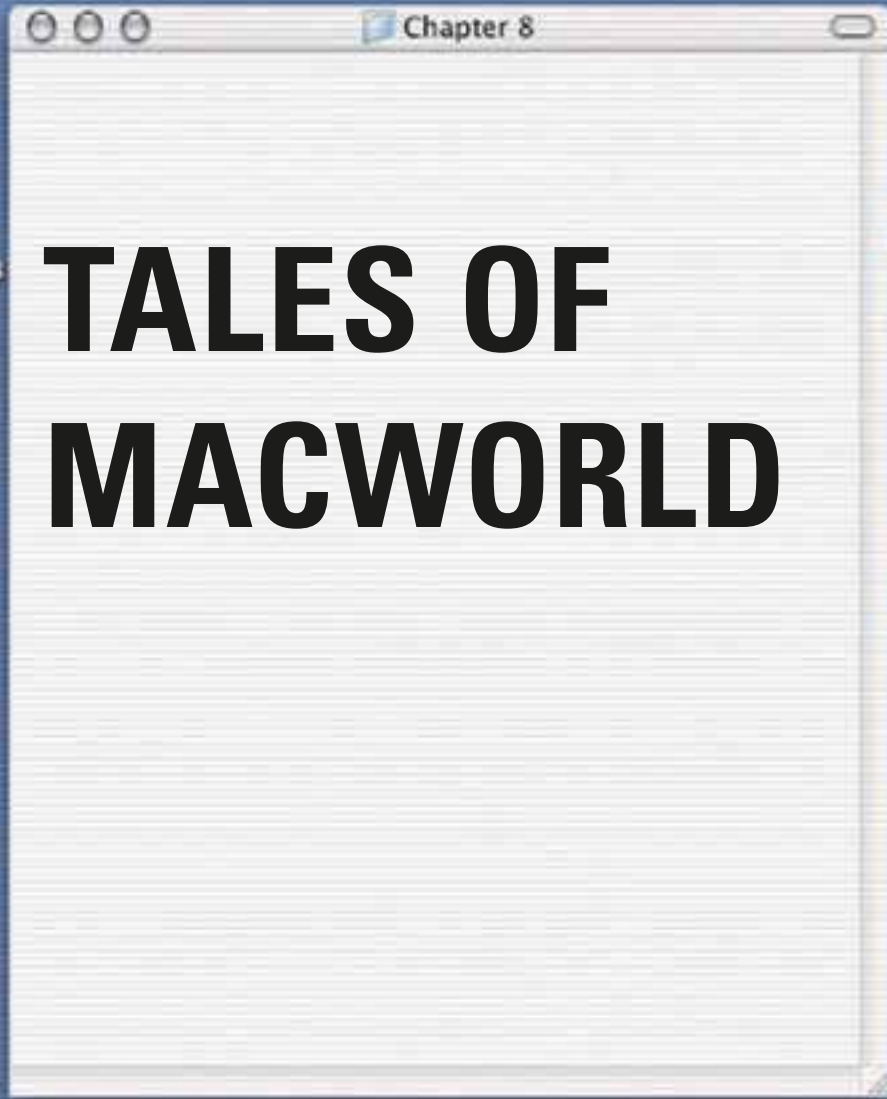


Chapter 7

Chapter 8

Chapter 10
Chapter 3

Chapter 5



Chapter 2

Chapter 6



CREDIT: JEREMY BARNA

"I'm a borderline MAC nut," said GEORGE MASTERS, a graphic designer from Long Beach, California, who was visiting MACWORLD with his daughter EVELYN. "I read the rumor sites and like the stuff, but you see some guys and you think, 'I'm not quite there yet.' I didn't name my daughter iBABY."



CREDIT: JEREMY BARNA

KEVIN WILLIAMS, SHARIF MUSTAFA, and JENEE DAVIS (pictured left to right) all just graduated.

Williams is thinking about YALE, Mustafa and Davis, HARVARD. Before they go, they're working on a PC repair program for the Treasure Island Job Corp. "I'm probably going to get an iBOOK, but a POWER BOOK would be nice," said Mustafa. "Macs are easy, but they're so expensive," said Davis. "I'm a Linux guy," said Williams.

WHEREVER MACWORLD GATHERING

THE GATHERING OF THE MAC CLAN

Conferences are an American institution. Ostensibly for business, people get drunk, have a good time, and fool around on their spouses.

Macworld Conference & Expo is no exception. Since 1985, the show has been held twice a year in the U.S.—in San Francisco in January and New York in July. Overseas, Macworld shows have also been held in Tokyo in the spring and France in the fall.

The first Macworld shows were held in 1985, at San Francisco's Brooks Hall in January, and in Boston in the fall. For many years, Boston and San Francisco were the show's traditional venues. Over the years, however, there was some shuffling of the conference from city to city.

In the late 1980s, a one-off Macworld was held in Dallas, and there were a few shows in Toronto. In 1989, the East Coast show attempted to move to Washington, D.C. to go after the government market, and again in May 1994, after the Power Mac came out. But Boston, a hotbed of academics and developers, held sway over alternative venues until 1998, when the East Coast show was moved to New York to focus on the Big Apple's cre-

ative types. In 2002, the show's organizer, IDG, announced a plan to move the show back to Boston in 2004. Apple balked, pledging not to participate if the show left New York. Apple said it would continue exhibiting at the San Francisco Expo.

In 2002, the Tokyo show folded after Apple dropped out. The three-day show had run for 12 years, and year after year attracted audiences in excess of 180,000 people.

Wherever it is held, Macworld is the great gathering of the Mac clan.

The show floor is like a Las Vegas casino, without the cigarette smoke: lights, deafening noise, and rude crowds of people who constantly bump each other or congregate in the most inconvenient places, usually the aisles.

The exhibition hall is full of companies clamoring for attention, shouting over each other to attract people to their booths. They give out truckloads of inexpensive gifts: buttons, T-shirts, pens, CDs. Attendees fill their bags with all the giveaways and literature they can lay their hands on. Out-of-towners can be overheard discussing where to buy jumbo-sized luggage for all the stuff they've collected.

