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Introduction

The first April 1976, Apple was born thanks to its two founders Steve Wozniak and Steve Jobs. The first « computer » was called Apple I. Despite the idea looked absurd, the firm wanted to bring more accessibility to the general public while using this computer. The firm IBM brought out the first PC in august 1981, but without providing graphic interface. With windows 3.11, this matter has been solved, but Microsoft has had with illegal techniques the certificate for the icons and windows. There are numerous stumbling blocks between Microsoft and Apple. Numerous Mac's operating systems followed one another, the technology was very high, but some machines weren't so fantastic as for example the first laptop, which was a setback. In spite of it was a good computer but too heavy. Furthermore there were no clones, so the prices increased and there were no competitors in "Apple world". The departure of Steve Jobs was a major problem too, but the real problem of Apple is maybe that this firm is more a cult than a firm.

Articles, commentaries et vocabulary

Tuesday, March 11, 2003

Laptop program draws admirers

Canadian group visits local schools

By BETTY JESPERSEN, Staff Writer

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FARMINGTON — Maine's effort to put an Apple iBook computer in the lap of every seventh-and eight-grader in its public schools is attracting international attention.

About 50 Canadian and French educators and multimedia professionals on a **trade** mission from Quebec descended Monday on Farmington and Skowhegan to learn more about the laptop program and to determine how they might integrate something similar back home.

"We would like to see if it is possible for us to have an 'e-learning' experience, and how we could give laptops to the greatest number of people," said Joelle Eichelbrenner, a middle school teacher in Poitiers, France.

Eichelbrenner and two of her French colleagues participated in the International Conference on Educational Multimedia, an initiative of the Board of Trade and Industry in Metropolitan Quebec.

The group **toured** Skowhegan Area Middle School in the morning, where they observed students using their iBooks in the classrooms, and later attended workshops at the University of Maine at Farmington.

UMF, through its Maine Center for Meaningful Engaged Learning project, is considered the leading educational institution providing training to teachers who are implementing the laptop program here.

After visiting UMF on Monday afternoon, the delegation planned to travel south to tour the Massachusetts Institute of Technology's Media Lab and to meet with business development experts in the Boston area.

"The Skowhegan school was amazing," Eichelbrenner said. "There are small groups and small classes, and the teachers we talked to seemed to be interested and **convinced** that the program is working."

Denys Lamontagne, the director of an information Web site that offers articles on distance learning around the world, said what impressed him about the Skowhegan project was that it is integrated so extensively into the classroom.

"The students are using it intelligently as a tool to do their work," Lamontagne said. "I talked to an English teacher who said it has made a huge improvement on the quality of work being handed in."

John Krasnavage, principal at Skowhegan Area Middle School, said during the workshop — called "Laptops in Middle School Classrooms" — that the goal is to "turn every classroom into a lab using technology as a tool to enhance education."

Other speakers talked of the **pitfalls** and the successes of the laptops initiative and the importance of teacher training.

Michael Shannon, the regional technology integrator at Auburn Middle School, said teaching the teachers has been among the more challenging parts of the program.

He estimates that 5 percent of the teachers with whom he works are still resisting it after two years. But, that is changing slowly.

"I think as the teaching and learning procedures improve, the information-gathering and problem-solving skills will be the real beneficiaries of this technology," he said. "It has enriched learning and has changed how students and teachers interact."

Melanie Mason, the regional technology integrator at Maranacook Community School in Readfield, said for the program to succeed, it needs the support of school administrators, the community, parents and the school board.

"The support has to come from the top down," she said.

The technology director in Skowhegan, Laura Richter, told the group that many Web resources are available, oftentimes free, to help teachers with their classroom assignments.

"If teachers are not comfortable," Richter said, "the (computers) will not be used."

Michael Muir, an assistant professor of education at UMF and director of the UMF program spearheading professional development for teachers in the laptop program, said he attended the Quebec international multimedia conference last year and invited the group to Maine to see the program firsthand.

He said he did not expect it would grow into a major trade mission.

"We are very pleased they are here — and it is not very often that UMF gets mentioned in the same breath as MIT," Muir said during a break. "And I understand that on the bus ride down from Quebec, the big draw for these folks was the laptop program — not MIT."

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Vocabulaire

laptop : ordinateur portable : a personal computer that is small and light enough to be operated on the user's lap.

a trade : commerçant(e) : intended for or limited to persons in a business or industry <a trade publication> <trade sales>

to tour : visiter : to make a tour of

a leading : de tête : coming or ranking first

to convince : convaincre : o overcome by argument

a pitfall : piège : a hidden or not easily recognized danger or difficulty

Commentary

Six months after Maine began a controversial program to provide iBooks to every seventh grader in the state, educators are impressed by how quickly students and teachers have adapted to laptop technology. Attendance is up, detentions are down, and several unexpected benefits have been found.

