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**Sunrise Identity
in Woodinville, WA**
Is looking for a
Sales - Account Manager

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I'm a PC.

I'm a Mac.

Food For Thought

"Your most unhappy customers are your greatest source of learning."

*Bill Gates
Founder of Microsoft
Co-Chair of Bill & Melinda Gates
Foundation*

"I think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what's next."

*Steve Jobs
Chairman and CEO of Apple Inc.*

Will Work For Food

This Week's Feature: Open Sales - Account Manger Position

Bobbi Cacatian, a colleague of mine, would like me to share information about a position that opened up at her company.

Sunrise Identity (located in Woodinville, WA) is hiring a Sales - Account Manger. To learn more about Sunrise Identity or this position visit their [web site](#).



Which one is better?

Mark's Tips and Tricks

Forget that PCs are more popular. Forget that Macs are the "in" computers used by universities and graphic artists. What is the better value performance per dollar. What operating system is better? Style may play a bit of a factor.

The Mac/PC debate is not new. For decades, computer users have discussed the relative merits of each system. Unfortunately, the debate is often fueled more by passion than reason. Mac users tend to be fiercely loyal. I have to admit, I am a Mac lover. With that said, the following is a (hopefully) dispassionate look at how the PC and Mac differ in 10 areas, and a conclusion: which computer is best for you.

1. Ease of use: Yes, the rumors are true, Macs are generally easier to use than PCs. This is due in part to the consistent look, feel and functionality across all Mac applications as well as the simple drag-and-drop functions in the Mac operating system. On the other hand, the newest PC operating system, Vista, has received mixed reviews.

2. Media: The common perception is that Mac rules for audio and video content. However, that is not really the case. Mac is generally accepted as the preferred system for professional media production, but with Windows Media Center (WMC), PCs can provide the same capabilities to organize, play and share media files. If you want to use your computer to seamlessly show television, connect to game consoles or play Blu-ray DVDs, either system—outfitted with the appropriate hardware—could work.

3. Performance: A Mac will boot up faster than a PC. This is due in part to the Mac operating system being optimized for the Mac-made hardware and Intel chips. This is good. On the other hand, once the system is up and running, the performance, speed, stability and multi-tasking on a computer depends on a number of factors and

these can be adjusted by the user. A souped-up PC may well outperform a top-of-the-line Mac Pro depending on how the systems are configured.

4. Hardware: Apple, the only company that provides Mac computers, currently offers just three laptop and three desktop models, all of which run Intel processors. The desktop models are the Mac Mini, the all-in-one iMac, and the high-end Mac Pro. While iMacs are stylish, the all-in-one design means they can be customized at the time of purchase, but add-ons or upgrades like extra memory and multiple monitors can be pricey, complicated and somewhat limited.

With PC hardware, there is no limit. Numerous companies make computers designed to run the Windows operating system. Intel processors are common, but others are available and just as powerful. PCs can range from a generic desktop tower for less than \$500 to a pricey showpiece designed to match your office décor.

The variety of price points, designs, sizes and other hardware options make PCs a better choice. On the other hand, the quality can vary wildly with a PC depending on the manufacturer. Macs are all made by Apple and quality control tends to be more consistent.

5. Accessories: If all you are planning on plugging into your computer are the basics such as keyboards and mice, then either system will work.

6. Software: Quite simply, there are more programs available for Windows-based PCs than there are for Macs. Despite the ubiquitous ad campaigns, Mac users make up only 3.5% of the worldwide computer market.

However, Mac users can still make use of Windows-based PC programs by running Windows on a Mac. By purchasing a copy of Windows and using Mac's Boot Camp software, you can boot up a Mac as a Windows PC.

If you normally install and use a wide variety of software from the internet, the PC may be more adaptive for you. If however, you tend to do more routine work like word processing and graphics and don't do a lot of exploratory software activities, then perhaps the MAC may give you a better experience. Lastly, ask yourself if you need to share and work collaboratively with friends - what will that require?

7. Security: Computer viruses, hackers and almost all security problems are PC based. However, this is mostly because of PC's huge market share advantage, and not because Macs are immune to these issues.

8. Gaming: Most gaming hits are first released for the PC. And most of the time does not get developed for the Mac.

9. Cost: Macs have come down in price in recent years, but for the most part, they continue to be more expensive. Hard-core Mac users say the lower training and support costs make up for the higher original cost.

10. Support: With PCs, this varies from manufacturer to manufacturer. Major PC suppliers such as Dell and HP offer one-year warranties including phone support. Macs come with a one-year warranty with 90-day phone support.

So, which computer is best for you.

This depends on what you want to do with it. The biggest downfall for me with the Mac is that it is pricey. You would think by now they would be more competitively priced. With that said, I understand the phrase "You get what you pay for". Macs may cost a bit more, but they tend to run smoothly - a lot longer than the average PC.

In some ways, the Mac/PC battle hasn't changed in 20 years. Macs are the easier-to-use and better-designed option for creative folks who are willing to spend a bit more, while Windows-based PCs offer greater compatibility and products at a better-bang-for-your-buck price.

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