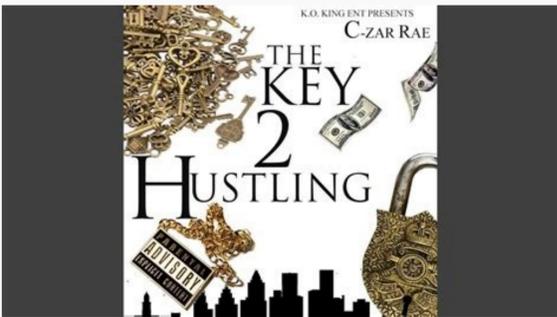


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February 2017 calendar grid showing days of the month.



Calendar 2019 grid showing months and dates.



3"The Phantom of Film City"February 1, 1978 (1978-02-01)103 When the Fantastic Four are invited to make an epic film adventure, the movie set is plagued by the mysterious Phantom of Film City and some all too real Skrull actors. On February 6, 2007, Security was added. 8"The Fantastic Four Meet Doctor Doom"March 8, 1978 (1978-03-08)111 Doctor Doom introduces himself to the Fantastic Four and takes them back to Latveria where he forces them into going back in time and recovering the treasure of Blackbeard. On August 25, 2009, Surprise and Top of the Line were added. ^ a b Rhoads, Kelton. The customer seems skeptical, tells Mac she'll "think about it", and leaves. On February 7, 2007, Gift Exchange, Goodwill, and Better were re-added, meaning that all of the U.S. campaign ads except for Wall Street Journal could be seen at apple.com/getamac/ads. The animation style for this ad mimics the Rankin/Bass animation style seen in a number of classic Christmas specials. TVShowsOnDVD.com. ^ Brooker, Charlie (February 5, 2007). "I hate Macs". "Get-A-Mac Campaign Analysis" (PDF). PC sees this positive review and is relieved until he realizes it's about Leopard. You're Reading a Free Preview Pages 1357 to 1408 are not shown in this preview. pp. 96-98. Several American ads were modified for the Japanese market. Both say that the Mac is better. Virus-The ad contains no significant changes from the American ad Viruses. This ad coincided with the introduction of Microsoft's "I'm a PC" campaign. PC then purposely tips off the snowman's head, making it fall on the bunny, and sarcastically apologizes to him, calling himself clumsy. However, he privately admits to Mac that he himself has downgraded to Windows XP three weeks ago. In the box that PC gives Mac is a stress toy for him to use when he gets overwhelmed from doing lots more work. Upon insulting the referee, PC is ejected, but PC rebuts, saying that he has nowhere to go (in the ad's area). The aim of this commercial film series is to associate PC users (namely Windows users) with the "unpopular nerd" cliché, while representing Apple Mac users as young, creative, attractive, and lucky. He asks if PC really thinks the audience will believe he is Jobs. Children's Television: The First Thirty-Five Years, 1946-1981. ^ Apple's "Get a Mac, the Complete Campaign". Flashback-Mac asks PC if he would like to see the website and home movie that he made. The ads used to be viewable at Apple's Japan website. PC keeps repeating "It's not my fault!" with support of Mac and the therapist before concluding, "It's Mac's fault! It's Mac's fault!" Mac and the therapist are disappointed in PC's conclusion, but PC nevertheless ends with the comment "What a Breakthrough!" Broken Promises-PC tells Mac how excited he is about the launch of Windows 7 and assures him it won't have the same problems as Vista. Podium-PC, in the style of a political candidate, is standing at a podium making declarations about Windows Vista, urging those who are having compatibility problems with existing hardware to simply replace them and to ignore the new features of Mac OS X Leopard. On April 9, 2008, Office Stress was added. He starts to go off-top about his vacation with Jobs, but when Mac arrives he says he's just preparing for their next commercial and starts to sing the Meow Mix theme song off-key. Home. Misprint-PC is on the phone with PC World, attempting to report a misprint. He starts by eliminating from a lineup of fellow PCs all those who have too-small screens and too-slow processors. The adapted ads are Accident-The ad follows the same narrative, with a different ending: PC, clearly heavily drugged, requests to be pushed over to the window so he can look at the pigeons, only for Mac to point out that there are no pigeons nor a window. Accident-A wheelchair-bound PC, who is wearing casts on his arms, explains that he fell off his desk when someone tripped over his power cord, thus prompting Mac to point out that the MacBook's and MacBook Pro's magnetic power cord prevents such an occurrence. For example, what Mac thinks is Manhattan is a bar graph and what Mac thinks is a mountain view is a line graph. ^ Ulanoff, Lance (August 6, 2008). Mac asks PC if, like him, his upgrade could be straightforward. Off the Air-Mac and PC appear with a Mac Genius, who announces it is now easier than ever to switch to a Mac and that a Mac Genius can switch over a PC files to a new Mac for