Last fall, 7th grade students and teachers in 239 schools across Maine received iBooks to kick off the school year. In January 2002 Apple negotiated a contract with the Maine Department of Education to provide 36,000 iBook systems to seventh and eighth grade students and teachers across the state. Part of the Maine Learning Technology Wireless Classroom Solution, the effort's goal is to make Maine students become one of the most digitally capable groups in the world.

Kennebec Journal

The Kennebec Journal is Maine's oldest newspaper and is an excellent source for Maine politics, news and events. For a detailed look into Maine, check out the Maine Communities section. The Kennebec Journal is a publication of Blethen Maine Newspapers, Inc.

Tuesday, April 29, 2003

Steve Jobs: 'It's So Cool'

Apple's CEO talks about iMusic, the company's new online music store

TIME – Online edition – Business

AP - SOUND WAVES: Jobs unveils Apple's iMusic Store



For the music industry it's a dangerous digital world out there, full of people freely sharing all sorts of tunes. Monday, Steve Jobs brought out what could be the first effective counterattack — the pay-per-download iTunes Music Store. He talked to *TIME*'s Laura Locke about getting music execs on board, other competing music services — and why he thinks his is the coolest thing around.

TIME: "Rip.Mix.Burn" has been Apple's mantra as of late. Why go legit now?

Jobs: "Rip.Mix.Burn" was never not legit. When some folks thought "Rip.Mix.Burn" was an anthem to steal music, it was just because they didn't know what they were talking about. They obviously didn't have any kids living at home. This was the 50 year-old-crowd that thought that. We've been against stealing music since the beginning. We own a lot of intellectual property. Most of competitors don't, but we do. We're not happy when people steal. So, this is not an about face for us, or anything like that. We've been consistent from the beginning. "Rip.Mix.Burn" never meant "go steal music." It meant "Rip.Mix.Burn" — exactly what it said.

TIME: Any regrets or remorse about how the tagline may have been misinterpreted?

Jobs: No, not really. It certainly got people thinking about Apple and music. It was frustrating at times when people didn't know what it meant — but everyone under 30 knew what it meant, so that was probably what really counted.

TIME: How do you think Apple's new music service will change the digital music landscape?

Jobs: With the introduction of the new iTunes Music Store we've now built the first real complete ecosystem for the digital music age. We've got a way to buy music online legally that's fantastic — it's better than any other way to acquire music. We've got a way manage music with the iTunes Jukebox, which is the best in the world. And we've got a way to listen to music on the go with the iPod, which is the most popular MP3 player in the world and one of the coolest things in the world. So we've really got, from one end to another, a complete solution for digital music. We're the only people in the world to do this, so we feel great about it.

TIME: Do you think you'll be able to sway the tens of millions who use the unauthorized services?

Jobs: I don't know. We'll find out. But this is really a far better experience. Not only do the downloads not crap out half way through; and not only is it perfectly encoded — instead of having the last four seconds cut off — but offering previews of every song in the store is just giant. Just click a button and you're hearing a preview — it's really cool. And it allows you to explore music in a way that no download service has ever done to date. And the ability to browse — you can't do that with Kazaa, you can't do any of this stuff with Kazaa, the experience is so much better than Kazaa, I think a lot of people don't want to spend 15 minutes downloading a song and getting a less than perfect quality song when they're all done, and, without a preview, finding out it's the wrong song by the time they're done.

TIME: What about subscription services?

Jobs: They've completely failed. Nobody wants to rent their music. They have hardly any subscribers. [Eds. note: It's about 350,000 subscribers, according to analyst estimates.]

TIME: Any projected usage stats you can share?

Jobs: We have some internally. But who knows? We have no idea. I'm waiting for some data today, actually. We were swamped earlier, so I heard.

TIME: The people at Listen.com say downloading isn't the most popular feature on their music service, Rhapsody. What's your response?

Jobs: Well, that's correct. Downloading sucks on their service! You download a track and you can't burn it to a CD without paying them more money — you can't put it on your MP3 player, you can't put it on multiple computers — it sucks! So of course nobody downloads! You pay extra to download even on top of subscription fees. No wonder they have hardly any download traffic — they hardly even have any subscribers!

TIME: The Wall Street Journal recently fashioned you as a "digital music impresario." How do you feel about that?

Jobs: I didn't know what it meant. Does that mean I run a carnival? What we do at Apple is very simple: we invent stuff. We make the best personal computers in the world, some of the best software, the best portable MP3/music player, and now we make the best online music store in the world. We just make stuff. So I don't know what impresario means. We make stuff, put it out there, and people use it.

Clearly, we've been leading the revolution. The personal computer is changing into this digital hub for a digital lifestyle, so we've been leading that change. Digital moviemaking, DVD burning, digital photography, and of course, digital music — we are in the forefront.

TIME: What's next?

Jobs: I think what's next for me is getting a good night's sleep. We have all sorts that we work on, but we never really talk about what's next until we're ready.

