

# INGENIOUS IDEAS DEPT.

## Simple Solutions For This Season's Digital Lifestyles

(NAPSA)—With all of the MP3 players, digital cameras, CDs, DVDs and PDAs unwrapped this year, families could be in a “digital dilemma” if these new gadgets can't be easily used and understood.

### **Ring In The Technology**

In many households, kids will assume the role of chief technology officer: while mom and dad are snapping away with the latest digital camera, children will upload and send new images to family and friends in a matter of seconds. Clearly the digital lifestyle is quickly becoming more familiar in homes everywhere with today's user-friendly technology. Often at the center of this digital lifestyle is the home computer.

### **Get The Most Out Of Your Digital Devices**

Today's technology has become easier to use, making it easy and fun for consumers to explore and bring new life and excitement to video and music through their computer. Just as the Internet opened up a new horizon of information to computer users, today's hot digital devices are driving the digital lifestyle and changing the



**Experience the digital lifestyle this holiday season.**

way people are using their computers. Apple is known for making technology easy to use and its sleek and simple new operating system, Mac OS X, is designed to help consumers connect and get the most out of their Macs, iPod, Apple's breakthrough MP3 player, digital cameras and applications.

### **Simple Solutions**

Now many of the things you cherish most, such as photos, videos and music can be easily preserved for years to come with

Apple's technology. Music can be organized with Apple's iTunes; the world's easiest to use “digital jukebox” and burned on a CD or uploaded to your iPod. Consumers can even direct and produce professional-looking home movies with Apple's iMovie: the easy-to-use video editing software that has everything you need to create your own Desktop Movies. They can also make professional-looking DVDs with iDVD, software that allows consumers to combine videos, photos, and custom motion menus in a few simple steps. All this is possible because Apple designs and manufactures the hardware, the operating system and the powerful applications that all work together to create an easy-to-use experience.

A great place to experience all this is at one of the 25 new Apple retail stores opening this year. Going to your closest Apple retail store may be the best way to experience how Macintosh offers a much simpler, richer and more human-centric computing experience, and how today's Macintosh platform can be the much-needed hub of your digital lifestyle.