

Top 10 Reasons Why Windows Users Love Macs

Faster, Easier, Prettier, and More Secure than a PC.

WHEN A VETERAN Windows user first tries a Mac, he might feel a moment of unease, but what follows can only be described as relief and amazement. Here are 10 reasons why:

1

Better Out of the Box

You won't need to fritter away an afternoon (or your sanity) getting your new Mac up and running. Apple takes extraordinary care to make sure its computers are easy to set up. Clean and clutter free, Macs come with straightforward instructions and plug-and-play peripherals that just work. Windows machines, on the other hand, come bloated with trialware and demo software that you neither need nor fully understand.

2

Super Secure

Based on the rock-solid UNIX operating system, Mac OS is built on a famously secure foundation. Macs are immune to Windows viruses and spyware. The easy-to-configure Mac firewall, combined with robust Internet apps like Mail and Safari, keep network threats at bay. Apple's built-in FileVault encrypts your home directory, so if someone steals your computer, they won't get access to your files.

And security software such as Norton AntiVirus for Mac can add an extra layer of protection to an already secure platform.

3

Plays Well with Windows

Actually, your Mac is a PC. Apple makes sure you can run Windows software on a Mac by building its Boot Camp utility right into the operating

4

Great Apps

Macs come loaded with smart apps

you'll actually use like iCal, Time Machine, iPhoto, iTunes, and GarageBand. Few would argue that Windows Media Player and Windows Movie Maker are as intuitive as their Apple counterparts. And that's not to mention a passel of the most productive third-party programs in existence, including Microsoft Office: Mac 2011, Filemaker Pro, Intuit QuickBooks, and more.



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5 Network Friendly

Macs are delightfully easy to network. They are particularly good at finding and configuring networks, whether wired or wireless, automatically — but if you need some help, head to the handy Network System Preferences page to run simple diagnostic walkthroughs. Networking Windows machines rarely goes so smoothly.

6 Seamless Integration

In computing, as in life, simpler is better. Since Apple develops the hardware and software built into the Mac, they work together seamlessly and hassle-free. PC software has to run on different flavors of Windows operating systems and scores of different machines plugged into hundreds of devices. Invariably, complications arise.

7 Faster Boots and Reboots

Most Macs start up from a cold boot in 30 or 40 seconds. With Windows PCs, reboots leave you staring at an hourglass icon that seems to be frozen in time. Or actually is frozen in time, necessitating yet another reboot. With the stability of a Mac, fewer crashes means fewer reboots, a luxury that gives you more time to work rather than wait.

8 Better Customer Support

If something goes wrong with your Windows PC, you'll find yourself ping-

ponging between Microsoft and whoever made your hardware. Apple's AppleCare team, by contrast, offers expert-level phone support that won't pass the buck, or you can drop by an Apple Store or reseller for hands-on help. Apple has consistently topped *Consumer Reports'* tech-support survey for a decade. This year Apple earned not only the highest overall ranking, but also the top scores in laptop and desktop tech support.

9 Better Looking

Apple's flair for design is legendary; the way their products look and feel, even down to the packaging, makes hearts race. How many Windows machines invoke such admi-



ration? But beauty isn't just skin deep. The Mac's clean, modern design extends to its

user interface, placement of ports and peripherals, and hardware under the hood.

10 An Operating System that Works

Not everything Apple does is perfect (sorry, fanboys), but the company hasn't blown a major system upgrade the way Microsoft mishandled Windows Vista. Released in late 2006, Vista was criticized for its security, performance, price and digital rights management. Microsoft defended Vista until the recently released Windows 7. No Mac system upgrade has ever faced the same level of controversy.

Head to your local Apple reseller to experience first hand the joy of the Mac. You'll find more reasons than just these 10 to make the switch. ■