TIME: Can you say anything about [Music Store's] development costs or Apple's investment?

Jobs: I had somebody comment today, "Now that you have introduced your store, do you expect a lot others?" And I guess our answer is no. This is really hard. Over the last several years we've created an infrastructure to pump oceans of bits out in the world for movie trailers and stuff, and that's tens of millions of dollars for server farms and networking farms — it's huge — and we've already got that in place. And to have millions of transactions, and to get our online store all tied into SAP and have the auditors bless it, that's tens of millions of dollars. We have one-click shopping, only us and Amazon have that, and then to make a jukebox — how much does it cost to make iTunes and make it popular? A lot! But we've got that. And then iPod, if you want to make an iPod, what does that cost? Well, nobody has done it but us, people have tried, but they haven't even come close. That's a lot of money. So we've already made these investments and we can leverage them. And then we've invested more on top of that to make a store. But to recreate this, it's tens of millions of dollars and years. That's why I don't think this is going to be so easy to copy.

TIME: How tough was it to sell your music service concept to music industry executives?

Jobs: We started almost a year and a half ago, and as you recall, the climate at that time was more hostile than it is today, but we did have the luxury of going in at the top, so I talked to Roger Ames at Warner, Doug Morris [CEO of Universal Music Group], and the other guys. They clearly realized that the Internet was in their future, but they were shell-shocked with Napster and people stealing their content, so the major discussions with the labels were really over giving the users broad personal use rights. We worked through that, and they learned. I think they trusted us to do the right thing. You know most everybody in the music industry uses a Mac — and they all have iPods — even the ones who don't use a computer have somebody else load up their iPods with the songs they want. So I think they see Apple as the most creative of the technical companies, a very artist-friendly company, very credible. And you know, we were able to negotiate landmark deals with them that no one else has ever come close to in terms of offering the user really broad rights to the music they buy.

TIME: What about independent labels? Will they follow suit?

Jobs: Yes. They've already been calling us like crazy. We've had to put most of them off until after launch just because the big five have most of the music, and we only had so many hours in the day. But now we're really going to have time to focus on a lot of the independents and that will be really great.

TIME: With iTunes Music Store, the artists win, music labels win, but what about traditional retailers?

Jobs: You should go ask them. The Internet was made to deliver music.

TIME: Anything else you would like to add?

Jobs: It's so great! I cannot overemphasize that because of the previews, browsing, etc. you fall in love with music again — and you find the hits you've heard before and the gems you've never heard before — and it's really wonderful. It's so cool.

Vocabulaire

landscape : Paysage : the distinctive features of a given area of intellectual activity, regarded as an integrated whole. Example: *the landscape of the European imagination*

to sway : Influencer : to be influenced or swerve or influence or cause to swerve to or from a purpose or opinion

to crap out : Chier (familièrement : faire une bêtise) : a taboo word for defecate

to browse : Feuilletter , chercher : (*Computing*) to search for and read hypertext, esp. on the World Wide Web

subscriber : Un abonné : the person who give a payment or promise of payment for consecutive issues of a magazine, newspaper, book, etc., over a specified period of time

to swamp : Submerger : to drench or submerge or be drenched or submerged

stuff : Chose/truc : subject matter, skill, etc. Example: *he knows his stuff/that's the stuff* that is what is needed

landmark : Repère : a prominent or well-known object in or feature of a particular landscape

emphasize : Insister sur qqch, souligner : to give emphasis or prominence to; stress

Commentary

It's an incredible technological irony: Apple's iPod is the best-selling and most acclaimed digital music player on the market but iPod owners can't legally use big-label music sites to download tunes. That because the recording industry has basically shunned Jobs & Co., resulting in the ridiculous situation where the big labels' commercial download sites aren't compatible with the No. 1 MP3 player.

After many rumors Apple brought out the revolutionary music store. With the new iTunes Music Store , you can search or browse to find songs you've never heard, or haven't heard in years.

Time

6 000 000 ex., Etats-Unis, hebdomadaire. Fondé par Henry Luce le 3 mars 1923, qui voulait condenser dans un hebdomadaire les nouvelles de la semaine, "Time Magazine" est devenu l'un des monuments de la presse américaine et mondiale. Ses reportages, ses images chocs ou encore son très attendu numéro dans lequel est désigné l'homme de l'année ont contribué à construire sa légende. Distribué dans plus de 190 pays, il dispose d'une édition asiatique, d'une édition internationale pour le reste du monde ainsi que de "Time for Kids", qui présente l'actualité aux plus jeunes.

April 12, 2003

Apple Said to Discuss a Music Deal, but Not Too Seriously

By GERALDINE FABRIKANT with LAURA M. HOLSON

The New York Times - Business

Apple, the iconoclastic computer maker, has discussed an investment in Universal Music, the world's largest recording company, people close to the discussions said yesterday. These people, however, also cautioned that a deal was unlikely to be concluded.

