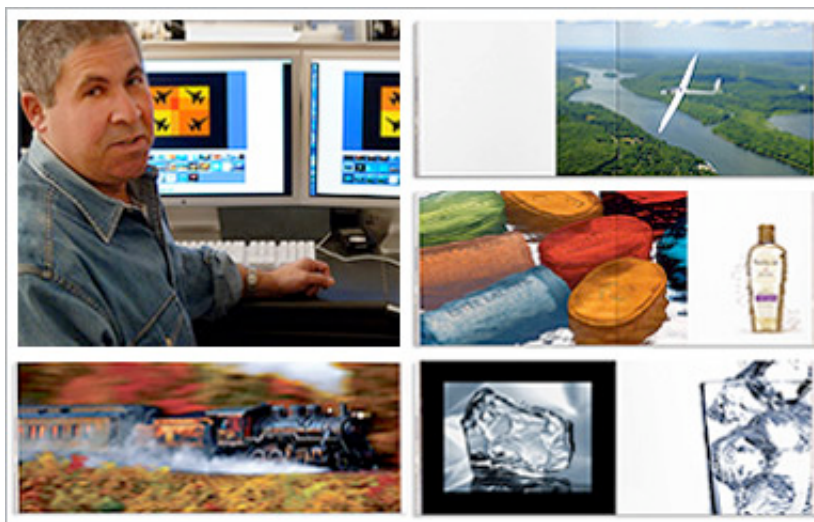
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Hot news headlines

- [Mike Kobrin](#), one of the editors at PC Magazine, knows a good thing when he hears it. That's why he awarded iPod Hi-Fi 4.5 (out of 5) stars. "I got my hands on one and took it for a spin in the PC Magazine audio lab, and I'm very happy with it," he tells readers. "Listening to the iPod Hi-Fi, I could clearly hear that Apple paid a lot of attention to sound quality." Impressed, Kobrin concludes by saying that "I wholeheartedly recommend this speaker if you're looking for an extremely powerful single-cabinet speaker that's portable (runs on batteries as well as AC), because this is about as good as it gets."
- "After testing two of the new Intel Core Duo-based Macs—the 15-inch MacBook Pro portable and the 20-inch iMac desktop—it is clear to me," reports [Peter Lewis](#) for CNNMoney.com, "that in many ways Apple has improved on what were already two of the best computers on the planet and has built a better foundation for the future."
- In "Two Juicy New Apples," [Stephen H. Wildstrom](#) (Business Week) cites the MagSafe and built-in iSight as "examples of the smart touches that distinguish Apple" products from its competitors. Apple focuses "its energies," Wildstrom suggests, "on what appeals to consumers, especially ease of use and products that please the heart and the eye as well as the brain and the

Aperture. One for the Books.



A master photographer at the leading edge of his chosen craft for nearly 20 years, Jody Dole avidly embraced the digital workflow from early on. Not only because it allowed him "to do the best possible job." But because it provides the tools he needs to keep his newest and best work in front of prospective clients.

Portfolios he can update in a flash are his promotional tools of choice, and it's one of the reasons Dole will "be using [Aperture](#) to catalog my hundreds of thousands of photos."

"The Aperture book feature is fabulous," he says. "I love the layout—you have the control you'd get in Photoshop or Quark, with regard to position, scaling, and so on. You can bring in any size picture, scale it up or down, stretch it, crop it, position it, and build your pages any way you want."

Put your life on the web



iWeb

Got a minute? You won't need much more time than that to share your passion with the world. That's because [iWeb](#), the newest member of the iLife suite, makes website creation drag-and-drop easy, providing you with all the tools you need to incorporate your photos, movies, and podcasts on a website or blog.

Get started by choosing one of the twelve Apple-designed



as well as the brain and the budget. The new mini and the MacBook are just the latest happy examples.”

- USA Today’s [Ken Fuson](#) reports on an escalating educational trend—the use of the iPod as a study aid. “Students across the USA can download everything from instructions on how to perform an emergency medical procedure to a virtual architectural tour of campus. They also can be assigned to produce a ‘podcast’—audio and visual programming downloaded from the Internet—instead of writing a research paper.”

[More news...](#)

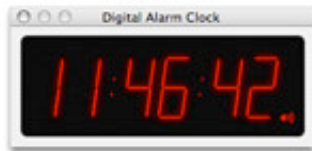
themes that come with iWeb. They’re easy to customize to suit your needs, and thanks to the iLife Media Browser, you have immediate access to the content you’ve created in iPhoto, iMovie, and GarageBand. And once you have all the elements in place, you’re just one click away from publishing on .Mac.* iWeb even helps you promote the existence of your new website to friends and family.



Got a life? Share it. With iWeb.

* The .Mac service is available to persons age 13 and older. Annual membership fee and Internet access required. Terms and conditions apply.

