



Cove Apple Club

September 8, 2010

Tonight's Topics

- Apple in the news
- iMovie Quick and Easy
- Internet Tune-Up with OpenDNS
- Inbox Zero Message Flagging

Apple in the news: iOS 4.1

- Coming to iPod Touch/iPhone 3G or later, iPad next week?
- 40 major new features: FaceTime via e-mail address for iPod Touch (fall 2010) users; HDR photos in iPhone; landscape camera & FaceTime controls; GameCenter; Ping support in iTunes; printing
- Free download via iTunes when it drops

Apple in the news: new iPods

- Nano: loses camera, gains multi-touch
- Shuffle: returns to square buttons format of Shuffle 2G
- iPod Touch: gains Retina Display, two cameras, FaceTime, HD video recording, A4 CPU, Game Center

iPod Shuffle



- Back to buttons!
- VoiceOver
- 2Gb, 15-hour battery life
- \$49 in five colors

iPod Nano



- Just 1.4" x 1.6"
- 240 x 240 multi-touch color LCD
- Still with FM radio, 8Gb or 16Gb, 24-hour battery life
- \$149 or \$179, 7 colors

iPod Touch



- Two cameras + FaceTime
- Retina Display, 4x prior iPod Touch resolution
- HD video on back camera (960 x 720 x 30fps); VGA front camera (640x480)
- 8Gb, 16Gb, 32Gb; \$229 to \$399

iTunes 10 + Ping



- TV/Movie *rentals* from \$0.99
- Ping social music networking
- AirPlay for remote music & video sharing to AirPort Express & 3rd-party devices
- Free download for Mac + Windows at itunes.com

Apple TV



- Tiny form factor, minimal I/O
- Streaming from the Apple mothership or iTunes via LAN
- Rental, not sales; ABC, Fox & Netflix
- No storage hassles, no long syncing with iTunes Library
- \$99 - ships later this month



Readers' Choice: Apple Inc.

No other company comes anywhere close to Apple's ratings. To its customers, the company can do no wrong. And Apple laptops make pretty good Windows machines, too.

Welcome to iMovie



Welcome to iMovie '09

The best way to get to know iMovie '09 is to see it in action.

If you're new to iMovie, watch this Getting Started video to see how easy it is to make a great-looking movie.

[Click to Play](#)

Show this window when iMovie opens [Close](#)

Video Tutorials

Get in-depth instruction right on your Mac with dozens of tutorials for iPhoto, iMovie, GarageBand, iWeb, and iDVD. [Learn more >](#)



Hands-on Help

Learn about One to One personal training, the Genius Bar, and free workshops at the Apple Retail Store. [Learn more >](#)

through Wednesday, November 5, 2008



Titles

Set Theme: None

Centered	Lower Third	Lower	Upper
Echo	Overlap	Four Corners	Scrolling Credits
Drifting	Sideways Drift	Vertical Drift	Zoom

iMovie Quick and Easy

Demo

OpenDNS

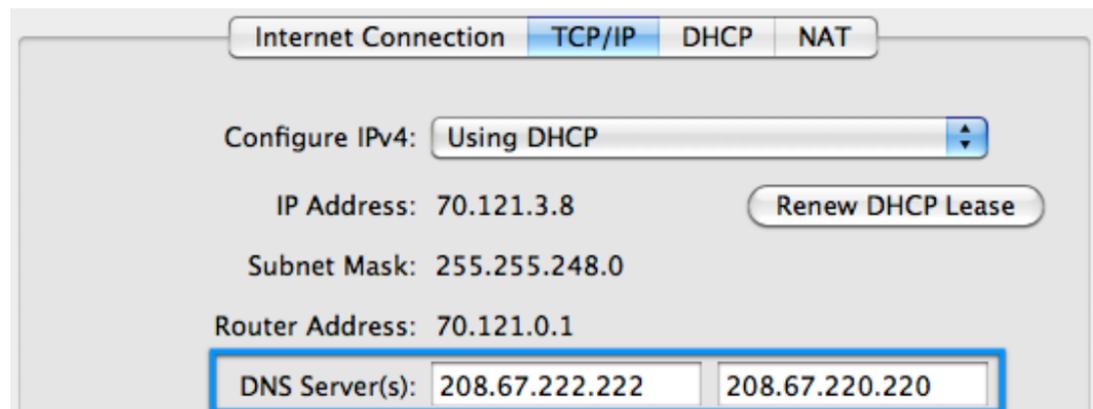
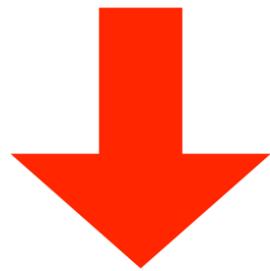
Safer, faster surfing...free!

