

The '100 Great Icons'

IPOD - Digitally Remastered

HOPING TO REVIVE ITS FORTUNES, APPLE LEAPT INTO THE ARENA OF DIGITAL DEVICES AND TOOK A BIG BITE OUT OF THE MUSIC INDUSTRY.

By the late 1990s computer manufacturer Apple was struggling. With a market share of less than 10 per cent, management recognised that the time for change had come. They knew consumers of the future would own series of electronic devices tied into their home computer, so they began looking at the range of digital device on the market. The company had missed the boat on video cameras, still cameras and hand-held organizers - other manufacturers already had these markets stitched up. Then Apple found the opportunity it had been looking for. Having produced software for playing and storing digital music, it soon realised the digital music players on the market were far from user-friendly. MP3 players of the time were, in fact, awful. Products that relied on hard drives to store music were too big, while those that used Flash memory chips could only hold a few tracks. In both cases it was a slow process transferring songs from computer to player, and navigation of player menus was difficult. Meanwhile, computer engineer Tony Fadell, a former employee of Phillips, had an idea for a new style of MP3 player. Faster and sleeker, it would be linked to its own digital music store. Fadell shopped the idea around to Phillips and other companies but none was interested. Then he pitched the idea to Apple. Legend says that in early 2001 Fadell was on the sky slopes in Vail, Colorado, when he received a call from Jon Rubinstein, Apple's chief hardware engineer. Rubinstein gave Fadell the go-ahead to begin work on his digital music player, with one proviso: it had to be in stores by Christmas. After cutting his holiday short, Fadell and his team of thirty-five engineers used as the central component a version of a microprocessor which had previously powered mobile phones, and the original iPod was completed in just six months. Apple announced its new product on 23 October 2001, and the original five gigabyte iPod was priced at US\$399, an amount slammed by critics. But consumers, who were hungry for an aesthetically pleasing and functional pocket sized music player, didn't care about cost, and in the two months before the end of the year 125,000 iPods were sold. The gadget made music more accessible by amalgamating all of its owner's tracks on one device, and everything in its design suggested a superior listening experience. Within months, the white plastic and metal box had reversed Apple's fortunes and transformed it from a company associated with computers to one associated with music.

FAST FACTS:

- 1979:** Sony launches the Walkman, causing a shift in perception towards the mobility of music.
- 2002:** Apple adds 10,15,20 and 30 gigabyte models to its iPod range.
- 2003:** The iTunes Music Store is launched in the USA, with tracks priced at ninety-nine cents. The site has since become the world's dominant digital music service.
- 2004:** The iPod mini is launched and becomes the top seller in the iPod shuffle, Apple's first Flash-based player.
- 2005:** The iPod nano hits the stores. The size of a business card and thinner than a pencil, the nano replaces the mini range.
- 2006:** Two iPods are sent, via a thin pipe, to miners trapped underground in Beaconsfield, Tasmania. Also this year, Apple announces the billionth song sold on iTunes - 'Speed of Sound' by Coldplay.

From Chris Sheedy & Jenny Bond

"The RULES of LIFE"

Keep the moral high ground

Boy is this a simple one to say and a really difficult one to live up to. I do appreciate that it's a tough one, but I know you can do it. It takes a simple shift of vision, from being the sort of person who acts in a certain way to being a different sort of person who acts in a different sort of way. Look, no matter how rough it gets you are never going to:

- take revenge
- act badly
- be very, very angry
- hurt anyone
- act without thinking
- act rashly
- be aggressive.

That's it, the bottom line. You are going to maintain the moral high ground at all times. You are going to behave honestly, decently, kindly, forgivingly, nicely (whatever that means) no matter what the provocation. No matter what the challenge thrown at you. No matter how unfairly they behave. No matter how badly they behave. You will not retaliate in like kind. You will carry on being good and civilized and morally irreproachable. You manners will be impeccable. You language moderated and dignified. There is nothing they can do or say that will make you deviate from this line. Yes, I know it's difficult at times. I know when the rest of the world are behaving appallingly, and you have to carry on taking it on the chin without giving in to your desire to floor them with a savage word, it's really, really tough. When people are being horrid to you it's natural to want to get your own back and last out. Don't. Once this rough time has passed, you will be so proud of yourself for keeping the moral high ground, that it will taste a thousand times better than revenge ever would. I know revenge is tempting, but you won't go there. Not now, not ever. Why? Because if you do you'll be sinking to their level, you'll be at one with the beasts instead of the angels (see Rule 9), because it demeans you and cheapens you, because you will regret it and lastly because if you do, then you're no Rules Player. Revenge is for losers. Taking and keeping the moral high ground is the only way to be. It doesn't mean you're a pushover or a wimp. It just means that any action you do take will be honest and dignified and clean.

