

MacExpo Olympia 2005

Apple2000 Visit Report

It looked like the organisers were actually charging for entry this time. Before it was always a threat rather than an actuality. Twelve pounds entry is a bit steep for any show but was it worth it for a Mac show?

Although the move to Olympia promised more space it did not seem to be so. One of the smaller halls was used and only the ground floor.. Isles were wider but at the busy stands (those running demo's"

Here's The Venu



it was not wide enough for the throng that could assemble. Although there was Micro Anvika and Computer Warehouse and some small timer operators selling kit they didn't seem to have a lot of stock, maybe they had a run of sales from the day before. There were some "deals" but there did not seem to be anything special. No one was handing out goodies, not even Apple t-shirts at their presentations.

Adobe were running two presentation areas with their CS2 being demo'ed with the Bridge and Photoshop the leading applications. Nothing on InDesign or GoLive which was strange.

Other companies where doing the same thing but Apple were pulling the largest audience with iTunes and Aperture being the leading subjects. Aperture is rather a good application for digital pho-



The Games "Experience"

tographers with some very fast editing on raw files. The key thing repeated over and over was all editing was not performed on the original file which was not touched. All mods, no matter what are actions stored in a file rather than on copies of the original. Very clever. However, Apple were using iMacs

everywhere, even the demo's except for Aperture, when the presenter switched over to a box hidden out of sight below the table. Apple were not demonstrating any of the new PowerMacs at all. Most of the complies presenting at the show had people with PowerBooks so they could walk on and off with all their files intact..

As I arrived at 10:30am I realised my mistake, I was too early. Within 15 minutes I was already p***d off from being accosted by aggressive sales people wanting to thrust waste paper into my hand. I had to resort to walking around with

my hands in my pockets to prevent the pests from pressing home the attack. There was a permanently stationed crew of people armed with leaflets and plastic bags. I left at 1:30 and had I parted with £12 I would have been disappointed. **Verdict ZZZzzzzz**



Centre of The Universe - The Apple Stand



The Adobe Audience Held in Rapture by a "Bridge".

Apple Ran Continuous Presentations



UK & Ireland Mac User Group Stand - A bit bare!



Microsoft were pulling in the crowds :-)





Wacom showing off their new widescreen graphics tablets.



I know that they have iPod mounts in them now but is there really a need for this in a Mac show?