What is DNS?

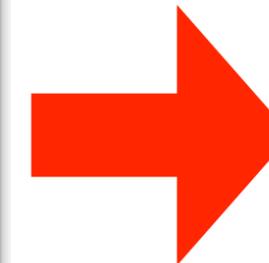
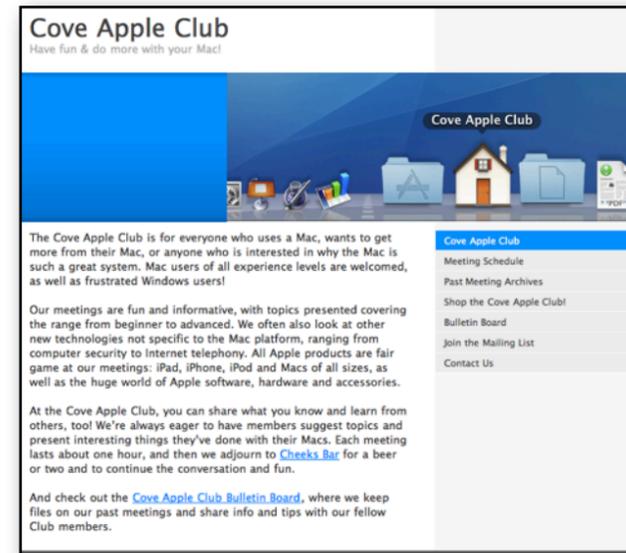
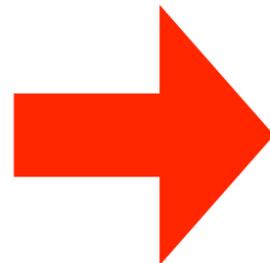
- ✦ DNS = Domain Name Server
- ✦ “Switchboard” for the Internet
- ✦ Translates domain names into Internet addresses
 - ✦ `http://google.com` = `74.125.45.99`
- ✦ Normally handled by your ISP

How the DNS system works

You type:



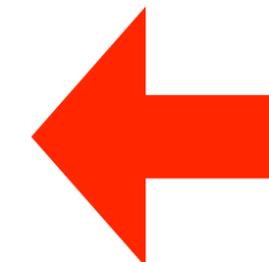
OS sends your URL
to a DNS server



**www.coveappleclub =
74.208.169.181**

DNS server converts
URL into IP addy

IP addy is
passed back to
your browser



Who cares?

- ✦ ISPs generally don't do a great job at running DNS
- ✦ They may have ulterior/nefarious motives not aligned with your best interests
- ✦ They are usually over-subscribed
- ✦ They are not laser-focused on delivering the best DNS
- ✦ Delays of only a few fractions of a second per lookup = very slow page loading (hundreds of requests per page is typical!)