IT IS HELD, IS THE GREAT OF THE MAC CLAN.

99



(LEFT) WORLD OF MACS: MACWORLD CONFERENCE & EXPO IS LIKE A CACOPHONOUS LAS VEGAS CASINO, WITHOUT THE CIGARETTE SMOKE.

CREDIT: JEREMY BARNA

(BELOW) MAIN ATTRACTION: APPLE'S BOOTH IN THE MIDDLE OF THE SHOW DOMINATES THE MACWORLD PROCEEDINGS. THE PRODUCT DISPLAY STANDS, SHOWN HERE, ARE OFTEN CROWDED WITH CAWKERS FOUR OR FIVE DEEP.

CREDIT: JEREMY BARNA



Macworld is a good time. People attend the show to see new products, network, and meet old friends. User groups host big dinners at local restaurants. There's a lot of joking and horsing around and a palatable sense of solidarity.

Andrew Orłowski, a reporter with the Register (<http://www.theregister.co.uk/>) and a Mac user, likened Macworld to a naturist's semiannual holiday to a nudist camp. "All year you're poked and teased for your weird habit," he wrote. "You suffer: the shelves of CompUSA are filled with nothing but Windows stuff, except for that bit under the stairs marked "Freaks." But for two weeks a year, you're surrounded by people just like you! Except they're nothing like you! But it doesn't matter!"

A lot of business is conducted behind the scenes. In hotel suites and in booths off the show floor, companies demonstrate new products to big customers and the press. The press is particularly courted. Everyone wants some ink. Reporters are invited to all the parties and get to meet the top executives, who hand out their business cards to everyone in reach. (Call them after the show, and they defer to a stonewalling PR team).

Most attendees don't get invited to the parties. For the rank and file, the highlight of the show is the keynote speech, delivered in recent years by Steve Jobs. A Steve Jobs keynote has to be seen to be believed. They are pure show business. A Jobs keynote at Macworld is by far the most entertaining event in the technology industry; no one can excite a crowd quite like he can. The common comparisons to a rock concert are appropriate: the crowd cheers and applauds wildly with each demonstration of shiny, new Apple technology.

(LEFT TOP) STANDING OUT: A GEEKY TEENAGER SPENDS AN AFTERNOON AT MACWORLD. THE SHOW ATTRACTS A DIVERSE CROWD. SOME PEOPLE PLAN THEIR VACATIONS AROUND THEM.

CREDIT: LUKAS HAUSER



(LEFT BOTTOM) ARTISTIC URGES: MACWORLD OFFERS MANY DISTRACTIONS, ASIDE FROM EATING AND DRINKING ON THE COMPANY EXPENSE TAB. HERE, SHOW-GOERS DABBLE WITH ELECTRONIC EASELS.

CREDIT: JASON O'GRADY



(RIGHT) WAIT, THERE'S MORE: MACWORLD ATTENDEES LINE UP FOR HOURS TO SEE STEVE JOBS' KEYNOTE SPEECH. CREDIT: LEANDER KAHNEY



“The enthusiasm for software and hardware at Macworld is almost touching,” wrote Katharine Mieszkowski on Salon.com. “To make light of it feels like sucking a sourball at a chocolate convention; it’s just beside the point.”

People line up for hours to get in to the keynote. The most dedicated camp out all night. There’s a near stampede when the doors are thrown open, and the cavernous hall, which seats several thousand, fills like a flood. In past years, hundreds have been turned away, disappointed, from the overfilled hall.

When he stalks onstage, Jobs is greeted with wild applause, which sometimes goes on for several minutes before he cuts it short. One of his best entrances made use of the actor Noah Wyle, who played Jobs in TNT’s *Pirates of Silicon Valley*. When Wyle emerged on stage to introduce Jobs, most people thought it was Jobs; he’d nailed his mannerisms so well.

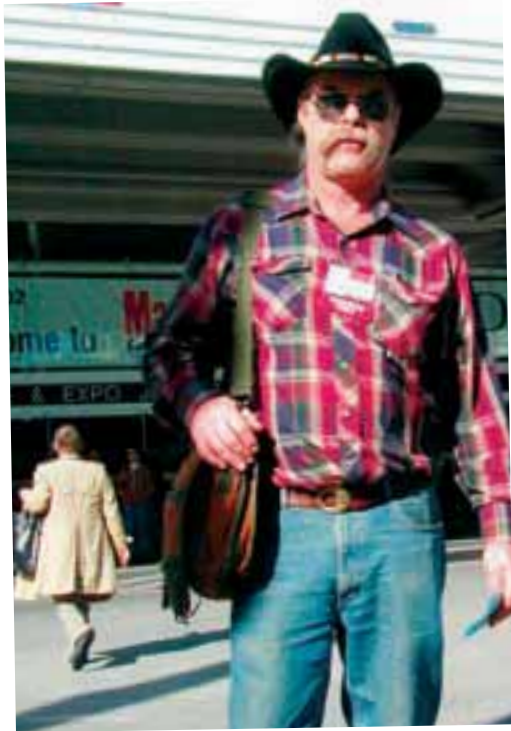
The keynote is usually wrapped up with Jobs’ trademark “one more thing” shtick, when, as an apparent afterthought, he introduces a major new product. This, of course, is what everyone’s been waiting for. Jobs is parodying infomercials and their breathless, “wait, there’s more” commercialism.

In January 2001, Jobs’ “one more thing” was the sleek Titanium PowerBook G4. Within minutes of Jobs announcing its availability, people in the audience were ordering it wirelessly from Apple’s online store using their current laptops, according to reports.



