Apple*byte*

February 2011

What can we expect this year?

Remember:
AGM
30 March 2011

Waimairi School
February 23rd 7:30 pm

Contents

Meeting venue

Meetings are held on the last Wednesday of each month (except December) beginning at 7:30pm, at Waimairi School at the end of Tillman Avenue, off Bligh's Road.

Drinks and snacks are available while we all calm down after the excitement of the meeting.

Some members carpool to get to meetings. If you don't have a car and find it difficult to get to meetings, please contact a committee member to arrange transport. Usually there is someone living near you who can offer a lift.

Meeting programme

Wednesday 23rd February 2011

7:30 Monthly Meeting

- Welcome and News
- iLife'11
- Mac App Store revisited
- Information Exchange
- Supper

Come along and share your passion for Apple products. Learn about the latest technology, and enhance your skills. And meet with old and new friends over supper. Also remember to try your luck with the evening's raffle. Visitors welcome.

Submitting your article

Electronic submissions are preferred (to save wear and tear on my fingers). Just choose whatever format suits and send it to:

editor@appleusers.co.nz

One page is roughly 450 words. Most article are less than 4 pages, but longer articles may be accepted; ask if you are not sure.

Please write clearly. Short sentences help with this. Use a spell-checker, but also read it aloud. If you are quoting some other article, please include an acknowledgment of your source.

Pictures can help explain your article, so by all means include one (or more) if appropriate. Any common format is fine, but try to provide a high quality image (300 dpi) if possible.

For screen shots, you can use the build-in Apple functions Apple-Shift-3 or Apple-Shift-4, or a utility such as Snapz Pro, available from:

http://www.macdownload.com.

Next Deadline: 12 March 2011

AUGC AGM 2011

Secretary

Notice is given that the **2011 AGM of the AUGC** will be held at **7:30pm** on **30th March 2011**, for the purpose of electing officers and committee for the coming year, and to consider any required business.

The AGM will elect:

President,
Vice-President,
Treasurer,
Secretary,
Editor,
Web Administrator, and
up to 5 committee members.

Nominations will be accepted at the AGM for all positions.

Business: Setting of the membership fee for the next year.

We really need your support and interest in running our group, and ask that you consider where you can give your assistance. If you would like any information about any position available, please contact any of the current officers and committee, all of whom will be happy to answer any questions you may have. In addition to the above elective positions, there are other tasks that may be more suitable to your resources. . .

Prez sez

Noel Strack

I often wonder if we really understand what our digital machines really can do.

Yes of course we understand word-processing, and then, the working of algorithms etc. to run around the world of knowledge, to excite the clueless among us.

But when I talk to our club members I realise that I don't really know how they actually utilise our Apple machines in their own particular circumstances

Nor do most of us know what or how the others do either.

Would it not be a useful idea to ask each member to   give us a short summary of what they do and how they employ computers to do it?

Or even how their work evolved from the use of slide rules and dictionaries to the present day - with Google, of course, able to answer every question and Facebook, every personal problem?

Give it some thought - you may be asked!

We need your knowledge and interest to enlighten our own, sometimes narrow, outlooks.

Anyway, think on the idea and, while you are at it, give some thought to the coming A G M where we need lots of willing hands to stand up and be elected to our Committee for 2011.

Goodluck.

iMumble 25.0

Barry Clark

iSO

The iSO standards (9000, 9001 etc) are assumed by most to be an assurance of quality. Absolutely not so.

It is merely a documentation standard, ensuring that the same quality (rubbish or not) as was produced yesterday, is being produced today and will be produced tomorrow - without change.

It's about as useful as ETS - and just as costly for no advantage to the world.

Review: iPad Project Book

The iPad Project Book

By Michael E. Cohen, Dennis Cohen, Lisa L. Spangenberg
Copyright: 2011
Dimensions: 7 x 9 inches
Pages: 240
ISBN-13: 978-0-321-71475-6
Published: Sep 9, 2010 by Peachpit Press.

Bridging the gap between the palm-sized iPod touch and a full-sized computer, Apple's iPad offers enough screen area and horsepower to perform the day-to-day tasks most people want to do. Packed with practical knowledge, this book will walk readers through how to manage their most common projects, from the simple (setting up a calendar event) to the complex (planning a vacation) and everything in between. Readers will learn to use the iPad tools and applications by using them to create practical real-world projects and to master everyday tasks.

In this practical hands-on guide, you'll learn how to:

- Organize a party: Set up the calendar event, create invitations, invite attendees, and mail out the invites.

