

Please e-mail your questions or comments to Bill Henry, Editor (henryw@bellsouth.net)



May 2010

Vol. 32, No. 5

Inside this issue

Apple iPad Sales.....	1
BAC Meeting.....	1
Upcoming.....	1
Flash Statment.....	1
Font to Save Ink.....	2
WWDC.....	3
Apple Store Mishap.....	3
MacTip.....	4
iPad FAQ.....	4
WiFi Spec.....	4
Flash cont'd.....	4
Flash cont'd.....	5
Display Ads.....	6


Apple Sells One Million iPads

Apple® announced that it sold its one millionth iPad™ on Friday, just 28 days after its introduction on April 3. iPad users have already downloaded over 12 million apps from the App Store and over 1.5 million ebooks from the new iBookstore.

“One million iPads in 28 days—that’s less than half of the 74 days it took to achieve this milestone with iPhone,” said Steve Jobs, Apple’s CEO. “Demand continues to exceed supply and we’re working hard to get this magical product into the hands of even more customers.”

iPad allows users to connect with their apps and content in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad’s revolutionary Multi-Touch™ user interface. iPad is 0.5 inches thin and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.*

Developers have created over 5,000 exciting new apps for iPad that take advantage of its Multi-Touch user interface, large screen and high-quality graphics. iPad will run almost all of the more than 200,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®.

*Battery life depends on device settings, usage and other factors. Actual results vary. 

What’s Coming Up

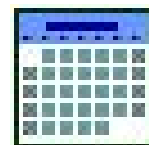
June 7 -11 : WWDC -Worldwide Developer’s Conference

June 22 : iPhone HD Launch Event

Apple Flash Statement

Apple has a long relationship with Adobe. In fact, we met Adobe’s founders when they were in their proverbial garage. Apple was their first big customer, adopting their Postscript language for our new Laserwriter printer. Apple invested in Adobe and owned around 20% of the company for many years. The two companies worked closely together to pioneer desktop publishing and there were many good times. Since that golden era, the companies have grown apart. Apple went through its near death experience, and Adobe was drawn to the corporate market with their Acrobat products. Today the two companies still work together to serve their joint creative customers

continued on page 4



Apple BAC May Meeting

The May meeting of the Birmingham Apple Core will begin at 10:00 am on May 8th. The topic was Facebook and it was presented splendidly by Herb Patterson.

Arrive early and enjoy coffee, doughnuts and enlightening discussions.

2010 BAC Board of Directors

PRESIDENT/PEEL EDITOR

Bill Henry

henryw@bellsouth.net

VICE PRESIDENT/PROGRAM CHAIR

Jim Hillhouse

jhill@hillhouse.com

SECRETARY

Kurt Fattig

kurt@kurtfattig.com

WEBMASTER

Ragnar Flatland

flatrag@mac.com

MEMBERSHIP

Open

TREASURER

Open

INSTRUCTIONAL MEDIA

LIBRARIAN

Luther Fuller

lutherfuller@me.com

The Apple PEEL is the official newsletter of the Birmingham Apple Core Macintosh User Group. It is free to members as a benefit of membership. Unless otherwise noted within the articles, all material published herein may be reprinted without permission by any not-for-profit Apple User Group provided proper credit is given to the author(s) and the proper publication.

Instead of placing a trademark symbol on each occurrence of a trademark name, we state that we have used trademark names for editorial purposes only, for the benefit of the trademark owners, with no intent to infringe on those trademarks.

For Sale/Wanted

Do you have computer related items for sale or is there an item that you would like to purchase?

We will list the item in this space free of charge to current members.

Send information by the 25th of each month to the editor at: henryw@bellsouth.net.

Positions of Treasurer and Membership Chair are still desperately needed for BAC Board

A font of wisdom: Changing your printer's typeface can add up to savings over time

By DINESH RAMDE
Associated Press Writer

MILWAUKEE (AP) -- Here's a way you might save \$20 this year: Change the font in the documents you print.

Because different fonts require different amounts of ink to print, you could be buying new printer cartridges less often if you wrote in, say, Century Gothic rather than Arial. Schools and businesses could save thousands of dollars with font changes.