free. Mac expresses his hopes that PC didn't have to delete any important data. You're Reading a Free Preview Pages 1473 to 1594 are not shown in this preview. There are two versions of this ad: a 300x250 square ad and a 160x600 vertical banner ad. Surgery-PC appears in the garb of a patient awaiting surgery, and explains that he is upgrading to Windows Vista but requires surgery to upgrade (specifically, upgrading such items as graphics cards, processors, memory, etc.). They all start the same: one proclaiming "I'm a hero" and the other proclaiming "I'm a villain." The video was made to promote their new Mac edition of the game for OS X computers, released in February 2009. Practice Drawing-PC says he can create pictures, but they are all graphs. On January 9, 2007, with the introduction on Macworld 2007, Surgery was added, and Network was removed from the menu. Upon hearing this, PC brings out his book's companion volume, I Just Bought a Computer - Now What? The following ads are exclusive to Japan: Nengajo-Mac shows PC the New Year's Card he made using iPhoto. Virus-Based on the American ad Viruses, it contains the dialogue "This one's a humdinger" instead of "a doozy" but otherwise contains no significant changes. Pep Rally-PC is introduced by a cheerleading squad. Mac says he thought Windows 7 was "supposed to be an improvement", to which PC responds that Macs are still #1 in customer satisfaction and that people will have to move their files over anyway. Switcher Cams-A banner ad at the top of the page displays a bank of 5 security camera screens which show users walking into Apple Stores; as users walk past each camera "PC SWITCHER" lights up in red beneath each screen. (Learn how and when to remove these template messages) This article needs additional citations for verification. ^ Although the video files were not taken down: Network Archived September 11, 2008, at the Wayback Machine, iLife Archived September 11, 2008, at the Wayback Machine, and Restarting Archived September 11, 2008, at the Wayback Machine. ^ "Valve Leaks Teaser Images for Announcement of Steam (and Games) for Mac [Updated4]". This prompts PC to remember a time when both he and Mac were children: when the younger Mac asks the younger PC if he would like to see some artwork he did, the younger PC takes out a calculator and calculates the time they have just wasted (This may be a reference to the time when PC's were text-based, while Macs were slower but had GUIs). Note: When Mac asks why, PC says that he gets an error with a Windows Media Player Dynamic-link library file (WMP.DLL), and that the others suffer from similar errors. You're Reading a Free Preview Pages 2004 to 2060 are not shown in this preview. IGN. Easy as 1-2-3, but PC corrects him by stating it means "Easy as 1 through 23". Steps-Mac tells PC that he has made his own webpage using iWeb. Web-exclusive campaign Several advertisements have been shown exclusively in Flash ad campaigns running on numerous websites.[7] Unlike the ads shown on television, these advertisements have not been posted as high-quality QuickTime videos on Apple's website. You're Reading a Free Preview Pages 227 to 407 are not shown in this preview. iLife-This ad is almost exactly the same as the American version, except that PC is listening to Eurobeat on his iPod rather than slow jams, and Mac gives a pregnant pause instead of complimenting PC on his pre-loaded calculator and clock. Out of the Box-The ad is almost exactly the same as the American version. April 13, 2011. You're Reading a Free Preview Pages 856 to 1144 are not shown in this preview. When asked, PC explains Mac's number-one status on college campuses with a built-in iSight camera, a stable operating system, and an ability to run Microsoft Office so well, so he wants to win students back with a pep rally. City of Heroes offered a series of online video parodies with a commercial featuring dialog centered around two machinima characters. Legal Copy-Every time PC says something positive about himself, the legal copy that appears on the screen bottom increases. This is similar to Art Language, in that PC is trying to connect with artsy people like Mac. External links The New Fantastic Four at IMDb The New Fantastic Four at the Big Cartoon DataBase Marvel Animation Age: Fantastic Four (1978) The Dreamers: The New Fantastic Four (1978) Retrieved from "Television advertising campaign for Apple Inc. From now on, we're going to use a word with a lot less baggage: Windows." During the scene, he holds a large red button that sounds a buzzer when pressed. Mac tries to convince the customer, who wants to buy