- Build a recipe scrapbook: Write up recipes in Pages (or find recipes via one of the useful recipe apps) and import pictures of the finished dish to go with the recipe in the book. Even learn iPad kitchen tips!

- Plan a vacation: Buy tickets, find destination activities, and map out directions.

- Watch videos: Stream videos with Air Video, convert high-quality movies from DVDs, and buy or rent videos from the iTunes Store.

Plus many more useful projects—both big and small— to help you do stuff with your iPad.

If you've ever said "I have an iPad, now what?" this the book for you. Even though I'm an experienced iPad user, the book had some great ideas and sparked some new ones. Some of the ideas I already knew, but had to learn the hard way. I highly recommend this book for iPad users who wonder what else they can do with their magical and revolutionary devices.

Pros: Outstanding ideas about taking your iPad to the next level
Cons: Absolutely none

Review: iPad Portable Genius

The iPad Portable Genius

By Paul McFedries
ISBN: 978-0-470-54096-1
Pages: 336
Published: Wiley.

iPad Portable Genius is the latest in a line of ultra handy, go-to and goes-with you anywhere guides for getting the most out of a new Apple product.

(The "Portable Genius" line by Wiley is a relatively new series by them; with the not-so-subtle reference to Apple's "Genius Bar". Primarily, they compete with the Peachpit Visual Quickstart guides. Using copious screenshots and short explanations of popular concepts, Portable Genius covers that 20% of features you'll use 80% of the time.)

Written to provide readers with highly useful information that's easily accessible, *iPad Portable Genius* is full of tips, tricks and techniques for maximizing each of the iPad's most popular features.

- Designed in full-color with an Apple look and feel, and written in a hip, sophisticated, no-nonsense tone that reads as though a friend is providing inside information on the iPad
- Highlights iPad's key features so users will quickly feel confident they are getting the most out of the mobile device's array of amazing features
- Other titles by McFedries include *iPhone 3G Portable Genius*

Both the table of contents and the index allow readers to hone in on the key functions which interest them. Concepts are well explained in   a "how do I?" and a "can I?" format instead of a feature- or app-based approach. New iPad users will find this presentation more approachable.

Unfortunately *iPad Portable Genius* suffered from some poor editing in handling the iOS steps that differ between the iPad, iPhone and iPod Touch. On rare occasions, the advice given is controversial. For example, the author suggests if you can't sync all your content to your iPad you should consider deleting some content from your main computer. ***That is just irresponsible!*** Additionally the steps and screenshots in the book are primarily Macintosh based so Windows users might be a bit confused.

Pros: functional approach with concepts well explained and easy to find
Cons: assumes end user has a Mac, some errors and confusing passages

Special offers

Peter Fitchett

Note: These specials are available to all user group members. Contact Peter (web@appleusers.co.nz) for access or coupon codes.

MediaWorks

MediaWorks' multi-track Sequencer window makes it easy to create precisely timed, unlimited layered multimedia presentations that are not possible in other consumer-level multimedia applications like iPhoto, iMovie and Keynote. Export to a variety of standard formats and burn to a consumer DVD, upload to an Apple mobile device, or post to a web page like we have done on the MediaWorks' Product Tour web page:

http://www.mediaworkssoftware.com/producttour.html

Add buttons to create rich interactive presentations that may be freely distributed and played with the cross-platform MediaWorks Player applications.

The standard retail price is $79.95 (US), and the upgrade for registered users is $39.95 (US). User group members get a 30% discount on their entire order.

This offer is valid through **April 30, 2011**.

UNIEA

UNIEA is passionate about Apple gadgets. From its early beginnings, UNIEA's main focus has been to create stylish, protective cases for the iPhone, iPod, iPad, and MacBooks that hold up against your active lifestyle and give you a look that matches your own personal character.

UNIEA is offering an exclusive, Apple User Group-only discount of 25% off your entire order.

Pick up a new case from UNIEA today:

www.uniea.com

This offer is valid through **May 15, 2011**.

O'Reilly, Microsoft Press, No Starch, Paraglyph, PC Publishing, Pragmatic Bookshelf, Rocky Nook, SitePoint, or YoungJin books - 40% off books & videos, 50% off ebooks purchased from O'Reilly.

Take Control eBooks - 30% discount

Peachpit Press - 35% discount (40% if over US$55)

Note: These specials are available to all user group members. Contact Peter (web@appleusers.co.nz) for access or coupon codes.

For further specials, see our website.

