

30 Years Ago Today

- Sunday, January 22, 1984
- SuperBowl XVIII
- Washington Redskins vs. LA Raiders, CBS-TV
- 3rd quarter, LA leading 35-9
- Washington takes a time-out

Apple's "1984" Ad

- Directed by Ridley Scott (*Alien*, *Blade Runner*)
- \$5-million to produce, \$1.5-million to air
- Aired only once, now widely considered a masterpiece in advertising
- Launched the SuperBowl as a mega-advertising platform for consumer products
- Macintosh launched two days later, on January 24, 1984





Introducing Macintosh. What makes it tick. And talk.

Well, to begin with, 110 volts of alternating current.

Secondly, some of the hottest hardware to come down the pike in the last 3 years.

The garden variety 16-bit 8088 microprocessor.



Macintosh's 32-bit MC68000 microprocessor.



Some hard facts may be in order at this point:

Macintosh's brain is the same blindingly-fast 32-bit microprocessor we gave our other brainchild, the Lisa™ Personal Computer. Far more powerful than the 16-bit 8088 found in current generation computers.

Its heart is the same Lisa Technology of windows, pull-down menus, mouse commands and icons. All of which make that 32-bit power far more useful by making the Macintosh™ Personal Computer far easier to use than current generation computers. In fact, if you can point without hurting yourself, you can use it.

Now for some small talk.

Thanks to its size, if you can't bring the problem to a Macintosh, you can always

bring a Macintosh to the problem. (It weighs 9 pounds less than the most popular "portable.")

Another miracle of miniaturization is Macintosh's built-in 3½" drive. Its disks store 400K—more than conventional 5¼" floppies. So while they're big enough to hold a desk full of work, they're small enough to fit in a shirt pocket. And, they're totally encased in a rigid plastic so they're totally protected.

And talk about programming.

There are already plenty of programs to keep a Macintosh busy. Like MacPaint™



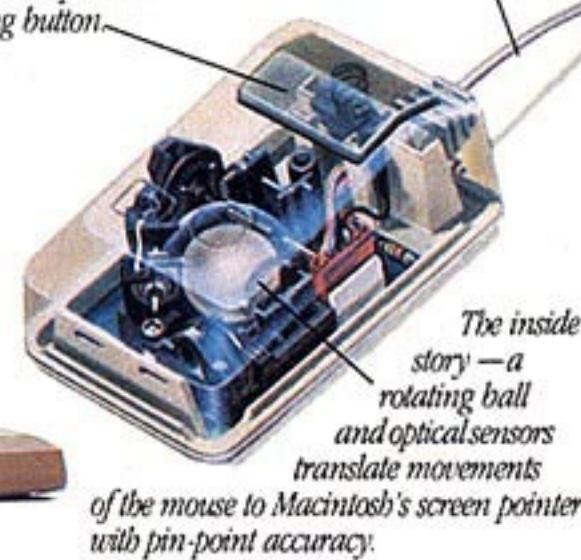
a program that, for the first time, lets a personal computer produce virtually any image the human hand can create. There's more software on the way from developers like Microsoft®, Lotus™, and Software Publishing Corp., to mention a few.

And with Macintosh BASIC, Macintosh Pascal and our Macintosh Toolbox for writing your own mouse-driven programs, you, too, could make big bucks in your spare time.

You can even program Macintosh to talk in other languages, like Yiddish or Serbo-Croatian, because it has a built-in polyphonic sound generator capable of producing high quality speech or music.

The Mouse itself. Replaces typed-in computer commands with a form of communication you already understand—pointing.

Some mice have two buttons. Macintosh has one. So it's extremely difficult to push the wrong button.

