

Apple

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Under friendly questioning from a company lawyer, Cook delivered polished remarks that sometimes sounded like a commercial for the iPhone and other Apple products.

But the normally unflappable CEO occasionally seemed flustered while being grilled by Epic lawyer Gary Bornstein. His unease was particularly evident when pressed about the level of profits in a store that Jobs initially thought would be lucky to break even. He seemed to stumble slightly again when Bornstein confronted him about a deal in China that could compromise user privacy, even as the company maintains that protecting its customers' personal information is a top priority.

Cook, though, never wavered during nearly four hours of testimony from his position that Apple's grip on the app store helps it keep things simple for a loyal customer base that buys iPhones knowing they're getting "something that just works."

"They buy into an entire ecosystem when they buy an iPhone," said Cook, who wore a face shield, but no mask in an Oakland, California, courtroom that has limited access because of the pandemic.

It wasn't at all clear that the federal judge who will decide the case was buying everything Cook said on the stand.

After the lawyers were done with their questioning, U.S. District Judge Yvonne Gonzalez Rogers asked why Apple can't allow rival stores to offer an in-app transaction option on iPhones, iPads and iPods that might charge lower commissions. That is something Epic is fighting to make it happen, partly because it has a still unprofitable store that imposes a 12% commission.

Gonzalez Rogers seemed



Vicki Behringer via AP

This courtroom sketch shows Apple CEO Tim Cook being questioned Friday by U.S. District Court Judge Yvonne Gonzalez Rogers during a trial in California. Cook denied allegations he has been running an illegal monopoly. It came during the closing phase of a trial revolving around an antitrust case brought by Epic Games, maker of the popular video game Fortnite.

particularly troubled by a survey indicating 39% of iPhone app developers aren't happy with the current distribution system. She also wondered about the fairness of a commission system requiring the makers of video games pay the bulk of the commissions, while digital services offered in other industries such as banking don't pay anything, even though they are using the technology that powers iPhones.

"The gaming industry seems to be generating a disproportionate amount of money relative to the (intellectual property) that you are giving them and everybody else? In a sense it's almost as if they are subsidizing everybody else," Gonzalez Rogers said.

Cook agreed about the subsidy, but insisted there is still a fair balance because video game makers are able to reach a wider audience of consumers who become players while visiting the store looking at other apps. He took issue with the notion that most app makers are unhappy with the store's current setup.

"We turn the place upside down for developers," Cook

said.

Gonzalez Rogers also didn't seem to buy Apple's explanation for a move it made last year when it lowered its commission on in-app commissions to 15% on the first \$1 million in revenue. Although the price cut came after Epic filed its antitrust case in August, Apple said the discount was driven by desire to provide a helping hand during a pandemic-driven recession.

"At least what I've seen so far, that really wasn't the result of competition, (but) the pressure you were feeling," Gonzalez Rogers told Cook. Apple's app store practices are being examined by regulators and lawmakers in the U.S. and Europe while Epic pursues its case.

Gonzalez Rogers is expected to elaborate issues still weighing on her mind Monday when she plans to pose questions to lawyers on both sides while they make their final points before she takes the matter under submission. It is expected to take several weeks or even months before the judge issues decision that could reshape the technology landscape.

Struum

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London-based ScreenHits TV recently launched an app to help viewers see what's on all the different streaming channels through one TV Guide-like system. Unlike Struum, ScreenHits allows users to see content on the streaming services they already subscribe to, including Netflix, Hulu and Amazon. ScreenHits' desktop version is free, while its iOS app charges 99 cents per month and includes additional features.

Companies such as Roku and Amazon try to aggregate streaming apps by offering viewers different services through a single interface. Search engine apps including JustWatch and Reelgood help viewers find the shows and movies they're looking for, and show users what series are available through the different providers.

"They're all trying to solve this issue because consumers are just overwhelmed," said Parks Associates research director Steve Nason. "They love that they have all this choice, but that choice is killing them."

Struum's business model is unusual.

Subscribers will pay \$4.99 a month to receive 100 credits. Those credits can then be used to pay for a TV episode or movie — say, "Planet of the Apes," for four credits — giving the viewer access to that title for 30 days. Users can buy additional credits through the app, similar to Audible. A TV show episode will cost three to four credits, while a feature film will cost five to six.

"It's another front door for the user," DeVillier said. "We're letting you dip in and dip out of these services."

The catch is that Struum won't have the big streamers, such as Netflix, Amazon Prime Video, Hulu, HBO Max, Disney+ and Discovery+. Instead, the company has deals with more niche services that are looking for ways to increase their reach. Cinedigm, for example, had about 640,000 subscribers as of April.

