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Apple takes a bite at Windows

By JAMES DORAN

Innovation program that can run Microsoft software on Macs sends share prices soaring in New York

Is this a breakthrough for Apple or a betrayal of its own operating system? Click [here](#) to have your say

Apple's biggest obstacle to selling more computers in a market dominated by PCs may have been overcome with a new piece of software that can run Microsoft's Windows and the Mac Operating System on the same machine.

Boot Camp, as the experimental "beta" version of the software is called, can be downloaded by anyone with a new Apple computer that has an Intel processor. Older Macs have IBM processors, which will not work with the new software.

Once installed, Boot Camp enables Mac users, in theory, to choose between running Windows XP or MAC OSX when they switch on their computer. It might not sound like much, but Boot Camp was hailed yesterday by Mac aficionados as the greatest advance for Apple since it invented the iPod.

Mac and PC users have engaged in a bitter battle of the nerds since the early 1980s. Dedicated Apple users watched Bill Gates and Microsoft take over the world with Windows, an operating system they considered inferior in every way to the Mac OS. But, not being able to run computer games designed for PCs or specialist software written around the Windows operating system has long been seen as Apple's biggest stumbling block to attracting new customers in large numbers. The announcement was not seen by most Mac users as capitulation to the Windows behemoth, however, but rather as a carrot with which to attract PC users who like the look of the Apple but are a bit worried about losing all the software they already own.

"I'm really excited about this," said David Lerner, the owner of New York-based TekServe, the oldest independent Mac shop in the world.

"I do not want to run Windows, OK, but if this pushes people who are already on the fence into making the right decision and buying

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Apple then I'm all for it."

Apple, which currently has less than 5 per cent of the worldwide computer market, said it has no intention to sell or support Windows, but wants to give its customers a choice of which software to use.

"We think Boot Camp makes the Mac even more appealing to Windows users considering making the switch," said Philip Schiller, Apple's senior vice-president of worldwide product marketing.

The Apple innovation was seized on by investors who sent the share price soaring by more than 8 per cent in morning trading on Wall Street. By lunchtime the shares were up \$5.15 at \$66.52. Microsoft shares were also up slightly, on the prospect that Boot Camp will only result in the sale of yet more copies of Windows.

"I ordered copies of Windows for the first time to sell in our store today," Mr Lerner said.

Apple has been thinking of new ways to attract PC customers since its inception in 1984. Last year it introduced the Mac Mini, which is a smaller, cheaper and simpler Macintosh computer sold without keyboard, mouse or monitor. The device works with the keyboard and other bits and pieces from a PC.

"If Apple doubles its share of the market with this product it will only control 8 or 9 per cent, and Microsoft will still control about 90 per cent," Mr Lerner said. "It will not mean a great deal to Microsoft's bottom line, but it will mean the world to Apple."

There may be a dark side to Boot Camp, however, as Apple warns potential users on its own website about the threat of viruses. So far Mac users have been almost immune to the nasty worms and other bugs that wreak havoc on hard drives. "Windows running on a Mac is like Windows running on a PC," Apple said. "That means it will be subject to the same attacks that plague the Windows world."

BATTLE FOR MARKET SHARE

Apple: Has always made hardware and software to work in unison

Microsoft: Started as a software company but has branched out into games consols

Apple: Market value: \$56 billion

Microsoft: \$287 billion

Apple annual sales: \$16 billion

Microsoft annual sales: \$41 billion

Apple top sellers: iPod, iMac, Mac Mini, IBook

Microsoft top sellers: Windows, Office, X-Box

Apple: Founder Steve Jobs

Microsoft: founder Bill Gates

Steve Jobs Salary: \$1 a year

Bill Gates Salary: \$1 million a year

Apple employees: 14,800
Microsoft employees: 61,000

Apple based in Cupertino, California
Microsoft based in Redmond, Washington State

Apple founded in 1976
Microsoft founded in 1975

Apple catchphrase: "It just works"
Microsoft catchphrase: "Start Me Up"

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