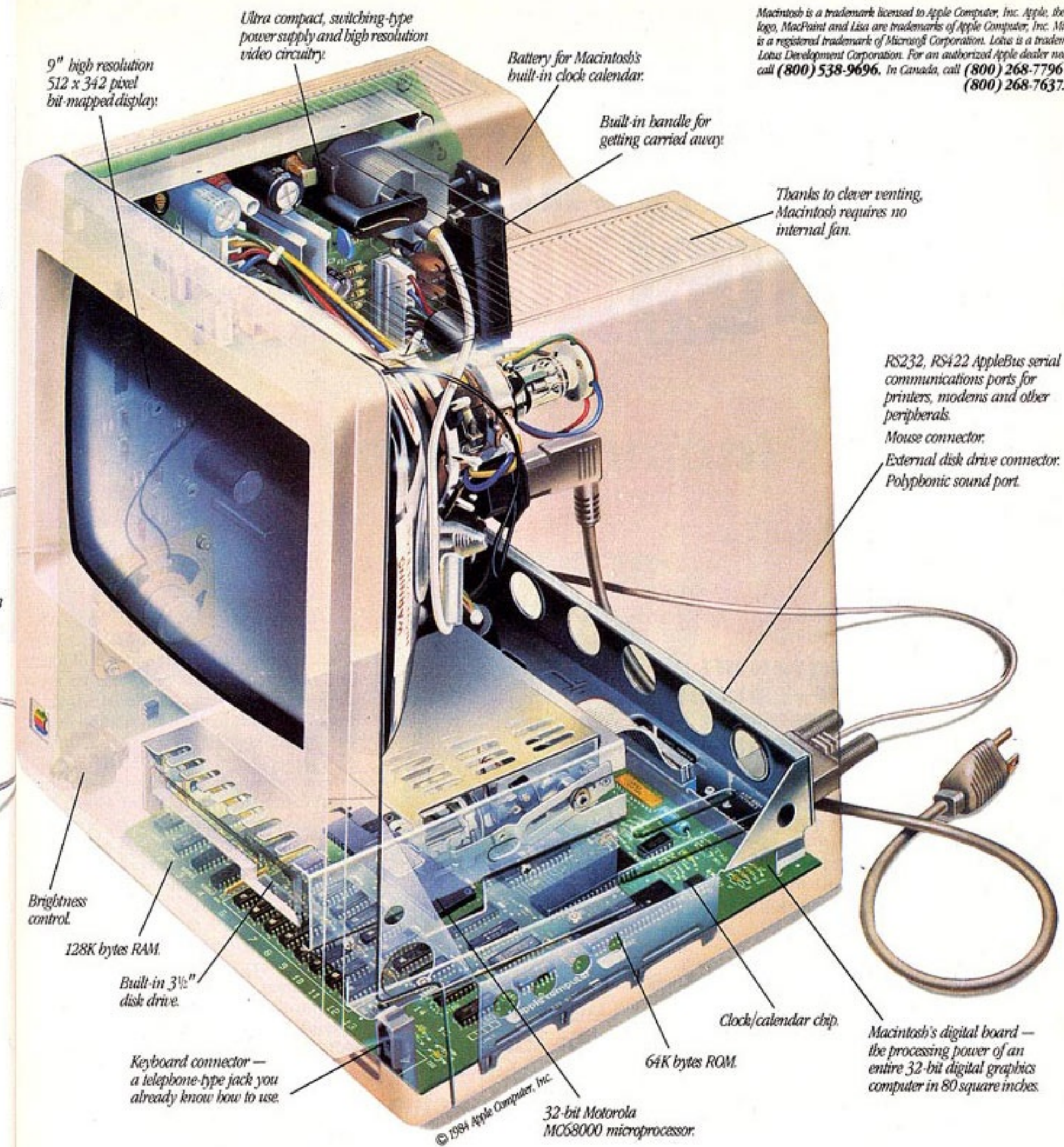


The inside story—a rotating ball and optical sensors translate movements of the mouse to Macintosh's screen pointer with pin-point accuracy.

All the right connections.

On the back of the machine, you'll find built-in RS232 and RS422 AppleBus serial communication ports. Which means you can connect printers, modems and other peripherals without adding \$150 cards. It also means that Macintosh is ready to hook in to a local area network. (With AppleBus, you will be able to interconnect up to 16 different Apple computers and peripherals.)

Should you wish to double Macintosh's storage with an external disk



Brightness control.

128K bytes RAM.

Built-in 3½" disk drive.

Keyboard connector—a telephone-type jack you already know how to use.

32-bit Motorola MC68000 microprocessor.

64K bytes ROM.

Clock/calendar chip.

Macintosh's digital board—the processing power of an entire 32-bit digital graphics computer in 80 square inches.

drive, you can do so without paying for a disk controller card—that connector's built-in, too.

There's also a built-in connector for Macintosh's mouse, a feature that costs up to \$300 on computers that can't even run mouse-controlled software.

One last pointer.

Now that you've seen some of the logic, the technology, the engineering genius and the software wizardry that separates

Macintosh from conventional computers, we'd like to point you in the direction of your nearest authorized Apple dealer.

Over 1500 of them are eagerly waiting to put a mouse in your hand. As one point-and-click makes perfectly clear, the real genius of Macintosh isn't

its 32-bit Lisa Technology, or its 3½" floppy disks, or its serial ports, or its software, or its polyphonic sound generator.

The real genius is that you don't have to be a genius to use a Macintosh.

