

1 - That's right, they don't. Where your PC service packs come out every year or so, Mac "service packs" come out once every few months, with the release of the next Software Update. For example, the releases of Mac OS X 10.5.1 and 10.5.2 fixed nearly every reported issue in Leopard, so essentially, Macs have free service packs. And each new version (10.4 to 10.5, etc) *is* a newer operating system. Mac OS X 10.4 is to Mac OS X 10.5 as Windows '95 is to Windows '98--only Apple releases faster than Microsoft. On the off-chance that you pick up a Mac just before the next version on Mac OS X comes out, you can get the new OS X version for free. While it may seem that Apple is trying to run a subscription service, in reality, they're just continually making their products better. And keep in mind, no one's forcing you to upgrade and pay the \$129 (not \$199 as was previously stated).

2 - You have this all wrong. The price premium is *not* only for the "flashy design". The flashy design comes *with* the excellent computer components, as well as Apple's latest operating system. Also, Macs live notoriously long (I just sold a fully-working System 7.1 Macintosh the other day). Ask any PC to Mac switcher, and 90% of the time they'll say they're glad they did it. For example, see this link:
<http://cultofmac.com/microsofts-windows-95-architect-is-a-happy-mac-convert/2342>
You can whine about the price all you want, but in the end, you're getting a much higher-quality computer than most PCs of the same price.

3 - This is a difficult argument to win as a Mac user, since the selection of games is fairly limited. But, I'll start by saying that Macs have awesome video cards by default that can run just about anything just fine. That being said, it may seem like there are no good Mac games out there. But, if you take a look online, you'll see that game developers are starting to embrace the Mac as a gaming platform:

<http://www.itwire.com/content/view/14055/532/>

Another point that you didn't take into account is the possibility of running Windows on a Mac. Boot Camp is good enough that you can run BioShock on an iMac. See the following videos:

<http://www.youtube.com/watch?v=SICITKXbdjc> - BioShock running on a Mac

<http://www.youtube.com/watch?v=QxxExAciPos> - Gears of War running on a Mac

http://www.youtube.com/watch?v=eXlejyKD1_Y - Crysis running on a Mac

<http://www.youtube.com/watch?v=C2TVeDWFvj8> - Half Life 2 running on a Mac

This is all done with Boot Camp, so it's an official Apple solution. Keep in mind that Macs run Windows faster than 70% of PCs.

4 - In case you don't fully understand the weakness of this argument, here's a little tip on how to change to a two-button mouse on a Mac.

Open System Preferences, click "Keyboard and Mouse", select the "Mouse" section, and change the dropdown pointing to the right click area to "Secondary Button". It's that easy. This shouldn't even be up for debate. If you want to get a different mouse, literally every Logitech mouse (the most popular brand) is Mac-compatible.

5 - I'm not sure where this argument has come from. This may have been a problem in the past, but after OS X 10.2.3 (we're now on 10.5.4), it appears that any broadband connection problems were fixed. In fact, when I turned on my Mac for the first time, the AirPort card detected my hidden network and prompted me for a password. I was up and running in seconds. And today, every major ISP supports Macs.

6 - Apple targets the general public. Most people don't configure their own computers, so Apple didn't want to overwhelm the beginner users with tons of models. They kept it simple, which is what they're good at. And, you can always upgrade your Mac with a new video card or more RAM, or whatever you may need.

I will agree on this point--PCs are more customizable, but for most people, that doesn't even matter. The vast majority of people just want a no-frills computer that works well, and that's what Apple delivers, without confusing them with hundreds of models.

7 - Interesting, because everywhere else you look, it seems to be opposite:
<http://apple20.blogs.fortune.cnn.com/2008/01/09/analyst-apple-is-a-full-year-ahead-of-competition/>
<http://www.computerworld.com/softwaretopics/os/macOS/story/0,10801,81019,00.html>

Apple is the trendsetter in the market right now. After the release of the iPhone, everyone wants to create their "clone". This is the difference: Apple worked for years on the iPhone. Other companies spent a few months. Notice the massive boom of touch-screen devices? That's all due to Apple. Apple is notoriously ahead of their time, and that's not even up for debate.

About the 802.11n wireless, think about this. 802.11n Draft 2 (the first truly approved version of May 2008) wasn't approved until March 9, 2007. This article was originally written on May 17, 2007. See what's happening here? 802.11n hadn't even existed for two years, so obviously this article lied about that point.

Also, Mac video cards and accelerators are among the highest rated for their price (and are actually guaranteed to work), so that doesn't seem to be an issue. Stated in the third reason earlier, they seem to be good enough to run a game in a non-native Windows system.