The biggest streaming companies are doing everything they can to increase "scale" — size and reach — on their own. Disney+ and Netflix are spending billions of dollars on original content and don't need to share revenue with an app like Struum to help with their marketing. AT&T on Monday announced a deal to spin off WarnerMedia, the parent of HBO Max, in a \$43-billion merger with Discovery Communications.

But Eisner predicts that some bigger players will eventually get on board with Struum if it is successful.

"If you get big enough, a company like ViacomCBS would find a way to introduce consumers to their really good product through Struum," he said. "I think they will find

over time that it's just another avenue to bring people to their portal."

For now, Struum thinks there's a lucrative big business in aggregating the content from the 250 or so services that represent the more obscure end of the streaming industry.

For the smaller streamers, being on Struum is a chance to get their names out there and get more subscribers. If a user watches a lot of Magnolia content, for example, Struum will suggest subscribing to Magnolia's stand-alone service. Struum will split revenue with providers based on what movies and shows users watch by spending their credits.

With the combined cost of the major streaming services already rivaling the cable bundle, it's unclear whether viewers will want to pay for yet another service to package a lot of content from the more minor players in the streaming wars. Parks Associates' Nason said consumers may be happy with finding content on the various apps without help from a third party.

"Do most consumers want to sign up for this other thing, or am I just fine taking 10 minutes to find something to watch on Netflix?" he said.

OBITUARY



James Mortensen, M.D.

June 30, 1930 - May 4, 2021

Jim W. Mortensen died peacefully from lung cancer at his home May 4, 2021 with his family at his side. He was

born on June 30, 1930 to George and Alice Mortensen in Dillon Montana. His father owned and operated a restaurant by the railroad and Jim remembers all the free lunches he had there. He was the middle child with two sisters: Colleen and Ruth. The family moved to various small towns in Montana, including Choteau, where his father was a

cook. With the start of WWII, they moved to Bremerton, WA to be part of the war effort. Jim had his first job selling papers at the shipyard at the age of 8 and was very proud of his pass to get into the heavily guarded area. In 1944, at the age of 14, the family boarded The North Sea steamship, and headed to Petersburg, Alaska. Jim developed a love for the Alaska life of hunting and fishing and even learning Norwegian in school. His father continued in the restaurant business, advising his son that the feeding or healing people was the most valuable work in life. After graduating high school, Jim joined the Air Force as the Korean War started and became an Air Force base postmaster. Circulating through the hospital delivering mail, he discovered his passion for life, that of medicine.

He met his wife Lily Miligan while in the Air Force and they were transferred to England for two years, where his daughter Julie and son George were born. After the war, on the GI bill, Jim studied premed at OSU and then went to medical school at what is now OHSU. After finishing medical school, the family moved to Ketchikan, AK and he began practicing primary care medicine, and was also the town's veterinarian for a short while. Jim had many amazing experiences being a frontier physician, handling various emergencies from airplane crashes, mine explosions and delivering babies in upstairs bathrooms. He had many stories of his life flying a float plane and taking his boat over the waters and islands of SE Alaska providing health care and occasionally catching fish. After retirement he left Alaska for Bellevue, WA and a new career in ophthalmology, with his children now grown and having their own lives in Alaska.

After the death of his wife from breast cancer, he moved to Bend, OR in 1998 to retire and start a new life of skiing. On the slopes of Mt Bachelor, he found a new companion Doralee Mortensen, a retired nurse, and they were married in 2004 at Timberline Lodge inbetween ski runs. They began 20 years of skiing, hiking, birding, and traveling to far flung areas of the world, loving what Bend and the world had to offer. He led a full life of love and laughter, enjoying his 2 adult children, 9 grandchildren, and 14 great-grandchildren. He will always be remembered for his storytelling, his poetry, his willingness to help anyone in need, his love of the outdoors, and his gentle ways. "Always a gentleman" was a frequent description by all who knew this special man. He will be greatly missed by family and friends.

Jim is survived by his wife, Doralee Mortensen, daughter, Julie Jarvi, son, George Mortensen, stepchildren, Jennie Salyer and Christopher McArthur, 9 grandchildren, and 14 great-grandchildren, and 1 great-great-granddaughter. By his request there will be no immediate funeral services. His ashes will eventually be placed in the family plot in Petersburg, Alaska.

Donations in his name can be made to East Cascade Audubon Society, PO Box 565, Bend, OR 97709 or Deschutes Land Trust, 210 NW Irving Avenue, Suite 102, Bend OR 97703.

OBITUARY

Delores Hasha

May 21, 1928 - April 23, 2021



Delores Hasha, 92 years of age was born May 21, 1928, in the lovely community of West Allis, Wisconsin, and peacefully passed away on April 23, 2021.

