

# Mac Facts

Mac's market share is more than 11%, and last Christmas, iMacs represented one out of every two PCs purchased in a 120-day period running from Oct 98-Jan 99. Here is a plethora of interesting Mac facts. Enjoy! Some of this is pretty funny.

In a nationwide survey of 22,000 creative firms, 77% of them plan to purchase Macintosh computers in 1999, outselling both Windows and Windows NT by an astounding margin of over 3 to 1. The research company stated, "Apple continues to dominate the creative markets."  
(TrendWatch 1999 Creative Atlas Guide)

72% of the alumni of Rochester Institute of Technology - arguably the world's oldest (1830s), largest and best school of photography and printing in the world - own Macs.  
("Contact Sheet", the RIT alumni news letter)

More than 57% of Web sites that use video use QuickTime [to deliver it].  
(Apple Computer)

On average, the cost to develop and support Windows applications is 50% higher per dollar of revenue than the cost to develop for Macintosh.  
(Software and Information Industry Association)

Half of the families in FamilyPC magazine's *95 days with Windows 95* gave up. They were "upset over its hardware requirements, frustrated by its slow operation, or just plain fed up with compatibility problems." One of the testers, who dropped out after two months, said "It has been a time-consuming disaster."  
(ZDNet)

Mac users are 50% more accurate and 44% more productive than Wintel users.  
(A.D. Little report)

Macintosh software comprises over 18% of all software sold. Macintosh users actually use more applications than Windows users, citing ease of installation of Mac applications as one of the reasons.  
(Software and Information Industry Association)

According to independent research firm PC Data, Apple's marketshare has doubled in the past 12 months and is now up to 11.3%

(Retail and mail order sales, fiscal 1999 Q2).

Mac OS X Server outperforms both Windows NT and Sun servers at all tested load volumes; for 100 users, the Mac served over 3 times more pages than the Sun, and over 7 times the NT.  
(NewMedia, 6/99)

Apple was the best performing computer stock in 1998. On 12/3/99 it achieved its eighth all-time high this year, and has passed Microsoft in price.

Apple Computer just had its eighth profitable quarter in a row.

The Apple iMac is the best-selling computer in CompUSA's 13-year history.

As of March 1999, Apple continues to lead in K-12 computer purchases.

Apple Computer holds more than twice as many computing patents than does Microsoft.

Apple is the #1 computer vendor in Japan.  
(BCN, 2/99)

Apple is the #1 computer company in Australia.  
(IDC)

The higher percentage of Macintosh computers, the lower the technical support costs.  
(Gartner Group)

The 300MHz G3 PowerMac delivers better graphics performance than a 400MHz Pentium II system.  
(PC Week)

A Westinghouse study showed that engineers doing design work are about twice as productive using Macintosh as those using a PC.

The iMac was the #3 selling desktop in May 1999.  
(PC Data)

As of March 1999, Apple Computer is the third largest manufacturer of computers in the world. The fourth is IBM.

Forbes Magazine recently placed Apple Computer fourth on its list of "most dynamic technology companies".

(4/5/99)

Steve Jobs and Steve Wozniak, inventors of the Apple computer, were recently named the 5th most influential businessmen of this century. Bill Gates is 50th.

(L.A. Times)

Apple is ranked #223 on the Fortune 500 list, ahead of Upjohn, Hilton Hotels, General Mills and Bethlehem Steel. When you take the Fortune 500 and rank them based on shareholder return in the past 12 months, Apple is number 5.

(News article re: Barron's 500)

Legal liability damages resulting from the Y2K fiasco could reach \$1 trillion.

Spending on systems integration, professional services, and outsourcing to address the Year 2000 ("Y2K") problem in computers will reach \$280 billion between 1997 and 2002. [The Macintosh OS has been able to handle 4-digit dates since its inception in 1984.]

(Killen & Associates)

Apple Computer has a cash surplus of over \$3 billion.

A Mac-using creative professional produces \$26,441 more annual revenue and \$14,488 more net profit than a comparable Windows user. Mac-based media-creation studios achieve payback on a new platform in 4.6 months, while Windows NT takes over 12.5 months.

(GISTICS study of over 10,000 media-producing firms)

A business Mac user gets \$24,000 more work done per year, his or her computer is down 14% less, and it costs less to support than any other platform.

(Gartner Group)

An extensive survey of actual dual-platform costs collected from real organizations in the US with a sample size in excess of 312,000 desktop computers concluded that there are NO detectable extra support costs associated with having both Macintosh AND Windows over and above having Windows alone.

