

Re: Apple 2nd again

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Source: <http://newsgroups.derkeiler.com/Archive/Comp/comp.sys.acorn.advocacy/2006-03/msg00073.html>

- *From:* Chris Evans <chris@xxxxxxxxxxxxxxxxxx>
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In article <8a763e0a4e.druck@xxxxxxxxxxxxxxxxxx>, druck
<[URL:mailto:news@xxxxxxxxxxxxxxxxxx](mailto:mailto:news@xxxxxxxxxxxxxxxxxx)> wrote:

Just like back in 1994 when Apple claimed adverts they were the first to launch a desktop computer with a 32 bit RISC processor – only 7 years after the Acorn Archimedes was launched – they are decidedly second again.

Now their latest adverts celebrating ditching a decent processor and going cap in hand to Intel for marketing subsidies, they describe Intel chips being "set free" from PCs. Perhaps we should remind them they are at 7 years late with that one too – that Intel chips have been set free in RISC OS machines since we started using the Intel made Strong ARM rev T in the Risc PC, and the the Iyonix contains and Intel XScale.

Of course they meant Intel x86 chips, but don't say that, the mention of the worlds crappiest ISA sticking in their throats perhaps.

But they've already been in trouble in the US for saying that PCs were dull, and had to reword the advert for the UK.

http://www.reghardware.co.uk/2006/03/03/apple_pc_not_dull_claim/

They weren't even second but third!

If the criteria is desktop operating systems Linux came second.

By saying "set free from PCs" we are assuming they mean 'Windows PCs' of course!

Chris Evans

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The most beautiful thing anyone can wear, is a smile!

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