Data on the subject from Printer.com, a Dutch company that evaluates printer attributes, persuaded the University of Wisconsin-Green Bay to make a switch. Diane Blohowiak, coordinator of information-technology user support, has asked faculty and staff to use Century Gothic for all printed documents. The school also plans to change its e-mail system so it uses Century Gothic.

"The feedback we've gotten so far has been positive," she said. "Century Gothic is very readable."

The school of 6,500 students spends about \$100,000 per year on ink and toner cartridges. Although students and staff can change the default font to something more ink-intensive, Blohowiak said the university expects to save \$5,000 to \$10,000 per year with the font switch.

When Printer.com tested popular fonts for their ink-friendly ways, Century Gothic and Times New Roman topped the list. Calibri, Verdana, Arial and Sans Serif were next, followed by Trebuchet, Tahoma and Franklin Gothic Medium. Century Gothic uses about 30 percent less ink than Arial.

The amount of ink a font drains is mainly driven by the thickness of its lines. A font with "narrow" or "light" in its name is usually better than its "bold" or "black" counterpart, said Thom Brown, an ink researcher at Hewlett-Packard Co., the world's top maker of printers.

Also, serif fonts - those with short horizontal lines at the top and bottom of

characters - tend to use thinner lines and thus less ink than a "sans serif" counterpart.

But while using less ink at home can help you buy roughly one fewer printer cartridge each year, it's not necessarily better for the environment.

That's because some fonts that use less ink, including Century Gothic, are also wider. A document that's one page in Arial could extend to a second page if printed in Century Gothic. Blohowiak said her research suggests that ink comprises the main cost of a printout, but the environmental costs of paper are probably higher.


"Maybe the individual characters use less ink, but if you're using more paper, that's not so green, is it?" said Allan Haley, director of "words and letters" at Monotype Imaging Inc. in Woburn, Mass., which developed Century Gothic.

Also, Century Gothic was designed for limited blocks of text such as titles and headlines, not for full documents, said Haley, who describes fonts as his "children." Despite Printer.com's research and UW-Green Bay's experience, Haley said he still recommends Times New Roman or Arial for their readability.

The standard advice for trimming printing expenses still applies: Print in "draft mode," if you can. Use both sides of a page and do a print preview to make sure you're not printing pages with useless text such as a copyright line. Using an ink-saving font is just one more technique to consider.

And the greenest way to save on ink is not to print at all.

That's the philosophy Microsoft Corp. said it uses in deciding which fonts to include in its Outlook and Word applications. The more pleasing a font looks on the screen, the less tempted someone will be to print, said Simon Daniels, a program manager for Microsoft's typography group.

That's why the company changed its defaults in Office 2007 from Arial and Times New Roman to Calibri and Cambria, he said. 

Apple Worldwide Developers Conference Kicks Off June 7 in San Francisco

Apple® announced that it will hold its annual Worldwide Developers Conference (WWDC) June 7 through June 11 at San Francisco's Moscone West. The five-day conference includes the first ever iPad™ development sessions and hands-on working labs for iPhone® OS 4, as well as Mac OS® X core technology labs.

“This year's WWDC offers developers in-depth sessions and hands-on working labs to learn more about iPhone OS 4, the world's most advanced mobile operating system,” said Scott Forstall, Apple's senior vice president of iPhone Software. “WWDC provides a unique opportunity for developers to work side-by-side with Apple engineers and interface designers to make their iPhone and iPad apps even better.”

WWDC 2010 is focused on providing advanced content for skilled developers across five key technology tracks: Application Frameworks; Internet & Web; Graphics & Media; Developer Tools; and Core OS. Apple engineers will deliver over 100 solutions-oriented technical sessions and labs. WWDC 2010 gives an incredibly diverse community the opportunity to connect with thousands of fellow iPhone, iPad and Mac® developers from around the world.

Sessions offered in support of the five technology tracks include:

- Application Frameworks: Implementing Local and Push Notifications; Future Proofing Your App; Understanding Foundation; What's New in Foundation for iPhone OS 4; Advanced Cocoa® Text Tips and Tricks; API Design for Cocoa and Cocoa Touch®; Advanced Gesture Recognition; Integrating Ads with iAd; Building a Server-driven Personalized User Experience; Using Core Location in iPhone OS 4; and Calendar Integration with Event Kit.

