Macintosh vs Windows 95

#13 More Built-In Features

Summary

The power of a computer doesn't depend only on its chip. Power is the ability to do things, and that depends a lot on features beyond the chip that are built into the computer. An Apple® Macintosh® computer can do more than a typical PC running Windows 95 in part because it has a lot more features built into it. This means the Macintosh is more versatile, in addition to being easier to use.

This is part of a series of short reports on the contrasts between a Macintosh computer and a PC with Windows 95. To see previous entries in the series, visit us on the Internet at http://www.apple.com/whymac/

The Macintosh Advantage

If the standard PC running Windows 95 were a new car, it would be stripped—no radio, no air conditioning, no power brakes. By contrast, a Macintosh computer comes fully loaded with all the features a person is likely to want.

Many of the features built into a Macintosh computer are either completely unavailable on the PC or cost extra. For example:

- Ready for expansion. A Small Computer Systems Interface connector (SCSI for short) lets you easily add and remove devices like external CD-ROM drives, hard drives, and scanners without opening the computer case. It has been built into every Mac for almost a decade, but is still a user-installed option on most PCs.
- Ready for networking. Networking is built into every Macintosh, and high-speed Ethernet connectors are standard on most. Windows 95 includes networking software, but networking hardware is rarely built into PCs running Windows 95.
- Ready for video. Many of Apple's newest Macintosh computers include video-in connectors that enable them to easily capture video sequences from cameras and VCRs. Using a variety of third-party applications, those video clips can then be integrated into presentations, school projects, and electronic family albums. Video-in is a complex and costly add-on for most PCs with Windows.
- Ready for input. The Apple Desktop Bus™ connector (ADB) lets you easily add and remove input devices like a keyboard, mouse, trackball, or graphic tablet. You don't have to use up a serial port, and devices can be "chained" together so several of them share one connector. That's still a future promise on the PC platform.
- Ready for telephony. On many Mac systems, Apple is now building in a telecommunications connector called GeoPort.® It lets you easily connect low-cost, high-speed modems and other telecommunications devices. Nothing like it is built into PCs with Windows today.
- Ready for sound. High-quality sound in and out are standard on all Macintosh systems, and microphones are even built into most of them. High-quality sound is still an add-on for some PCs running Windows.
- Auto-eject disk drives. Floppy disk drives on the Macintosh are automatically managed by the operating system, which notices when a disk is inserted and ejects it automatically at the appropriate time. PCs running Windows do not have this close integration between hardware and software.
- Multiple monitor support. The Macintosh can run multiple monitors simultaneously, too, treating the screens as a single, combined work space. Most standard PCs, by contrast, aren't designed to support more than one monitor at a time.

What It Means For Users

As any car buyer knows, it's easy to be drawn in by the low price of a stripped car, but the better value is often the fully loaded model. Too often with Windows PCs, users have to pay extra for features they really need, and frequently they even have to install those features on their own. It's the equivalent of a car dealer leaving a customer to install his or her own air conditioner.

What About the Future?

Apple is continuing to push the boundaries of what defines a standard personal computer. Future initiatives Apple is exploring include higher-speed peripherals connectors, wireless networking, specialized graphics acceleration, and multiprocessing.

Questions or Comments?

You can send e-mail to the Macintosh Platform Marketing team at competition@applelink.apple.com