8 - If you're interested enough in buying an Apple laptop, it's likely you'll do some research beforehand. Generally the consumers can figure out when Apple will be doing a laptop series refresh, since they usually release new ones every year or so. With this knowledge you can anticipate the release of the next MacBooks. Although MacWorld is in January and they often release laptops at that time, it's the consumer's fault, not Apple's, for not waiting until the single largest Apple press event.

9 - I completely disagree. Think about how windows scroll on a PC running Windows--they jerk around on preset distance levels. Mac OS 7 had the ability to smoothly scroll through a window. The reason Mac windows don't have the ability to resize from every

corner is to keep you from accidentally clicking the wrong button--on the top left of a Finder window is the close button, and on the top right is a collapse toolbar button. To make room for as many UI elements as possible, they universally decided to make the bottom left corner open for other use (in Safari, the mouse-over indicator, and in many apps, additional buttons). Therefore, it only makes sense to have a single resizing corner.

In addition, Macs have this fancy feature called "Active resizing", where you can actually resize the window and see what it looks like as you do it, as opposed to the gorgeous gray line in Windows (the other alternative is a ridiculously laggy and unusable resizing function in newer versions of Windows). Macs also have fluid and responsive window movement, whereas in Windows you have to wait for it to reload and catch up to your mouse. Another point is, who needs to resize a Finder window to full screen? That's just stupid. See, in OS X, you can actually have multiple windows open and overlapping, instead of most Windows users, who have a window taking up the whole screen at all times. That's just an absurd point to bring up, and you're hurting your argument with it.

10 - Apple will not drop Mac OS X anytime soon. Because their Mac department is as strong as it is, it's likely to stay alive for some time. Since Apple bundles hardware and software, it's guaranteed that your operating system will run perfectly on Apple's optimized hardware. Windows does currently control the market by a lot, but that doesn't mean that Apple isn't a major player in it. Also, Apple is currently growing a lot as a company, and laptop sales (especially on college campuses) are off the charts.

In fact, it's been said that windows may drop all personal projects (like Windows for home use) and focus only on business. The tables have turned, eh?

Apple actually does test a lot of new technology. For example, let's think about the iPhone. No one else used multitouch before that, so that was a huge risk. How about the iPod? A portable music player with a totally unheard-of input device (the click wheel). How about the MacBook Air? Now, this is a touchy subject, because you either hate it or love it. Either way, it was a huge success in creating the world's thinnest laptop. Or the iMac, the first all-in-one computing system without a separated tower and monitor. What about OS X? UNIX for the masses. That was a huge risk that they took with their operating systems, but it worked out perfectly. Or the iTunes Store, where you can legally buy music, videos, and even games and iPhone apps now. That was the first time anyone had made a major distribution center for music.

All that being said, here's the main idea: Apple does take risks and experiments with products. *The difference is that they almost always catch on, and become something big, whereas other companies fail to make successful experiments and innovative products frequently.*

11 - Apple has a 90-day support program. That's three months of great over-the-phone support. That's not that much compared to many other companies. But, here's the

difference. If you have any problem with your Mac, you can take it to a local Genius Bar (at every Apple retail store), and have them help you out or fix it. If they can't fix it, they'll give you a brand new Mac. *For free.*

Since Macs rarely fail, it's unlikely that you'll have to call support in the first three months anyway, or go to a Genius Bar for some time. But, in addition to over-the-phone and on-site support, Apple has online support documents, as well as a great forum. The support documents contain manuals for every Apple product, as well as thousands of fixes for any bizarre problem you might have. If you can't find what you're looking for in the support documents, every Apple application has a comprehensive Help menu with guides and searchable documents. Or, you can go online and look at the Apple Support forums, where thousands of people ask and answer questions daily.

So, even though Apple doesn't have a long support warranty, you can still get all the help you need with ease.

12 - Mac Office has been known to be better than Office for Windows. While Office came out in 2007 for Windows (with some "ribbon" interface that's difficult to navigate), Mac users are a year ahead with Office 2008 now.

Mac owners with an Xbox 360 nestled under their television can turn their console into a Media Center Extender, allowing them to play music, videos, or photos stored on their computer through their television, since Mac developers have created apps that can stream media to an Xbox (that evidently are faster than Windows' streaming backend). Here are two of them:

<http://cynicalpeak.com/rivet/>

<http://www.nullriver.com/products/connect360>

13 - This is the most feeble reason I've ever heard. Although Apple has unquestionable style, the color of a computer is not a reason to avoid it. And, you're stereotyping all Mac users as snobs. Case closed.

14 - The thing is, the CD eject button *works*. When you press it, the CD comes out. But, if something is wrong, there are two other things you can do. First, you can open Disk Utility and eject the disk with a single click, which has never failed for me before. As a last resort, you can reboot and hold down the mouse button for a hardware eject. But hey, it keeps your hands off the computer and on the keyboard.