- Internet & Web: Delivering Audio and Video Using Web Standards; Getting the Most Out of Safari® Integrated Developer Tools; Using HTML5 Local Data Storage; Adding Touch and Gesture Detection to Webpages on iPhone OS; and Creating Info Graphics with Standard Web Technologies.

- Graphics & Media: OpenGL ES Tuning & Optimization; OpenGL ES Shading & Advanced Rendering; OpenGL ES Overview for iPhone OS; OpenGL for Mac OS X; Game Design and Development for iPhone OS; Introduction to Game Center; Setting Up Games on Game Center; Game Center Techniques; Core Animation in Practice; Discovering AV Foundation; Editing Media with AV Foundation; and Advances in HTTP Live Streaming.

- Developer Tools: Developer Tools Overview; Designing Apps with Interface Builder; Working Effectively with Objective-C® on iPhone OS; Mastering Core Data; Advanced Objective-C and Garbage Collection Techniques; Advanced Performance Analysis with Instruments; Master-

ing Xcode for iPhone Development; and Adopting Multitasking on iPhone OS.

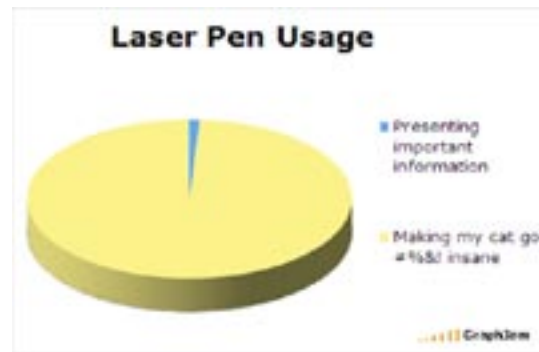
- Core OS: Network Apps for iPhone OS; Core OS Networking; Creating Secure Apps; Developing Apps that Work with iPhone OS Accessories; I/O Kit Device Drivers for Mac OS X; and Simplifying Networking Using Bonjour®.

Additionally, there will be five iPad and five iPhone Apple Design Award winners announced at WWDC 2010. There is no requirement to enter and winners will be selected from the App Store based on criteria that includes design, technical excellence, innovation, quality, technology adoption and performance.

Visit the Apple Worldwide Developers Conference 2010 website for registration and more details at developer.apple.com/wwdc. 🍏

Apple Store Mishaps Lead to Employee Firing

Apple Store in Lyndhurst, Ohio have been fired following an accidental privacy violation, according to a report. Sources note that when a computer is brought in for service by Apple, a standard procedure is used to backup and restore a customer's data; this normally ensures that once a restore is complete, all of the backup data is deleted, preventing leaks of sensitive information. The firings are connected to photos, finances and videos from one customer somehow ending up on another person's Mac.



Sources explain that because the first Mac's backup data was not deleted according to procedure, it was added to the restore for

the second, leading to a customer complaint. Subsequent investigation is said to have used surveillance video, which showed that a full 10 workers had not been following the proper backup and restore policy. The people targeted for firing were contacted in person and by phone.

As compensation, both of the Mac owners in the debacle received new Macs, gift cards, and subscriptions to LifeLock, an identify theft protection plan. The sources add however that it is not clear if the affected workers were entirely responsible. It is alleged that they may not have been properly trained for the backup and restore system, which may raise questions about supervisors and store management. 🍏

Hints&Tips

www.mac-hints-tips.com

Mac Tip of the Week #269

Excerpted from The Little Mac Book, Snow Leopard Edition by Robin Williams

Keeping Your Desktop Uncluttered

If your Desktop is perpetually littered with open windows, try this organizing trick: When moving from one application to another, hold down the Option key before you click another icon in the Dock or on the Desktop. The Option key hides the application you're currently using. 🍏

iPad FAQ

How much will books cost?

Right now, most books are listed between \$12 and \$15. But there are cheaper books, and even some free ones.

Can the iBooks app display PDFs or ePub files that didn't come from the iTunes store?

iBooks doesn't do PDF. It will display DRM-free ePub files, as well as ePub files that come from iTunes. To sync them to iBooks, just open the Books tab in iTunes and drag your ePub files in.

