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## To Mac Or Not To Mac?

*With the success of the iPod, Apple has come back into the public spotlight as consumers try to explore an alternative to Windows XP*

An increased amount of people are coming into the store asking whether they should consider moving on from a PC based machine. It seems now is a better time than ever to venture into purchasing a Mac, what with the endless delays in Microsoft's Windows Vista, the newest system upgrade which won't hit stores until next year at the earliest. Apple themselves have capitalised on this, recently launching a series of commercials into their US market educating computer users on the benefits of owning a Mac. Naturally, everybody has their own personal preference and some are not easily swayed. But here are the facts which put some things into perspective.

- Macs have been formulated to work the way you want it to, when you want it to. They have proven to crash less frequently and randomly than PCs running on Windows.
- Multimedia features make Mac's extremely useful to those who wish to create. Its slick design and user interface cater for those who like to work in style and comfort.
- Apple reports (apple.com 2006) that in March this year there were 850 new virus threats found for Windows and Zero for Mac. Chances of being infected by a virus on a Mac are extremely rare.

These are all valid points, but many customers will prefer to stick with what they know best. The learning curve in using a Mac takes time to adjust to and some may never get the hang of it. I will personally await the release of Windows Vista and the latest hardware before I make judgement on the future of the endless war between PC and Macs. But things are certainly looking brighter for Apple.

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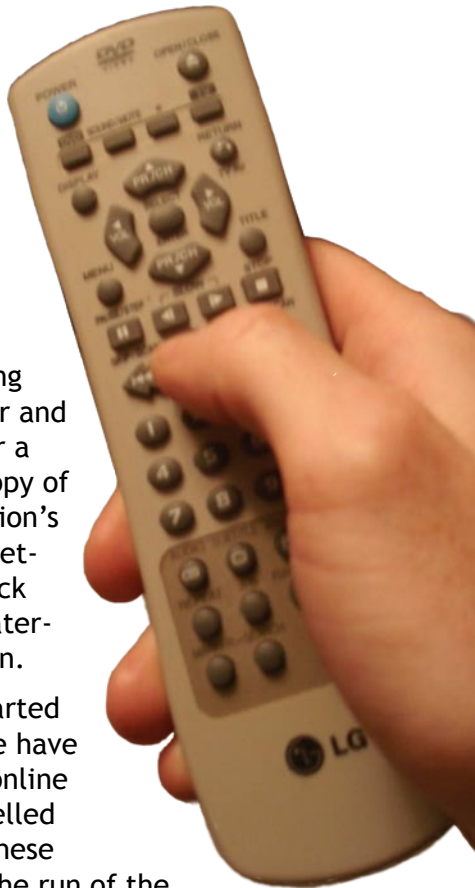
# A Nation Of Television Downloaders

*Australians have been named the biggest downloaders of television shows in the world. The networks are starting to get worried as this means less ratings and less advertising revenue for them. Lets explore the situation...*

The Australian commercial television networks are generally four or five months behind when it comes to screening the latest hit television shows, and with the internet it's becoming harder to not run into spoilers or even be tempted by a link offering a download of the television show. And the Australian public are doing just that. Thousands of people wont be watching the thrilling conclusions to *Lost*, *Desperate Housewives*, or *The OC* when they air later this year -- they've already seen them. While the practice of downloading these full version episodes is hardly legal, that hasn't stopped people downloading in droves.

The networks are now completely aware of this. They have two options. To screen episodes closer to America, which is difficult due to their Summer break being in the middle of the year and ours at the end. Or offer a paid, legal legitimate copy of the episodes on the station's website. That way the network gets to make a quick buck and throw their watermark on the presentation.

Seven have already started planning this, while Nine have already launched their online subscription service labelled 'catch-up tv'. None of these services are advancing the run of the series, just offering the latest episodes after they've aired on Australian TV. You can check out Nine's service at <http://channelnine.ninems.com.au>



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## Make The Most Of Online Shopping

*Are you hooked on Internet Shopping? Allow us to assist!*

Internet shopping is increasingly becoming a popular means of purchasing items. With the help of a credit card and your computer, you can buy items online and then wait for the item to arrive at your door step. Online shops are just one method of purchasing items online, and to grab some of the biggest bargains, online auction sites such as eBay are often the place to be.

eBay works like a regular auction played out across the net. Buyers and sellers sign up for a free account and can list their own items for sale or search for something they want. More often than not, items are selling cheaper than retail on eBay because they are second hand. If the seller doesn't set a reserve and you bid smartly, items can come cheap as chips.

Not all items are second hand. Many listings on eBay are 'Buy it now' listings placed by wholesalers which have many of the same product up for offer. These items are listed at cheaper-than-retail prices and are up for grabs in a first come, first serve manner. You'll need to be quick!

You'll be surprised at the diverse items that can be found on eBay. Many objects are collectibles not available in stores, while others can be pieces of Nutri-Grain shaped like ET the Extra Terrestrial, or apparitions of the Virgin Mary on a piece of toast. You might not find what you're looking for but new listings are being added as we speak.

You'll only know if they have what you want if you search. Happy eBaying!

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