Which? Shorts: should you buy an Apple Mac?

[00:00:00] **James Rowe:** How can you tell if someone's a Mac user? Chances are they'll tell you.

[00:00:08] **James Rowe:** Hello, welcome to Witch Shorts. This week I'm gonna be asking you if you should ditch the Windows PC and make the switch to a Mac instead. Or if you're already an Apple devotee, maybe I'm gonna convince you that Microsoft is best in the August September issue of witch Tech. James O'Malley detailed all the benefits of moving over.

[00:00:29] **James Rowe:** To the slick world of Apple for your desktop or laptop needs, but also explained why you might be better off sticking with what you know. Here's James's piece. Adapted for the podcast this week. Read By Me Games Row. Apple fans aren't like ordinary computer users. Our research reveals that they're real devotees.

[00:00:52] **James Rowe:** In our latest survey of nearly 10,000 laptop users, we discovered that 90% of Apple owners say they will stick with a Mac the next time the upgrade. The next closest result was 79% of Microsoft Surface owners and just 70% of Dell users. Hearing that you may be tempted to make the switch from a PC to a Mac yourself, but should you, after all in October this year, Microsoft will end support for it.

[00:01:17] **James Rowe:** Windows 10 operating System, which is still used globally on around half of all desktop PCs and laptops. This means that Windows can hold out. We'll face a choice. Is it time to upgrade to Windows 11 or is it time to join Apple? Oh, and you could also extend your Windows 10 license by a year, but that's just a temporary fix.

[00:01:39] **James Rowe:** Well, if you have an iPhone, you'd soon notice the advantages of your devices being part of the same brand's ecosystem. Take iCloud, for example. If you use the service on your phone, your Mac OS photos app will have all your iPhone photos inside it. Similarly, you can use the messages app on your Mac to send and receive text messages using your computer.

[00:02:00] **James Rowe:** And if a call comes in while you're on your computer, you can even answer it on your desktop without needing to pick up the phone. Oh, and you can copy text from one device. And instantly paste it onto the other, which can be surprisingly useful. What if you need a higher quality webcam on your Mac? Well, you can simply use your iPhone.

[00:02:22] **James Rowe:** And what if there's an iPhone only app you wish you could use on your computer such as Instagram? Well, Apple's Mac OS operating system has an iPhone mirroring feature, so you can control your phone on the big screen. And it's not just your iPhone that can sync up with your Mac. You can use your iPad as a second monitor or an extended screen.

[00:02:42] **James Rowe:** Your AirPod headphones work seamlessly too. See you press pause on Spotify, on your iPhone. You can instantly press play on YouTube, on your Mac without doing anything else. No more fiddling around with those Bluetooth setting. And if you have an Apple watch open your Mac and the screen will unlock automatically with no need to type in a password.

[00:03:04] **James Rowe:** Until late 2020 max used to run on the same Intel X 86 chips that were found on many PCs, but Max now run on a custom designed apple silicon, which is based on the chips in many smartphones, these new chips run much faster than the X 86 ones. They generate less heat and use less energy. So not only are Macs now more efficient, they have a notably longer battery life and are often much snappier to run with more intensive tasks.

[00:03:34] **James Rowe:** Microsoft is trying to keep up. The two are making the switch to new chips for their copilot plus branded PCs. But unlike Apple, it can't force all apps to be competitive with them. So it may take a little longer for Microsoft to reach Apple's level. In this regard, apple Max offer a slicker experience too, and it feels that way.

[00:03:55] **James Rowe:** You'll see the way that windows animate as they minimize in how the operating system uses transparency and shadows to subtly indicate how different objects on the screen or interacting, or in how many third party apps look and feel similar to apps made by Apple itself. Windows 11, on the other hand, can feel clunkier with its system setting.

[00:04:15] **James Rowe:** This is where half of the controls you need are inside a modern Windows 11 app and the other half are buried inside an old fashioned control panel window. They could be straight outta Windows 95. This is because Windows is designed to work on everything from regular laptops to even smart fridges where Mac Os.