(Gartner Group)

Software developers make higher profits with Mac software than Windows software. Average revenues per unit remain higher overall for Macintosh software than for Windows applications.

(Reports from PC Data and SIIA)

A private firm, VirTech Communications, set up a Mac server and offered \$15,000 to anyone who could gain unauthorized access. No one could.

(NY Times)

Apple sold 800,000 iMacs in less than half a year, making it one of the most successful computer launches ever.

Power Computing sold over 100,000 MacOS computers in its first year, which is more than Compaq, Dell, and Gateway did in their first years COMBINED. It was the largest first-year sales of any computer maker in history.

Motorola sold 50,000 MacOS computers in its first 7 weeks of existence, the fastest initial sales figures ever for a computer company.

When NASA's Johnson Space Center in Houston switched from Mac to Windows, help desk calls grew consistently from 68,000 calls to 142,000 in two years. Ultimately, Congress decided the switchover violated the government's "open procurement" law, but it was too late to switch back.

Other than Word macro viruses, there are over 20,000 PC viruses, yet only about 50 Mac ones. Also, there is no Mac virus that can destroy your hardware. Some PC viruses can zero out the flash BIOS and render the computer totally inoperable.

There are over 15,000 Mac compatible products.

(Apple Computer, November 1999)

Microsoft admitted on one of their own web pages that Windows NT 4.0 has more than 10,000 bugs. (The page has since been removed.) If you don't believe me, take a look at the copy on the box of Cybermedia's First Aid 98. It says "Fixes tens of thousands of Windows problems."

There are 1,889 Mac-only software titles.

In the business world, the industry standard for Windows systems, there is one support technician for every 25 to 60 computers. By contrast, the standard for Macintosh support is one support person for every 100 to 200 machines.

Gulfstream, a company that manufactures jets, has 1 administrator for 450 Mac workstations.

The average Wintel home user spends between 50 and 60 hours each year troubleshooting their computer. The average Mac user spends less than 5.

The Mac OS is available in over 35 different languages.  
(Apple Computer)

A new Mac is sold every 9 seconds.

PC support costs are 8 times as high as Mac support.  
(McDonnell Douglas Corp.)

PC support costs are 4 times higher than Mac.  
(Gartner Group)

The architectural firm that designed Bill Gates' \$50 million residence, Bohlin Cywinski Jackson in Seattle, is a Mac shop.

The high-tech electronics inside Gates' mansion are Windows-based. The first evening at home, his drop-from-the-ceiling bigscreen TV would not shut off -- Gates had to throw a blanket over it to get to sleep.  
(Barbara Walters 20/20 interview)

Bill Gates did not "invent" DOS, the operating system that begat Windows. His company bought code called QDOS ("Quick and Dirty Operating System") and polished it.

Until only very recently, Intel's advertising agency was an all-Apple shop with over 600 Macs used to create ad content.

The Navy missile cruiser USS Yorktown suffered a crippling systems failure when its Windows NT operating system tried to divide by zero. "Even a \$3 calculator gives you a 'zero' and doesn't stop executing the next set of instructions", said an engineer with the Atlantic Fleet Technical Support Center. The ship ultimately had to be towed into the Naval base at Norfolk, VA.

The "Shut Down" command in Windows is located in the "Start" menu.

Numerous case studies from The Aberdeen Group, a Boston-based consultancy, have shown that companies migrating to Windows NT suffer greatly increased costs and user dissatisfaction.  
(Michael Kucsak, Information Systems Coordinator)

Windows does not even perform such simple checks as verifying that there is enough space on a volume before copying data to it. For example, if you tell it to, Windows will begin copying your 900 MB hard drive onto your 1.4 MB floppy disk.

PC World's "Best of '99" award for Best (PC) Operating System is... "NONE". Microsoft can't even place in a field of one!

When technology reporter Don Crabb visited the COMDEX '98 computer show, he noticed that a substantial number of booths were running their Windows product movies and slideshows on PowerMacs. "When I asked some of these vendors why, the answer was always, 'Because we don't have much setup time and little time to fix it if it crashes. So we run on a PowerMac and have done with it.' In a half-dozen Pentium-based presentations I sat through, the crash rate was a spectacularly bad five out of six."

