

# Does 'out with the old, in with the new' always pay?

Asks Richard Ellis McCallum of A&E IT

If you were fortunate enough to have received a shiny, new Apple kit for Christmas or even bought yourself something on Black Friday, then look away.

No really. Please.

Buying a new computer is akin to throwing yourself to the wolves and if you're looking at Apple it's easy to be seduced by the bright, sharp screens and super-thin bodies. But get smitten and you could get twice bitten, too.

Let's take the iMac as an example. Apple has designed an elegant machine that cleverly hides its internals behind the screen. Compared to its still slender but cuddlier predecessor, it poses like a pouting, size zero catwalk model. So what has Apple shaved off to make it's trim new baby so lithe and beautiful?

Well, you lose the optical drive for starters. Looking at the cheapest 21.5-inch version, you'd be forgiven for thinking they shaved the price, too. At £899, it seems like you really can have your cake and eat it. But wait. You don't get the much-praised Retina display and the processor is a lowly back-marker shared with the base model Macbook Air. To get serious grunt from this aluminium masterpiece you have to look higher up the range where the prices start peaking out far north of a grand.

Similar skulduggery can be witnessed with the laptop range, too. You can proudly walk out of the store with an 11-inch Macbook Air for £749. Just don't make it work too hard or ask it to keep tabs on anything but a minimal amount of data. Such is the problem with small, super-speedy solid-state drives. Like the leanest runner, Macs built for pace are not happy lugging around a muffin-top



style life history. The most compulsive hoarders will have to shell out £1,500 or more to get blistering performance and enough storage headroom to manage their habits.

And don't go thinking 'I'll get it upgraded later' either. Apple doesn't offer that service and actively discourages all but the most determined by making their beautiful machines virtually untouchable when it comes to pacemaker surgery.

'Think Different' was Apple's marketing slogan for many years as it struggled to survive in a world driven by Windows. And now those in the know think different to make the Mac you bought a few years ago as fast, capacious and as capable as any new kid on the block.

A&E IT offers something called the 'SpeedThrills' custom program. In a nutshell, they take your Mac, whip out the worn components and replace them with super-fast, steroidal magic. Then it is race-tuned to deliver performance comparable to a brand new Mac – all at reduced cost and all with your data intact.

Thereby proving that 'out with the old and in with the new' really can pay dividends \_ as long as you think different. Google 'SpeedThrills Mac' for full details. [www.aande.it](http://www.aande.it)

  
**SPEEDTHRILLS**  
Home of The SuperFast  Mac

## Think Different. Google 'SpeedThrills Mac'.

A&E IT is the Home of the SuperFast Mac.

We only use genuine Apple parts, genuine Apple recycled parts, or branded, proprietary parts sourced from reputable suppliers in the US, UK or Europe.

All hard drives and solid state drives used in our SpeedThrills products are brand new and come with a full manufacturer's guarantee.

In all the years of custom-building, we have not had one single return and we're proud of our hard-earned reputation for efficient, friendly and personal customer service.

[www.aande.it](http://www.aande.it) 

  
**A&E**  
We make  better.