Will books purchased through iBookstore have digital-rights management restrictions?

Yes, books are linked to your iTunes account, just as music, videos, and apps are. This also means that if you have two iPads linked to the same iTunes account, both should be able to download all the same books and apps for a single purchase price.

Can I use iBooks to read the books I bought on another e-book store?

Almost certainly not, since most purchased books are wrapped in DRM, and iBooks supports only Apple's own DRM format and DRM-free books. The good news is, those other stores may very well be working on iPad editions of their apps, which would be able to read those books. But iBooks won't.

Does iBooks have a white-text-on-black-background option, the kind that makes reading in bed spouse-friendly?

Sadly, no, although you can fake it by opening the Settings app, tapping on General, then selecting Accessibility, and turning on "White on Black." You can even set that feature as a short-cut when you click three times on the home button. But that feature inverts the iPad's entire interface, which is far from elegant. The good news is, iBooks does allow you to control the iPad's backlight level directly from within the app. But we agree that a white-on-black option would be a good idea and we hope it's added to iBooks.

Can you highlight text in iBooks? This would be essential

for college books.

Yes, you can. In fact, not only can you highlight text (by selecting it and then choosing Highlight from the pop-up menu), you can even choose from five different colors (yellow, green, blue, pink, and purple). You can also quickly view all highlights (and jump to them) from the same screen that hosts the book's table of contents.

What sorting options are there in the iBooks app? Can you sort by Author and/or Title? What about Genre?

In list view, you can sort by title, author name, or category. You can also see the books in the same custom order as when they appear in Bookshelf view. 🍏

New WiFi Specs Published

The WiGig Alliance published early specs for its namesake format that hinted at a major leap for wireless networking. The short-range technology will work at up to 7Gbps, or more than 10 times faster than 802.11n Wi-Fi. It will also be backwards compatible and should run on the 2.4GHz and 5GHz bands in addition to the 60GHz needed for full speed.

The spec launch comes in tandem with a new adopter program that will let companies join and start developing hardware for WiGig. The company's board has also recently brought on Cisco on its board of directors as well as Harman, Peraso and Samsung as contributors. AMD, Intel, LG, Microsoft and NVIDIA are among the existing members.

Shipping WiGig products don't yet have a timetable but could be ready as soon as the end of the year.

Besides household wifi this standard could usher in an era of Television, receivers, DVD players etc. that no longer require cords but use the fast wireless standard.

A cordless world, never having to worry about connection technology changing or having the right input/output on your devices. Nice. 🍏

Flash Statement cont'd from page 1

– Mac users buy around half of Adobe's Creative Suite products – but beyond that there are few joint interests.

I wanted to jot down some of our thoughts on Adobe's Flash products so that customers and critics may better understand why we do not allow Flash on iPhones, iPods and iPads. Adobe has characterized our decision as being primarily business driven – they say we want to protect our App Store – but in reality it is based on technology issues. Adobe claims that we are a closed system, and that Flash is open, but in fact the opposite is true. Let me explain.

First, there's "Open".

Adobe's Flash products are 100% proprietary. They are only available from Adobe, and Adobe has sole authority

as to their future enhancement, pricing, etc. While Adobe's Flash products are widely available, this does not mean they are open, since they are controlled entirely by Adobe and available only from Adobe. By almost any definition, Flash is a closed system.

Apple has many proprietary products too. Though the operating system for the iPhone, iPod and iPad is proprietary, we strongly believe that all standards pertaining to the web should be open. Rather than use Flash, Apple has adopted HTML5, CSS and JavaScript – all open standards. Apple's mobile devices all ship with high performance, low power implementations of these open standards.

Second, there's the "full web".

Adobe has repeatedly said that Apple mobile devices cannot access "the full web" because 75% of video on the web is in Flash. What they don't say is that almost all this video is also available in a more modern format, H.264, and viewable on iPhones, iPods and iPads. YouTube, with an estimated 40% of the web's video, shines in an app bundled on all Apple mobile devices, with the iPad offering perhaps the best YouTube discovery and viewing experience ever. Add to this video from Vimeo, Netflix, Facebook, ABC, CBS, CNN, MSNBC, Fox News, ESPN, NPR, Time, The New York Times, The Wall Street Journal, Sports Illustrated, People, National Geographic, and many, many others.