WAITING, WAITING: TO KILL TIME IN THE LINE FOR THE KEYNOTE, PEOPLE MAKE MUSIC, PLAY MULTIPLAYER GAMES WIRELESSLY, OR CATCH A NAP.
CREDIT: LEANDER KAHNEY





CREDIT: JEREMY BARNA

DON PETERSON is a general building contractor from Los Altos Hills, Ca, who became so good at fixing broken-down Macs, his reputation spread by word of mouth and he was able to launch a fix-it business, the MAC MECHANIC, on the referrals. "I've been doing Macs about 15 years now, I guess," he said. "I'm a Mac addict."



CREDIT: LEANDER KAHNEY

LETA JUSSILA, a 30-year-old acupuncture student from Santa Cruz, California, was airlifted out of SAIGON as a child and raised by an American foster family on CAPE COD. A few years ago, she began to search for her mother, who was left in VIETNAM. But to find her, Jussila needed money and technology: she started her search on the Internet. Working as a waitress, she managed to save \$30,000. "I sweated for that," she said. "I sweated."

She dropped \$11,000 on a high-end POWER MAC tricked out for digital video. She's making a documentary about her search. Last year she went to Saigon and shot 17 hours of video. She hasn't found her mother but got a tip that she's living in Australia. "Sometimes I regret spending the \$11,000 because I need it now for food," she said. "But [the documentary] is how I can get closer to her."

It's Jussila's first trip to MACWORLD - she's looking for sound-engineering software. She started editing her film with APPLE's consumer oriented iMOVIE but now uses FINAL CUT PRO. "The MAC is so easy to use," she said. "Anyone can buy a camera, edit, and produce a DVD. It's that easy."

Six months later, at Macworld New York in July, Jobs' keynote was a letdown. For weeks, rumor sites had been predicting he would unveil amazing new hardware, such as flat-screen iMacs, wireless Web pads, or Newton-like handhelds. When these technological marvels failed to appear, some people left the keynote in tears, according to reports. Another group attempted to storm the stage and buttonhole the departing Jobs. The reaction online was vociferous. People felt cheated.

Before the Internet, Macworld was the best opportunity for companies to show their public face and demonstrate new products. Companies were especially keen to court volume buyers—corporations, education, and government—and spared no expense on custom booths and lavish parties. One company built a working waterfall into its booth; another had a theme park-like ride towering above the show floor. The size of a company's booth was key: the bigger the booth, the more successful the company appeared. Companies would spend hundreds of thousands of dollars on booths, expensive custom favors like swimsuits or underwear, and sumptuous parties.

"The parties also reflected how a company was doing, and vendors made sure they had plenty of food and drinks for analysts, partners, customers, and the press," said David Morgenstern, former editor of *MacWeek*. "Around 1988 or so, Jasmine, a leading hard drive vendor, held a huge party during Expo. Three floors in a galleria, each with its own food section. A band or two. The company was having cash flow problems and would go under in a few months, but management couldn't afford to give the world the wrong impression."



BLANKET COVERAGE: DURING THE WEEK OF MACWORLD, NEW YORK SEEMS TO BE COVERED IN APPLE ADS. IT APPEARS THAT EVERY BUS STOP IN TOWN SPORTS AN APPLE POSTER. CREDIT: LUKAS HAUSER



CREDIT: AP/WORLD WIDE PHOTO



CREDIT: MACCENTRAL

MESMERIZING: THERE'S NOTHING AS ENCHANTING IN THE BUSINESS WORLD AS A TOUR THROUGH THE WORLD OF APPLE, COURTESY OF STEVE JOBS. FOR A COUPLE OF HOURS, WORLD-WEARY MACWORLD ATTENDEES FIND THEMSELVES AT THE CENTER OF STEVE JOBS' LEGENDARY REALITY-DISTORTION FIELD.

THE LINE FOR MACWORLD KEYNOTES

At 2:30 a.m. on a crisp January morning in 2002, Christian Huffman, an engineer from San Jose, stood alone outside the Moscone Center near downtown San Francisco. Steve Jobs' keynote speech would start in six-and-a-half hours, and Huffman wanted to get a good seat.

He chatted for a while with a security guard on a cigarette break. An hour later, he was joined by Melody and Glenn Batuyong, who'd flown up that morning from San Diego bearing a hand-lettered "We love Steve Jobs" sign. A bike rider pedaled by. "You're macadamia nuts," he yelled. He wore a helmet covered in flashing lights.

More Mac fans started to turn up. The line steadily grew. Huffman and the Batuyongs shook a lot of hands as people congratulated them for being first in line. At about 5 a.m., someone turned up with two big boxes of doughnuts. He handed one box to Huffman. "Pass them down," he said. The other box went farther down the line. "It's a Mac community thing," said Glenn Batuyong. "He did it just to be cool."

People got out their laptops. Chris Catherton and Alexander Profeit, a pair of 12-year-olds, started playing Starcraft wirelessly with a couple of others in the line. Where their opponents were exactly, Catherton and Profeit didn't know. Andrew Koss, who owns a Boston recording studio, unpacked a portable keyboard, plugged it into his Mac, donned headphones, and started composing. "It's better than reading a magazine," he said.

By 9 a.m., thousands of people stood patiently behind Huffman and the Batuyongs. The line snaked out of the cavernous Moscone complex, around the corner, and down the block. Huffman and the Batuyongs were flagging just a little, but anticipation was building. "This is my fifth Macworld keynote," said Huffman. "I'm excited about it. I'm glad the rumors are all over the place. There's nothing really concrete this time, no secret diagrams or anything like that. It's more exciting when you don't know what's going to happen."

The line for a Macworld keynote is unlike anything else in the business world, comparable only to rock concerts or sports matches in the competition to get in. Since 1996, when Steve Jobs returned to Apple, even those who begin queuing in the early hours aren't guaranteed a seat. Five thousands seats at a Macworld keynote speech go very, very quickly. The cavernous hall at San Francisco's Moscone Center, venue of Steve Jobs' Macworld keynote speech, usually fills within minutes.

"It was like the famous Who concert in Cincinnati in 1979 when people got trampled," said Hoke Greiner, a restaurant owner from Gaffney, South Carolina, who was caught in the mad crush to get in for Jobs' keynote in 2001.

