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# MacUser

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## 5 EASY STEPS TO PERFECT VIDEOS

A Guide to Do-It-Yourself  
**Multimedia** on the Mac

**PLUS**

**Superfast CD-ROM Drives**  
Trade Up for a Speedup

**Image Magicians**  
The Hottest Special-  
Effects Tools Rated

**Beyond SimCity** Check Out  
The Game Room — page 133

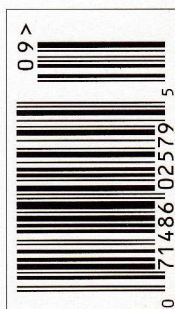
SET UP HARDWARE

CAPTURE VIDEO

EDIT FOOTAGE

ADD SOUND TRACK

SHOW IT OFF





## Aladdin Desktop Tools / Timesaving utility package

IF YOU'VE EVER WISHED that Finder tools were more efficient and convenient, take a look at Aladdin's Desktop Tools, a motley collection of utilities that can streamline Finder-related tasks.

**Speedy Copies.** The Desktop Tools package consists of seven utilities.

The centerpiece is SpeedBoost, which is based on the shareware program SpeedyFinder7. SpeedBoost works much like Symantec's CopyDoubler — it aims to reduce the time needed to copy or delete files. It can copy and delete in the background, letting you perform other Finder functions while it works, and it can also optionally copy only those files that are new or different from ones already at the destination location.

SpeedBoost has some helpful and timesaving features, but we found its speed enhancements somewhat inconsistent overall. On a Power Mac, SpeedBoost copied and deleted groups of files about 35 percent faster than the Finder, but on a 68030 Mac, it was typically slower than the Finder at copying files.

**Presto Change-o.** Among this package's more useful features is Magic Tools, which among other things, can automatically move an alias to its destination folder when you create it, so you don't have to open nested folders and drag the alias icon there yourself. With the Desktop Makeover utility, selecting an alias icon and pressing Command-Option-F automatically takes you to the alias's original file, so you don't have to go to the alias's Get Info window and click on its Find Original button.

With Desktop Printer, switching to a different printer is a snap: Rather than going to the Chooser, simply double-click on a printer

icon, and when you print, the job will be sent to that printer. Alternatively, you can drag a document icon onto a printer icon to launch and print a document.

**Direct Navigation.** Desktop Shortcut lets you navigate directly to other folders and volumes in the Mac's Open and Save dialog boxes. These features are similar to those available in Now Utilities' Super Boomerang. However, we especially liked Desktop Shortcut's ability to display the contents of any StuffIt archive from the Open dialog box. Desktop Shortcut even lets you open individual archived files without having to decompress the entire archive first.

Rounding out the package are Desktop Viewer, a handy feature that lets you view a wide variety of documents before you open them, and Desktop Secure Delete, which overwrites files as you trash them so they can't be retrieved by a recovery utility such as Norton Utilities or MacTools.

Although most of the Desktop Tools suite performed as advertised, we weren't convinced that this was a must-have package. Although Desktop Tools and Now Utilities each contain worthwhile features not found in the other, budget-conscious users will find that Now Utilities has more bang for the buck. Still, Desktop

Tools is off to a promising start, offering several utilities that are sure to enhance your productivity. / Ted Landau

**Aladdin Desktop Tools 1.0**  / Price: \$89.95 (list). Company: Aladdin Systems, Watsonville, CA; 800-732-8881 or 408-761-6200. Reader Service: Circle #412.



## Marketing Plan Pro / Analysis and control

MARKETING PROFESSIONALS and professors disappointed by the amateurishness of much business-planning software will appreciate Palo Alto Software's Marketing Plan Pro (MPP) for its sophisticated approach to creating a marketing strategy and its emphasis on ongoing analysis.

**Conceptual Leap.** MPP's conceptual leap over comparable programs is a result of its Strategy Pyramid, a model assuming that marketing strategy is built on concrete tactics and that tactics are built on specific, measurable programs. When you click on the pyramid in the opening screen of MPP, you are taken to another screen, where you enter your data into three columns: strategy, tactics, and programs. When you double-click on an item in the strategy column, you see related tactics; when you double-click on an item in the tactics

column, you see related programs.

Programs then automatically appear as rows in a spreadsheet of sales-and-market expense budgets and sales forecasts. Columns might include monthly budget amounts or milestones. Although you can export, you can't import amounts from other software. You can leave space empty for information you're still researching.


Once you've entered your data, you can sort and select programs and display color charts and tables focusing on management responsibilities; sales plans; unit projections; expense summaries; or specific markets, products, or departments. The software automatically calculates your sales forecasts and compares sales with expenses.

**Ongoing Analysis.** MPP is based on Microsoft's FoxPro, which gives you the power of a full-fledged relational database, rather than a static spreadsheet-

supplementing template, for conducting ongoing analysis. MPP's intuitive interface, straightforward help system, and clearly written documentation make this product easy to use, although even marketing experts will need to peruse the manual.

MPP represents an important improvement over other business-planning software packages, but it has some problems: You may need to allocate up to 8 MB of RAM to the resource-ravenous FoxPro engine, and we also found a conflict between FoxPro and Desktop Shortcut, a component of Aladdin Desktop Tools.

For the most part, however, marketing professionals will find the astute marketing management in MPP to be well worth the RAM — and the price. / Douglas Dominic

**Marketing Plan Pro 1.01**  / Price: \$149.95 (list). Company: Palo Alto Software, Eugene, OR; 800-229-7526 or 503-683-6162. Reader Service: Circle #413.