DeeDee, as she was affectionately called, was married to Wally for 68 years when he sadly

passed away in 2018. They were reunited on their 71st wedding anniversary when DeeDee passed away and once again found her safe place with her beloved Wally. She often described their marriage as living the life of Disneyland. Their family truly admired and aspired to have such a loving and devoted marriage as theirs was.

Dee and Wally had two children, Rory and Rodney, and they had a very close relationship with Dee's sister Ashley, who also lived with them in beautiful Tarzana, California.

Delores was an academic. She was an excellent student; she simply loved the written word and learning. She became a registered nurse and then continues on after her children were grown, to pursue her bachelor's degree in Health Science. She graduated from Chapman College in Los Angeles and practiced nursing until she was well into her seventies.

DeeDee had many interests some of which were her seamstress skills. Whether she was making a gorgeous wedding dress for her daughter, a beautiful prom dress for her sister, or skillfully upholstering furniture, Dee mastered each one. She was proud of their lovely homes and she always added her personal decorating touch to ensure visitors felt welcomed and well taken care of. When they were not at home, DeeDee and Wally loved traveling in their RV, seeing with great curiosity, every corner of our beautiful country.

Dee was revered and loved by her family and she will be deeply missed. She and Wally were the cornerstone of their family and decades of sweet memories will always be close to their hearts.

Delores's survivors are her daughter, Rory O'Brien, and son, Rodney Hasha and his wife, Charlene, all residing in Bend. Her sister, Ashley Shobe also resides in Bend. Gary Shobe, her brother-in-law has preceded her in death.

DeeDee has four grandchildren, 10 great-grandchildren, and one great-great-grandchild. She has also left behind numerous nieces and nephews that loved her as well.

Funeral arrangements have been made by Niswonger-Reynolds Funeral Home in Bend. Private Memorial Service will be held at a later date.

nia will also be dropped.

"We have weathered the storm, and I am hopeful that this finally signals our return to normalcy," Barger said.

California was the first state to issue a statewide shutdown as the virus emerged in March 2020 and it was the nation's epicenter for the disease at the start of 2021. More than 61,000 people have died from the virus in California, the most in any state in the nation.

Gov. Gavin Newsom, a Democrat, has said for weeks that the state expected to generally lift most business and social restrictions by June 15.

"I think our shared objective has always been to get the economy open as quickly as we can by safely doing so," said Dee Dee Myers, director of the Governor's Office of Business and Economic Development. Newsom faces a recall election this fall driven in large part by those frustrated with his restrictions during the pandemic.

"Restrictions around eating and drinking, open bars, buffets, things like that will all go away," she said. People can now also plan with certainty for weddings, conventions and large sporting events, "so that was a really important milestone as we move forward and try to accelerate the reopening and accelerate economic activity."

On some recent days, newly reported infections in California have fallen below 1,000 and there are currently just over 1,300 people hospitalized with the virus. The state's current positivity rate is just 1%.

"We haven't enjoyed that level since the very early months and weeks of the pandemic," Ghaly said.

Lifting restrictions will inevitably result in some increased transmissions, but the health care system should be able to handle them and local officials can still impose additional limits if there are outbreaks, he said. Health officials will continue tracking whether virus mutations start breaking through vaccinations, which he said could mean renewed health measures.

"We're going to be watching that very closely," he said. "But I think we are in a place statewide where we have a significant number of people vaccinated and protected."

California

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That won't mean an abrupt end to wearing masks, he said, but it will mean the state will adjust its guidelines to correspond to national guidelines.

Officials already announced this week that they would wait until mid-June to follow the U.S. Centers for Disease Control and Prevention's new mask guidelines that say it's safe for fully vaccinated people to skip face coverings and social distancing in virtually all situations. The federal guidelines state that everyone should still wear masks in crowded indoor locations such as airplanes, buses, hospitals and prisons.

California's workforce regulators are separately developing safety rules that will continue to apply to employers, Ghaly said.

The state will still require vaccine verification or negative test results within 72 hours for indoor events with more than 5,000 attendees. But Ghaly said that verification can be "by self-attestation" with details to come from health officials on how that process will work.

State officials will also recommend that organizers of outdoor events with more than 10,000 people require attendees to provide verification that they have been vaccinated or have tested negative for the coronavirus. Those who can't or don't provide the verification should be encouraged by organizers to wear masks, Ghaly said.

State officials do not anticipate that they will create or require a vaccination "passport" or other formal verification, he said. They will advise businesses and others that require verification to do so "in a way that doesn't discriminate."

The more than three weeks of lead time before the changes go into effect "will provide ample time for our businesses, organizations and residents to prepare for these changes," Los Angeles County Supervisor Kathryn Barger said.

Ghaly said California also plans to follow federal CDC guidelines on traveling domestically and overseas.

That means travel will not be discouraged except in cases of countries where visiting is not advised. Voluntary quarantines for people returned to Califor-