

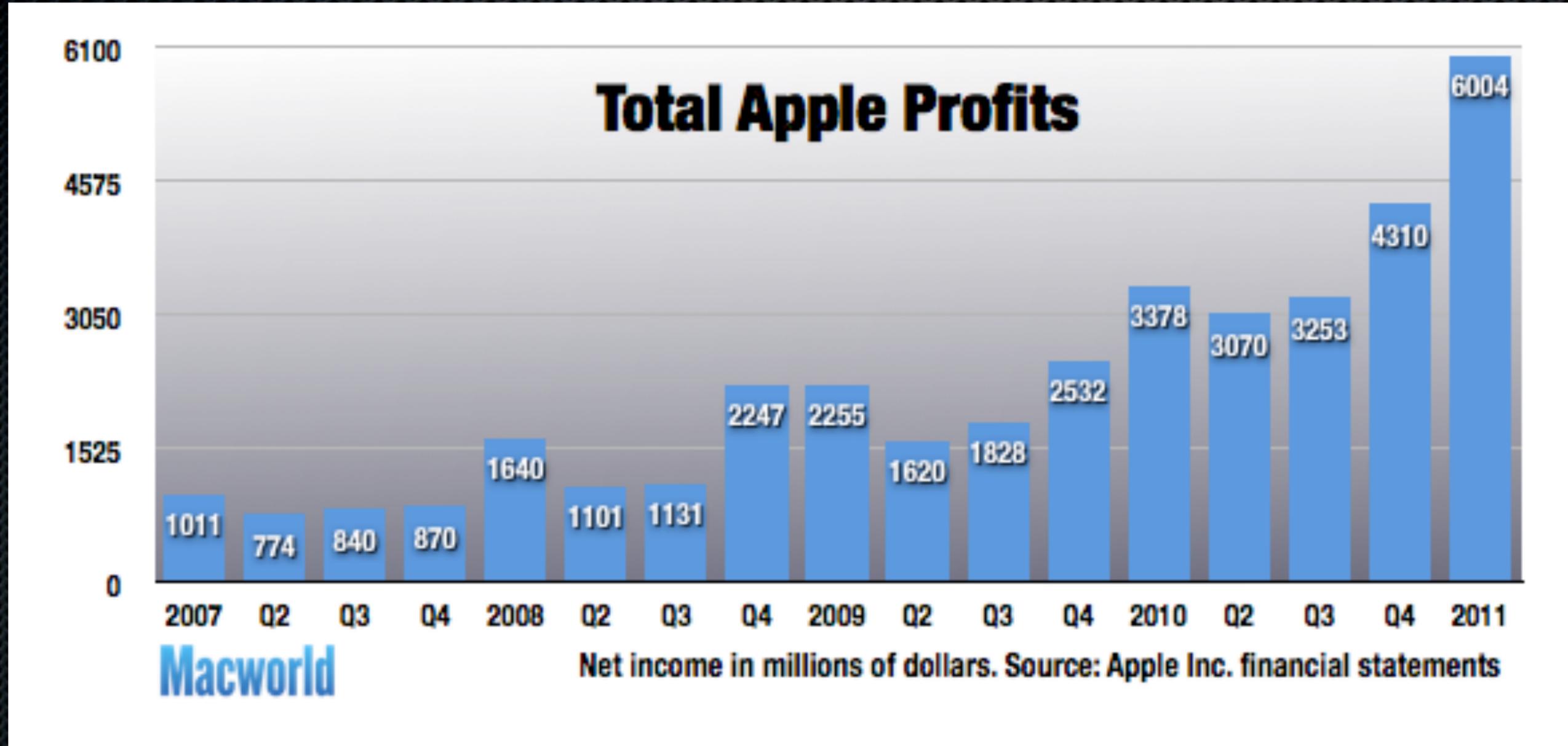
# Cove Apple Club

January 19, 2011

# Tonight's Topics

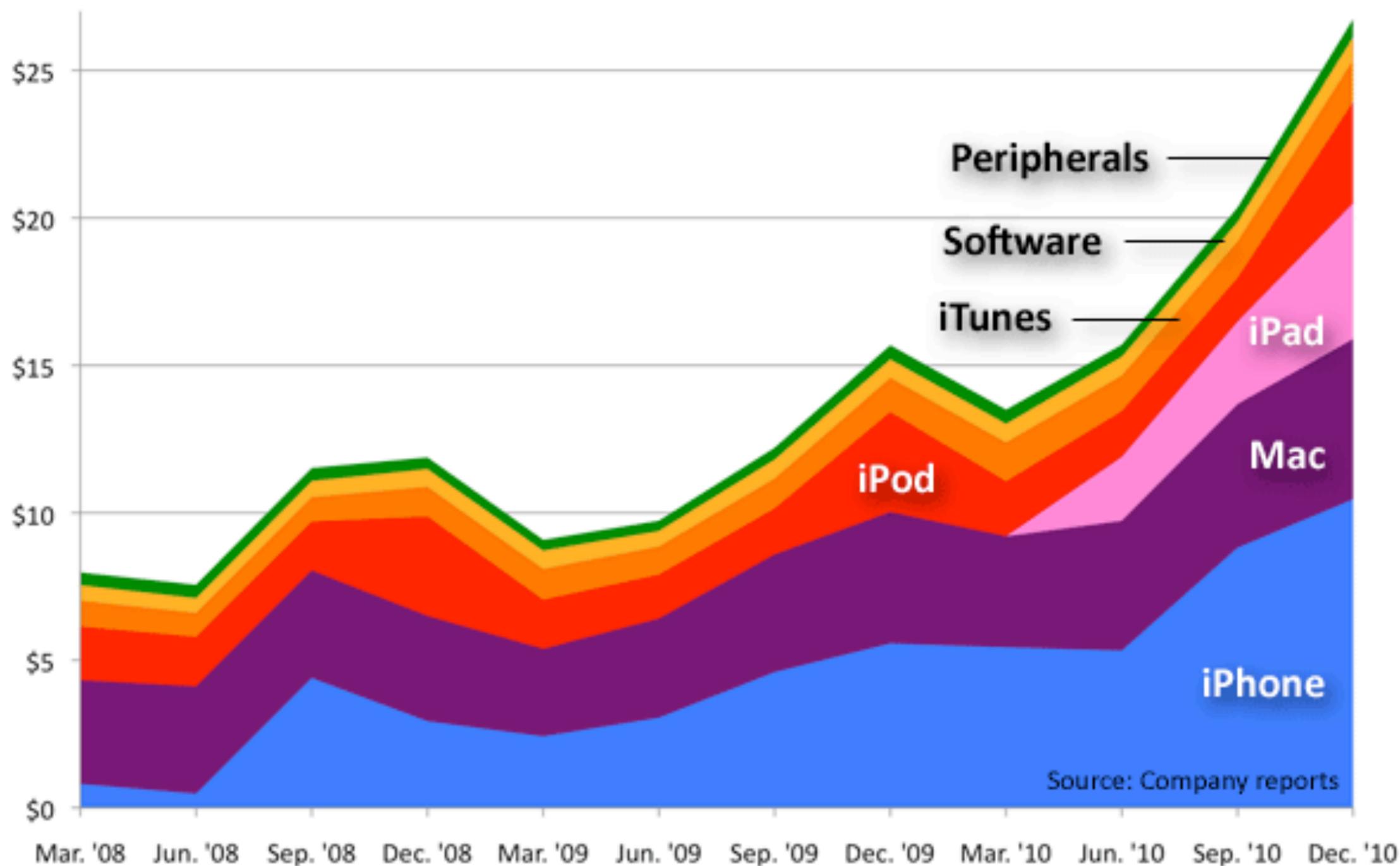
- ✦ Apple in the news
- ✦ iWork.com & MobileMe Updates
- ✦ Perl programming for fun & BEER!
- ✦ Mac App Store Basics
- ✦ What we know for sure about the VerizPhone