You just have to be smart enough to buy one.



Macintosh automatically makes room for your illustrations in the text.

MacPaint produces virtually any image the human hand can create.

Microsoft's Multiplan for Macintosh.

Soon there'll be just two kinds of people. Those who use computers. And those who use Apples. 

Macintosh is a trademark licensed to Apple Computer, Inc. Apple, the Apple logo, MacPaint and Lisa are trademarks of Apple Computer, Inc. Microsoft is a registered trademark of Microsoft Corporation. Lotus is a trademark of Lotus Development Corporation. For an authorized Apple dealer near you call (800) 538-9696. In Canada, call (800) 268-7796 or (800) 268-7637.

The Original Macintosh

- 128K RAM, 64K ROM
- Motorola 32-bit 68000 CPU @ 8Mhz
- 384x256-pixel display with 256 shades of gray
- 400kB 3.5" floppy disk drive
- World's first mouse on a shipping consumer product
- \$1,995

30 Years Ago Today



Speaking of Commercials...

Gene & Kay - Unpaid Spokespeople



Cove Apple Club

January 22, 2014



Tonight's Topics

- Apple In The News
- Point 'n' Shoot, Part II: iPhoto & Creative Effects
- Backing Up Your Wallet

AAPL 1Q14 Earnings Call

- Next Monday, January 27, 5pm ET
- Full quarter of iPhone 5S/5C sales; half-quarter of iPad mini RD sales (dropped 11/12); 2/3-quarter of iPad Air sales (dropped 11/01)
- No China Mobile sales yet
- In all likelihood, Apple will report that they delivered about **1,000,000** iPads & iPhones per **day** in the quarter — and sold out.

Apple's Guidance

- Revenue \$55 - 58B
- Gross margin 36.5 - 37.5%
- OpEx \$4.4 - 4.5B
- Other income \$200M
- Tax rate 26.25%

source: Apple CFO Peter Oppenheimer
Apple 4Q13 Earnings Release
10/28/13

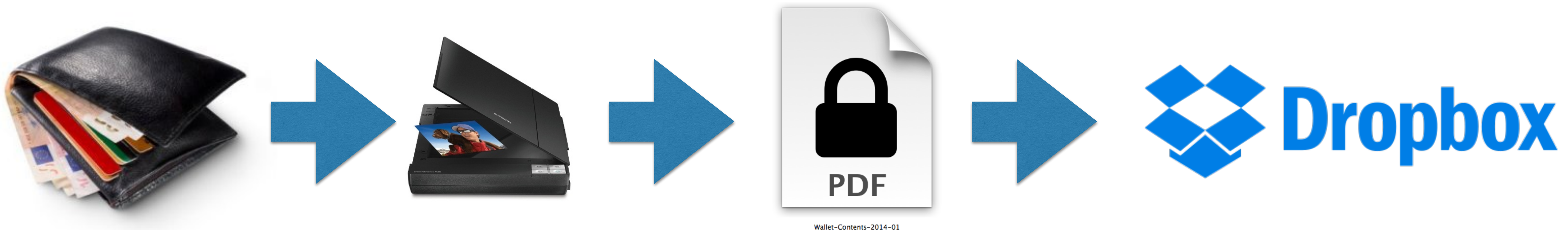
Dumb Things “Analysts” Say

- ***“Earnings missed estimates.”***
 - No. Earnings don't miss estimates; estimates miss earnings. No one ever says “the weather missed estimates.” They blame the weatherman for getting it wrong. Finance is the only discipline where people blame their poor forecasting skills on reality.
- ***“Earnings met expectations, but analysts were expecting a beat.”***
 - If you're *expecting* earnings to *beat expectations*, you don't know what the word “*expectations*” means.

