

## Mac computers - Interesting changes

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>>>New feature in iOS 4.3



Previously, many sources said that senior leaders of Apple and AMD had many meetings related to product cooperation and now it seems that their projects have begun to materialize. Besides, since promoting the mobile product line, Apple wants to separate its traditional App Store when launching a new service: **Mac App Store** to provide applications for Mac laptops and desktops. .

**Intel and AMD shake hands?**



The NVIDIA malfunction actually started when the Macbook Pro models using the **GeForce 8600GT** graphics failed to produce graphics chipsets, making the silicon core easily loosen when operating at high temperatures. This makes some users have to take the device to replace the very annoying board. Next, when Intel launched the Calpella mobile platform, its mobile Core iX CPUs integrated Intel HD graphics inside. This puts Apple ahead of a difficult reality: either using a new processor platform for its computers and accepting limited graphics from Intel (due to the architecture of the graphics core inside the CPU. integral) or continue to maintain the old platform and use NVIDIA graphics better.

In fact, the company followed the second choice because the performance of previous generation GPUs from Intel was not enough to meet demand and as a result, users received Macbook Pro models with Core 2 Duo processors and graphics. **GeForce 320M** . Meanwhile, high-end models use both high-end Intel HD and high-end **GeForce GT 330M** in the form of ' *hybrid* ' conversions. In the new Sandy Bridge version, Intel changed the CPU architecture and upgraded the GPU better and of course it was enough to please Apple engineers.

Recently, Apple continues to pave the way for the arrival of the **Mac App Store** by announcing that it will close Mac OS X download support on their Apple.com website from January 6, 2011, that is, the same. Mac App Store official time of operation. The familiar <http://www.apple.com/downloads/macosx> link will also be redirected to the website that introduces the Mac App Store.

Under the new plan, Intel graphics will be used by Apple for most low-end computers, while AMD will be available in high-end Macbook Pro models. Some sources also believe that AMD will bring Fusion to Apple computers in the second half of 2011 (especially low-end lines). Meanwhile, NVIDIA will only continue to provide GPUs for the Macbook Air series that have just been launched so it cannot be changed immediately, at least through 2011.

In fact, AMD gained this new advantage with the same tactics they used with HP. More specifically, the GPU will be sold at a cheaper price than usual. Although NVIDIA has not reached the level of devaluation, it will certainly not be able to compete on this floor temporarily. AMD investors will also be more comfortable seeing the brand's graphic products available in many Apple computers, although profits may not be much (at least in the short term). AMD GPUs now account for a large percentage of HP's desktop computers after price cuts and this will repeat in the Apple deal.

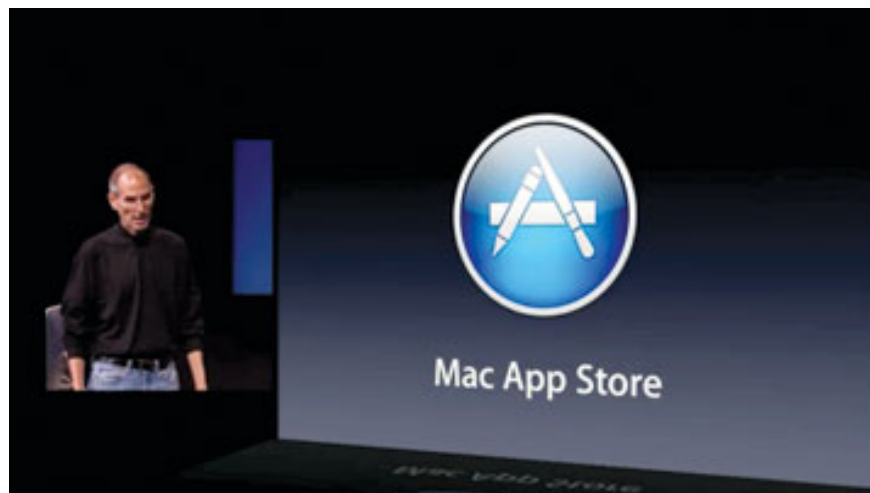
Of course, analysts consider this new direction a bad thing for NVIDIA. Although NVIDIA CEO Jen Hsun Huang said that he has won many designs in Sandy Bridge quad core systems thanks to Optimus platform and the fact that 2011 business capability is superior to 2010 but this is quite remote and needs to be look more closely.