Third, there's reliability, security and performance.

Symantec recently highlighted Flash for having one of the worst security records in 2009. We also know first hand that Flash is the number one reason Macs crash. We have been working with Adobe to fix these problems, but they have persisted for several years now. We don't want to reduce the reliability and security of our iPhones, iPods and iPads by adding Flash.

Fourth, there's battery life.

To achieve long battery life when playing video, mobile devices must decode the video in hardware; decoding it in software uses too much power. Many of the chips used in modern mobile devices contain a decoder called H.264 – an industry standard that is used in every Blu-ray DVD player and has been adopted by Apple, Google (YouTube), Vimeo, Netflix and many other companies.

Although Flash has recently added support for H.264, the video on almost all Flash websites currently requires an older generation decoder that is not implemented in mobile chips and must be run in software. The difference is striking: on an iPhone, for example, H.264 videos play for up to 10 hours, while videos decoded in software play for less than 5 hours before the battery is fully drained.

When websites re-encode their videos using H.264, they can offer them without using Flash at all. They play perfectly in browsers like Apple's Safari and Google's Chrome without any plugins whatsoever, and look great on iPhones, iPods and iPads.

Fifth, there's Touch.

Flash was designed for PCs using mice, not for touch screens using fingers. For example, many Flash websites rely on "rollovers", which pop up menus or other elements when the mouse arrow hovers over a specific spot.

Sixth, the most important reason.

Besides the fact that Flash is closed and proprietary, has major technical drawbacks, and doesn't support touch based devices, there is an even more important reason we do not allow Flash on iPhones, iPods and iPads. We have discussed the downsides of using Flash to play video and interactive content from websites, but Adobe also wants developers to adopt Flash to create apps that run on our mobile devices.

We know from painful experience that letting a third party layer of software come between the platform and the developer ultimately results in sub-standard apps and hinders the enhancement and progress of the platform. If developers grow dependent on third party development libraries and tools, they can only take advantage of platform enhancements if and when the third party chooses to adopt the new features. We cannot be at the mercy of a third party deciding if and when they will make our enhancements available to our developers.

Flash is a cross platform development tool. It is not Adobe's goal to help developers write the best iPhone, iPod and iPad apps. It is their goal to help developers write cross platform apps. And Adobe has been painfully slow to adopt enhancements to Apple's platforms. For example, although Mac OS X has been shipping for almost 10 years now, Adobe just adopted it fully (Cocoa) two weeks ago when they shipped CS5. Adobe was the last major third party developer to fully adopt Mac OS X.

Our motivation is simple – we want to provide the most advanced and innovative platform to our developers, and we want them to stand directly on the shoulders of this platform and create the best apps the world has ever seen. We want to continually enhance the platform so developers can create even more amazing, powerful, fun and useful applications. Everyone wins – we sell more devices because we have the best apps, developers reach a wider and wider audience and customer base, and users are continually delighted by the best and broadest selection of apps on any platform.

Conclusions.

Flash was created during the PC era – for PCs and mice. Flash is a successful business for Adobe, and we can understand why they want to push it beyond PCs. But the mobile era is about low power devices, touch interfaces and open web standards – all areas where Flash falls short.

New open standards created in the mobile era, such as HTML5, will win on mobile devices (and PCs too). Perhaps Adobe should focus more on creating great HTML5 tools for the future, and less on criticizing Apple for leaving the past behind.

Steve Jobs 



- Consultation
- Sales
- Installation
- Training
- Digital Imaging Solutions

Authorized
Value Added Reseller
and Service Provider

Chris Perry

Brookwood Mall, Homewood, AL 35209
Phone (205) 870-7044 Fax (205)780-1944

e-mail: chris@perrycomputer.com
www.perrycomputer.com



Bill Henry, Editor
2438 Mahaska Drive
Birmingham, AL 35244

*Attend the BAC
Monthly Meeting*

Be sure to check your mailing label for your BAC renewal month.
To renew, mail \$30 to BAC, 2438 Mahaska Drive, Birmingham, AL 35244