Universal Music is among the American entertainment **assets** that its parent, Vivendi Universal of France, is considering selling as it tries **to pare down** a huge debt. Potential suitors were seen as coming from an investor or player in entertainment. But Apple's interest came out of the blue.

The idea of an investment grew out of talks over a new online music store that Apple is planning to introduce. Apple, which has had great success with its iPod MP3 portable music device, is embarking on its own online music store, which could deliver music to consumers for a small price in an effort to thwart piracy.

The online store could be introduced soon. After months of wrangling, all five major music companies finally agreed this week to allow Apple to license their music for a fee for the **venture**, according to a music executive. If the venture pans out, it could help stem piracy and benefit the music industry.

The talks between Apple and Vivendi covered the concept of buying as much as a third of the music unit, according to people close to the discussions. But the talks appear to have been just exploratory discussions that did not go far.

"Vivendi has a very strong interest in generating as much perceived interest in all of these assets as they can," one investment banker said.

The notion of having Apple buy all of Universal Music was also discussed, but the likelihood of Apple's making that offer seemed remote to the people close to the discussions yesterday.

And news that Apple might be interested in Vivendi Universal's music unit did not go over well with investors.

Shares of Apple closed down 8 percent, at \$13.20 a share. The Los Angeles Times reported yesterday that Apple was in talks to buy Universal Music for as much as \$6 billion.

American depository receipts of Vivendi were little changed yesterday, ending down 4 cents, at \$13.86.

"It is interesting to note," said Michael Nathanson, a music analyst with Sanford Bernstein & Company, that Vivendi's shares "did not respond to the news, suggesting that media investors did not take it seriously, because they are so aware of how bad the fundamentals of the music business are."

Both Vivendi and Apple declined to comment.

Several people close to the discussions said it seemed unlikely that a deal would ultimately happen. One executive who talked recently with Steven P. Jobs, Apple's chief executive, about the music business said: "It makes no sense. He didn't seem like a buyer of music."

Indeed, the new plan for an online store seems to eliminate Apple's need to have any interest in the music business because it would have access to the music. "Why buy the cow when you already have the milk?" one executive close to Apple's planning said.

Any close relationship with the Universal Music Group would also be problematic for Mr. Jobs because the other labels would surely **balk** at doing business with Apple if it controlled their largest competitor.

It is also bound **to rile** Wall Street, where analysts do not see much benefit to Apple's having even an investment in the music unit.

Other companies, too, have **toyed** with the idea of buying a music company and balked. Microsoft has considered an investment, particularly during the go-go days of the Internet boom, but so far has shied away.

Global compact disc sales have dropped as much as 25 percent since 2000, according to industry executives. Sony, the Japanese hardware maker that owns the Sony Music Group, for one, has lost about \$150 million on the music division in the last nine months.

Charles Wolf, who follows Apple for Needham & Company, said that an investment in Universal Music "does not play to the company's competitive advantages."

"That is software design," he added. "They have a suite of software programs that provide a digital entertainment. The part that I find difficult to understand is that they are not in the content business and they know nothing about it."

If there is a rationale for such an investment, it may be that Apple believes that its new online music store is set to stem the damage from piracy and that the music business is poised for a turnaround.

Universal has indicated for the last two months that it is interested in selling its media assets to help shave \$7 billion off its debt.

So far, no media buyers have indicated any interest in Universal Music. Indeed a group of investment firms led by Marvin Davis, the 77-year-old investor, has emerged as the only buyer for the unit.

Still if Apple were to acquire **a stake** in the music unit, that investment would not preclude a sale of the remainder of the unit to another buyer, like Mr. Davis, several experts said yesterday.

And if Mr. Davis did not go forward with his bid, Vivendi Universal would still have **raised** some capital from Apple and then could raise the balance of the money it needs by selling other entertainment assets like USA Network, Sci-Fi Channel and the film studio.

Both Liberty Media and Viacom are said to want the company's cable networks, and Liberty is said to be interested in Vivendi Universal's movie studio as well.

Vocabulaire

assets :Capital : (*Accounting*) the property and claims against debtors that a business enterprise may apply to discharge its liabilities. Assets may be fixed, current, liquid, or intangible and are shown balanced against liabilities

to pare down : Réduire : to decrease bit by bit

venture : Entreprise : something hazarded or risked in an adventure; stake

share : Part/Action : any of the equal parts, usually of low par value, into which the capital stock of a company is divided: ownership of shares carries the right to receive a proportion of the company's profits

balk : Se dérober : to stop short, esp. suddenly or unexpectedly; jib. Example: *the horse balked at the jump*

to rile : Agacer : to annoy or anger; irritate

to toy : Caresser l'idée : [*intr; usually foll by with*] to play, fiddle, or flirt

stake : Enjeu : an interest, often financial, held in something. Example: *a stake in the company's future*

to raise : Rassembler (de l'argent): to obtain (money, funds, capital, etc.)