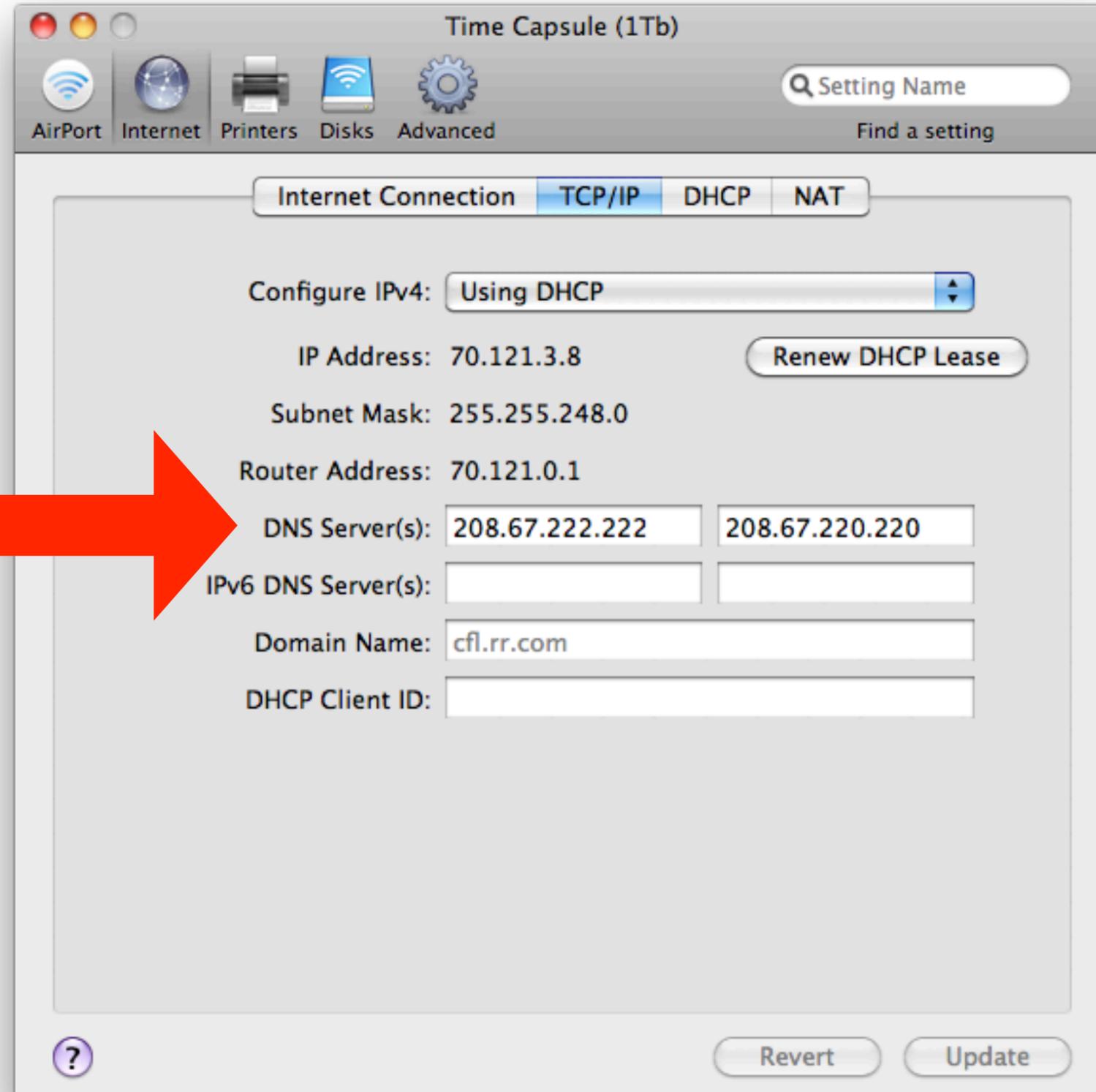
OpenDNS

- Created by David Ulevitch, one of the world's premier DNS wizards
- Provides free, high-performance DNS to the public, schools, businesses, institutions
- Faster response & multiple DNS servers in multiple data centers located in global Internet traffic hubs

