

t's official. I'm Batman.

I have a new e-mail address, and God willing, I'll be able to pay for it. The new eAddy is, <batman@internetconnect.net>. And with a new e-mail address, comes new responsibilities. More on those in a moment, but first, a word from our sponsor.

Apple Wins an Emmy

Actually, it was the fine folks at Chiat/Day, for the first Think Different commercial. Of course, my feelings on this are still the same, but it may give the other naysayers something to ponder. To review, I still believe Apple's slogan should be, "Get a Mac." And I'm still wondering how all these various people that didn't use a Mac, should convince you to buy one. I like the new iMac ad, though.

New Direction

As I mentioned before, I've been asked to change my focus by my esteemed editors, Michael and Rob. They want me to focus on the Entertainment Industry, and the Mac's role in it. I can do that.

I believe the reason this has come to pass, is that I won't be at Ray-O-Hac too much longer, as evidenced by last month's column. So, in the coming months—Ok, next month—I don't know what I'll be talking about after that) will come a review of QuickTime, and how it's being used in various places around Hollywood and beyond. The name of the column will remain the same, to protect overworked graphics designers from having heart attacks.

Wish me luck.

72 and hazy in El Segundo.

e Ya next month.

Disclaimer: Mike will accept praise and flames at: <mshields@atpm.com>. e is desperately seeking job leads, wants to stay in the LA area, and would prefer some sort of Mac job in the entertainment industry.