Point 'n' Shoot, Part II

Dan Priebe



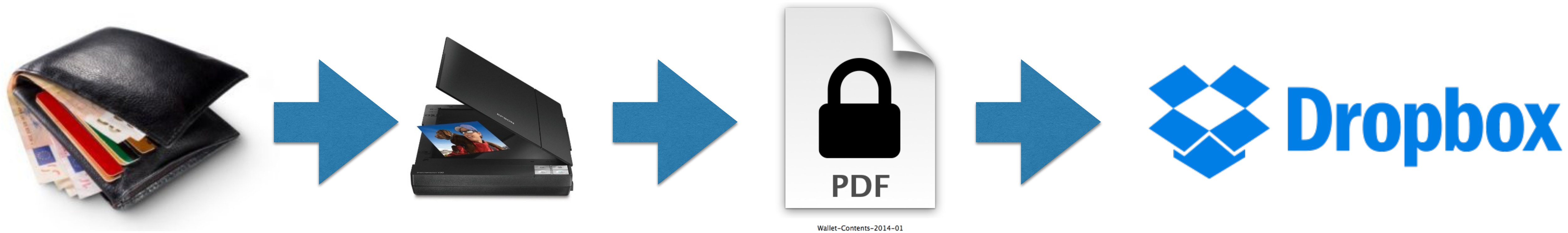


Backup Your Wallet Contents

Digital Backup of Your Physical Wallet

- 1Password will keep all your important data handy, secure, backed-up, encrypted & replicated
- But what about the important stuff you carry with you every day in your purse or wallet?
- What would you do if it was lost or stolen? On a trip? In a foreign land? Without an Internet connection or cell phone?