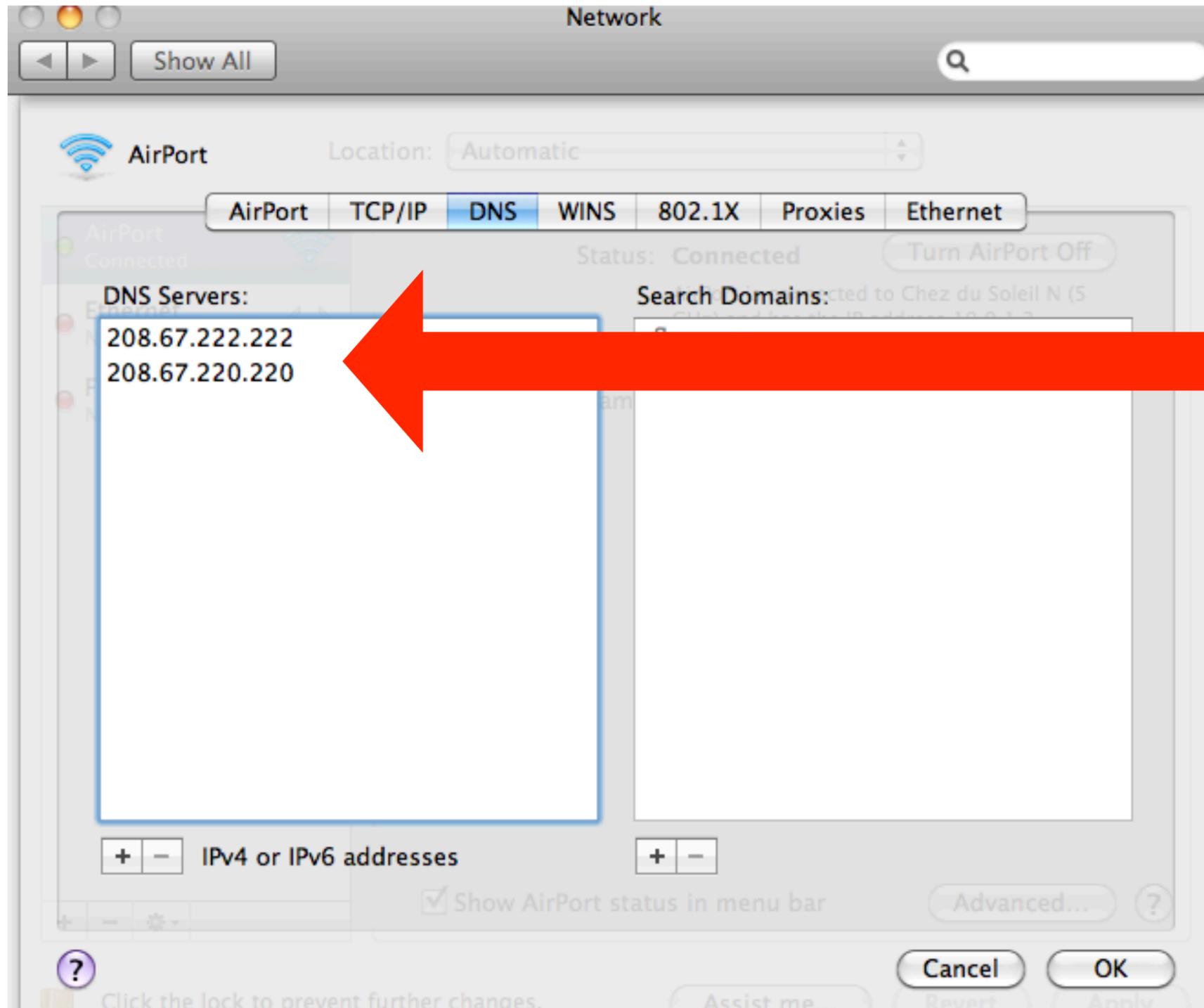
Using OpenDNS

- ✦ It's not software: there's nothing to install & it works on all computers on your network
- ✦ One simple change to your router & you're done
- ✦ Two minutes to config for a lifetime of convenience

Time Capsule / AirPort Extreme / AirPort Express Setup



Direct-Connect to Cable/DSL Modem Setup



System Prefs → Network →
Advanced → DNS

Demo: OpenDNS

OpenDNS Benefits

- ✦ Fast, reliable DNS routing of your traffic
- ✦ Built-in typo correction, anti-phishing & Web shortcuts
- ✦ Selective levels of content filtering for kids, schools, businesses

How do they do it?

