

The benefits of a split personality!

This past week the world experienced the passing of Steve Jobs. Headlines everywhere have thanked Steve Jobs for his innovation and vision. No doubt he will be missed, but Apple fans should not worry, Steve Jobs left plans for the next version of each Apple product. Steve Jobs footprint will remain for generations. Thank you, Mr. Jobs, for inspiring creativity and the pursuit of excellence!

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With excellence top of mind, Apple operates to the beat of its own drum. NO ONE tells Apple what to do! Typically Apple makes a move and other companies follow. And when you ask those other companies about their “revolutionary” product they stand there like a strutting peacock with a bogus excuse as to how they were actually first even though everyone knows Apple already beat them to the punch.

As a consumer, the reality check comes when you are stuck between a rock and a hard place. You want the sexiness of the latest Apple gadget mixed with the functionality of another company’s latest competing gadget. I personally find myself in this position more often than I would like to admit. I like to call it the “Apple split personality syndrome.” No matter what happens there will never be one device that is everything you have ever dreamed of.

I pose this question to you. What if you were able to have Mac hardware, and the option of running OS X (the Mac operating system) or 7 (Microsoft’s Operating system)?

I’m not breaking any new ground here with this next statement but you are able to dual boot your Mac to run both operating systems. The real question is: What if you were able to run multiple operating systems at the SAME time?

A program called Parallels offers the user something unique. I personally have been running this since the day that I got a Mac. Put simply, I am very tech savvy but it was hard to fully break the realm known as Windows 7. I like some programs much better in Windows than Mac. Parallels addresses the “Apple split personality syndrome.” You can run all of your Windows applications with ease without ever having to close out of OS X and reboot into Windows. Parallels allows Mac users to run Windows along with OS X. You can even run OS X... within OS X.

The way that it works is that you are virtualizing your processor. I will use a very simple analogy. Think about a dual core processor. One runs Windows while the other runs OS X. This program allows you to do both at the same time. Granted it is more complicated than what I just mentioned, but the point is that Parallels gives you the best of both worlds. Most people are not aware of this capability, but for me it is a must. Keep in mind this does not mean that PC fans will be running OS X on their machines anytime soon. (It is possible but I’m not going to tell you how to make a Hackintosh.) For those individuals who own a Mac, this presents a unique opportunity to get even more out of your machine; thus proving once again that Apple is superior. Ok, that was an uncalled for shot at PC fans but I have to confess I do own the new Mac Air and an iPad 2. Parallels is on my “A” list because it gives me yet another excuse to stay with Mac.

Next time you are asked if you are a Mac or a PC.... why not say BOTH!

—Simon M. – Son of Wombat!

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