

## File No.12 1984 is One

Lee Foster

It's our first birthday. A year ago we launched the first issue of the then called 1984 Apple OnLine Magazine until Apple Computer, Inc., forced us to drop the 'Apple'. But it didn't sway us, so dedicated are we Mac users that we continued to put together our monthly e-zine without spite.

Also a year ago, Apple was supposed to be doomed. Everyone predicted Apple's demise. Some already thought Apple had gone. Apple did indeed bring out some dull hardware, just speed bumped old hardware with no technical innovation at all. Mac OS's with hyped components missing or technologies dropped. Then suddenly in a flurry of dollars, Apple began to draw the attention of the computer world. A NeXT or BE OS buy-out was the first of the big rumours when it became public knowledge that Apple was looking to embrace non-Apple technologies for its flagging OS. NeXT won and with it came Steve Jobs.

The next twelve months have been one long blur. So much has happened. All the cloners now banished. Newton ditched. Most Apple peripherals scrapped in favour of third party alternatives. Claris split. FileMaker and Homepage to FileMaker, Inc and ClarisWorks, EMailer etc., to Apple. ClarisWorks being the only survivor and now called AppleWorks the rest scrapped regardless of their various fan bases.

The G3 arrived and stole the show. Everyone (including me) wanted a G3. They sold by the bucket load. We had speed and quality and most of all, real value for money. Rumours spread about an all new consumer Mac. Eventually, out came the iMac, which has been hailed as Apple's secret weapon against the final curtain. Three revisions later, the iMac is still selling well and has introduced the world to a colourful alternative to beige and black computers. Not only has Apple survived, they're doing it with the Apple philosophy; "Think Different".

Innovation has come back. Not only did we get colour and now a choice of colours, Apple was bold enough to scrap the floppy drive, introduce USB and convince hundreds of peripheral manufacturers to build and support add-ons for the Mac. And they too did it

with the "Think Different" approach.

f that was not enough, Apple made another make or break decision to completely abandon beige plastic and even more astonishing, abandon SCSI, Serial ports and floppy drives and introduce USB and FireWire to the new G3's with a completely different blue and white case design.

For many, Apple has never been away. They stuck by Apple, bought only Apple and lived and breathed Apple. The cloners did make an impact, but mostly on those who wanted a good Mac but cheaper alternative to Apple's higher priced models. We can thank the cloners for getting Apple to wake up to competition once more. But looking back over the year of 1984's e-zine history, it was one hell of a good year to be around in. And, as with Apple, 1984 has grown in size and strength. It has a huge reader base and is on many magazine cover CD's as well as on the WWW. Design and content improves every issue and our website is about to have a major overhaul.

So, happy birthday to us and thank you readers for keeping us going for another exciting year of everything Mac.

Comments to:

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