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Subject: Re: Mac Scoop (Addition/Correction)

Posted by [Dr. G. Scott Left](#) on Sat, 13 Oct 2001 08:12:43 GMT

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David and everone,

Like you, I thought the Mac was nearly unused for scientific computing.

When I switched industries, moving into the biosciences, I found out I was completely wrong. The Mac is very popular in biomedical engineering, pharmaceutical and biotechs, and in academic departments. Many of the people I know in this industry were largely unaware of IDL. When I show them what IDL can do, they're very interested...especially so because of IDL's support for the Mac. I was starting to visualize real growth opportunities for IDL-based tools in this industry when...

I only caught up with the Mac story recently when exchanging email with a friend (another ex-RSI employee...how many of us are there?). I was struck with the differences between the way RSI handled this and the way RSI \_used\_ to handle these things. Noam Izenberg's post on this topic was excellent and almost definitive. My question is on a different topic.

It seems many of us have ignored a scientific computing market with real needs. How could this have happened? How could all this business opportunity go so quietly unnoticed? Who should have done better? Apple? Those of us who market products & services to the scientific community?

I'm interested in reading some opinions on this topic.

David Fanning wrote:

> Joseph B. Gurman (gurman@crosslink.net) writes:

>

>

>> Especially since all of us diehard Mac fanatics would never buy  
>> a Windows machine, even if it meant giving up our firstborn children, PT  
>> Cruisers, Malibu beach houses, and private islands. Oops, let the cat  
>> out of the bag --- if the Windows people find out that's how all Mac  
>> users live, they might want to join the party....

>>

>

> I take back everything I ever said about the Mac  
> not being a serious machine for science. Clearly  
> (as my e-mail demonstrates) I was completely wrong  
> about that. But, while feeling chagrined, I am  
> also heartened to know that the Mac fans are  
> every bit as fanatical as they ever were. Long  
> live Mac zealotry and alternatives to corporate

> sameness! :-)  
>  
> Cheers,  
>  
> David  
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