



July Newsletter: Mac vs. PC for students

## Hello!

The summer has whizzed by and it is almost time for kids to go back to school again! For some of you, this means sending the kids off to college for the first time. This year, we've fielded many questions about the never-ending PC vs. Mac debate as parents buy new laptops for their children.

The decision has, thankfully, become simpler. In this month's newsletter we will discuss the benefits of each to help you decide which is suitable for your family.

All the best,

Josh Feder and Rafi Kronzon

Co-Founders

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## The Case for the Mac:

As you probably know, Apple's popularity has taken off in the last few years, mostly on the strength of their new products (iPods, iPhones and now iPads). While those are great products, they are not, in our opinion, good educational tools. If you have a kid demanding an iPad for school, just say no.

## As for Apple's laptops, here's why we'd choose one:

- Simplicity - simpler to set up, simpler to run.
- Security - At this point, there are very few viruses and little spyware for Macs.
- Customer Service - Recent iPhone 4 debacles aside, Apple customer service gets high marks.
- Aesthetics - Let's face it, they look better.

In terms of models, we think the MacBook is perfect and practically built for a student. The MacBook Pro is too much computer for most students, and the MacBook Air is not enough.

## The Case for a PC:

For those of you who haven't seen it yet, Windows 7 is a very good operating system. It's fast, intuitive, and pretty. For all the recent popularity in Apple products, PCs are still more popular in the business, the school, and the home.



### Here's why we'd choose a PC:

- Selection- With many companies producing excellent PC computers (e.g. Dell, HP, Acer), your options are limitless.
  - Price - You simply get more bang for your buck.
  - Compatibility - The majority of business software still only runs on a PC.
- If money is a factor or if your child will be studying business - the PC is a great choice. Otherwise, we'd choose a Mac. Either way, make sure to purchase the student editions of Microsoft Office for extra savings.

Finally, if you really can't decide, you can turn to the 2008 Nielsen/NetRatings study that those who use a Mac tend to be better educated and make more money than their PC-using counterparts. Sure, it's a silly study (Macs are more expensive, so people who own them make more money), but if it helps you decide...