(BELOW) SPREAD THE LOVE: MELODY AND GLENN BATUYONG, WITH CHRISTIAN HUFFMAN, AT THE FRONT OF THE LINE TO SEE STEVE JOBS. THEY CAMPED OUT ALL NIGHT TO BE AT THE FRONT OF THE LINE.

CREDIT: LEANDER KAHNEY

105



PEOPLE ATTEND THE SHOW TO SEE NEW PRODUCTS, NETWORK, AND MEET OLD FRIENDS.

106

MACWORLD: VACATION DESTINATION

What does Macworld have in common with Hawaii, Disneyland, Las Vegas, or Europe? People go to the Macworld trade show on vacation. A surprising number of people take their two weeks' annual vacation at Macworld: one week in San Francisco in the winter and a week in New York in the summer. "This is our annual vacation," said Nina Benami, who had come from Canada with her husband, Lior, to attend Macworld in San Francisco. "A little bit of Macworld, a little bit of San Francisco."

While Nina was more interested in the city, her husband was more interested in Macworld. "This is his thing," she said. "For him, it's a dream come true. I was a bit dubious about this, but it's quite exciting. My husband's not alone with his obsession with the Mac. There's lots of them, and they seem like nice people."

At Macworld in New York, Nancy Boover, an elementary school teacher from New Jersey, told Wired News she was also killing two birds with one stone. "This really is a lovely way to chill out," she said of the show. "I get a nice little holiday in a happy place, I learn a lot, and it's a valid deduction on my taxes. Otherwise, I'd never be able to afford to visit New York City." Boover said she attends Macworld religiously for reasons ranging from "the total creative inspiration" to "it's the only techie show that you can meet girls at."

Mick McGee, a graphic artist from Milwaukee, said: "I met my wife at Macworld five years ago, I proposed at Macworld two years later, we eventually conceived a kid while attending a Macworld, and I've gotten a lot of jobs at Macworld. I wouldn't dream of missing a show."

Likewise, Mark Matten's life revolves around Macs. "I work on my Mac, I make art and music with my Mac, and in my spare time I play games on my Mac," said Matten, a writer and artist from Florida. "And obviously, I also center my vacations on my Mac...I'm having an excellent time on my summer vacation at Macworld!"

MAC THE KNIFE PARTY

For many years, the hottest ticket at Macworld was an invite to the Mac the Knife party, an uninhibited bacchanal thrown by the editors of *MacWeek*. The party was considered the most important gathering of the Macintosh development community.

The idea was to get everyone drunk enough to talk about the secret product plans, bitch about their employers, or dish dirt on their competitors. Naturally, the tips would then be reported exclusively in *MacWeek*. "It wasn't a soirée," said former *MacWeek* editor Matthew Rothenberg. "It was a blowout. A lot of straight-laced people letting their hair down."

The party was named in honor of *MacWeek's* Mac the Knife rumor column. Over the years, the column was penned by a number of anonymous writers, whose identities were closely guarded and frequently speculated on.

Like the names of the writers, the location of the party was always a secret. Tickets were very hard to come by. Attendance was strictly limited. The only rule was no marketing flaks or PR people. "We wanted the Mac geeks coming to this," Rothenberg said. "We wanted the people who had the 411 on the latest and greatest in Mac technology. Just add alcohol and loud live music." Most invites were given out by *MacWeek* reporters who often demanded a tip for a ticket.

Some years, resourceful partiers would try to pass off forged tickets at the door. There were often altercations with bigwigs who demanded entry. "It was a bit like getting into CBGB," recalled Rothenberg. "Doing the door was always a lovely spot to hold down. It was strictly one ticket per person. You'd always get a group of drunks saying 'this is the vice president of sales; he's got to come in with us.'"

Unfortunately, the party died with a fizzle, not a bang. When *MacWeek* killed the Mac the Knife column in 2000, it also killed the party. Not to be denied the biannual bacchanal, Ilene Hoffman, a consultant and editor at MacFixIt (<http://www.macfixit.com>), took on the task of organizing the "Not the Mac the Knife Party," but it slowly fizzled out.



PARTY HEARTY: THE MAC THE KNIFE PARTY WAS THE MOST UNINHIBITED PARTY AT MACWORLD. THROWN BY THE EDITORS OF MACWEEK, THE IDEA WAS TO INVITE INSIDERS, WHO WOULD GET DRUNK ENOUGH TO TALK ABOUT ALL THE THINGS THEY WEREN'T SUPPOSED TO TALK ABOUT. CRAIG ISAACS, A MAC THE KNIFE REGULAR, ALWAYS KEPT HIS MOUTH SHUT. CREDIT: ELENE HOFFMAN



CREDIT: JEREMY BARNA

"MAC is just feeling good," said Akihiro Okashita, from the Mac Treasure Trailing Club, a Mac user group from Tokyo. "To make to work in. And it's just MAC have fun. It create something. MAC is very different from Windows or Linux. Mac share in JAPAN is 5 to 7 percent. The new iMAC is very surprised Japanese people. It is in the newspapers not just for computers - very famous newspapers in Japan. This design, it is nothing like in the past. The iMAC is not like PCs and Computers. It is like furniture."

The Cult of Mac, (c) 2004 Leander Kahney, www.nostarch.com



CREDIT: JEREMY BARNA

PAM PETTIT, PHYLIS ALMANZA, TRENA TERRELL, and CORRINE KISTLER (pictured left to right) took the bus from Sacramento to attend MACWORLD for the day and would rather be at the trade show than shopping in nearby Union Square, San Francisco's famous shopping district. They all work for POWERSCHOOL, a software publisher and a division of Apple. "We love MACs," said Terrell. "And we're not just saying that since our checks come from them." Two of the women said they were going to order new Macs online the minute they got home. "They have some really great stuff," said Terrell. "The iMAC is sooooo cool."