# Apple In The News: 1Q11 Earnings



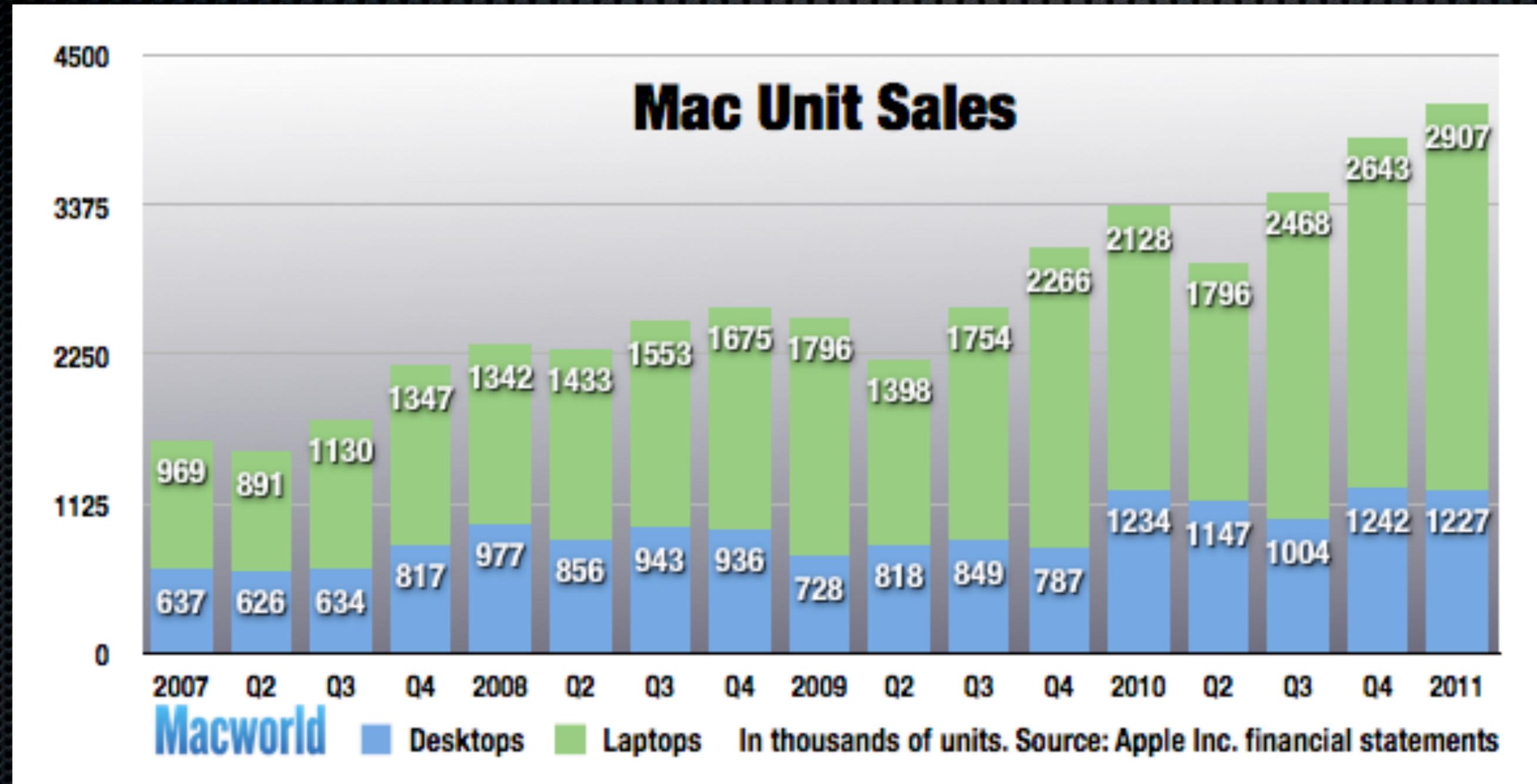


# Apple Revenue By Segment (Billions of Dollars)

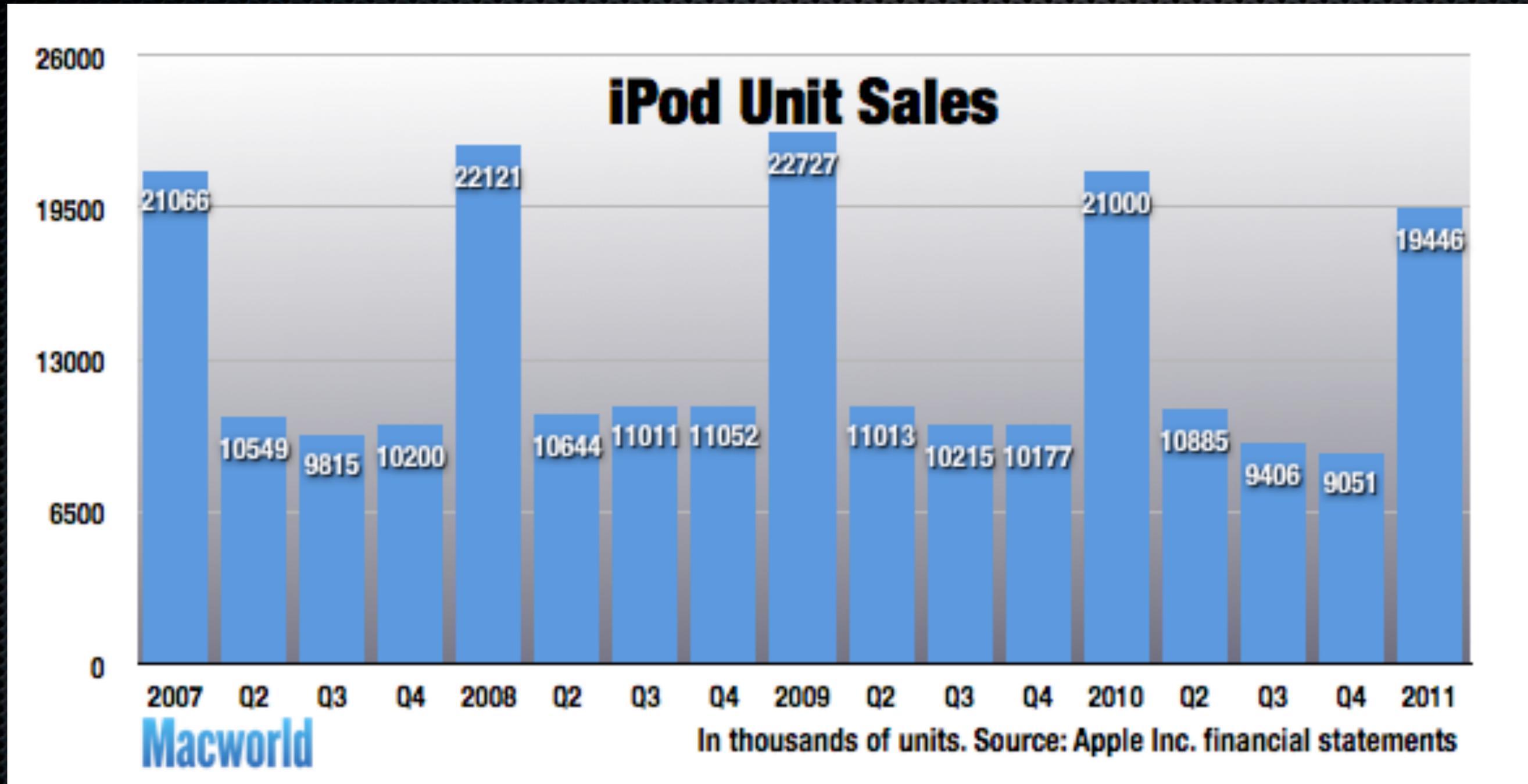


Source: Company reports

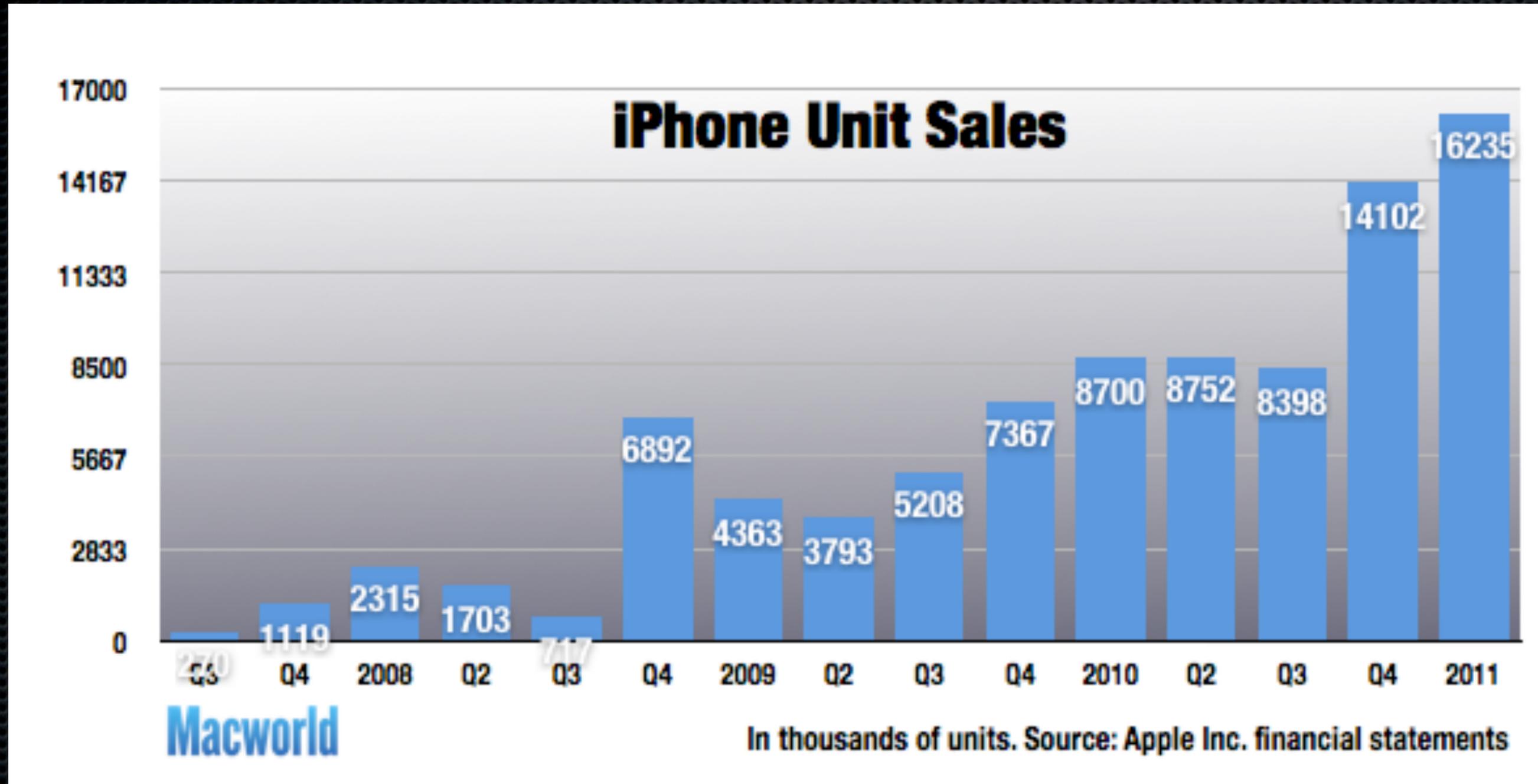