Review: BOOM

Developers: Global Delight
Requirements: Mac OS X® 10.5.8 or later; Intel or PowerPC Mac
Pricing: $4.99 USD

How often have you started listening to a tune or podcast only to find yourself straining to hear the music or what was just said? You accept the low output as just part of having smaller speakers. But do you have to?

Boom makes life easier by boosting the audio output of the entire system rather than focusing on a few applications. This means the user can now enhance the volume of popular media-playing applications like iTunes and QuickTime. The volume of YouTube, Hulu videos playing on the web browser can also be boosted. Voice applications like iChat and Skype can use *Boom* to enhance their audio experience.

THE PULP

The creators of Camera Plus and Camera Plus Pro are now trying to do for audio what they did for photography. *Boom*® gives you the ability to boost the audio files in your iTunes library or from the disk. After 'boosting' your files, you can seamlessly transfer the files to your iPod/ iPhone through iTunes.

Also included is an equalizer. There are about a dozen presets (i.e., music, voice, bass boost, etc.), but you can create your own presets.

THE JUICE

I have a CD that has always been about 30% quieter than my other CDs. I always have to crank everything in the amplification chain (my iPod, my car stereo) in order to hear it, particularly above the road noise. Now, thanks to *Boom*®, I have been able to boost the sound level so I can enjoy the soundtrack during my travels. The UI is very simple and intuitive. Even if you have never done any equalization before, you can master this application in minutes.

THE RIND

When you boost a file it retains the volume setting that you assigned that file. Currently, not the same can be said of your equalization presets. But this is version 1 and I was assured by the developers that it is probably the top feature that will be added to version 2.

SUMMARY

I repeat myself; I love one trick ponies. And this pony performs a trick that we have all longed for. I found in my playing around with it that it also improved the sound of my external speakers but not to the same degree. But then that's comparing apples to oranges.

Rating: 9 of 10   *©2011 Frank Petrie*   Reproduced with permission.

Seeing it Apple's Way

If you're an iPhone, iPad, iPod or Mac owner you'll spend hours each day gawping at Apple icons. But you might never have realised they hold secrets, hidden histories and subtle nods to Apple in-jokes. Do you know the hidden messages? Read on ...

iOS

Artists

Dive in to the iPhone or iPod touch's iPod function and cast your eyes toward the bottom of the screen. There you'll see an Artists option, illustrated as all good bands are, by a man screaming his lungs out at a microphone. But look closer. Does the silhouette look familiar? It should do to U2 fans, since it's lead singer, and some-time Apple collaborator, Bono.

Find My iPhone

If you've installed Find My iPhone, take a look at the map on its icon. It seems to be indicating an iPhone has been located in New York City. Strange, considering Apple's home is in Cupertino. Perhaps Steve Jobs' Manhattan apartment perhaps? Until recently Jobs owned the only duplex apartment in the iconic San Remo building in NY, until he sold it to U2's Bono for $15 million.

iBooks Browse

Take a look inside the iBooks Store and glance down at the Browse icon. Whose glasses are those? They look awfully like those of Apple founder, CEO and interface-tweaker-in-chief, Steve Jobs. It seems the Podfather is also a bit of a bookworm.

Maps

The map on the iPhone Maps icon? It's Apple's home address: Number 1 Infinite Loop, Cupertino. The address is also an in-joke amongst programmers, describing a never-ending loop of code. You can see that circular road, and Interstate 280 which flies right by it, along with a pin to indicate Apple's front door.

Starbucks

In the US, Apple and Starbucks launched a special edition of the iTunes Store together, accessible only while supping fresh java in one of Starbucks' stores. The partnering was smart in several ways, letting Starbucks hawk their own collections of music, while Apple capitalised on customers' downtime to make sales.

You will notice the icon is in full colour (deviating from Apple's own Human Interface Guidelines). All other iTunes interface elements are strictly monotone.

Mac OS X

Aperture

If you've splashed out on Apple's imaging and photography application Aperture, you'll be able to gawp at its icon, featuring a lens that is "Designed by Apple in California" and reading "50mm 1:1.4". That's a nice lens for your camera!

Console 10.5.6

The app is designed to show what the Mac's been up to behind the scenes. That includes errors, but that is some unidentified Warning AY 7:36 shown on the icon

Dictionary

There's some more Apple wordplay at work on the cover of the dictionary featured in the Apple Dictionary icon. The words "Lorem Ipsum Dolor Sit Amet Etiam" are clearly seen when the icon is viewed at full size. This quote is a slightly modified version of a passage (1.10.32-33) of Cicero's *De Finibus Bonorum et Malorum*. It has been used as placeholder text since the 1500s. Designers still use it for that purpose.