"If I had a choice, I would kill PCs," said CHRISTINA BERGSCHNEIDER (right), a 3D animation student from San Francisco. "PCs must die. They crash all the time, and they're NOT fun to play with. I hate them." Her companion, Andre Williams, owner of Avarija Sound Design, chuckled. "There's a growing synergy between the Mac and Unix, especially in the design and entertainment industry. A lot of people are saying, 'Hey, it was worth waiting for MAC OS X.'"



CHARLES PHILIPS is five years old and the youngest accredited journalist at MACWORLD. He reviews education and game software for FAMILY MAC. When we caught up with him, he'd just finished a radio interview and had been stopped by someone for an autograph. He has three rules: Rule 1: You can never have enough RAM. Rule 2: Get a good disk utility. Rule 3: If you don't buy a MAC, you're an idiot. Pictured are his dad, Robert Philips (right), mum Cyndi Tester (center), and "auntie" Sharon Hoster. "PCs suck," he said. "Macs are easy to use."

MAC DEADHEAD CAMPS IN STYLE

Who is the biggest Mac eccentric at Macworld? There are a few contenders, but perhaps Taylor Barcroft takes the title: Barcroft has spent the last decade videotaping almost every keynote speech, press conference, and booth presentation given at the Macworld trade show.

For 11 years, Barcroft has crisscrossed the country in his custom-fitted RV, attending Macworld conferences on both coasts and perhaps hundreds of other Mac- and multimedia-related trade shows in between. "I've attended scores of shows, a different one every week," he said. "It's amazing what I've gone through, considering I haven't been paid for it."

Supported by an inheritance, Barcroft has devoted his life to obsessively taping speeches, conference sessions, booth presentations, and convention parties. Always managing to secure media credentials for the shows he attends, Barcroft describes himself as a "multimedia historical videographer." One day he hopes to produce a series of videos about the history of multimedia. He claims to have more than 3,000 hours of video stored in boxes at his home in Altadena ("Altadena is close to Glendale, where the first Apple store opened," he explained). Barcroft also rents a giant storage locker filled with all the press releases, marketing materials, and free software samples he has acquired over the years.

However, he has yet to produce anything. "I haven't edited any footage," he said. "I haven't even gone back and looked at it. My dream is that somebody will like it and organize an army of interns to produce a detailed log of everything, and then develop some really interesting DVDs."

Barcroft is a curious mix between a Mac deadhead, an eccentric, and, perhaps, a visionary. Tall and slim, he is 55 years old, though he looks ten years younger, thanks, no doubt, to his vegan diet. He has two business cards: one for his Web site, FutureMedia.org, which is empty, and another inscribed with his Buddhist name, Kunga.

Barcroft talks in a booming voice, oblivious to the attention he attracts. He's friendly and has a self-deprecating sense of humor. His outfit is cliché filmmaker—a black beret and photographer's vest with bulging pockets. The look is undermined, however, by the battered laundry cart he pushes, containing his expensive digital camera and tripod, along with all the stuff he collects.

For Macworld, Barcroft parks his RV among some homeless encampments under a freeway flyover, near San Francisco's Moscone Center where the event runs. He chose the space because it was free, but the white Tiger RV looked incongruous among shopping carts and cardboard shacks.

The van is outfitted with an expensive audiovisual system—a flat-screen TV is mounted above the sink, and another unfurls from the dashboard. Cost: about

MAC TRAVELER: TAYLOR BARCROFT SPENT A DECADE TRAVELING TO TECH CONFERENCES, MOSTLY MAC SHOWS, TO SHOOT VIDEO OF KEYNOTE SPEECHES AND PRESENTATIONS. HE HAS BOXES FULL OF UNEDITED TAPES HE HOPES ONE DAY TO TURN INTO A HISTORY.
CREDIT: JEREMY BARNA

109





**(ABOVE TOP) AUTEUR: BARCROFT AND HIS PRICEY VIDEO SETUP. HE HAS ALL THE LATEST GEAR, THANKS TO AN INHERITANCE THAT FINANCED HIS TRAVELS.
CREDIT: JEREMY BARNA**

**(ABOVE BOTTOM) ROAR: BARCROFT'S TIGER RV HAS A PERSONALIZED "MAC" PLATE. SO DO HIS FORD AEROSTAR MINIVAN (MAC STAR) AND HONDA DEL SOL SPORTS CAR (MAC SOUL).
CREDIT: JEREMY BARNA**

\$50,000. It sports a vanity plate, MAC TIGR, that echoes those on his two other vehicles: a Ford Aerostar minivan (MAC STAR) and a Honda del Sol sports car (MAC SOUL).

Apart from occasional writing for Web sites and magazines, Barcroft doesn't work. For years he was supported by a rich aunt, who left him an inheritance when she died. "I've been lucky," he said. "I've been totaled by the crash though. I wasn't paying attention. But we don't want to get into that."

Every year, he roams the country attending technology conferences: four or five conventions in Las Vegas; Macworld in San Francisco in January; and in July he drives across country to Macworld in New York. Add to that several conferences in the Los Angeles area, a couple in Chicago, and the occasional New Orleans National Cable convention. "I've been back and forth," he said. "I've put several hundred thousand miles on that Aerostar."

Of all the shows, Macworld is his favorite. "I love the Mac," he said. "The Mac is so much better for multimedia than Windows." Barcroft said he still has all 17 Macs he's ever owned, from early models to the Cube, which he bought in 2001. "I'm too emotionally attached to my Macs to sell them," Barcroft said. "So they're being donated to a private museum in a friend's barn in Boulder Creek (in rural northern California)."

Barcroft got his first Mac in 1985, shortly after the computer was introduced, and started publishing Mac Briefs, a monthly newsletter detailing every Mac-related article published in dozens of magazines, newspapers, and newsletters. It was during this time that he rented a booth at the early Macworld shows and developed his love of technical conferences. Mac Briefs folded in 1987, so Barcroft got a video camera and started filming instead.