[00:04:35] **James Rowe:** Is only made for a handful of Apple designed products. That's a huge difference in the amount of products the different systems need to be tried and tested on before being released. What about security? Well, historically, Macs have always been considered more secure than Windows PCs. One reason for this is simply popularity.

[00:04:56] **James Rowe:** There are fewer Macs in the world. So they present a less attractive target for hackers and malware. However, this may change as Apple's computers become more popular. But even if this is the case, Mac OS still has a security advantage over Windows. As Apple exerts much tighter controls over apps that can run on its systems.

[00:05:15] **James Rowe:** In fact, if an app hasn't been properly notarized by Apple, by default, max will refuse to run it. Under low, Microsoft has introduced similar controls to crack down on malware. Windows has historically been a much more open operating system. This can have its advantages as it makes windows more flexible, but ultimately, if you want your data locked as tightly as possible, a Mac is probably your best bet.

[00:05:41] **James Rowe:** What about if and when something goes wrong? Well, there are no tricky questions about the best place to take your computer for repair. As Apple has a support service that it calls the Genius Bar in all of its Apple stores, there are 40 currently open in the uk, unlike PC repairs, which can be more haphazard, because Apple operated its own repair scheme, you can usually be confident that it will have the right component and you won't pay over the odds.

[00:06:08] **James Rowe:** At least not any more than Apple's premium pricing charges. And if you're willing to pay extra, apple has a service called Apple Care. This offers unlimited accidental damage support for your devices. So if the worst happens, you'll have peace of mind that you can get it fixed. Granted, it's not cheap. The least expensive option is for the 13 inch MacBook Air at 70 pounds a month, or 199 quid for three years maybe I've not convinced you.

[00:06:36] **James Rowe:** So why should you stick with windows? Well, there's greater compatibility to begin with. I wanna play that old game from the nineties. Nineties you used to love. Unlike Mac Os, windows pride itself on long-term compatibility and will happily run apps designed for Windows xb, or even 30-year-old Windows 95.

[00:06:55] **James Rowe:** In certain cases, there's more choice of hardware too. Only Apple makes devices that run on Mac Os. By contrast, windows is designed with flexibility. This means if you don't mind getting a little technical, you can configure your hardware exactly how you need it. Windows PCs also tend to be more easily upgradable, need extra RAM or storage.

[00:07:17] **James Rowe:** You might be able to unscrew the case and pop some in, but what if you have a Mac and want something faster? You'll probably have to take a trip to the Apple store and as we've learned, it won't be cheap In terms of prices, you'll likely pay more for an Apple product. Apple makes premium products and charges premium prices.

[00:07:35] **James Rowe:** Sure, its machines are beautiful, but you can probably find. A similar spec Windows PC for a much lower price, and maybe you don't fancy the learning curve. If you spent the past 30 years on Windows, then you'll likely be a WHI at all those keyboard shortcuts and how to figure the operating system to exactly as you need it.

[00:07:54] **James Rowe:** And if you do make the switch, you'll have to learn a new way of working, which can be annoying. So if it ain't broke, why fix it?

[00:08:13] **James Rowe:** That brings to an end another podcast from Witch. There's loads more for you to read about everything we discuss today. Just head to the episode description for more useful everyday advice. There you'll also find an exclusive offer for podcast listeners like you to become a witch member for 50% off the usual price, giving you access to our product reviews, our app, one-to-one, personalized buying advice, and every issue of which magazine across the air.

[00:08:35] **James Rowe:** Plus your membership helps us to make life simpler, fairer, and safer for everyone. If you'd like to know when we release a new episode, then make sure you press subscribe wherever you're listening. That way you can be one of the first to listen. And for any questions, comments, or anything in between, follow us on social media at which UK or email us Podcast, at which do co uk goodbye.