Font Book

The Font Book app is an often used part of OS X by writers, designers and editors of every persuasion. Its icon, however, holds a neat in-joke. The letters used to make it are A, F and K. In internet-speak, AFK stands for Away From Keyboard.
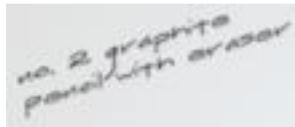
iCal

If you put the icon for Apple's iCal calendar app into the OS X dock, you'll see it shows today's date. However, look it up in the Applications folder and you'll see its default setting is July 17. Folklore says that's the day Steve Jobs introduced it in front of crowds at the Macworld Expo 2002; but Macworld Expo is help in January/February, so some revision is required to that story.

Interface Builder

What sort of pencils do Apple designers use? There's a drawing of a pencil, a ruler, a set square and a paintbrush. The pencil is helpfully labelled as a "no 2 graphite pencil with eraser".

iTunes (old icon)

Apple replaced the iTunes icon with a solid blue bauble in its latest incarnation. Previous the icon featured a musical note resting on a shining silver CD. Open up the full size icon file and you'd see that image of a CD was precise down to the finest detail: laser etched on its inside edge were the words "iTunes 7" and "Apple 2006".

Java

On first look the icon is a simple coffee cup resting on a napkin. Nothing unusual there, just a play on words around the Java name. But fire up the full size icon, and you'll see the napkin has a doodling on it. Is that genuine Java code?

Keynote 2008

Apple's presentation application is part of iWork. The icon is a lectern, and a Q4 2008 report… but on that report are written the lyrics from the musical Spring Awakening. Who says business can't also have a hint of showbiz glitz? The significance of Spring Awakening isn't known.

Mac Mail

It's so small, and semi-transparent, it's almost invisible. But the Mac Mail icon which sits in the dock of every Mac holds a postmark with a friendly little "Hello from Cupertino Ca." message.

Photo Booth

We're heard that the woman pictured in the photos within Photo Booth's icon is the developer of the app. We can't confirm that though.

Profiler (and other programs)

Check out the icon and you'll see there's a silicon chip. That chip pops up all over the place, from firmware updates to the Mac System Profiler. The significance of the numbers isn't clear. Can you crack it? The code is: 810-54-2136-1 RM-NCE-1 6319-415-1239.

Stickies

The Stickies app isn't particularly obvious, but its icon easter egg certainly is. The phone number 555-7361 and the name Lou can clearly be seen scribbled on its logo. The 555 area code is reserved for fictional mentions, so don't go dialing it now, will you? (5557361 is also a prime number.)
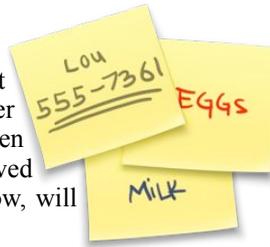
Textedit

The Apple Textedit icon is itself a work of literary genius. Open it in full and you'll see a speech written across the surface of its virtual notepad. It's an extract of the monologue from Apple's Crazy Ones advert, and is signed by John Appleseed, a name Apple often uses as a placeholder for names in its address books.
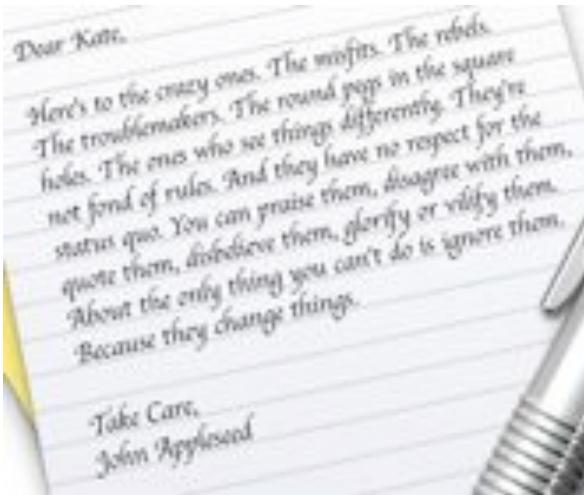
Windows computer

Access a networked Windows PC from a Mac and you'll see a tiny beige monitor next to it. It's small, nondescript and seems innocent. But dig out the full-size version of that icon and you'll see the monitor is displaying a "blue screen of death" error message, a sly poke at Windows perceived unreliability by Apple designers.