"I have some incredible footage," he said excitedly. "I was in a jammed room full of print-shop operators when [publishing guru] Jonathan Seybold told them the Internet is going to change everything, and they have to scrap their businesses. I was the only one in the room shooting. I've got some incredible footage."

Among Barcroft's other accomplishments, he was president (self-proclaimed) of the "Adam Users of America," a user group devoted to an early home computer made by the maker of the Cabbage Patch Dolls. "I was featured in *USA Today*," he said. "I was the guy who told *USA Today* everything that was wrong with the Adam computer, and there was a lot wrong with it."

He helped produce the first copy of *Mondo 2000*, the influential techno culture magazine that preceded *Wired* magazine, and was one of the first people to try transmitting text over TV, a technology overtaken by the Internet.

Although he was married briefly and had a son, Barcroft has only recently started to settle down. "I've been doing this so long I'm sick of it," he said with a

laugh. "When I started, I was very anal. I was shooting everything, but now I'm like 'whatever.'" Besides, his girlfriend, a Hollywood costume designer, won't come to trade shows. "She's not into technology," Barcroft said. "There's only so much she can take."

"At a certain point you get burned out," he added. "It's not as easy to shoot as intensely as I was. You realize no one may ever see this stuff."

ICELAND'S HOT FOR MACWORLD

While thousands of Mac fans gather in hot, sweaty New York to hear Steve Jobs' keynote speech at Macworld Expo, in a remote, frosty part of the world, oppressive humidity isn't a problem. In Reykjavik, Iceland's capital city, hundreds of Mac fans rent out a local movie theater to watch the speech broadcast by satellite. The gathering attracts 500 to 600 Mac fans from the city and surrounding towns to Reykjavik's largest cinema, Haskolabio (University Cinema). Some even drive hundreds of miles across the island to attend.

"The atmosphere is like a cult gathering," said Andrés Magnússon, a 37-year-old journalist, PR consultant, and Web designer who lives in Reykjavik. "There is a buzz in the room. Usually the crowd is almost giddy, flush with expectations and the confidence of the righteous."

Although Mac fans all over the world get together to watch the speech by satellite or Webcast, this may be the only place fans rent out a large movie theater. An Apple spokeswoman said she hadn't heard of anything like it. Last year, more than 250,000 people watched the keynote webcast, according to Apple.

The crowd sips free Tuborg beer and munches on complimentary Subway sandwiches. The event is sponsored by a local Apple dealership, which sets up a stand in the foyer to demonstrate its wares. The gathering attracts the usual crowd of Mac users: graphic artists, designers, videographers, and photographers. "When Jobs appears on the stage, there is much clapping and whistles, and his presentation is interrupted by applause and cheers, with the odd boo if Bill Gates is mentioned," Magnússon said. "When the new iMac was uncovered, there was one shout of 'Hallelujah!'"

Jobs' speech has become an annual pilgrimage for Icelandic Mac fans, who also get together to watch the keynote from Macworld San Francisco, which is held in January. A few years ago, small groups of Icelandic Mac users started gathering at each other's homes to watch Steve Jobs' keynote speeches. They were so popular that the Apple dealer started renting out a small conference room and a large-screen TV. Every year, the events kept growing, from about 40 to 300 people, Magnússon estimated. "This year it has grown to a mini-conference," he said.

The driving force behind the event is Steingrímur Arnason, a senior programmer with Apple-Umbodid, who supports Icelandic Mac software. "Arnason is a Mac zealot, but he is also extremely concerned with the Icelandic language," Magnússon said. "Icelandic is a hot issue here, as it should be on the endangered languages list."

Arnason has created software to localize popular programs from Adobe, Macromedia, Microsoft, and others, Magnússon said. Icelandic has six special characters unique to the language and a few special requirements that preclude using International English versions of some software. Many software companies ignore the language because of Iceland's tiny population (280,000 people; about 100,000 live in Reykjavik). The Mac OS has been localized for Iceland for many years. Mac OS X is still being translated, Magnússon said.

PCS DON'T GO GENTLY INTO MACWORLD

In *Some Like It Hot*, Jack Lemmon and Tony Curtis evaded the Mob by dressing as chorus girls. At Macworld in January 2002, a Web site editor tried to evade the Mac mob by disguising his Windows notebook as an Apple laptop.

Ben Stanfield, an executive editor at MacSlash, the Macintosh version of Slashdot, is an avid Mac user, but his Apple laptop—a Titanium PowerBook G4—was in the shop during January 2002's Macworld Expo in San Francisco. Forced to borrow a friend's Toshiba Satellite laptop to cover the show, he tried to disguise it by sticking a large, white Apple decal on the lid. "Knowing I'd get endless grief about it, I stuck a white Apple decal on the front of it to lessen the snide comments," he explained.

But Mac users aren't so easily fooled. Stanfield was heckled by the crowd when he pulled out the laptop to cover Steve

(TOP) SOME LIKE IT HOT: AN ATTEMPT TO SMUGGLE A HATED PC INTO MACWORLD BY DISGUIISING IT WITH AN APPLE STICKER GARNERED THE OWNER MORE ATTENTION THAN HE BARGAINED FOR.

CREDIT: DAVID ENGSTROM



(BOTTOM) NO PEEKING: SECURITY GUARDS WATCH OVER A MYSTERIOUSLY SHROUDED BOOTH IN APPLE'S DISPLAY AREA ON THE EVE OF MACWORLD TOKYO.

CREDIT: LEANDER KAHNEY



Jobs' keynote speech on the first day of the show. "Some good-natured ribbing and catcalling went on, and the guy with the laptop looked kind of embarrassed," said David Engstrom, a senior editor at MacSpeedZone and MacReviewZone, who witnessed the deception.

Engstrom said he feared the Mac mob would chase Stanfield down and stone him, like a scene from *Zorba the Greek*. Luckily, Engstrom said, Stanfield was surrounded by guys the size of defensive linebackers. "Like a Roman cohort, they formed a protective ring around their beleaguered member and moved him out of harm's way," Engstrom wrote about the incident on his site. "Entering Macworld with the wrong technology is like wandering the Casbah with money hanging out of your pocket... just ain't prudent."