15 - The reason OS X has so many version numbers is because Apple is constantly adding new features and implementing little bug and security fixes (which most people don't notice anyway). If you set your Software Update to automatically check for updates, and you stay on the latest version of OS X (which is not hard at all, you just let Software Update do its worth every few months), I guarantee you won't have any compatibility problems. Staying updated is easy, and when you're updated, you don't have to worry about any software not working.

16 - Come on now, you're just digging for complaints now. It's not appalling, it's not metallic, and it's not annoying. And, if you don't like it, you can press a single button to turn it off (the mute key). Not that hard, people. If you're really that pathetic and need a full solution, try Psst:

<http://www.macupdate.com/info.php/id/16780>

17 - That's interesting. Vista Home Premium costs \$200, and about \$150 illegally? Funny, because Leopard costs \$129 legally from Apple, and you can find it on Amazon (with the Amazon legal seller) for \$109.99. Both of those come with support from Apple. Don't even go there.

18 - Strange. Macs are known for their media capability. iLife '08 (which comes standard with all Macs) is the best media suite available to date, including iPhoto, iMovie, iDVD, and GarageBand. Find me an alternative for Windows, and I'll be very impressed. As for Front Row, it does not play TV, and it's supposed to be a full-screen iTunes frontend. Macs have Photo Booth, which records video and takes photos with ease (and has a ton of cool effects).

As for TV, Macs have their solutions as well. The award-winning Elgato EyeTV suite is literally the best TV watching solution available today for computers. It does cost money, but it's definitely worth it if you're committed to watching TV on your Mac.

Ah, let's not forget about Windows Media Player!

<http://tinyurl.com/CNetReviewsWMP11>

19 - Take a look at this:

http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9103958&intsrc=hm_list

Macs are coming into their own in the enterprise and business world, and so is the iPhone, for that matter. It's beginning to support the right tools, so it's only a matter of time before more IT guys can handle Macs. And besides, Macs are easy to figure out. It won't be long before they start to show up more.

20 - Since there are literally no active Mac viruses, we don't have to install a Virus scanner (which is a common place to actually get a virus in some cases). So, there are no worries, no matter what. You were silly to bring up this argument--it only hurt you.

Part of the reason Macs don't get viruses is because they have a smaller target audience. The other part is that UNIX has been refined and fixed for years, so it's a far more stable environment than Windows claims to have anyway.

21 - All I can do is laugh at this one. Yes. Windows has more freeware. But find me 10000 apps that don't have Deluxe, Lite, Demo, or Free in the title. You see, Windows

apps are all about quantity. Windows lacks the vibrant developer scene that Mac has. Don't get me started with Mac Freeware apps. I promise, you will lose your argument.

22 - Well, you went there. So now it's my turn.

Here are a few classic videos of Steve Ballmer, your upstanding role model:

<http://youtube.com/watch?v=8To-6VIJZRE>

<http://youtube.com/watch?v=wvsboPUjrGc>

<http://youtube.com/watch?v=tGvHNNOLnCk>

And don't forget Gates:

<http://youtube.com/watch?v=3HA4ISUhlbw>

Now, I'm just poking fun with these videos, but really. You can't base your beliefs about a company (or their products, for that matter) on their CEO. And, personally, I don't see anything wrong with Steve Jobs. I think he's a great company leader and someone who understands what we want out of a computer. So, leave him alone, and think of some better points.

23 - The reason the menu bar is always in the same place is so it's always in the same place. Instead of a start menu and an app's own menu, Apple decided to integrate both into one area. There's really nothing wrong with it, it's just different than most Windows users are used to. It's not necessarily detached from the app--it changes depending on what app you have in the front. It just leaves the toolbar open for other functions. So, you're getting more options with less hassle, instead of one bar at the top of every app (since you can change the toolbar however you want).

24 - This used to be true, but now that Macs are growing in popularity, many peripherals are becoming cross-platform. It is almost guaranteed that any peripheral works on Windows, but that will change in time, as Macs catch up to PCs in market share. Most peripherals are already or are becoming cross-platform though, which is good news.

25 - The beauty of a Mac lies in its simplicity. You go to an Apple Store, and are presented with a desirable, simple selection of computers. You pick the one that fits your price range and needs, and that's your Mac. If you're looking to make your own computer, then do so with a Windows or Linux operating system. But the truth is, the vast majority of users don't build their own computers. Apple has the general public in mind, so they deliver what the public wants: an easy way to get a computer without worrying about technicalities. For those of you who want to upgrade your computer, or choose some of its parts, you can do this at Apple's online store. You can also buy more RAM and install it yourself whenever you want.