Review: Layers

Layers

By: Matt Kloskowski
Published: Oct 29, 2010 by Peachpit Press.
Copyright: 2011
Pages: 312
Edition: 2nd

To begin with, I admit to being a Matt Kloskowski fan. I also like good Irish-sounding names like Kloskowski. I have other books and videos of Matt's approach to teaching and really like his easy-going style.

This book is **version 2** of his Layers Book. The original was written about three years ago. So if you have that book (which I don't,) you might want to check this out in a bookstore before you buy this one, to see how much is new.

Remember, when he wrote the original three years ago, Photoshop CS3 was in vogue. Now we're up to CS5. Major changes since then, but Layers is still basically the same, with some innovations.

Before I bore all you non-Photoshop or Elements users out there, need I say that this book is for all Digital Camera users and would-be Photographers who want to enhance their photos. Granted, you could use Photoshops' and Elements' Auto features to do your basic work, but for the difference between Novice and Near-Professional editing, there is this book by Matt. He's a great Instructor, and this book is an easy-to-read and understand tutorial on one of Photoshops' hardest to master topics… Layers.

If you look at Photoshop CS5's menu bar under Layers, you'll find some arcane choices like: Normal, Dissolve, Darker Multiply, Color Burn, Linear Burn, Darker Color, Lighten Screen, Color Dodge, Linear Dodge, Lighter Color, Overlay, Soft Light, Hard Light Vivid Light, and almost a dozen more.

Unless you're a Master of Photoshop, this is overwhelming indeed, and most Photoshop people I talk to shun the in-depth use of Layers entirely as too complex. I had a real hard time with Layers and I go back to Photoshop, version 1.

To be real basic, think of Layers as nothing more than transparent sheets of clear cellophane that you're putting your work on, one layer on top of another.

You can them shuffle those sheets around, on top of, or underneath one another.

Even understanding that, those Layer menus were real difficult for me. Maybe at 73 years of age I'm having more trouble than I used to have, but Matt made it a lot easier for me, showing me that there were only three that I'll use the most, so concentrate and learn those three first off. Boy, was that a load off my mind!

To begin with, let's talk a little about this book. The cover really grabs your eye on a bookshelf. I've always said "capture the eye, you capture the mind." I have a graphics mentality first off, and use that philosophy in my Newsletters.

Let's look at the Contents pages first off.

Chapter one covers: Layer Basics, Using Multiple Layers, Everything else about Layers, and a 'How do I' page.

Chapter two: The Three Blend Modes you Need Most, A Closer Look at Blend Modes, Layer Blend Modes for Photographers, and a 'How do I' page.

You're getting the drift now, right? Each chapter has a 'How Do I' page at the end to see if you really understand what you read. Good teaching principle.

Chapter three covers Adjustment Layers: Adjustment Layer Basics, Making Selective Adjustments, Super Flexible Adjustments, Some more Adjustment Layer Ideas, Fox One Photo–Fix 'Em All, The Adjustment Layer Blend Mode Trick, and the 'How Do I page.'

Chapter four is for Layer Masks, that most-feared thing for me: Layer Mask Basics, The only Layer Mask 'Gotcha', A deeper look into Layer Masks, Using Layer Masks Automatically, Combining Multiple Images, Making one Layer Fit into Another, and How do I.

How do I?

I could continue to go on into Chapter detail here, but the Chapter Headers should suffice. Chapter five is Type and Shape Layers; Chapter Six is Enhancing Photos with Layers; Chapter Seven is Retouching with Layers (my favorite stuff-eyes, wrinkles, removing distracting stuff in photos, content-aware goodies, etc.

Chapter Eight is Layer Styles; Chapter Nine covers Smart Layers, and the last Chapter Ten is all about Advanced Layer Blending and Compositing.

This book is not a 'Show and Tell' book, but more of a 'work alongside me' kind of book. You get to download the images that Matt is using from a web site that he gives you in the beginning of the book. They're in folders titled Chapter One, Chapter Two, etc. So open an image and 'read and do what he does' kind of thing. It makes for a more compelling tutorial. Then, at the end of the chapter, you get to the 'How Do I' page. Now that you've read it and done it, do you understand what you've done? Only if you can answer the questions without peeking. If not, you'll know where your mental blind spot is and read that part again until you understand it. I make little Post-It's and stick them into the edges of the book so I can read and re-read until I finally get it!