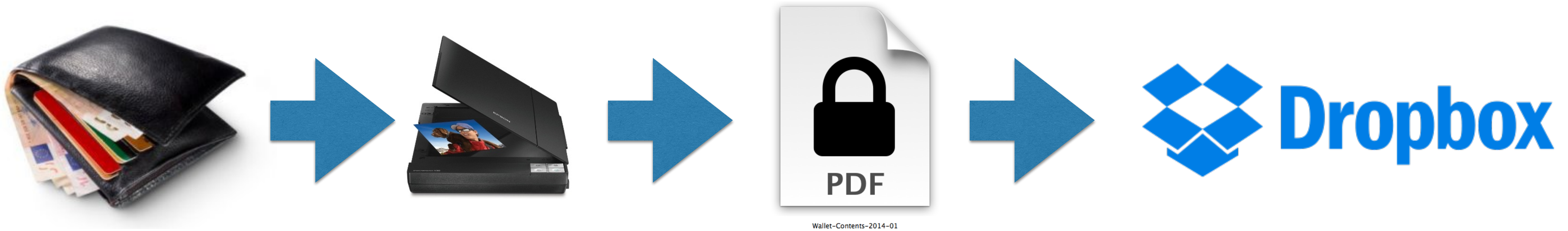




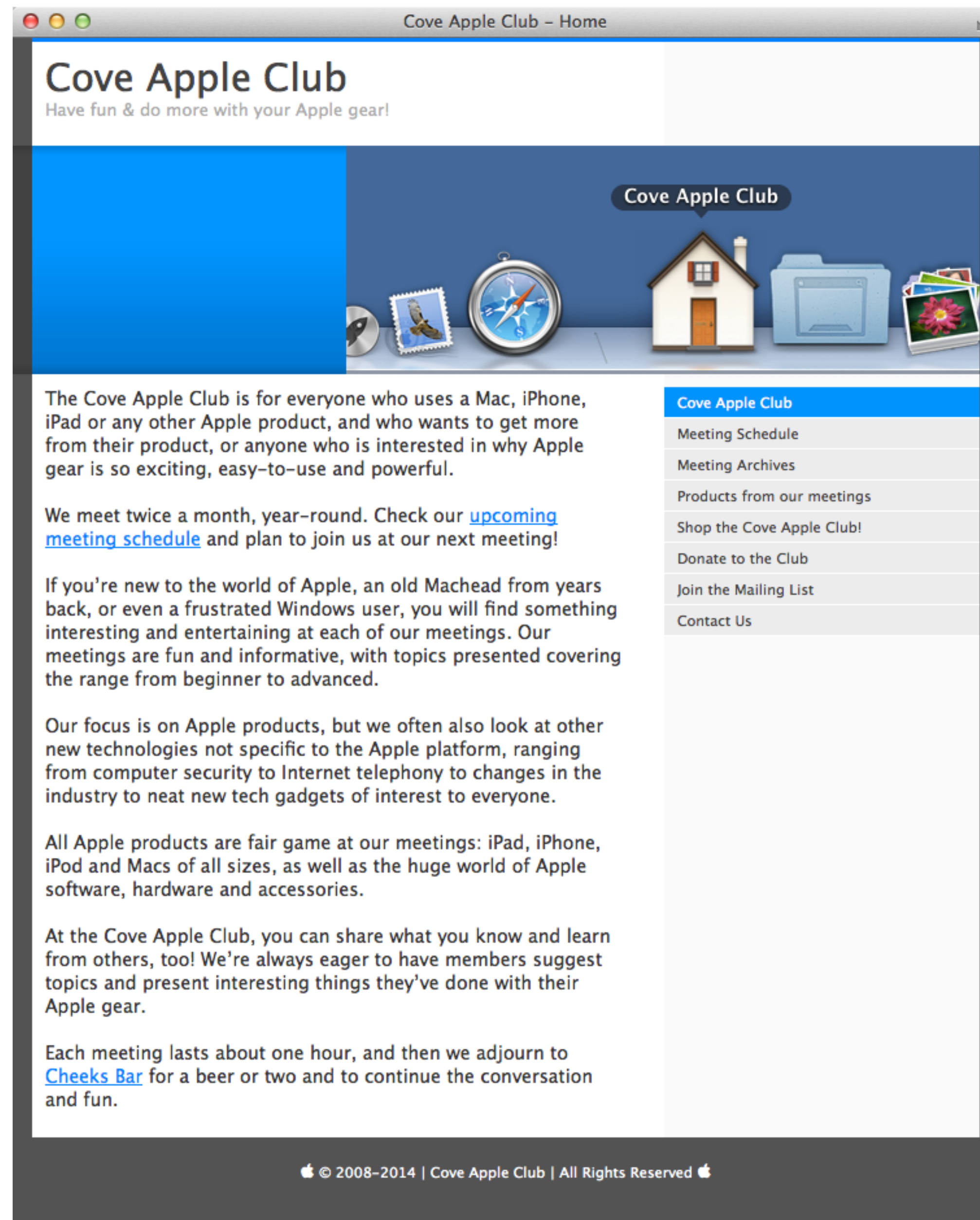
15-Minutes to Peace-of-Mind

The Scheme

- Scan the contents of your wallet to an encrypted PDF file
- Move the PDF file to the Documents folder in your Dropbox
- There is no step 3



Demo



COVEAPPLECLUB.COM

Cove Apple Club

Have fun & do more with your Apple gear!

Cove Apple Club



The Cove Apple Club is for everyone who uses a Mac, iPhone, iPad or any other Apple product, and who wants to get more from their product, or anyone who is interested in why Apple gear is so exciting, easy-to-use and powerful.

We meet twice a month, year-round. Check our [upcoming meeting schedule](#) and plan to join us at our next meeting!

If you're new to the world of Apple, an old Machead from years back, or even a frustrated Windows user, you will find something interesting and entertaining at each of our meetings. Our

Cove Apple Club

Meeting Schedule

Meeting Archives

Products from our meetings

[Shop the Cove Apple Club!](#)

Donate to the Club

Join the Mailing List

Contact Us

Cove Apple Club

Have fun & do more with your Apple gear!

Cove Apple Club

The next time you need some new Mac gear, start your online shopping session with the link to Amazon on this page. Your purchase will earn a little money for the Cove Apple Club, which we save up all year for a big Holiday Party for all members of the club! We update club members on the earnings every month.

So be sure to click the Amazon logo below when you need to shop for Mac products online...and "give back" to the Cove Apple Club -- without costing you an extra cent! Thanks!

Shop earth's biggest selection

Books

Electronics

Video Games

HDTVs

Video On Demand

Kindle

DVD & Blu-ray

Smart phones

Netbooks

Desktops

MP3s

amazon.com

privacy information

On an iPhone or iPad? Amazon Banner above not displayed?
[Tap this link instead](#)

On a Mac? Make it even easier!
Just drag this link to your Bookmarks bar: [Amazon](#)

Need a Web site? Want your own email domain?

The Cove Apple Club **uses** and recommends [1&1 Internet](#). Unlimited hosting plans and personal email domains from \$0.99/month with 24/7 live telephone support.

1&1 MY WEBSITE

Cove Apple Club

Meeting Schedule

Meeting Archives

Products from our meetings

Shop the Cove Apple Club!

Donate to the Club

Join the Mailing List

Contact Us

© 2008–2014 | Cove Apple Club | All Rights Reserved

be sure to check the Amazon logo below when you need to shop for Mac products online...and "give back" to the Cove Apple Club -- without costing you an extra cent! Thanks!

[Donate to the Club](#)

[Join the Mailing List](#)

[Contact Us](#)



On an iPhone or iPad? Amazon Banner above not displayed?

[Tap this link instead](#)

On a Mac? Make it even easier!


Just drag this link to your Bookmarks bar: [Amazon](#)



Earnings Report Totals

[Glossary](#)

January 1, 2014 to January 21, 2014

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	73	\$2,429.12	\$93.35
Total Third Party Items Shipped 	44	\$1,084.88	\$65.75
Total Items Shipped	117	\$3,514.00	\$159.10
Total Items Returned	0	\$0.00	\$0.00
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	117	\$3,514.00	\$159.10



Cove Apple Club

January 22, 2014

