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Apple to the core with 'structured viewpoints'

By Rob O'Neill

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Nicholas Pyers

Nicholas Pyers' [blog](#) reminds the influential American Apple user community that Apple is a global brand and its overseas customers face different challenges to those in the US.

Mr Pyers says he has been involved with the Australian Macintosh User Group for more than 15 years. His blog was started about 1997 as a record of all the articles he had written. It now includes reviews and articles about important Macintosh events and announcements with a distinctly Australian flavour. At its most simple, that means including local rather than US pricing.

Mr Pyers also develops Macintosh-oriented puzzles and crosswords that have been picked up by two dozen other Mac user groups worldwide.

One puzzle, on the iPod, was picked up by the iPod Lounge site ([ipodlounge.com](#)) and Mr Pyers' blog received 20,000 visitors in two days. Normal traffic levels, however, are between 3000 and 6000 a month.

"It's certainly raised discussion on various topics," he says. "The main feedback is in Australia we do have a slightly different viewpoint."

The site will undergo a significant redevelopment in the next few months.

"I want to split some stuff off into multiple domains," Mr Pyers says. "I also want to add more material, free resources for Mac users such as fonts, clip art and music."

Already on the site are Mr Pyers' maps for the multiplayer Bolo tank warfare strategy game, an online store for Macintosh users, and the latest Macintosh news through links. Mr Pyers also promotes his IT consulting services there, specialising in Macintosh and Windows integration.

He gives presentations on Apple topics, the next being on the hot topic of Apple's new operating system: "What's New in Mac OS X 10.4 (Tiger)?"

Mr Pyers has the distinction of being mentioned, though not named, in iCON, the controversial book about Apple's charismatic CEO, Steve Jobs. In chapter 11, the book mentions someone (Mr Pyers) waking at 3am to watch a webcast about Apple's music program, iTunes.

Most of the site is current but Mr Pyers hasn't been writing much lately because for the past year or more he has been intensely involved with his local user group and a lot of his spare time has been taken up with day-to-day operations. But that involvement has declined and he expects to get back into writing some serious articles.

Mr Pyers says his is not a typical blog, which can be more like a diary, but it's not true journalism, either. He describes his contributions as "structured viewpoints".

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