What’s new?



This is truly alarming. The Coverall Crew, a Vancouver-based software developer, has created a tiny retro gem called the [Digital Alarm Clock](#). The app provides you with a digital timepiece, one that offers you a choice of chimes, multiple alarms, iTunes integration, and lots of other bells and whistles. Already Universal Digital Alarm Clock also comes with a screensaver and a “Clock in the Dock.” Try it for free for a limited time, and see if you can live without it.



Thanks to Orphan Okay, you can give some of your favorite applications—e.g., iTunes, Final Cut Studio, Logic Pro—beautiful new homes. Simply download [Application Folders](#), a stunning set of ready-to-use folders now available on our Mac OS X downloads page.



You won’t miss a single episode

“The Daily Show.” “The Colbert Report.” “Avatar: The Last Airbender” “2006 NASCAR Nextel Cup.” “March Madness.” “2006 Final Four.” Yes, video fans, the list of TV Shows you can purchase from the iTunes Music Store continues to grow.

As do the options for purchasing them. Over the last several weeks, we’ve introduced the Season Pass and the Multi-Pass, new ways to purchase up to an entire season of programming. Imagine that. Convenience and cost savings.

Designed for shows like Comedy Central’s “The Daily Show” and “The Colbert Report,” a Multi-Pass lets you purchase multiple episodes in one swell foop, each new episode automatically downloading to your system as it becomes available. One click. Many laughs. And with a [Season Pass](#)—for such shows as the 2006 NASCAR Nextel Cup, March Madness, and Final Four—you can get tickets for an entire season of exciting sports programming at a discount.



What’s playing on your computer?

Color me relieved

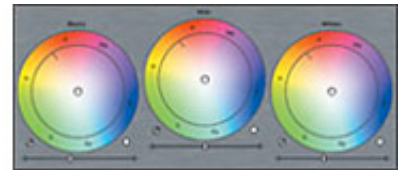
Podcast Pick. Physicists, Evolutionary psychologists, Pulitzer prize-winning authors. Spiritual leaders. Every Saturday and Sunday, TVOntario offers its members the opportunity to hear Big Ideas from influential speakers from around the world. But even if you can't watch the broadcast, you can hear the lectures by downloading and/or subscribing to the [Big Ideas podcast](#).



Elizabeth Witham enjoys a challenge as much as any film editor, but one of her more recent projects made her appreciate exactly how much she could accomplish with [Final Cut Pro](#).

The challenge at hand: seamlessly integrate footage shot by two different cameras, including one with a noticeably green cast. "With Final Cut Pro's color correctors and brightness and contrast tools, I was able to bring the two sets of footage close enough where people don't even notice that two cameras were used," Witham says. "That's pretty huge."

And because Final Cut Pro comes with built-in, easy-to-use color correction tools, it's a challenge within the capabilities of just about any filmmaker. In fact, thanks to the latest title in the Apple Pro Training Series, "[Advanced Color Correction and Effects in Final Cut Pro 5](#)," you can easily learn how to add color correction to your film editing skill set.



BeLight Software—which makes several great products for the Mac—recently released another. Disc Cover, which integrates with iTunes, iPhoto, and iDVD, lets you design and print beautiful labels for your CD and DVD collections. Imagine backup DVDs of your iPhoto collection with handsome labels clearly indicating the contents or portfolios that create a favorable first impression even before clients see your work. Already Universal, [Disc Cover](#) works with all Macs and comes with tons of images and templates.

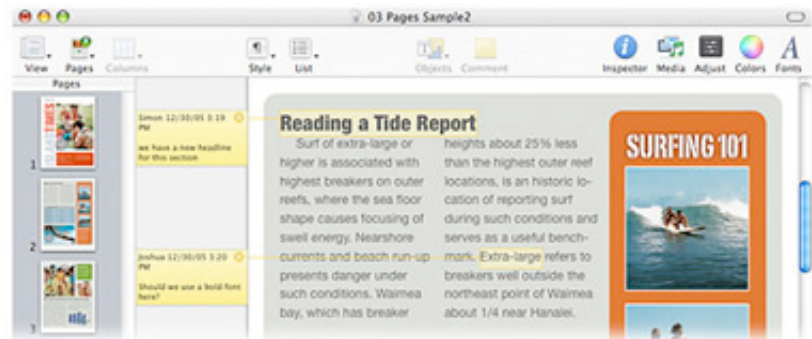


Just back from Austin, Texas, we brought some great music back to Cupertino. You'll find it all on our tribute page to the [2006 South by Southwest Music Conference](#). Mosey on by to hear previews from Brazilian Girls, Nickel Creek, Belle and Sebastian, KT Tunstall, Neil Young, The Electric Soft Parade, and many other new and veteran artists.