Commentary

Apple Computer is in talks with Vivendi Universal to buy the Universal Music Group arm of the French-American media firm for as much as \$6 billion, The Los Angeles Times reported.

Cupertino, California-based Apple has not made a formal bid but may offer \$5 billion to \$6 billion for the music company before Vivendi's April 29 board meeting, the Times added.

Universal Music Group, whose operating profit slid 23 percent to \$510 million last year, dominates the industry in 63 territories around the world and accounts for about one-quarter of all CD sales.

Shares of Apple closed down 8 percent, because it's an strange project for Apple. Apple have bought softwares and hardwares firm the last years, but UMG seems far of computer world. But Steve Jobs like that, since his return many analysts thought that Apple disappeared.

The New York Times

1 150 000 ex., Etats-Unis, quotidien. Créé en 1851, le "New York Times" va connaître une croissance continue à partir de 1896 avec l'arrivée d'Arthur Ochs, dont la famille est toujours à la tête de ce « newspaper of record ». Avec 77 prix Pulitzer, un record dans la presse américaine, le quotidien dispose d'une aura qui dépasse largement les frontières de l'Etat et des Etats-Unis. Plus de 1 000 journalistes et 29 bureaux à l'étranger garantissent la réputation de ce journal de référence où figurent "all the news that's fit to print" – toute l'information digne d'être publiée.

DATELINE: April 2003

iDVD 3

By Anton Linecker
MacWorld

iDVD 3 is a shining example of elegant simplicity -- it lets you build complex, professional-looking DVD projects with ease. It has limitations, to be sure (for example, it doesn't support external DVD burners -- it works only with Apple's internal SuperDrive), but most casual DVD creators probably won't notice them. This massive (1.3GB) upgrade is what you're really paying for when you buy iLife.

Themes

iDVD 3 includes two dozen new customizable DVD menu themes to choose from (and you won't lose your version 2 themes either). These new themes, such as Theater and Projector, are simply dazzling. Many of them have a drop zone -- areas where you can customize Apple's prebuilt backgrounds by **dropping** in your own photos or video clips.

In the Projector theme, for instance, the drop zone corresponds to the movie screen lit by a film projector. When you drop video into this zone, iDVD plays the video back as if it were projected film, adding some scratches and dirt with an old-film-look filter. The only drawback to the drop zone is that the video or photo album plays back with a constant **framing** -- although you can click and **drag** the video to the desired placement, the adjustment is applied throughout. As a result, some photos in an album may appear **awkwardly** framed. In addition, tall photos are sometimes incorrectly displayed (squished vertically, for example).

Integration

The way you work with iDVD is basically the same in version 3. But new features can add **a layer** of sophistication to finished projects.

iTunes

iDVD 3 accesses the other iLife apps through the iMedia Browser, which is located at the top of the Customize drawer. Pressing the Audio button opens the iTunes Library, letting you easily pull audio in for background music (you can still import non-iTunes audio the traditional way, via the Customize: Settings pane). Any sound element imported from iTunes starts playing from the beginning by default (and menus can only contain a 30-second music loop).

iPhoto

The Photos button links iDVD to iPhoto 2. Here you have access not only to individual photos but also to iPhoto albums. These photo albums play like preview QuickTime movies when they are applied to some of iDVD 3's new menu pages with special Photo or Movie drop zones. And if you drop an iPhoto album onto a menu page (outside of a drop zone), iDVD will create **a slide show** for you.

iMovie

The Movies button connects to the Movies folder in the user's Home directory, as this is the default location for iMovie media. This feature is useful only for video projects that originated in iMovie. Final Cut Pro and Express users will need to drag and drop movies into iDVD 3.

Chapter Markers

Perhaps the most impressive new feature in iDVD 3 is chapter-marker support. With chapter markers, a DVD can have scene selections that let viewers jump to their favorite scenes quickly, as they can with professional DVDs. Chapter markers are **embedded** in the imported QuickTime movie and can come from iMovie 3, Final Cut Pro, Final Cut Express or even QuickTime Pro. Once these QuickTime clips are dropped into iDVD 3, the program creates two buttons: Play Movie, which plays the entire clip, and Scene Selection, which leads to a separate menu page that lists the individual scenes.

iDVD 3 limits you to 36 chapter markers per video clip, divided into six chapter markers per menu page. Another limitation is that iDVD displays the Play Movie and Scene Selection buttons for only one video clip with chapter markers at a time (the first movie loaded into iDVD). If you drag a second clip with chapter markers to the menu page, only the clip's name will be displayed. The Play Movie and Selected Scenes buttons for the second clip are displayed on the following menu page.

Slide Shows

When you add photos to a slide show, iDVD 3 converts them to video resolution. With the new Add Original Photos On DVD-ROM option, you can now include the full resolution photos as well. While you can't view these high-resolution pictures with a set-top DVD player, they are accessible by computer -- so people you send them to can print out their own copies.