Currently, the chipset and graphics card systems are present in all of Apple's Macbook laptops with GeForce 320M for low or compact lines and GeForce GT 330M for larger models. Meanwhile, in desktop models such as iMac or Mac Pro, ATI graphics options have begun to reappear since mid-2010 with mainly Radeon HD 5000 series like 5750 in iMac 27', 5650 in iMac. 22' and 27'.

In general, on the Apple side, whether AMD or NVIDIA take advantage, they also benefit from the selection of additional users and spend less on mobile graphics processing chips. In addition, during a talk in San Francisco, AMD CEO *Hector Ruinz* also said Apple would even use its CPUs in its computers, of course, alongside Intel. However, Apple has not commented on this yet.

### **Mac App Store - the new application world**

Apple first revealed information about the **Mac App Store** in October 2010 at a media conference. Also during the event, the new Macbook Air with Snow Leopard is available. Notably, the **Mac App Store** is announced as an integrated part of the next **OS X 10.7** version (code name Lion) with a launch schedule in summer 2011. However, Mac users will be able to use ' *This online shop* ' is from 6-1-2011.



According to Apple, installing applications via **Mac App Store** will be as easy as for the current iPhone or iPad App Store. From the launch, this new service will be offered to more than 90 countries and is full of categories such as commerce, free with groups of Learning, Games, Design and Graphics, Work, Convenience useful. CEO Steve Jobs said: *'The App Store has successfully revolutionized mobile applications and we want to do this on personal computers via the Mac App Store. This makes finding and buying applications easier and more enjoyable.'*

**Mac App Store** allows users to browse new or highly rated applications to find what they need based on management's own opinion or evaluation results from other users. Similar to the App Store, users can buy, download and install applications with just one click, and then they can be used immediately. If compared to what the community is going through on Windows, this is really a big step. Installing a traditional drag-and-drop Mac software is quite easy. If Apple is capable of reducing this process to the same level as the iPhone or iPad,

they will surely be welcomed by the community.

In addition, the application after purchase can be installed on any personal Mac. The update from then on will also be undertaken by **Mac App Store**. This is a new feature that allows users to always have the latest patch similar to the current iPhone or iPad without having to manually schedule or perform manually. More notably, if used on the basis of the upcoming Mac OS X 10.6.6, **Mac App Store** even allows searching for applications corresponding to strange files that are unknown to any software; A new interesting feature will be useful for new users. Expected, **Mac App Store** will be available on systems with Mac OS X Snow Leopard through free download from Software Update utility.

As for the application developers, they can set their own prices with the privilege of holding 70% of the profits and without having to worry about hosting or costs. They also pay nothing if they offer free applications. However, Apple warned about not sending free, beta or demo versions of the app, but only being allowed to send official retail copies to the **Mac App Store**. Experimental needs are encouraged to be implemented separately on the website or the developer's own channels. This is a big difference from what is specified on the iPhone App Store. Developers interested in **Mac App Store** can refer to: <http://developer.apple.com/programs/mac>.

Intel's new Sandy Bridge CPU will be mainstream throughout 2011 in laptops and desktops. Still using the brand Core i3, i5 or i7, the new chips are all manufactured on the 32nm process and are fully featured Intel technologies such as Hyperthreading or TurboBoost. The first products with this new generation of CPUs will be present at CES 2011 fair right at the beginning of January here.

However, the **Mac App Store** model is not without weaknesses. It is the disconnection between the application developer and the customer that will create a barrier for using technical support. Mac applications themselves are much more complex than apps on iPads or iPhones, and this becomes a big minus point. While users can hardly ask developers if they need to, the developers themselves, when discovering an error in the application, will have the only option is to try to release the patch as soon as possible instead of warning, as the current model. Finally, many users will want to have the installer on existing ' *offline* ' disks to be able to install more quickly on other Macs instead of having to wait for the download.

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