

## rainbow problems and an anti-trust update

Thomas Ash

Blueberry, grape, strawberry, orange, or lime - which one do you prefer? Personally, I've got my eyes on grape (or maybe tangerine - I'm not sure.) However, I don't have a clue which one most of you will prefer, and I doubt dealers will either. Imagine the scene - it's CompUSA, and a pile of lime iMacs are sitting on the floor, Over the phone a spotty, red-faced clerk is yelling "Get me more strawberry! We need strawberry NOW!" No wonder Apple contracted out iMac production to a company called LG - they didn't want to have to cope with that problem.

Come to think about it, what if people want matching peripherals? I'm sure they will - and all those bondi blue ones are obsolete now. I can imagine an absolute nightmare for that clerk at the CompUSA wareshop. Really, Apple shouldn't have discontinued bondi blue - not only where there lots of matching USB peripherals, but the teal colour looked real nice.

Well, you needn't worry - I've got an idea that could help alleviate those stocking problems. You know those adverts for switchable covers for mobile phones. Apple could use something like them! You could have grape on weekdays and strawberry on weekends! You could change the colour of your iMac (or new PowerMac G3 for that matter) depending on your mood, with clip on transparent covers!

Meanwhile, we all know that Microsoft has been lying it's head off in court, but I don't think anyone imagined it would do it so blatantly. First, Microsoft admits to faking a video showing PCs malfunctioning after Internet Explorer was uninstalled. Second, it admits to faking a survey showing public support for Microsoft. Both of these incidents have seriously damaged Microsoft's public image, as well as it's chances of winning the court case.

To quote Shane Greenstein (a professor at the Kellogg Graduate School of Management): “The fake survey revelation is the defining moment for this trial. The company, and Bill Gates especially, will not live that story down for years. Even if they win this case, that story is going to haunt them for a long time. Nobody has reason to believe any peice of information coming out of [Microsoft] ever again. More to the point, it undermines the credibility of everything they do in court. I really think it will be hard for them to recover.”

ot only that, but the DoJ lawyers are consitently showing up Microsoft witnesses' testimony for the crap that it is. It is starting to look very likely that Judge Jackson will accept the DoJ's charges, and that can only be good news for Apple.

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[1] Macworld UK, March 1999 issue.

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