Widget Watch. A widget recently added to Dashboard Central interacts effortlessly with an application you probably use on a regular basis. Called the [Album Art Widget](#), it displays the album art for the song you're currently listening to in iTunes. It can even fetch that album cover and add it to your iTunes collection. Album Art lets you rate, pause, play, or skip songs without

A comment about Pages

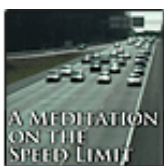


You can use them to write notes to yourself—a reminder to check your facts, rephrase a troublesome sentence, or "insert an example here." You can use them to elicit more information from a client—"Need help describing this feature more clearly"—or to offer editorial feedback to another writer or colleague. Got questions? You can pose them in the margins where your reader can't miss them.

We're talking comments. The new version of Pages offers them, and just like everything else in Pages, it's easy to add Comments to your documents. Simply

- Click the word, sentence, or paragraph to which you'd like to add a comment
- Choose Comment from the Insert menu
- Type your comment, note, or question

opening the iTunes window; jump to the iTunes Music Store; control iTunes using keyboard shortcuts. And more.



Many publicists would be ecstatic to get clients the type of coverage that sped its way to the eight award-winning filmmakers. World News Tonight, National Public Radio, CBS News, and other news organizations queued up to speak to them. But first they had to wait for the cinematographers to get out of class. Created in iMovie by students at Georgia State University for a recent Campus Moviefest, the five-minute "55: A Meditation on the Speed Limit" became an overnight sensation—the subject of over 12,000 blog entries, for example—and walked away with the Best Comedy award. [See it for yourself.](#)



Thanks to Rosetta, many venerable Mac applications—software you love to run—continue to "just work" on the newest Macs powered by Intel processors. That includes applications like StarCraft (Blizzard), Quicken (Intuit), Photoshop Elements (Adobe), and AppleWorks. In fact, after a comprehensive test using the new Intel-based iMac, the AppleWorks User Group concludes that "our new Intel iMac is a reliable and impressive system. It runs [AppleWorks](#) flawlessly and with the same blazing speed as on the fastest G5 iMacs the Intel systems replace."



A number of design companies create beautiful—and highly useful—themes for Keynote. One of them, Divine Fiat, just released a new product with a particular focus: photographers. "Portraits, landscapes, still life photos, even product shots—whatever the subject, if you're a photographer, Photogenic is for you," Divine Fiat's website tells us. "It's about you displaying your

And, even though they're in the margins, Pages will print your Comments perfectly every time. Want to learn more about the features available in [Pages 2](#)?

A Universal hit

Just 10 weeks ago, we announced the new MacBook Pro and iMac computers with their new Intel-based processors, and developers have already delivered more than 1200 Universal applications. That's about 120 applications a week. A pretty good clip, don't you think? As you may know, Universal applications run natively on both the PowerPC processors from which we're migrating and the Intel processors that provide you with considerably better performance than you've experienced in the past.



Today, at least two more products join the growing list of Universal applications. [Toon Boom Studio](#), a great animation application and past winner of the prestigious Apple Design Award. And SMART Board Software, the application that runs Smart Technologies SMART Board, the market leading interactive whiteboard and collaboration tool used extensively in education and designed with input directly from teachers.

Take a look at the growing list of [Universal applications](#) now available for Intel-based Macintosh computers.

Technically speaking



Did you know that:

- iPod Hi-Fi can charge your dock-connected iPod even while running from batteries
- If you have both an iPod and another audio source connected to iPod Hi-Fi, you can use the Menu button on the Apple Remote to toggle between them

photography your way.” To see how [Photogenic](#) your images can look, visit the site and watch the QuickTime video.

Found an article you think a friend ought to read? Send her to the online version of today’s issue of [Apple eNews](#).

Every week, developers release new products for us to enjoy. Like to see some of the more [recent arrivals](#)?



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We hope you enjoyed reading today's issue of Apple eNews. Mark your calendars. We'll bring you more exciting news about iPod, the Mac, and other great Apple products just two weeks from today. On Thursday, April 6.

Written and designed by Apple in Cupertino, Apple eNews is a free, bi-weekly email publication.

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 Apple Store prices as of the date of this publication. They do not include sales tax or shipping charges, are subject to change, and are listed in US dollars. Product specifications are subject to change.

- Or that, with an AirPort Express, you can stream music to iPod Hi-Fi even if it's in another room from your Mac?*

All true. In fact, you'll find lots of additional information about iPod Hi-Fi—e.g., how to display Large Album Art on an iPod nano or fifth-generation iPod, the audio cable you'll need to use iPod Hi-Fi with an iPod without a Dock Connector, what the status lights on iPod Hi-Fi indicate—by reading "[iPod Hi-Fi: Frequently Asked Questions](#)."

* Of course, the Mac you use needs to support AirPort via either a built-in or optional AirPort Card.



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