26 - Here's the difference between Unix and DOS. Unix sandboxes applications so they can only affect their part of the system, and can only use a set area of RAM. If it has an error, the app will slow down and possibly crash. However, this is very uncommon. In DOS systems, apps can use as much memory as they need, but that can cause huge

problems. Most of these errors will cause system crashes instead of just the app crashing (like it would in a sandboxed Unix environment). Doesn't that sound nice?

If an app does somehow crash, though, it's not hard to fix. The first thing you do is relaunch it. If you encounter the same problem, then send the developer a crash report. If it still has problems, try rebooting and running it again. This is usually due to a flaw in the application itself, but it's still worth trying. I highly disagree with this point, though.

27 - Interesting. Ever since the release of the iPhone, touchscreen products have poured out of every company that competes with Apple. And, with the predicted release of the MacBook touch this fall, it may become even more popular. We'll have to wait and see, but this isn't a reason that a PC is better than a Mac, it's just a dark corner of the market that Apple hasn't explored yet.

28 - This is far from the truth. That may have been true in the early days of Macs, but today (which is where we should really be comparing traits), it's far from what you've said it's like. Unix has a sandbox system that only allows applications to use a certain area (as in location) of memory. For this reason, apps cannot crash and bring down the whole system.

Windows apps, however, are notorious RAM hogs. If you don't have more than 1GB of RAM, it's likely that Vista will be slow, and practically unusable. Right now I'm running on 1GB of RAM just fine on a 2.1GHz iMac.

Macs are also great multitasking machines, since they sandbox applications. Windows tends to offer too much RAM to a single task, not leaving enough if you open another. This method is unsafe, unstable, and not at all logical compared to sandboxing.

29 - It makes sense in the context of the operating system. The keyboard is used for typing, unless a modifier key (control, option, or command) is pressed. Command is generally used for file manipulation or doing commands within apps. That being as it is, it only makes sense that command-delete would delete a highlighted file instead of a plain, unmodified delete. The fact that you can do that in Windows is an inconsistency within the operating system.

30 - The thing is, Apple has already done the tinkering for you. Macs don't have a traditional BIOS, they have EFI. EFI is already optimized to get the most out of your machine, so you don't have to worry about tinkering with it. For more information, see this great article about Apple's EFI setup:

<http://www.roughlydrafted.com/RD/Home/7CC25766-EF64-4D85-AD37-BCC39FBD2A4F.html>

31 - Contrary to the statement above, Apple has been named the greenest computer company today by EPEAT, whose standards are widely thought of as better than Greenpeace. I'm sure you all remember the Apple vs Greenpeace deal where they rated Apple the lowest of any computer vendor, but take a look at these:

http://weblog.infoworld.com/sustainableit/archives/2007/04/apple_faces_unf.html
<http://www.roughlydrafted.com/RD/Home/ABC6DFDA-9DE9-4EA8-A269-65EAAB628676.html>

So you can see, their ratings were completely unfair.

And, Apple's trying to improve even more than they already have:

<http://www.apple.com/environment/>
<http://www.apple.com/hotnews/agreenerapple/>

So, if Apple isn't already one of the greenest computer companies there is, they're making huge strides to become more green.

32 - The beauty of the Mac is, as I've said before, its simplicity. The iMac was actually designed as a computer for *kids*. Since Macs are intuitive and easy to understand, it makes learning to use them very easy. For example, you have the Dock, which puts all of the apps you want at the bottom of the screen for easy access. And, of course, Finder coupled with Spotlight, so you can find and manipulate files with ease.

The difference is that Macs make sense. Everything is where you'd think it would be--in your user folder, you have 10 folders by default: Applications, Desktop, Documents, Downloads, Library, Movies, Music, Pictures, Public, and Sites. All applications are stored in Applications. Files that you have on the Desktop are in Desktop. The default saving point for word processing or any type of file you're working on is Documents. Anything you download goes in Downloads. Your "backstage" files go in Library (which you rarely need to tamper with). Movie projects save in Movies, music saves in the Music folder, and all pictures are imported to Pictures. Files you want made public can be accessed in Public, and any websites you work on go in Sites. As you can see, it just makes sense. In Windows, you have to navigate a labyrinth of files, or make your own folders to get organized. Also, Macs don't have confusing, meaningless drive names like A:, B:, C:, or D:.

Even if there are more Windows users out there, it doesn't mean Windows is easier to learn (actually, it's quite the opposite). Macs are intuitive and simple, and Windows can't say a word about that.

So, in the end, I think we can pretty safely say that most of these arguments are not true. Now, being a Mac user, I don't get to use Windows much, which may make me a bit biased. I have nothing against Windows as a system, I just think that Macs go about computing in a better, more efficient way. Thanks for reading!