an effective computer, that she should get a PC, telling her that they're much better and more stable. Mac says that he can get started right away, but PC is held up by the camera's activities that he must complete before being useful. Apple's former CEO, Steve Jobs, introduced the campaign during a shareholders meeting the week before the campaign started. This is the first commercial to show the Mac OS X Snow Leopard. Mac asks if it's the season for peace on earth, but PC replies that they get to be animated and can do anything. References ^ Erickson, Hal (2005). Mac explains that Macs don't get cryptic error messages. PC responds with a dreamy "You're funny..." Network-The ad follows the same narrative, but in the British version Mac connects with a Japanese printer instead of a digital camera. March 20, 2008. PC then protests that fear is what keeps people from switching, and people don't need to hear about the Mac Genius. Sabotage-PC is present, but a different actor (Robert Webb in UK version) appears in Mac's place, obviously reciting poorly memorized lines to flatter PC. On January 6, 2008, Referee was added in conjunction with the beginning of the NFL playoffs. When Mac asks what PC is doing, PC explains that he is hiding from viruses and spyware. Office at Home-PC is proud of his role in both the office and the home, but Mac retaliates by stating that homes are not run like offices, and thus shouldn't have office computers. PC defensively responds by listing the cool apps that he comes with, but he can only identify a calculator and a clock. Pie Chart-The ad is based on the American Work vs. After Mac states that it's difficult to capture a family vacation using a pie chart, PC rebuts by showing a pie chart representing "hanging-out time" and "just kicking it" with different shades of gray. On January 13, 2008, Time Machine was added. He then suggests going to commercial, but Mac acknowledges that they are in a commercial, so PC instead suggests going to another commercial. Tree Trimming-In another animated Get a Mac commercial for the holiday season, Mac and PC set aside their disagreements and decide to trim a Christmas tree by hanging ornaments and stringing lights. Archived from the original on August 11, 2011. Time Traveler-PC uses a time machine to travel to the year 2150 to see if any major issues such as freezing and crashing have been removed from the PC and to see if PCs will eventually be as hassle-free as Macs are. Keynote videos While not strictly a part of the ad campaign, Hodgman and Long appeared in videos during Steve Jobs's keynote addresses at the 2006, 2007, and 2009 Worldwide Developers Conference and the 2008 MacWorld Expo. He then tells Mac that they have the whole Internet to correct and asks Mac to grab the ladder. Time Machine-Mac appears with nine clones of himself behind him, who all introduce themselves at once. PC then asks for a nickname for himself, Mac then names him Waku (work). Restart-This ad is identical to the American ad Restarting, except that PC doesn't restart again after Mac goes off to get IT. Mac points out that this is the fun stuff children like to do, resulting in his own banishment to the naughty step. PC is surprised by this and asks why, but more people speak of how Mac is #1 with customer satisfaction until PC finally says to cut the feed. PC is shocked, so the various Macs explain that it is simply Time Machine, a feature in Leopard that makes regular backups of a user's hard drive. Mac catches on, correctly identifying a pie chart, but PC responds that it is a pizza, chiding Mac for having no artistic sense. She asks him about screen size and speed, to which the top-of-the-line PC says he's the best. PC introduces her to the "top-of-the-line" PC (Patrick Warburton), a handsome and overly slick PC in a suit. ^ "Apple Mac "Emergency Banner Refresh" 300x600, 948x90". PC knocks over the Office box, which causes an alarm to go off. TrueNuff TV. 13"Blastaar, the Living Bomb Burst"April 12, 1978 (1978-04-12)113 Mister Fantastic discovers the Negative Zone and unknowingly lets Blastaar onto Earth who goes on a rampage. The two then act out a brief vignette, in which the capabilities and attributes of Mac and PC are compared, with PC-characterized as formal and somewhat polite, though uninteresting and overly concerned with work-often being frustrated by the more laid-back Mac's abilities. 7"The Olympics of Space"March 1, 1978 (1978-03-01)107 Thing is abducted by aliens and forced to compete on the Moon in a contest between warring factions. The light-grey area of



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