It takes awhile before you get to understand that you're not making destructive changes on the original photo, but on the layers above or under the actual photo itself. The original photo is still clean.

I must have around fifty books on Photoshop, but Matt's book covers the Layers topic the very best. It's easy to understand, short and concise, and covered in an easy and sometimes humorous way without talking down to you. So if you're frustrated with Photoshop's Layers menu, as I was, then Matt's book will probably help you out.

When you nearly finish this book and start to 'think in layers' instead of your picture in 2D terms, then you know that you've got it!

As I was following one of the exercises, something wasn't working and I blamed the book. It turned out that I was attempting to work on the wrong Layer. Ah hah! See? I wasn't thinking in terms of Layers myself. Photoshop takes some getting used to, my friends. It's a very complex program with lots of depth, and you can get lost in those depths very easily. With Matt's 'Layers' book, you start out in the Wading Pool and sidestep gently into deeper water, only moving when you've gained confidence.
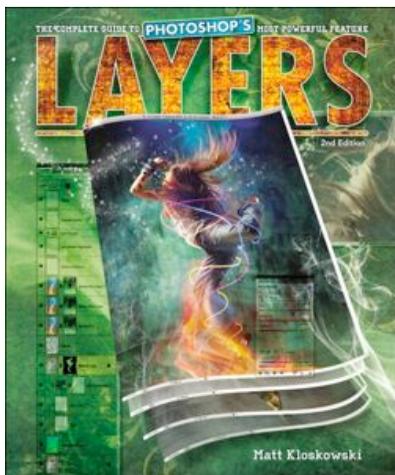
The best part of the book for me was in Chapters six and seven, the 'Enhancing Photos' section. Many's the time I wanted to just replace the sky in a picture to make it just right. Or just getting some wrinkles out of a picture, or whitening teeth, etc. This part of the book makes it easy and non-destructive to use on your picture. This book is 300 good pages of information. I like it and will use it as my reference book on Layers.

Wot's New?

Disk analyzer for Mac OS

DaisyDisk Team has released the public beta of DaisyDisk 2.0, a major update to their award-winning disk analyzer utility for Mac OS X. Disk contents are displayed as an interactive color-coded sunburst map, quickly revealing large files which may no longer be needed, and allowing to delete them. The map can be easily navigated to preview deeper levels of data. The version 2.0 features built-in file deletion, can scan several disks at a time, has brand new UI based on Core Animation, and more. Or you can just admire the pretty pictures.

FoldersSynchronizer v. 4.0

Claimed to be the most popular and nifty shareware for MacOS X to backup and synchronize files, folders, disks and boot disks. Now 4 times faster and with a new graphic user interface. You can freely download it and find any information at

http://www.softobe.com/products/flsy/pp.html

Skype for Mac 5

"We've just released a new version of Skype for Mac, removing the beta label and introducing group video calling as part of our Premium package, as well as a number of user interface and other improvements," Krishna Panicker reports via the Skype Blog.

"First, I'd like to say thank you to all of you who sent us feedback on the beta, particularly the positive feedback on group video calling," Panicker writes. "t's now available as part of our Premium package, that also includes live chat customer support. You can try it out for free for 7 days, and then purchase either a day pass starting at US$4.99 (€3.49/£2.99)* or as a monthly subscription for US$8.99 (€5.99/£4.99)* per month. New users receive a 7-day free trial."

Personally, after trying this, I reinstalled the old *Beta* version!

SQlite Database Manager

SQLiteManager is a powerful database manager for sqlite databases, it combines an incredible easy to use interface with blazing speed and advanced features. SQLiteManager allows you to open and work with wide range of database versions like sqlite 2, sqlite 3, in memory databases, AES 128 encrypted databases and with REAL Server databases. It allows you to create and browse tables, views, triggers and indexes. It enables you to insert, delete and updates records in a very intuitive way, it supports you arbitrary SQL commands and much more.

http://www.sqlabs.net/sqlitemanager.php

The MAC OS X command line: Unix under the hood

Learn how to work under the hood of Mac OS X without breaking into a sweat using this all-new addition to Sybex's reputable suite of Mac titles. Employing a skill- level approach to the command line, this unique book works for all Mac users from beginner to experienced. First get familiar with the fundamental commands then tackle complex tasks, such as modifying users, groups, and permissions. Finish up with advanced system maintenance and management techniques.

A logical next step to Sybex's best-selling Mastering Mac OS X, 3rd Edition, this book, by Kirk McElhearn, offers timesaving ways to work more efficiently. Includes a Foreword from Adam Engst, the publisher of TidBITS.