(ZDNet Tech News)

The Software Publishers Association "Ultimate Mac vs. Windows Challenge" pitted a senior technical editor from Windows Sources magazine and his assistant against a 10-year-old Mac user. In a series of real world tests (assembling the computer, connecting a printer and a Zip drive, connecting to the Internet, etc.) the youngster finished in HALF the time taken by his opponents.

"I have worked for the NYC Dept of Sanitation for over 14 years now and I have NEVER seen a Macintosh of any type placed out for trash collection. I have also asked the men who work for me to please recover and bring in any Mac they ever find out there. I have never had one brought in yet. On the other hand, I have spotted many dozens of that other kind of computer in the trash piles. Apparently even the trash pickers out here aren't interested in picking them up."

(Claude Nolan, NYC Dept. of Sanitation, as quoted on the EvangeList)

- Double-clicking on a Mac document automatically opens the application that created it - no matter where the app is on your hard disk, your network or your server, no matter what that document is named.
- You can transfer an application from one Mac to another simply by copying it - and it will usually work perfectly. And you can transfer a file from any Mac to any other Mac - even from 1989's System 6 to today's OS 9 - without the file name changing.
- You can drag an "alias" (akin to a Windows "shortcut") into any folder or window - anywhere on your hard drive - and it will still work, pointing to its intended file.
- You can perform a clean installation of the Mac OS without erasing any other contents of your hard drive.

- You can change the icon of any object on your Mac desktop - file, folder or hard drive - by copying and pasting.
- You can rename your Mac's hard drive simply by highlighting the icon and typing in the new name.
- When you insert a floppy or removable disk into a Mac, its icon appears on the desktop. If you eject the disk, the Mac indicates that it has been removed. And if you then try to read from or save to it, the Mac will tell you to reinsert it.
- You can network two older Macs together (and transfer files) with just a basic printer cable.
- You can use the characters /, ? and " in a Macintosh file name (e.g. Inventory/July, Current?, "cool stuff")
- When you drag numerous folders and their files to the trash, the Mac maintains their hierarchies until they are deleted.
- Having to perform a low-level format on a Macintosh is EXTREMELY rare, and most owners NEVER have to re-install their operating system.

Maybe you guessed it, but none of the above statements is true for Windows 95. Now, re-read the statements with that knowledge.

And if you knew how often some Windows users had to resort to erasing data to fix a problem, your jaw would drop.

You can always tell when Mac software has been ported from Windows - they'll often lazily maintain the convoluted, confusing names. No self-respecting Mac programmer would name his file "MSL C.PPC.DLL".

The setup routine for Windows 98 deliberately disables files used by competitors' software and installs different versions of those files ("for the use of Win98"). The specific program that performs this is never mentioned, and is buried 7 menus deep.

Until complaints, and despite continual concerns about security, Windows 98 serial-numbered each document made, allowing users to be traced to that document without their knowledge.

Several PC makers warned their customers to take a "go slow" approach upgrading PC hardware to Windows 98. But many of these caveats were removed from the PC makers' websites -- under direct pressure from Microsoft.

"I don't see any compelling reason to buy Windows 98, except for the bug fixes."  
(PC Magazine's John C. Dvorak, "Don't pay for Windows 98!")

Just 6 weeks before its release, Bill Gates demonstrated Windows 98 at the Comdex computer show in Chicago. As soon as his assistant plugged in a scanner, Win98 crashed.

An article in the British magazine ComputerActive reports that 47% of readers say they now regret having upgraded from Windows95 to Windows98. (BTW, this particular article, though promoted on the cover, is not on the online site.)

Windows 98 boasts the ability to use 2 monitors with one computer, a feature the Mac has had for 12 years. Fine. Except under this setup, Windows dialog boxes actually get centered BETWEEN the screens - meaning they are split and hard to use - and fill them completely, obstructing your other work. (On the Mac they center in your main screen, using only as much space as it needs.)

A PC technology reporter had this to say: "Consider: Microsoft spends three years and millions of dollars to upgrade its operating system. This week it releases the result: Windows 98 - a solid, sometimes slick piece of software. But hardly earth-shattering. Imagine that! The world's most powerful software company, with piles of cash and virtually no competition, takes years to deliver a product its own executives call a 'tune-up.'

"We're supposed to look at our hard disk with a web browser? Like, somebody asked for this?"  
(David Pogue, Macworld, February 1998)

Hey, wait just a darn minute! Doesn't Microsoft have a NEW version of Windows??

PC-oriented industry expert calls Windows 2000 a failure. And Microsoft secretly agrees.