Needless to say, Stanfield wasn't stoned. But his attempts to disguise the machine only made people more curious. Some thought the silver and blue computer was a new Apple laptop, yet to be released to the public. "One person actually begged to hold it and look at it, believing that it was a new portable Steve would be announcing during the keynote," Stanfield said. "I played along and told him it had a 1.8 GHz G4 in it, and ran Windows XP as well as Mac OS X." Stanfield said the gullible fellow actually believed him.

"I didn't feel the need to give him the real story," Stanfield said. "I was hoping he'd figure it out when Jobs didn't announce it."

WHAT'S BEHIND APPLE'S CURTAIN?

Apple usually reveals major new products at Macworld. To maintain secrecy, security at the Apple booth is always very tight. In the past, Apple has draped its entire booth in a giant, 150-foot curtain that is 30 feet high. Only a small number of vetted Apple employees are allowed anywhere near it.

"Macworld is one of the most secure events in the industry," said Rob Scheschareg, vice president of events for IDG World Expo, which puts on the show.

At Macworld Tokyo in 2001, Apple wasn't expected to reveal anything new. But before the show opened, the company had a pair of large and mysteriously shrouded booths in its display area on the exhibit floor. The draped booths resembled something from a Stanley Kubrick movie. Even the tops of the booths were draped in thick, black material, preventing workmen on ladders or lighting gantries from peeking inside. Adding to the air of mystery, a fluorescent glow from inside the booths could be seen where the curtains met the floor.

"I'm a MAC nut," said GRAZIELLA DANIELI, a community liaison with SAN FRANCISCO State University, "I think the MAC empowers you to feel imaginative. It makes you feel like an artist, even though you're not. You feel it's not corporate. It makes you do things that are original. The mac has that quality. It's so friendly and endearing all the time. It's really a good companion. It has personality. It's a tool for expression, for personality. Sometimes people have a boring job, but the MAC encourages them to add things to their memos, their messages little pictures or videos. It's a good tool to express your personality and not just be another person at that desk."



CREDIT: JEREMY BARNA



CREDIT: JEREMY BARNA

ROSENDA SALDANA (left), a musician from Reno, Nevada, was dragged to MACWORLD by his friend JOSHUA SMITH, a graphic artist. "I said, 'I don't know man, a computer show? I'm a musician.' But I think it's way cool. I'm enjoying it, seeing all kinds of weird shit, seeing all kinds of weird people. Same as everywhere I go." Smith, who said people (like cops) never believe Joshua Smith is his real name, said he comes to Macworld every year and stays all week. "It's about art," he said. "I've been an artist my whole life. I started with Photoshop, and since you learn the tools, you learn the computer also. Macworld is where the hip stuff happens."

SOPHISTICATE: IN PRIVATE, JOBS DROPS HIS URBANE IMAGE AND IS AS SALTY AS THE REST OF US. THIS SCREEN CAPTURE FROM ONE OF HIS PRESENTATIONS APPEARS TO SHOW HIM GIVING THE BIRD TO A REPORTER WHO ASKED A TOUGH QUESTION.

CREDIT: APPLE



“I DON’T GIVE A DAMN WHO YOU ARE... NO ONE GETS IN WITHOUT A BADGE.”

Each booth was under the watchful eye of a pair of uniformed guards, stationed at opposite corners to give them a commanding view of all four sides. No one was allowed to approach the booths, which were located on each side of the large stage. When approached, one of the guards said he had no idea what was inside. But he said firmly that no one without a special Apple badge was allowed anywhere near it. Another guard just sternly shook his head when approached.

In addition, there was a large, metal box on wheels at the corner of Apple’s display area. The box, which appeared to be designed for air freight, was also watched over by a uniformed guard. It was adorned with a prominent red sticker that read, “Apple Booth: Secret.”

Despite some Apple employees from America milling around, I was able to snap a picture by hiding behind a stack of iMac boxes. I got some suspicious glances from the Apple employees, but that was the only sign of security at Macworld Tokyo. Apart from the secret booths, the entire show floor was more or less freely accessible, and so was a lot of expensive equipment scattered about. I was able to freely wander the show floor on the eve of the conference by simply saying “Press.”

The booths turned out to contain new iPods, which Steve Jobs introduced in the show’s opening keynote speech.

JOBS’ POTTY MOUTH

In public, Steve Jobs comes across as sophisticated and urbane. So it’s something of a relief to know that, in private, he swears like a sailor.

At a big meeting of Apple’s resellers at the Macworld Expo in 2001, Apple’s CEO Steve Jobs unexpectedly dropped in. According to those in attendance, the “great man” gave a short talk and then took questions from the floor for more than an hour. The resellers—a bunch of no-nonsense business types—were impressed by his candor.

Jobs gave frank and honest answers to tough questions in this time of trouble for the company and its partners, they said. They were also impressed by his incredible potty mouth. Every sentence he uttered—every single one—contained an expletive.

“I was surprised,” said one reseller, who asked not to be named. “He wasn’t like he was during his keynotes.”

No One Gets In Without a Badge

Everyone needs a badge to get into Macworld, even Steve Jobs. At one show in New York, right after delivering the opening keynote speech, Steve Jobs was collared by a security guard for trying to get onto the main show floor without a badge. Naturally, Jobs tried to explain who he was.

"I don't give a damn who you are," replied the sassy New Yorker. "No one gets in without a badge."

After some discussion with his group, which included the singer and dancer Gregory Hines, and an unsuccessful attempt to sneak by the guard, Jobs was forced to retreat and borrow a lackey's badge. He stayed only a minute or two before leaving for his flight back to California. Meanwhile, the guard got a rocket from unhappy superiors, or so the story goes.