LibreOffice

Concerned about Oracle's plans for OpenOffice after the Sun acquisition, about a third of OpenOffice developers formed the Document Foundation in September, and started their own version the software. The Document Foundation has a number of big names backing it, including Red Hat, Google, Novell, and Canonical. They have now launched a stable version of its open source LibreOffice productivity suite. A mobile version is on the planning board.

The Daily

Rupert Murdoch, Chairman and Chief Executive Officer of News Corporation, unveiled The Daily -- the industry's first national daily news publication created from the ground up for iPad.

"New times demand new journalism," said Mr. Murdoch. "So we built The Daily completely from scratch -- on the most innovative device to come about in my time -- the iPad."

"The magic of great newspapers -- and great blogs -- lies in their serendipity and surprise, and the touch of a good editor," continued Mr. Murdoch. "We're going to bring that magic to The Daily -- to inform people, to make them think, to help them engage in the great issues of the day. And as we continue to improve and evolve, we are going to use the best in new technology to push the boundaries of reporting."

10 Years On

The 5 year plan is our fall-back when we have to look to the future, but when you look at where Apple is today, and look to where today's products came from, we need to go at least a full 10 years. Can you recall what Apple did in 2001?

Let me remind you of a few things from 2001.

Apple shares had gradually climbed from $5 to $30 since Steve's return to the Company, but they had just dropped to about $10, where they would stay for the next couple of years.

January: Apple announced the iTunes music player - a late entrant into a market dominated by RealPlayer, Window media player, etc.

March: Apple eventually released its new operating system - Mac OS X 10.0.

May: Apple introduced the new Apple Store and opened the first two - in California and Virginia. Gateway was just giving up its attempt at retail sales.

September: A further release of the new operating system, Mac OS X 10.1 arrived. It would be several years before developers fully embraced this new environment.

October: Apple released the iPod, a 5GB music player that excited enthusiasts but not the mainstream market.

Do you remember 2001 now? A busy year of announcements from Apple (how many years preparation were involved before then, I wonder?)

Over the decade, we have seen a continuing chain of announcements:

2002: Apple launches iLife, and the Switchers marketing campaign.

2003: iTunes Music Store opens, first for Mac, and then Windows. Safari browser released on the Mac.

2004: iLife '04 launches with a great marketing programme

2005: iPod nano makes its debut (was it really that long ago?)

2006: Apple embraces the 'enemy' - first Intel-based Macs

2007: iPhone launched

2008: iPhone App Store opens; Safari released on Windows

2009: Yet another iPhone; and even smaller iPods

2010: The year of the iPad.

2011: Mac App Store launches; 10 billionth app downloaded from the iOS App Store.

And the $10 Apple share (AAPL) is now about $360 each! Quite a change of fortunes over the decade!

(If only I had bought some shares back then!)

With its quarterly results announced in January, Apple released a pile of numbers that are difficult to visualise in isolation, so let's relate them to other things that are happening ...

iPhones:

Apple sells 2 iPhones every second of every day; or
One iPhone for every 2 people born into the world.

iPads:

Apple sells an average of 55,393 iPads each day. While somewhat less than the 300,000 sold on the first day of sales, This is more iPads than people that can fit inside Yankee Stadium.

Macs:

A Mac is sold every 2 seconds

Apple is selling 6.5 Macs in an Apple retail store every minute
(I wonder what all those people do with their half-Macs?)

Over half of all Macs sold in Apple retail stores go to customers new to the Mac.

Apple's Mac sales have grown at a faster rate than industry averages for the last *19 consecutive quarters* - that is almost 5 years!

iTunes:

Users are renting/purchasing 400,000 TV episodes and 150,000 movies every day.

Where is Apple selling everything?

In the past year, sales growth in Japan is up 56%

In Asia-Pacific region, Mac growth is up 67%

So what about China? - there are about 1.3 billion people (don't ask me to count them again!). There are 0.8 billion bicycles and 0.842 billion cellphones.

Two years ago, Apple generated $1 billion business in China for the full year; last quarter it realised $2.6 billion in 3 months - that is $2 for every person in the country!

Did You Hear?

Nokia has decided to replace its phone software with Microsoft's latest offering. Microsoft, attempting to out-do Google's free Android software, is going to actually pay Nokia billions of dollars to use Windows Phone '07 - now that is a great sales plan! And even more interesting; Nokia's share price dived 14% on the news!