Macworld's Buying Advice

iDVD 3 is a software marvel that lets you create stylish, professional-looking DVDs easily and quickly, and it's well worth its \$49 price.

Vocabulaire

to drop : diminuer : to make or become less in strength, volume, etc

framing : cadre, structure : the way in which something is framed

to drag : déplacer : (*Computing*) to move (a graphics image) from one place to another on the screen by manipulating a mouse with its button held down

awkwardly : peu pratique, gênant : unwieldy; difficult to use

layer : un calque, une couche, un rajout : more sophistication

embed : fixer, sceller : to fix or become fixed firmly and deeply in a surrounding solid mass

Commentary

Nowadays, Apple is providing to its customers a real package of softwares. When you buy a Mac, you buy an access to multimedia : iTunes for the music, iMovie to create movies, iDVD to create DVD, iCal, iPhoto, etc...And this software are free and frequently updated. There are very professional software too, from Apple and from all the editors as on Windows.

I think that iDVD is the most fabulous software with iMovie. I can create easy a movie and a DVD as a professional, but without competences.

MacWorld

Macintosh users can rely on Macworld's incisive product reviews, in-depth feature articles, technical pointers, buying tips, and Labs-based performance reports. With specialized updates on desktop publishing, graphics, connectivity, telecommunications, and more-professionals will stay on top of today's fast-changing Macintosh technology.

February 5, 2003

Byte of the Apple

A Rendezvous with Redmond ?

By Alex Salkever

Business Week

Apple is delivering on the immense potential of its **no-fuss networking system. With luck, it could be a direct challenge to Microsoft**

When Apple first unveiled Rendezvous at Macworld last summer, the crowds went wild. And rightfully so. Steve Jobs and company yet again jumped ahead of the competition with the first mass-market implementation of zero-configuration networking technology -- a program aimed at allowing users to talk to other Rendezvous-enabled machines without manually changing any settings.

True to the Apple (**AAPL**) mantra, it just worked. Apple demonstrated this with iTunes at the January Macworld. With this new technology, you can walk into a room **bearing** a laptop running Jaguar (the latest version of the OS X operating system) with a wireless networking (Wi-Fi) card, and instantly see the iTunes music files of everyone else in the room with a similar setup. This application hasn't been released yet, but should be out soon. Still, at the time many Apple observers reacted cautiously. "Cool app, but show me something real and meaty," seemed to be the general feeling.

INSTANT RECOGNITION. Well, the beef has arrived. Over the last few months the ways to use Rendezvous have multiplied impressively. For starters, Apple has **enabled** a few more of its home-grown applications to talk via Rendezvous. Want to change your printer configuration wirelessly? Apple's speedy new Safari browser will let you do that if your printer is Rendezvous-compatible -- without your having to **hunt down** a specific IP (Internet protocol) address. Likewise, iChat can instantly recognize the handles of all other Rendezvous-enabled iChat users active on a local area network.

As promised last summer, most of the major printer makers have upgraded their machines to support Rendezvous. Now, if I'm in a meeting and need to print out a document, I can do it from any printer in my office within range of my Wi-Fi card. I don't need to be on the office local area network or logged into any directory software, such as those from Novell (**NOVL**) or Microsoft (**MSFT**).

Most important to me, I no longer need to go through the **hassle** of configuring my computer for printing. This routine normally involves **wading** through dozens of folders in search of the proper IP addresses for our office printers, a confusing process that has resulted in more than one call to the help desk.

SAVINGS GALORE. In fact, in a perfect Rendezvous world, companies could not only reduce help-desk use but they also could hold down the cost of managing printer and file-sharing servers by using Rendezvous-ready software on the backend. Any changes to those systems get automatically broadcast to every machine on the network. No need for tech support to change settings on each desktop individually -- and another savings of time and money. That's just the tip of the money-saving iceberg -- and it illustrates why businesses should reconsider their PC choices in the next couple of years.

For example, Longmont (Colo.) network storage device maker, Chapparal, has built Rendezvous into its latest version storage-management software. So now the info-tech guy configuring a network to back up its contents to the storage device can do so with zero tweaking. Point, click, configure -- that's all there is to it.

Here's another example: Database outfit Sybase (**SY**) has built Rendezvous into its client software. This allows authorized Apple machines to log into Sybase databases without any additional configuration -- one less task for a database administrator.

Add enough of these simplifications together, and it becomes hard to refute that running an office network using Rendezvous-equipped Macs will end up costing less than comparable Windows software -- because there really isn't any. With Windows, you still need a file server and a print server, with Rendezvous and Apple you don't.