GOING THE DISTANCE TO GET TO MACWORLD

For three years in a row, Randy Nauert attended Macworld with his dog, but had trouble finding a hotel that will allow the animal to stay in his room. So Nauert, who's had a colorful and varied career in the music and film industries, slept in his car with the dog.

Nauert, 57, drives up to San Francisco from his ranch in Malibu, pays for an expensive hotel room, and parks in the hotel lot. He uses the room to take a shower and go to the bathroom, but he spends the night in the car. "I can't leave her anywhere," he explained about the dog, a 3-year-old Weimaraner called Valentina. "I've tried all kinds of different things. I've tried leaving her with the neighbors, but she just howls." During the day, while he tools around at Macworld, Valentina stays in the car. She's quite happy, Nauert said.

Nauert is a part-time Macintosh consultant, offering computer advice to his friends in the music and film industries, some of whom are pretty famous (Mark Hamill, Daryl Hannah), but he's never sent them a bill, he said. He's also active in the Camarillo/Ventura Macintosh User Group and friendly with some Apple executives.



ONE MAN AND HIS DOG: MUSICIAN RANDY NAUERT BRINGS HIS DOG, VALENTINA, TO MACWORLD EVERY YEAR AND SLEEPS WITH HER IN HIS CAR. MOST HOTELS DON'T ALLOW DOGS. CREDIT: LEANDER KAHNEY



MATT CARLSON, NATHAN KLINE, and TIFFANY THOMPSON (pictured left to right) took the train up from BAKERSFIELD to attend MACWORLD for a few days. Kline helps run Bungie.org, a fan site devoted to Bungie, the veteran MAC game company. Kline is working on a project based on an open source version of Marathon, a creaky old first-person shooter that's getting very long in the tooth. "It's still hopping," insisted Kline about the Marathon community. "There's a lot of cool stuff going on."



On Wednesday, PABLO PAVIA walked onto the MACWORLD show floor without a pass. "I was just passing by yesterday and I wandered in no problem," said the freelance artist. But on Thursday, the floor guards stopped him and turned him away. "I guess you need a pass to get in," he said, shrugging his shoulders. "I just bought a computer, a MAC. That's why I was drawn to this. Oh well."

**AMERICAN GOTHIC: RANDY NAUERT
IS MORE OR LESS MARRIED TO HIS
DOG, VALENTINA.**

CREDIT: RANDY NAUERT



117

Nauert got his start in the music business as a member of The Challengers, the surf group that helped popularize such hits as "Wipe Out." The band went through various incarnations, eventually recording 28 albums under different names and recording contracts. Nauert said he met Ravi Shankar, the famous sitar player, and was invited to India, where he spent time with George Harrison.

Returning to the United States, Nauert reentered the music business as a manager and music publisher, becoming involved, he claimed, in the careers of some of the era's most famous artists, including Bob Dylan, Jimi Hendrix, Janis Joplin, The Band, Peter, Paul & Mary, the Beach Boys, and the Rolling Stones, among many others.

He also worked in film, he said, acting as associate producer of the 1985 Oscar-winning documentary, *Broken Rainbow*, and as music supervisor for an Antonioni film, *Zabriskie Point*. Meanwhile, he built a handful of houses in Malibu, including the one where he now lives. "The damn house is nothing but gold records on the walls," said John Bass, an editor at CNN's Los Angeles bureau who has known Nauert for 20 years. "His picture is on the freakin' cover of Sergeant Pepper's Lonely Hearts Club Band."

These days, in addition to serving as a free consultant to the stars, Nauert is the unofficial U.S. manager of the German rock

band The Scorpions, but he spends most of his time hanging out at his Malibu ranch. "So what exactly do you do for a living?" his Web site asks. "Nothing, exactly. But I do follow 'the inspiration' and have been able to survive and enjoy life."

In 2003 he devised a new plan for bringing his dog to the show. He's put Valentina in a harness that identifies her as a service dog. Under the law, Valentina is supposed to be allowed anywhere her owner goes, including hotel rooms.

Nauert booked into a fancy hotel, and was told the dog would be no problem as long as he had some paperwork (which he didn't have). Luckily, the hotel accepted the sheaf of Internet printouts Nauert made explaining the law.

Nauert and Valentina volunteer for arson watch in Malibu's fire-prone canyons, which is how Nauert got the harness. He refuses to wear dark glasses to make him look blind, or pull any other kind of deception. "I shouldn't need to make an excuse," he said. "She's a service dog. She needs to be with her trainer."

Perhaps the farthest-flung Macworld attendee is Raena Armitage, a self-confessed "Mac geek" who flew halfway around the globe from Tasmania to attend the show.

Armitage, a 22-year-old computer technician for an Australian government-sponsored scientific research center, is also visiting



KIWI ATTENDEE: RAENA ARMITAGE FLEW FROM NEW ZEALAND TO BE AT MACWORLD. OH, AND YEAH, TO MEET UP WITH HER CYBERBOY-FRIEND, DAN MILLER.

CREDIT: JEREMY BARNA

her cyberboyfriend, Dan Miller, a 31-year-old photojournalist who lives in Ohio. But instead of spending her two-week visit in Miller's hometown of Sandusky, Ohio, the couple decided to cover Macworld for the Mac Observer, a Mac-oriented news site. The couple met and have been "dating" for about 18 months through the site's forums. Miller flew out to visit Armitage in Tasmania last June.

"I'm really, really happy to be here and see so many Mac geeks together," Armitage said of Macworld. "We just don't have them [in Tasmania]. I can count them all on the fingers of one hand. All my geek friends are PC geeks."

"I'm glad [her friends use PCs]," chimed in Miller. "She wouldn't have spent so much time on the Mac Observer."

Macs are the couple's "common language," Armitage said. "We do different things; we live in different countries," she added. "This is the first thing we have to share."

According to IDG World Expo, which organizes Macworld, the show attracts visitors from 70 to 100 different countries. "The majority are from the U.S.," a spokesperson said, "but we have some really interesting visitors from far-flung places."