

About Us

Why do we have such a funny name and why the logo with the backwards "c"?

We are macintosh users at heart, and the primary focus of our business is mac-based. Does this mean we look down on windows users? By no means. windows-compatible computers are satisfactory for many computing tasks, and their widespread distribution in the business community attests to their function for many tasks. We're skilled in helping mac users integrate with and talk to windows-based users on a peer-to-peer and server-based level.

We are, however, power users at heart. In our experience, whenever it comes to power computing tasks, macintosh computers have the power and interface that make it easier to get demanding tasks done with a minimum of headaches and a maximum of time utilization.

Maccimizer is a play on words combining the concept of "maximizing" your time by using the "macintosh". We believe that well-maintained macintosh computers represent the very best, most affordable computers available today. We help people "maccimize" their dollar by helping them to get their macs up to maximum performance. We help you "maccimize" your dollar by training you in good computing practice, and teaching you how to get the most out of your hardware and software. We "maccimize" your dollars by helping you to use your computer smarter. We help you "maccimize" your investment by helping you to make wise decisions when upgrading, viewing not just the short-term purchase, but the long-term investment. You might say that instead of asking "where do you want to go today", we ask "where do you want to go tomorrow -- and beyond".

Finally, we help you "maccimize" your enjoyment of life. Because we know that every hour you spend working on a computer problem or trying to get something to work is a day out of your life -- a day you could spend doing something with your family or friends, a day you could spend doing other things you enjoy, not just things on your mac! So we're dedicated to helping you to "maccimize" your dollar, your mac, and your life.

That's the maccimizer philosophy, and we're sticking to it.