From Richard Templar

'Snippets'

The Man Rules I may have published this before, though not for a while. I ask the ladies to take it in the light hearted comedic sense it is intended. We always hear 'the rules' from the female side. Now here are the rules from the male side. These are our rules Please note... these are all numbered '1' ON PURPOSE! 1. Men are NOT mind readers. 1. Learn to work the toilet seat. You're a big girl. If it's up, put it down. We need it up, you need it down. You don't hear us complaining about you leaving it down. 1. Sunday sports It's like the full moon or the changing of the tides. Let it be. 1. Crying is blackmail. 1. Ask for what you want. Let us be clear on this one: Subtle hints do not work! Strong hints do not work! Obvious hints do not work! Just say it! 1. Yes and No are perfectly acceptable answers to almost every question. 1. Come to us with a problem only if you want help solving it. That's what we do. Sympathy is what your girlfriends are for. 1. Anything we said 6 months ago is inadmissible in an argument. In fact, all comments become null and void after 7 Days. 1. If you think you're fat, you probably are. Don't ask us. 1. If something we said can be interpreted two ways and one of the ways makes you sad or angry, we meant the other one. 1. You can either ask us to do something or tell us how you want it done. Not both. If you already know best how to do it, just do it yourself. 1. Whenever possible, Please say whatever you have to say during commercials. 1. Christopher Columbus did NOT need directions and neither do we. 1. ALL men see in only 16 colours, like Windows default settings. Peach, for example, is a fruit, not a colour. Pumpkin is also a fruit. We have no idea what mauve is. 1. If it itches, it will be scratched We do that. 1. If we ask what is wrong and you say 'nothing,' We will act like nothing's wrong. We know you are lying, but it is just not worth the hassle. 1. If you ask a question you don't want an answer to, Expect an answer you don't want to hear. 1. When we have to go somewhere, absolutely anything you wear is fine... Really. 1. Don't ask us what we're thinking about unless you are prepared to discuss such topics as baseball or motor sports. 1. You have enough clothes. 1. You have too many shoes. 1. I am in shape. Round IS a shape! 1. Thank you for reading this. Yes, I know, I have to sleep on the couch tonight. But did you know men really don't mind that? It's like camping. Pass this to as many men AND women as you can to give them ALL a laugh.

FROM THE EDITOR

OK. The Calender says December so it must be. I just don't know where the year went. I remember looking forward to the dry weather. Anyway, we are stuck with it. We 'enjoyed' 4 public holidays in November making up the total of 17 excluding government days off and tolerance days. The employers didn't 'enjoy' it quite as much. I googled 'public holidays' and Timor Leste comes in a very credible equal 5th with China/Hong Kong. The winner was Sri Lanka with 25, India 21 then Trinidad & Tobago, Columbia and Philippines with 18. It is within our grasp. We are only four birthdays and/or anniversaries away from equal 1st. Time will tell. Hang on. I've got it. Diwali Hindu Festival of Lights lasts 5 days. Takes us to 22. A Hallmark occasion when the new, free clinic was opened at Timor Plaza. See the social pages. It is another Jape success story. The Melbourne Cup was run first Tuesday of November. The race that stops a nation apparently stops a fair chunk of the world. See the social pages. The significant Santa Cruz day (National Youth Day) has passed with both sadness and optimism for the youth of Timor Leste. Well the next edition will be in obviously the new year after the bedlam of 11 day early deadline and despatch of the January edition to bypass the headaches of continuing 'normal business' during the festive bun fight.

As per usual, if you are going somewhere, safe travelling. Till next time. Cheers! Leith Carroll

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