# Apple In The News: 1Q11 Earnings



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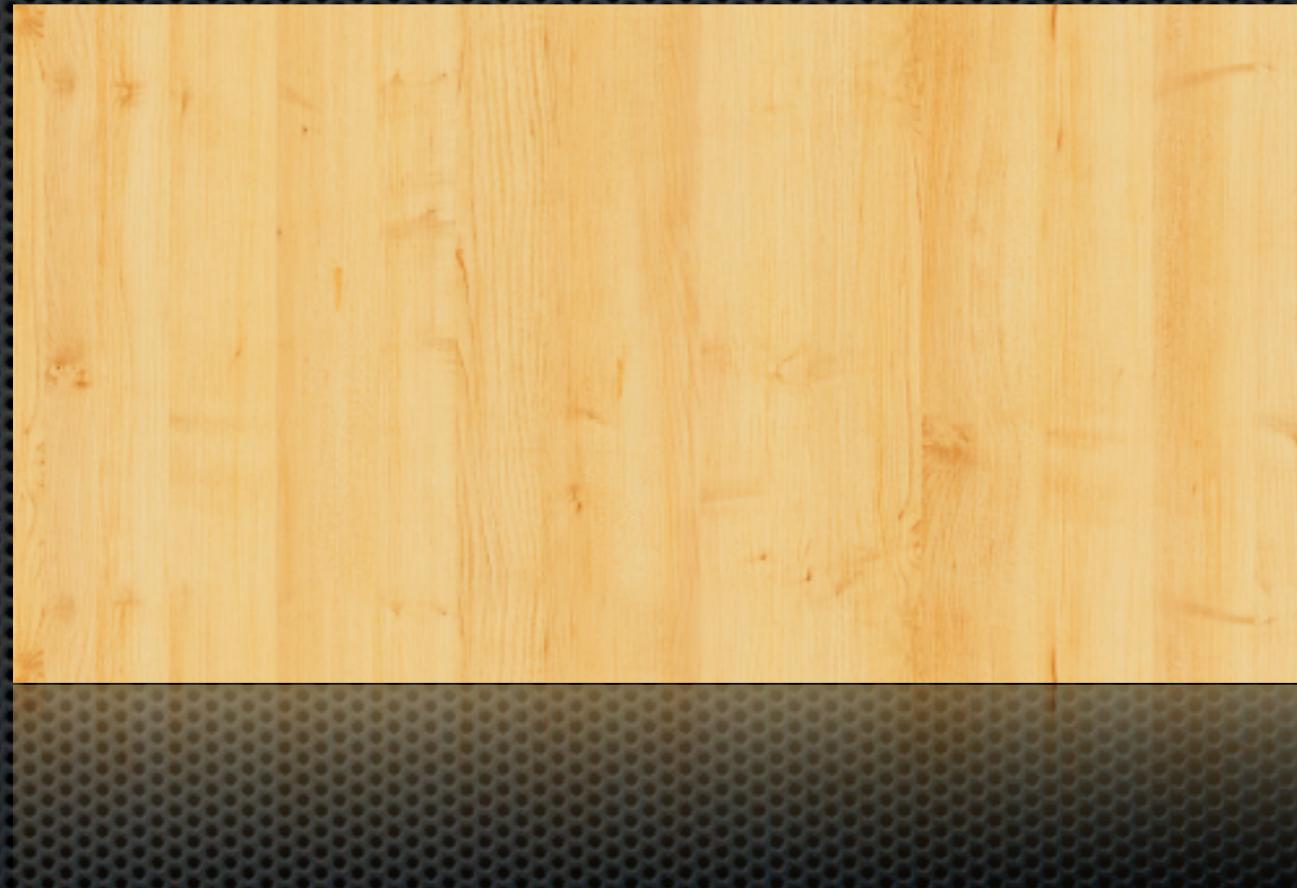
# 1Q11 Earnings notes

- Apple had about the same revenue in Q1 as IBM, and 30% more profit (\$26-billion vs. \$29-billion; \$6-billion vs. 5.3-billion)
- Apple made more in **profit** in 1Q11 than Apple made in **revenue** in all of 2001 (\$6-billion vs. \$4.1-billion)
- Apple is now a **\$100-billion/year** company, yet their entire product line can fit on under a bedspread

# Apple In The News

- Mac App Store: 1,000,000 downloads on 1st day
- Verizon to carry iPhone starting February 10
- Evidence of iPad 2 starting to dribble out

