

## re You Serious!

Is Apple serious about the consumer market, or is it thrashing about trying to identify what's left?

The iMac may be a great machine for consumers, but as most of them want to be like their friends, exchange programs, data and above all, play games, it'll be a steep uphill struggle to get back in. The education market has the same problems - schools etc want to be like the others - exchange programs, exams/tests and so on.

It seems silly that when IBM and Apple use the same processor chip, Apple is incapable of producing an operating system update which will allow IBM-type PC programs to run native under OS8. Or is that what OS9 will be, threatened for 1999?

[The latest MacUser highlights how processor-hungry the three Windows emulators are!]

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## Thought For The Day

Anyone who is employed by a company for their creative skills in an environment where Macs are used means they will usually be employed to give a visual creative boost to anything appearing in print or on screen.

Why is it then that during the creation of websites or Intranets within such companies, the last people involved are usually the people who should be running the show!

The number of companies I have been involved with recently who are in the process of creating their own intranet or internet sites, throw the whole job at the resident IT propellor heads who jump at the idea of burying themselves knee deep in HTML songwriting without a thought for the people who have to wade through this stuff at browser level. The result is usually reams of textual information with the odd animated gif pinched off the TopGear Website.

I can only assume that the whole area of website design is a political hot potato; "We can't give it to the designers because the IT department are here to look after anything remotely technical."

So instead of involving the best people for the job at the inset, the IT manager throws a

photograph at the designer on the Mac and says "can you save this as a gif, we're going to stick it somewhere on our website?"

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