

Class Notes

Class 2: Macintosh – Your Next Computer!

Your Macintosh Shopping Matrix (www.apple.com/store)	
Laptop - “Consumer-level”	MacBook 13” -- white and black models
Laptop - “Pro-level”	MacBook Pro 15” or 17” <i>MacBook Air</i>
Desktop - “Entry-level”	Mac Mini (does not include keyboard, mouse or monitor)
Desktop - “Consumer-level”	iMac 17”, 20” or 24” (monitor is incorporated)
Desktop - “Pro-level”	Mac Pro (does not include monitor)

Guidelines for Buying RAM Memory for Your Mac

- 🍏 Apple-purchased-and-installed RAM has a lifetime guarantee, but is 35% to 50% more expensive than RAM you can get from third-party vendors.
- 🍏 For Apple RAM upgrades, you order at the time of purchase OR you can return to an Apple Store to purchase the RAM, which includes installation.
- 🍏 If purchasing from a third-party vendor you can save considerably. HOWEVER, order only from established, reputable firms (I recommend OtherWorld Computing [OWC] at www.macsales.com). At OWC, it's easy and secure to shop, and they sell the same quality RAM as Apple does. You get a lifetime warranty and full installation instructions. If you are offered a choice of RAM quality, spend the few dollars extra for the best quality. NEVER purchase “no-name” brands.
- 🍏 If you purchase RAM from third-party vendors, BE SURE to purchase the right memory for your model Macintosh. Memory modules are not the same for the various computer models!
- 🍏 Installing RAM is not difficult for the most part. The one exception is the Mac Mini. It is difficult to do, and Apple WILL void your warranty if you open the case. For the other models, consult the vendor (eg; OWC), or send me an email sandro@ImageMedic.com .

Do It Yourself RAM Upgrades

- **Mac Mini & MacBook Air - NO!**
- **iMac - All Intel Models - YES!**
- **Mac Pro - YES!**
- **MacBook - YES!**
- **MacBook - YES!**

Search for Instructions on
www.apple.com/support

OWC -> www.MacSales.com

Recommended Reading for New Mac Users

- 🍏 *Switching to The Mac: The Missing Manual* by D. Pogue (~ \$16 @ Amazon.com)
- 🍏 *Take Control of Switching To the Mac*, an e-Book in PDF format by S. Knaster a \$10 download from www.takecontrolbooks.com
- 🍏 *Take Control of Buying a Mac*, an e-Book in PDF format by A. Engst a \$10 download from www.takecontrolbooks.com

More Shopping Tips


AppleCare - Consider purchasing an *AppleCare* 2-year warranty extension (3-year total) for your new Mac. You have one year after your Mac purchase to obtain the extension. If purchasing an *Apple Cinema Display* with your Macintosh (on the same invoice), the AppleCare will also cover the display at no additional cost. So, do you *really* need AppleCare? Although I have never had serious problems with my many Macs over the years, I enjoy peace-of-mind having AppleCare coverage. To me it's worth the fraction of the cost of the new Mac! If anything, you SHOULD NOT HESITATE to purchase AppleCare coverage for laptops. Due to tight tolerances, complex manufacturing considerations and rough handling, breakage is more likely to occur on laptop models.

Apple Online - There are no price differences between Apple's online store (www.apple.com/store) and their "brick-and-mortar" stores (the Apple Store at the Christiana Mall). The online store frequently offers more options for configuring a new Mac (called "build-to-order"). I have purchased all of mine on-line, and may offer a number of other accessories and goodies not available in a physical store. Delivery is fast online, too! Apple does sell refurbished Macs online, guaranteed to be like-new with the same warranty. You can save a bundle!

Authorized Resellers - There are still a few "Authorized Apple Resellers" around, such as Best Buy and other small independent shops most of which employ quite competent Mac sales and service specialists. Delaware Computer Exchange in the Dover area is an example. As for Best Buy, many of these include an Apple "store-within-a-store" with an actual Apple employee on duty. The Concord Pike store has one of these. The regular store sales personnel is generally not Mac-savvy, and may often steer you towards the PC department! However, that trend is shifting these days.

Discounts - As Academy students, you may be eligible for **student discounts**, and you should inquire at the Apple Store, or go to the education discount link on the Apple Store online website. It will help greatly if you obtain a University of Delaware student ID card. Visit the Academy's main office for more info.

The Apple Experience - Finally, whether-on-not you are ready to "make the plunge," do yourself a big favor ... visit an Apple Store. See why visiting an Apple Store is considered to be one of the best retail experiences around! You will have ample opportunity to put your hands on all the Macintosh models and try them out for size. All the employees – from cashiers, and Mac Specialists, to the "Mac Geniuses" – are quite knowledgeable, and courteous, and everything is low-pressure. Don't miss out on a taste of the "Apple Culture!"



Take Control of Switching to the Mac

by Scott Knaster

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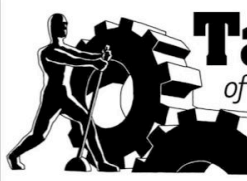
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Take Control of Buying a Mac

by Adam C. Engst

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—Kevin Kelly, co-founder of Wired

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