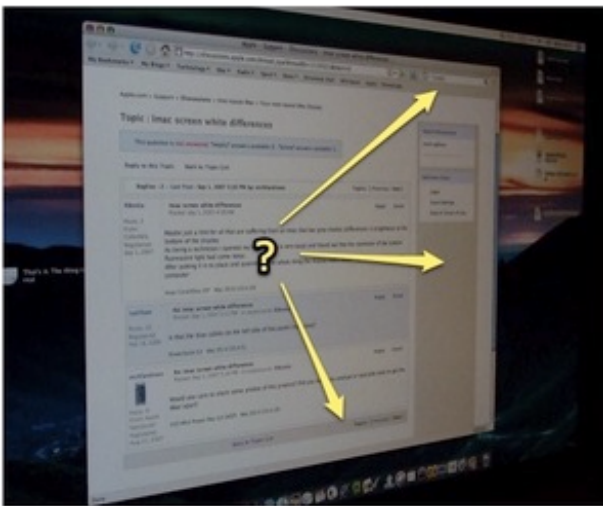


Mardi, le 11 septembre 2007

Another Apple User Rebellion-Montreal

Source : http://blogs.business2.com/apple/stupid_mac_tricks/index.html

: The 20" iMac Screens



When iPhone buyers who paid full price complained en masse on Apple's (AAPL) online discussion boards about the surprise price cut last week, the company moved swiftly to shut the boards down -- although Steve Jobs did eventually get the message (see [The iPhone Rebellion](#) and [Jobs' \\$100 iPhone Credit](#)).

But this is not the first time Apple has tried to suppress dissent on its message boards, which are part of the company's online support system. Last month a similar rebellion broke out in the discussion boards dedicated to the new line of iMacs.

The issue has to do with the quality of the screens on the first batch of 20" iMacs introduced Aug. 7 (see [Apple's New Lineup](#)). The top of the 20" screens tend to be dark and the bottom washed out. The colors also change when you move your head from left to right. Both effects are clearly visible in the YouTube video pasted below the

fold.

Early buyers complained vociferously on multiple boards -- viewed thousands of times -- whose tone combined outrage with a sense of urgency. "Apple is closing these threads left and right," wrote user Neil Birchler. "I'm sure they'll shut this one down soon too."

As it happens, that thread, [Bought new iMac 20" Faded Screen](#), is still intact, perhaps because the users posting there concluded correctly that the problem was the inexpensive TN ([twisted nematic](#)) LCD screens Apple chose to use in the new 20" aluminum iMacs, and because it ends on a relatively positive note, written by user Kevin Horn on Sept. 8:

In my last visit to Fry's the 20" there did not have the gradation problem and didn't look too bad, certainly no worse than the TN screens you can find all over town. So this was clearly a manufacturing problem that has been cleared up, although it's still hard to believe Apple would have such lousy Quality Control in place as to allow those first iMacs to ship out [link](#)

Meanwhile, people who bought new iMacs for professional design or photographic work and found them unsatisfactory have been exploring workarounds. Some tried to adjust the screen's calibration, with mixed but mostly disappointing results. Many simply returned the 20" iMacs and traded up for the 24" model, which uses a higher-quality IPS ([in-plane switching](#)) LCD panel. Others bought refurbished 20" white iMacs, the predecessor model that also used higher-quality screens. Writing on a [MacInTouch forum](#) W.P. Wily reported that he turned his new iMac into a "tower"; his monitor is a ViewSonic flat panel screen hooked up to a 20" iMac whose screen he's turned to face the wall.

It's not clear whether later batches of the 20" aluminum iMac are good enough to satisfy users who need accurate colors for professional work.

Meanwhile, although Apple's retail outlets have, by most reports, handled the problem with good cheer, in some cases

Forgiving buyers the 10% restocking fee, Apple's manufacturing unit has managed to alienate another segment of their user base.

"Apple employees need their heads checking," wrote user Mattnedgus on a discussion board since redacted by Apple. "Going DOWN in quality isn't what customers expect."

Below the fold, as promised, that YouTube video demonstrating the problem.

Thanks to reader Neil Birchler (who bought his iMac at B&H Photo & Video and can't take it back) for the tip.

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