\$30k per day

- ✦ “Type-in traffic”
- ✦ They serve Google SERPs against type-in traffic typos
- ✦ Paid by Google for click-throughs
- ✦ Reportedly \$30k per day in early 2009 when they served 2 billion requests/day -- now serving over **25 billion** requests/day!

opendns.com

Also: Google Public DNS

search: *Google Public DNS*

OpenDNS

Safer, faster surfing...free!

Inbox Zero: Message Flagging



Inbox Zero

- How to keep your Inbox empty (Process to Zero) while not letting follow-up items slip through the cracks
- File messages where they should go **once**, then use Flags to find them instantly
- Use Flags + Smart Mailbox

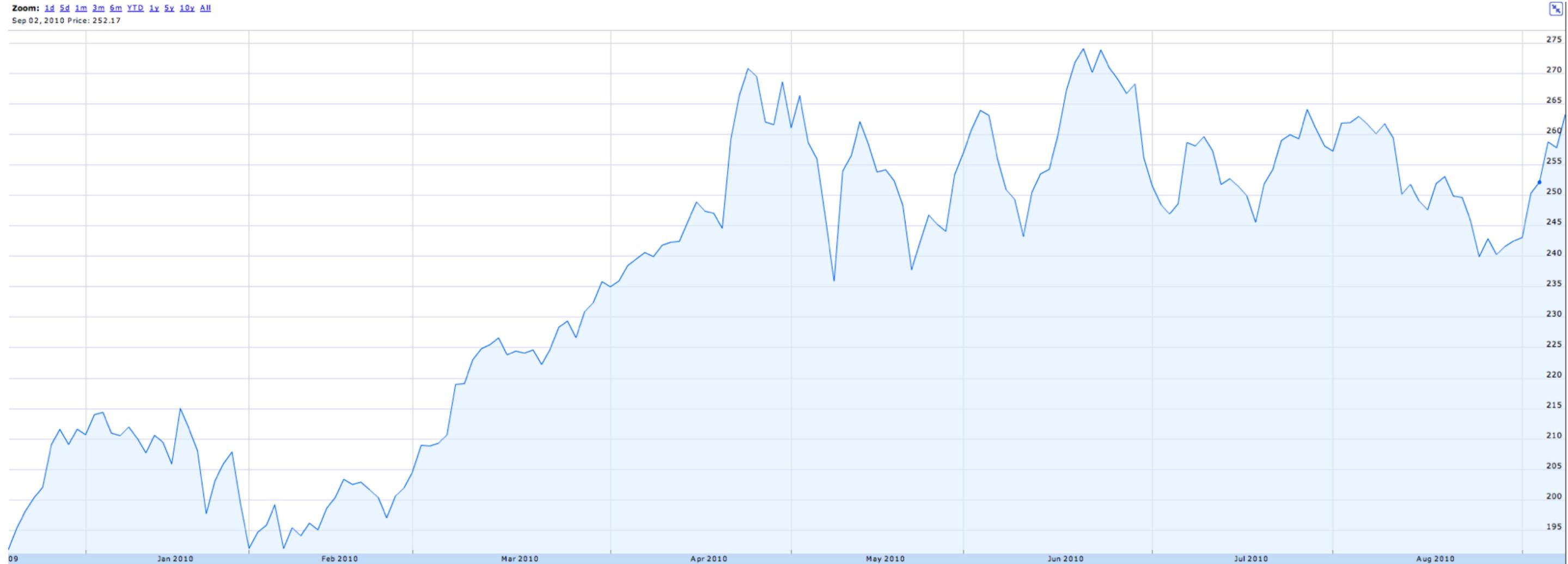
Demo

And finally...

Our Next Meeting



AAPL



*Apple is UP 37.61% since
our last visit to the Mothership!*



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