See the Wood Tile@2x.png below. It's current dimensions are 1536x800 pixels. For comparison, the previous Wood Tile.png in iBooks 1.1 was a mere 768x400 pixels.



iPad



iPadx2



iPhone



iPhoneX2



Images found in iBooks app 1.1

# iWork / MobileMe Update

- Now you can share Keynote demos over the Web and play back in Safari, with over 15 stunning animations



# The iPhone on Verizon

What we know for sure

# What was announced

- ✦ iPhone on Verizon ships on February 10
- ✦ 3G CDMA, not LTE
- ✦ \$199 (16Gb), \$299 (32Gb) with new 2-year activation; no-contract pricing not announced
- ✦ Existing Verizon Wireless customers can pre-order online on or about February 3 (first-come, first-served)
- ✦ Starting February 10: pickup or purchase iPhone at Verizon company-owned stores or Apple retail stores, or have it shipped

# What is known

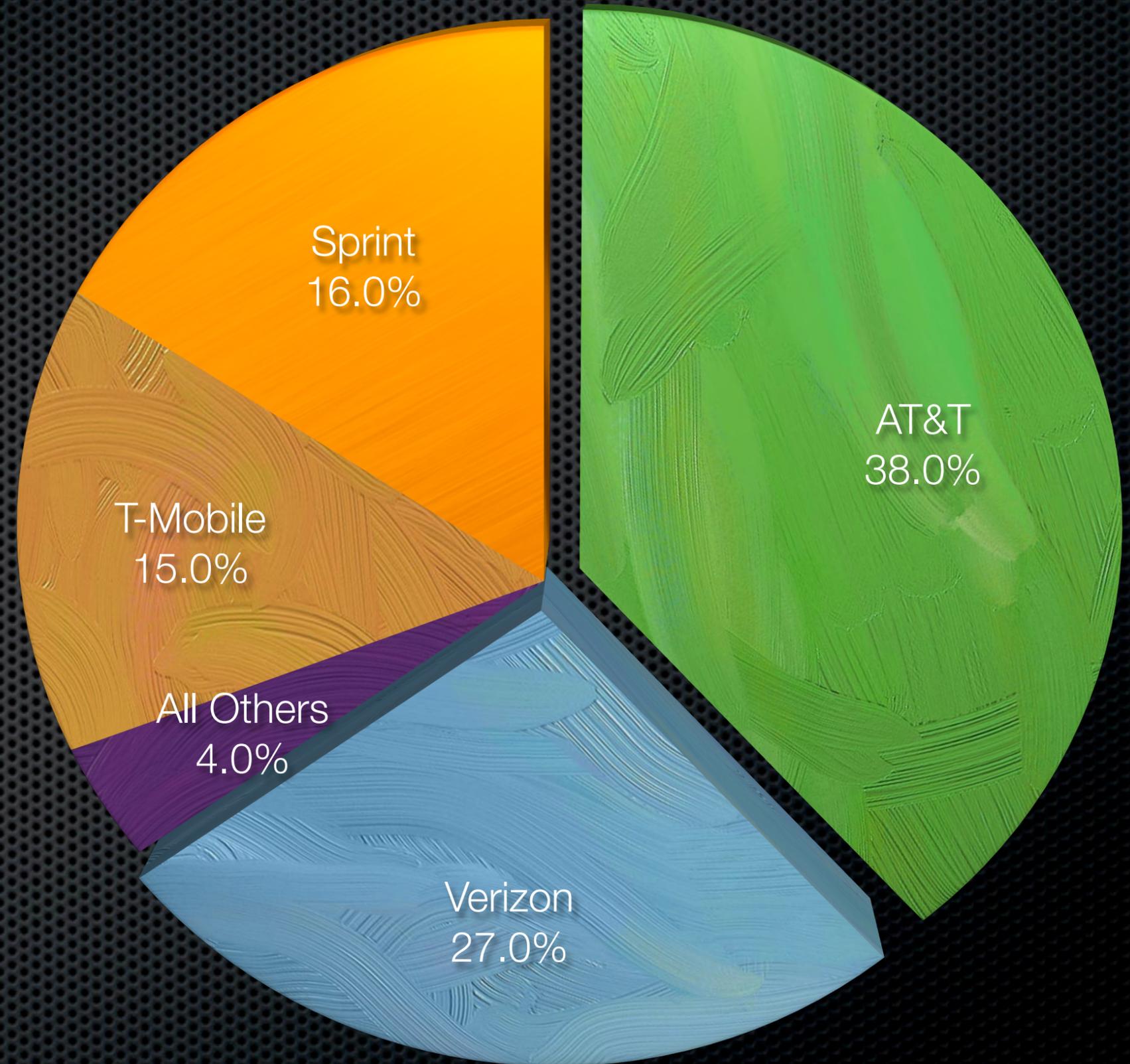
- ✦ VerizonPhone will not support simultaneous voice & data connections (limitation of CDMA)
- ✦ VerizonPhone will not run on Verizon's 4G/LTE network
- ✦ VerizonPhone has a slightly modified antenna design