Much has been written about the possibility that the iPad (and other tablets) may cannibalise the PC market. So far, it hasn't really happened (although netbook sales may be down on expectations). Perhaps we should look a little further afield, with the iPad being used for presentations and providing instant access to large documentation databases - shouldn't the printer and printing supplies companies be just a little worried?

On one hand, Samsung manufacture Android phones that compete with the iPhone - but on the other hand, Apple is poised to become Sansung's largest customer - with $7.8 billion in components purchased this year. We keep our friends close, and our enemies closer - is Apple keeping Samsung close, or closer?

There is an app for that ... 'Confession: A Roman Catholic App' [US $1.99] guides the user through the confession process and atoning for one's sins. The app was officially authorized by Bishop Kevin Rhoades of the Diocese of Fort Wayne, Indiana. According to reports, the iPhone is not able to grant absolution - perhaps that step is awaiting the white-collared model.

"Office for Mac 2011 has had a great launch. When I look at the results and what we set out to accomplish, I'm very impressed with the improvements and new features the team delivered," Pat Fox, Senior

SeniorNet Mac

Computer Training Lessons: Two-hour sessions, once a week for four weeks. Course notes are provided. Classes are small with a maximum of six students and two tutors per lesson.

Social Events: Held on the fourth Tuesday of the month.

Newsletter: Supplied every two months.

The **Learning Centre** is situated in the Cranmer Centre Poolhouse, which is accessed from 327 Montreal Street at the Armagh Street corner.

Contact: If you would like to join SeniorNet Mac and are in the 55-plus age group, please contact Allan Rutherford at (03) 352-4950, or email:
> **ajmr@xtra.co.nz**,
or else leave a message on the club's answerphone at (03) 365 2003.

Director of Product Management, Office for Mac, writes on Microsoft's Office for Mac blog. Fox writes, "While I'm fully aware that it's not all roses for some of our customers, it is good to see the passion coming through whether the feedback is positive or negative." "If you're still thinking about Office 2011, I'm happy to announce we now have a full trial available at **www.microsoft.com/mac/trial**, free to use for 30-days after download." No word of how you delete it and reinstate your old version after the 30 days though.

It's been 27 years since Apple cofounder Steve Jobs introduced the first Macintosh computer, following the famous "1984" commercial aired during the Super Bowl. For a trip down memory lane, visit:

http://www.businessinsider.com/evolution-of-macintosh-2011-1#

"With just 4.2 percent of the global mobile phone market, Apple's iPhone accounts for a massive 51 percent of the total profits, a new report claims." This is quite a change since August 2009 when reports had Apple collecting 32% of the industry's profits.

"After targeting drivers who paid more attention to their phone calls and text messages than the road, lawmakers in Arkansas and New York are now looking to crack down on pedestrians equally distracted by their own electronic gadgets," AP reports. "Lawmakers in both states have proposed restrictions on using cellphones and music players such as iPods by people running and walking on the street or sidewalk." The proposal in Arkansas would ban pedestrians from wearing headphones in both ears while on, parallel or adjacent to a street, road, intersection or highway.

Laws, however, don't always work as intended. It may sound only prudent to prohibit drivers from text-messaging. But a recent study by the Highway Loss Data Institute found that in three of four states that imposed such bans, auto crashes increased!

AUGC contacts

Website	**http://www.appleusers.co.nz**	
Mailing Lists	**Peter Fitchett**	(3) 960 8189
	listadmin@appleusers.co.nz	
	The AUGC Discussion List is for members who wish to discuss club matters.	
	The HELP list is open to all Mac users who wish to give or receive assistance.	
Membership	**treasurer@appleusers.co.nz**	
	with printed Applebyte:	$45 per annum
	without printed Applebyte	$25 per annum
	($5 discount for early renewal)	
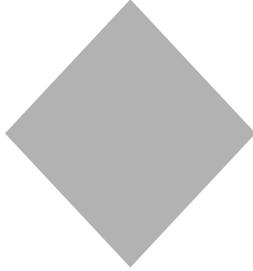
Aims

The Apple User Group of Canterbury Incorporated (AUGC) is a non-profit organisation which exists for the purpose of exchanging ideas and expertise about the use of Apple computers, the Macintosh operating systems, and related hardware and software.

Committee

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Help: A full list of helpers and volunteers can be viewed in the Contacts section of our website.

Snail Mail: PO Box 31–053, Christchurch, New Zealand.

Website: http://www.appleusers.co.nz

 Apple User Group