YOUR MAC IS RINGING. What's really exciting, though, are the kinds of under-the-radar applications that could really change the way business works. According to folks inside Apple's Rendezvous development program, a prominent maker of 3-D rendering software will release a new version of its product with Rendezvous compatibility. Aside from allowing graphics geeks to share images and information, the software will have the ability to check CPU (central processing unit) usage on other Rendezvous-enabled machines around the office -- and send intensive tasks to the computer currently handling the lightest workload. It's a form of distributed computing with no middleman required.

That's a use for Rendezvous no one had thought of before. Here's another idea that crossed my mind. How about using Rendezvous to power local-phone traffic inside a midsize office? Get rid of the wires. Use cheap voice-over-IP phones plugged into Macs equipped with Wi-Fi cards. No more need for inside plant specialists to check wiring or string cables to the desks.

All of this could add up to a nice bump for Apple as businesses start looking at Macs again, solely based on the simplicity of Rendezvous. But to really build a critical mass, Apple needs to spread the Rendezvous gospel even more widely. Rendezvous could even work with Windows machines. Microsoft just hasn't built in the capability, although the Windows operating system does support the key technology standards that underpin Rendezvous. Apple has even obligingly offered the Rendezvous software in Windows code. In fact, Apple has open-sourced Rendezvous and released source code for versions designed to work on Linux machines as well.

REMOVING OBSTACLES. I think Jobs & Co. should take the matter one step further: They should build a Windows-compatible app using Rendezvous to get the ball rolling in the PC court. True, such a move might **tick off** the Colossus of Redmond. No matter. If more Rendezvous-enabled pieces of Windows software start hitting the shelves, slowly but surely, Apple will start to break down the obstacles to **switching** platforms from Bill's boxes to Steve's elegant machines.

And it's precisely those obstacles, such as proprietary file formats, that have kept Windows the default operating system in the U.S. I don't blame Microsoft for protecting its markets. But you gotta love Apple for breaking this thing open and showing consumers and businesses how much they can save when things that are normally painful all of a sudden just work.

Salkever is Technology editor for BusinessWeek Online. Regular "Byte of the Apple" columnist Charles Haddad is on temporary leave

Edited by B. Kite

Vocabulaire

no-fuss : embêter : complaint or objection. Example: *he made a fuss over the bill*

to bear : transporter : to bring or convey

enable : rendre possible : to provide (someone) with adequate power, means, opportunity, or authority (to do something)

to hunt down : pourchasser : to pursue successfully by diligent searching and chasing

hassle : histoire (génant) : a great deal of trouble; difficulty; nuisance

wading : patoger dans : to proceed with difficulty. Example: *to wade through a book*

to tick off : réprimander, attraper : to scold; reprimand

to switch : changer, intervertir : to shift, change, turn aside, or change the direction of (something)

Commentary

Rendezvous lets you create an instant network of computers and smart devices just by getting them connected to each other.

The computers and devices take over from there, automatically broadcasting and discovering what services each is offering for the use of others.

With Rendezvous, your computer will discover others, making file sharing completely simple.

Printer manufacturers Epson, HP, and Lexmark are integrating Rendezvous into new printers to enable them to be added and removed from networks without configuration. When you add your Mac to a network, Mac OS X will then automatically discover and connect to the available Rendezvous-enabled printers and you're ready to print.

Rendezvous works over today's most popular standard connection technologies, including Ethernet and AirPort (802.11). And it uses the standard, ubiquitous IP networking protocol for its connections, the same protocol that runs the internet itself. Indeed, all of the technologies driving.

Business Week

985 000 ex., Etats-Unis, hebdomadaire. Le plus lu et le plus vivant des magazines anglo-saxons consacrés à la vie des affaires. Particulièrement pointu dans le domaine des industries de l'information.

Conclusion

Since the comeback of the founder Steve Jobs in nineteen ninety-six (1996), the policy of the firm changed. His new marketing policy was a stepping stone to tackle again this very competitive market. This man has understood the power of marketing with the slogan « Think different ».

Steve Jobs introduces a new range of new products (iMac, iPod,...) in order to give back a public image of his firm. Nowadays, Apple proved his power on the very competitive market of computers thanks to the first iMac for example.

Apple-Boss believes that the computer must be a digital hub. Since the new iMac the strategy is complete, the laptops are recent and very compact and light, and especially there is a new operating system: Mac OS ten (X), which is a super-modern operating system combining the power and stability of UNIX with the simplicity and elegance of the Macintosh. In the digital hub strategy, Apple has brought out new products, as iPod the MP three (3) player that packs one or four thousands songs.

Mac OS is the operating system for the DTP (Desktop Publishing), but Windows is more often used for the other sector. Apple has an important place in the education sector too: in USA fifty percent of schools' computers are manufactured by Apple. But for the home use, Apple is able to progress since the households easily change their computer, and Mac OS always remains the simplest operating system.