# What is not known

- ✦ Visual Voicemail - Vz charges extra for this; AT&T included it free with iPhone when Apple invented it in 2007
- ✦ Will Verizon's Web site crash during the pre-order period?
- ✦ Will Verizon's network be able to handle the iPhone user base?

# US Wireless Operator Smartphone Subscribers Market Share 4Q2010

- Verizon has as many wireless subs as the Phillipines has people (100 million)
- AT&T has 15 iPhone subs for every Android sub



# Can Verizon's Network Handle iPhone?

- AT&T has consistently said that the data traffic demands of iPhone users is “staggering,” “unprecedented” and “impossible to forecast”
- Wireless data traffic from iPhone has grown at least 10x every year, over 70x compounded since iPhone launch
- AT&T has invested \$30-billion in network upgrades since iPhone launched

# Stampede?

- If 30% of AT&T's iPhone subs jump to Verizon, that's 6 million subs (more as iPhone 3GS/4 contract periods end in 2011 & 2012)
- If 30% of Verizon's other smartphone subs switch to iPhone, that's another 20 million subs
- If another 5 million new subs come in off the sidelines, Verizon could have 35 million iPhone subscribers by 2012

Perl  
Programming for  
Fun & **BEER!**

Bob Proctor



# Mac App Store



# Mac App Store

- Launched 1/6 with Mac OS X 10.6.6 download
- Standalone Mac app -- added to Applications folder
- Can be deleted, moved, etc. like any other system-supplied app

# Mac App Store

- Uses iTunes / Apple ID credentials, like iTunes Store
- More than 1,000 free and paid apps online at launch, some all-new for App Store
- Some developers going to exclusive distribution through App Store
- Same 70/30 split for devs

# Basics

- ✦ Browse apps, read reviews, descriptions, see screenshots
- ✦ Links to developer's site, support pages, other apps
- ✦ **Single-click to buy if signed in**
- ✦ Free apps are free, but no free trial period for paid apps

# Caution!

- ✦ “**Buy**” means **BUY** -- if you are signed into your account and click buy, **your account will be charged instantly!**
- ✦ “Installed” indication works...most of the time
- ✦ “Update” indication works...most of the time

Demo

# Things we'd like to see...

- ✦ Purchase confirmation
- ✦ Wish lists / gifting / redemption codes as on iTunes Store
- ✦ Trial periods
- ✦ Better handling / detection / upgrades of apps you already own
- ✦ Uninstaller
- ✦ Paid upgrades
- ✦ Choice of installation destination

# Plusses...

- ✦ Mac apps exposed to tens of millions of Mac users
- ✦ App devs can offload hosting, downloads, payment processing to Apple
- ✦ Buy once, install on all your Macs!
- ✦ Aperture: \$79!
- ✦ iWork Suite: \$19 each, sold separately! (Pages, Keynote, Numbers)

# Minuses...

- Wildly variable quality of apps -- Apple not enforcing any QC or even adherence to the Apple HIG standards
- Good apps not on App Store won't get the exposure they deserve

# Mac App Store



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