

# ValueClick *Delivers*

ValueClick - The Pay-for-Results Advertising Network

Edition: Sunday, 01 July, 2001

Internet Services provided by [MacConnect](#)

## Lyons' Den

### Will Apple's Next Ad Tout a 2 GHz PowerMac?

By Daniel J. Lyons III

It's time for the G4 chip to start pulling its weight or at least to start living up to a few of its promises. The G4 roadmap has been far bumpier than anticipated and now seems to be falling behind in the race with offerings from AMD and Intel.

From supply problems and low Megahertz (MHz) ratings to not having a portable version, the G4 has been more of a step to the side, than a step up. In the time that Mac users have transitioned from a 350MHz G3 to the 500MHz G4, Windows users have transitioned from a 400MHz Pentium II to a Gigahertz (GHz) Pentium III. Motorola seems to have fallen so far behind. This is especially tough for those



## Mac Quick Tips

[Finder](#)  
[Internet Explorer](#)  
[Email](#)  
[Applications](#)



## MacBC Help

[Mac Tutorials](#)  
[Forums](#)  
[Shareware](#)



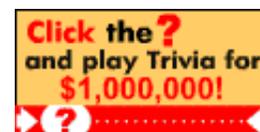
## MacBC Columns

[Lyons' Den](#)  
[The Mac Files](#)  
[Economist](#)



## MacBC Web Links

[Mac News Sites](#)  
[Mac Reference](#)  
[Mac Magazines](#)  
[Mac Rumors](#)



### Free Email Offers Delivered to Your Inbox!

Win a \$500 Shopping Spree  
Take Caltech Survey-Win Free Stuff!  
Move smarter with MonsterMoving!  
Success Coaching, Sales Training  
6-Figure Income

of us who remember being told how much easier it would be to scale up the MHz of the PowerPC processors than it would to do the same thing with X86-based chips. The MHz tables have turned, and the public has noticed, this is not good for Apple.

Apple's image was already tarnished when they downgraded the MHz of their newly announced G4 line after already starting to take orders for it. They've recovered now, but only to where they should have been last winter.

While there may have been valid technical reasons why Motorola was unable to provide faster G4 chips, with the much-anticipated release of the GHz processors by both AMD and Intel the 500MHz G4s are starting to appear pokey. Despite the fact that a 500MHz G4 is not actually half the speed of a GHz Athalon, perception is absolutely critical to the buying public. When presented with a GHz Windows machine and a 500MHz Mac a casual buyer will automatically assume that the Windows machine is faster, no matter what

Affiliate Program  
Win \$100 in  
Nutritional  
Supplements!

My email address is:

Submit

the tech specs or Jeff Goldblum says. But, if rumors are to be believed, Apple may have a product in the works that could help re-shine their image. According to AppleInsider, we will be seeing dual and quad processor G4s at the World Wide Developer's Conference on May 15th. I hope this is true, because this is exactly what Apple needs right now.

Apple, if they are not already, should be designing a campaign that will put the dual processor G4 up against those new GHz machines. In fact, marketing the PowerMac Dual G4 as a GHz Mac would be a smart move. This would also allow Apple to market the Quad G4 as a 2 GHz system. This would really catch people's attention and make them think, "Wow, now that's fast!"

Macs need to have the image of being at least as fast as their WinTel counterparts to really have a chance to expand their market share beyond the consumer market. No one wants to explain to their boss that a 500MHz machine is actually faster than a GHz machine. After

you have people looking at the new GHz Macs, then you can bring in the benchmarks and show them that it's even faster than it sounds.

There is one flaw with releasing multi processor Macs right now and that's OS9. With OSX on the horizon, with its Unix core and superior processor threading abilities, that may cast a shadow on a May release. I had always thought that part of the delay for multiprocessor systems was the wait for OSX to be ready to ship.

It is my understanding that OS9 is not able to handle multiple processors all that well and it would be a shame for such a powerful system to be hampered by the operating system. I can think of two ways around this (three if you count ignoring the issue entirely as an option). The first would be an updated multiprocessor extension that is better able to cope with and utilize the extra processor power, especially for the quad processor systems. The other would be to include a certificate for a free upgrade to OSX for every multiprocessor system

sold. With all the hype for OSX in the Mac market, this would help ease the mind of new buyers who would not have to shell out an extra \$100 or more to fully utilize their new machine.

It's time for Apple to start playing hardball again with the Pro lines. Apple has cleaned up their reputation with the general public and has planted seeds to the G4's power. But they also lost ground with the G4 downgrade episode and again with AMD's breaking of the GHz barrier. Public Perception needs to be turned around and I think that an aggressive push of the multi processor G4s is the way to do it.

## [Talkback](#)

### *The Lyons' Den*

*Daniel J. Lyons started with the Mac back in 1989 laying out a High School newspaper on an SE and was immediately hooked.*

*Now, several computers later, he is hoping to share his thoughts and experiences and maybe even a few gripes with anyone who will listen.*

*Daniel has worked in several computer labs and built and maintained numerous office networks over the past ten years. He is currently employed as a Technology Manager and has experience with both AppleShare and NT networks.*



[ValueClick - The Pay-for-Results Advertising Network](#)

© All information presented on this site is copyrighted by MacBC except where otherwise noted. No portion of this site may be copied without express written consent. Other sites are invited and encouraged to link to any portion of this site provided that all content is presented in its original form and is not placed within another.