Microsoft recently dared hackers to break into their server with the latest beta of Windows 2000 and its firewall. Before anyone could, the server crashed by itself!  
(ZDNet)

After a well-publicized hack into their website, The U.S. Army abandoned NT servers in favor of the Mac OS. The Army's web site administrator stated, "It is more secure than its counterparts."

Months after installing a brand new \$100 million network of PCs and servers to automate all aspects of their business, Hersey's is still reeling from the problems created - which are actually causing drops in both their stock price and their market share. Hersey's has agreed with vendors that it is not the specific applications they are running - and they can't be certain when they will be back up to speed.

(ZDNet News)

## Quotes

"The (Windows) system is so complicated...that it has become unusable...even by geeks like me. (My system crash has been) a nightmare in which even the experts couldn't solve my problems, leaving me at the mercy of an impenetrable and unpredictable system."

(Stewart Alsop, longtime PC column author and Wintel supporter.)

"Windows has become a bloated, unwieldy product only experts can use without confusion, crashes and endless compatibility problems."

(Windows magazine Editor-in-Chief Mike Elgan's "Open Letter to Bill Gates")

Listen to another popular PC columnist, John Dvorak: "The original idea behind Windows was to provide a common set of drivers for common devices to take the burden of writing them off third-party developers. But the coders have developed competing DLLs and now can't code a program that just runs. Instead, it is tied into the OS in such convoluted ways that it's a miracle that it works when installed".

("The Thrill is Gone", PC Magazine)

"We often have little choice but to put up with shoddiness in PC products. Who in their right mind would tolerate these sorts of problems with cars, TVs, or telephones?"

(Cathryn Baskin, Editor-in-Chief of PC World magazine)

Remember, folks, these are quotes from leaders of the PC press. Hmmm... how about the multi-millionaire CEOs of Windows products?

"Intel chairman Andy Grove has seen the future of computing and it is a Macintosh."

("Andy Grove Loves His iMac.", TIME Daily)

"Because there is such a gap between (using) the PC and the Mac platforms, converts come across as having a messianic quality. It's like having a pain suddenly disappear. You're so happy the pain's gone you want everyone to be as happy as you are."

(Ryan Lanctot, in a response to the Alsop article above)

"Market acceptance non-withstanding, Windows is far, far behind the Macintosh."

(Computer Reseller News)

"Despite the advances made by Windows 95, a Mac is still easier to set up, easier to learn, easier to use, easier to troubleshoot, easier to upgrade, and easier to connect to the Internet."  
(Philadelphia Inquirer)

"I wonder if in part why so many people are angry at Microsoft is not just because their products frustrate them so much, but also because this frustration is ignored. The computer makes people feel like they are dummies, when in fact it is the computer that is stupid."  
(Rosalind Picard, Associate Professor of Media Technology at MIT)

"If switching to a single OS saves money, how come no IS (Information Systems) manager that went all-Windows has EVER asked for a cut in budget and/or staff?"

"(People ask me) 'There are many PCs that are less expensive than a Mac. Isn't it smarter to buy the cheaper one?' You know, that same argument was used to sell a lot of Yugos and Hyundais in the 1980s, but nobody was calling for the death of Mercedes-Benz."

"There might be less software on the Mac side of the aisle, but a lot of what's produced for Windows isn't all that good. Crap does not survive in the Mac market."  
(James Staten, an analyst with Dataquest)

"Every time you get a dialog box you don't understand, you ought to get a nickel from Microsoft, and every time it crashes, you should get a dollar. That would make Bill Gates homeless and me a rich man."  
(Ben Shneiderman, University of Maryland computer science professor)

"PC users brag about what the media has said about their computers; Mac users brag about what they've done with their computers."  
(Neal Porter)

"I wrote an ad for Apple Computer: 'Macintosh - We might not get everything right, but at least we knew the century was going to end.'"  
(Author Douglas Adams, on the Y2K problem)

"I have yet to witness an incident where the PC bailed the Mac out of a problem."  
(Aaron D. Lewis)

And perhaps one of the smartest statements ever made about the subject:

"The fact that Windows 95 and Windows NT are widely used means nothing more than that they have been promoted and marketed more effectively than their competitors. Most purchasers of personal computers, including the corporate purchasers who made Windows popular, are not experts, and usually make product selections primarily based on initial cost and a considerable degree of herd mentality. These criteria have nothing to do with standards or technical superiority."

We won. Every computer in the world is basically a Macintosh now.  
(Steve Wozniak, inventor of the Apple Computer)