

talking heads

Mark Rogers has been at the helm of Apple's UK division for the past two years. He talks to Alex Katz about the efforts the company has been making to up the head count of users on the Mac platform

AK Your current advertising campaign targets digital camera users, encouraging them to buy a Mac. Do you think PC users are responding to it?

MR This is all part of our Switchers campaign, encouraging PC users to switch to the Mac. We've got the opportunity to get in front of new people to show them that there are multiple reasons to switch.

AK Is this part of Apple's wider strategy to broaden the appeal of the Mac platform to non-Mac users?

MR Without question – we're trying to go after 'the other 95 percent'. If you're looking to grow your market share then you must target users that are already using something else. There aren't many people out there that don't own a computer these days so you have to go after those who have already made a purchase decision, perhaps on another platform.

AK So if a long-term PC user were to ask you why they should consider the Mac, what would you say?

MR What do you do on a PC that you can't do on a Macintosh? When you've established that everything PC users do they can do on a Mac then you show them the other things they can do as well. I think we've got plenty of applications that bring added value to the platform – iCal, iSync and iTunes, for example.

AK Have you had any success in persuading people to take the Mac more seriously thanks to products like the iPod?

MR If people have a great experience with the iPod then they'll start to associate that with having a great experience with their computer. Having a PC version of the iPod allows them to experience it in an environment they're comfortable with. They get to use it, they get used to the Macintosh ethos of product design and user interface. Hopefully that will encourage them to come and look at the Mac.

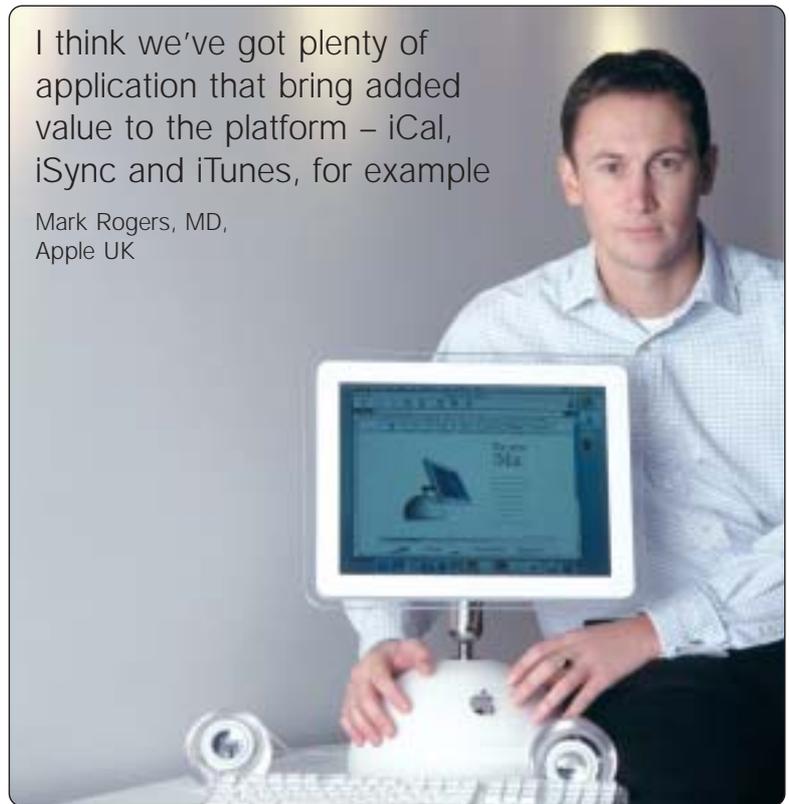
AK How do you respond to the common criticism that Macs are underpowered and overpriced compared with the competition?

MR If somebody just wants the cheapest machine they can get then we're going to struggle against some of the very low-cost manufacturers. But that's not necessarily where we want to be, because those companies aren't making any money and we're not interested in that.

We don't want to play the price game; we are going to play the innovation game and bring new technologies to the market. And if

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Mark Rogers, MD,
Apple UK



we can convince you as a customer that you want this new technology then hopefully you'll get past the gap in pricing.

AK Is it frustrating that just as Apple makes a huge jump with its OS along comes Microsoft with Windows XP, which is a similarly giant improvement over previous incarnations?

MR The competition is always going to do that. But we feel we can continue to innovate and bring better technologies to the marketplace. In some areas our competitors are still trying to catch up.

AK What do you feel about Microsoft's current experimental phase, trying out technologies such as Mira and tablet PC, hoping to find the next big thing?

MR That seems to be innovation for the sake of innovation. Tablet PC is an interesting concept but I'm not sure it has a home right now.

What it has done is create loads of interest, and it's got people excited about technology again. That's great because if they're looking at technology then they'll start looking at the alternatives. ■



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