

Apple boosts Mac sales by ... installing Windows

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Currently Apple retail stores will be equipped with a 27-inch iMac with pre-installed virtualization software Parallels Virtualization Software and **Windows 8** in parallel with the native OS X operating system.

Apple employees are also trained in Parallels Virtualization and basic Windows functions to support customers. The goal of this initiative is to help customers directly experience two operating systems on one device, and customers can see that the tasks on Windows machines can be performed well, even better. because of the configuration and stability of the Mac.

On Apple's website there has long been a separate section discussing how users can run Windows applications on a Mac. In the mid-2000s, Apple boosted the **Boot Camp** feature so that users could install Windows on their device, and this installation helped the two operating systems operate independently of each other. But this way has some drawbacks such as to switch between the two operating systems, users must restart the computer.

For using Parallels, two OS X and Windows operating systems can run in parallel. Macs running Windows use Boot Camp which has been removed by Apple at the store.

This fall, Apple plans to release a series of new Macs such as the new design of the Mac Pro, faster MacBook Pro and the new iMac line. Parallels software is also upgraded with newer features.

Besides Macs, Apple also plans to boost sales of iPhone and iPad products at its stores.

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