Vocabulary

Economic words :

a sale	une vente
output/production	production
to be on the dole	être au chômage
a loan rate	un taux d'intérêt bas
full employment	plein emploi
investment	investissement
consumption	consommation
labour force	main d'œuvre
return	rendement
national income	revenu national
a cash desk	une caisse (de supermarché)
to launch a product	lancer un produit
a subsidy	une subvention
a compromise	un compromis
a pattern	un modèle
goods	biens de consommation
the growth	la croissance
the topical event	ordre du jour
to go bankrupt	faire faillite
to lay off	licencier

Elections :

second round of the elections	le second tour des élections
the left wing	la gauche
politics	la politique
a politician	un Politicien
a policy	une politique

Evolution / description :

slightly	légèrement
to level off	stagner
upswing	amélioration
to plummet/to nosedive	diminuer brusquement
a rise	une augmentation
a dramatic fall	une chute spectaculaire
sharply	brusquement
upturn	reprise
to soar/to rocket	augmenter brusquement
steady	doucement
down turn	tournant à la baisse
to top	dépasser
a steady fall	une baisse légère
to fall	chuter

a slight rise
a lag
in the short run
eventually
a forecast
a drop
steep
to achieve

une reprise
décalage/retard
à court terme
à la longue
une prévision
une baisse légère
très élevé, excessif
atteindre

Southern charm

to drag down
humpty Hump
shag Dansing
to Spill
to burp
subway Bum
drawl
a cigarette Dangling
to unlocked
to have a tripple
a can of bud
to betray
crackling
a tie
a chain-collared cape
relentless
to defer

descendre dans le sens du nord au sud d'un pays.
une danse de New-York.
une danse du sud des Etats-Unis
répandre, renverser
roter
un clochard tel qu'on les voit dans les métros
l'accent du sud
une cigarette pendante
pas fermé à clef
boire un verre, « prendre un pot » alcoolisé
une canette de bud (bière américaine)
laisser paraître
crépitant
une cravate
une cape attachée par une chaîne
perpétuel
remettre en place

Remembering an english christmas

a turkey
stockings overflowing
to spread out
a stuff
boxing day
a huge dinner
a sage and onion stuffing
a peep
the coast was clear
to wrap

une dinde
des chaussettes pleines
étaler\étendre
une chose
le lendemain de Noël
un énorme dîner
une farce a l'ognion et à la sauge
un coup d'œil
la voie était libre
emballer

Bilateralism on a bun

to embrace
to blend
convenience
a dish
mass market

(profiter de, saisir une occasion) adopter (sens fig)
mélanger
commodité
un plat
le grand public

affordable
to boast
to muffle criticism
to tend
to rank
to have a balanced /unbalanced diet
fare : food

abordable
se venter
étouffer les critiques
avoir tendance
placer au rang, classer
avoir une alimentation équilibrée/déséquilibrée
nourriture

Talking about public spending

weaker
deeply(concerned)
a domaine
a matter
an error

strengthens
little
a field
an issue
a flaw

Forty million orphans

to disrupt
the bubonic plague
to reshape
the outlook
grim
the pilfering
to schun : fuir, éviter
a warlord
unbearable
a strain
a grant
the nursings

pertuber
la peste bubonique
refaçonner, reorganiser
la perspective, l'horizon
menaçant, sinistre
le chapardage

un chef militaire
insupportable, intolérable
une pression
une aide, une subvention
les soins

Apple :

to tackle
to bring out
operating system
household
setback
DTP (Desktop Publishing)
stumbling blocks
to advertise
an update

attaquer
sortir (mettre sur le marché)
système d'exploitation
ménage (écon.)
échec
PAO : Publication Assistée par Ordinateur
pierres d'achoppement, points de divergences
faire de la publicité
une mise à jour

Distribution and retailer :

an order
cashier / cash desk
items
seller / shop assistant

une commande
caissier / caisse
équipements
vendeur

Miscellaneous:

to breed	Elever
to pick up	soulever
to witness	Assister
to reach	Atteindre
an all time high	Un record absolu
a fallacy	Une erreur
available	Libre, disponible
to delay	retarder, différer
compulsory	obligatoire
expectation	attente
retirement	retraite
a deadline	une date limite
a fine	une amende
an explanation	une explication
to blame	reprocher
to steal	voler
to aim	avoir pour but
a pattern	un modèle
a gap	un fossé, un trou
to warn	prévenir
an infringement	une infraction
to regard	considérer
providing	à condition que
wary	prudent, méfiant
domestically	à l'intérieur du pays
to pledge	promettre
to embezzlement	détourner des fonds
back drop	toile de fond
an issue	une solution
an assessment	un examen
a crossroads	un carrefour
a fallacy	une erreur
a fine	une amende
a mugger	un passeur, un contrebandier
an infringement	une infraction
to aim	avoir pour but
to apply	demander
to be aware of	être conscient de
to defer	se montrer prévenant
to enlarge	élargir
to regard	considérer
to register	s'inscrire
to warn	prévenir
itinerary	itinéraire