

Cove Apple Club

February 9, 2011

Tonight's Topics

- ◆ Apple in the News
- ◆ Watson vs. Humans on Jeopardy!
- ◆ How to draw (almost) anything in iWork
- ◆ Guest networks
- ◆ Cathode

Apple in the News



iPhone 4 on Verizon. It's here.

Starting today, you can buy online from Apple and get free shipping. Or reserve for pickup at an Apple Retail Store and get Personal Setup.

[Buy now ▶](#)

[Reserve now ▶](#)



Three ways to get iPhone 4 on Verizon from Apple.

Buy online.

Order your iPhone 4 from the Apple Online Store or at 1-800-MY-APPLE, and we'll ship it free—direct to your door and ready to use.

[Buy online ▶](#)

Reserve for in-store pickup.

Reserve your iPhone 4 on February 9,* and it will be ready for pickup at your favorite Apple Retail Store starting at noon on February 10.

[Reserve now ▶](#)

Walk in to a store.

iPhone 4 will be available on a first-come, first-served basis at your favorite Apple Retail Store starting at 7:00 a.m. on February 10.*

[Find a store ▶](#)

iPhone 4 on Verizon

- ◆ Pre-orders sold out in less than a day (500,000 phones)
- ◆ Biggest single-day sales in Verizon history
- ◆ Customers already receiving their phones

Some interesting info...

- ◆ Vz iPhone has a dual-band radio (GSM/CDMA) - meaning it could work on either network in the US & world
- ◆ Form factor slightly modified with new antenna design

Order Desk is Open

- ◆ Apple opened online ordering today, for free shipping or in-store pickup today, or for walk-in buyers based on availability
- ◆ Same for Verizon, but with in-store pickup tomorrow

Verizon's Message

- ◆ It's the network
- ◆ It's the network
- ◆ It's the network



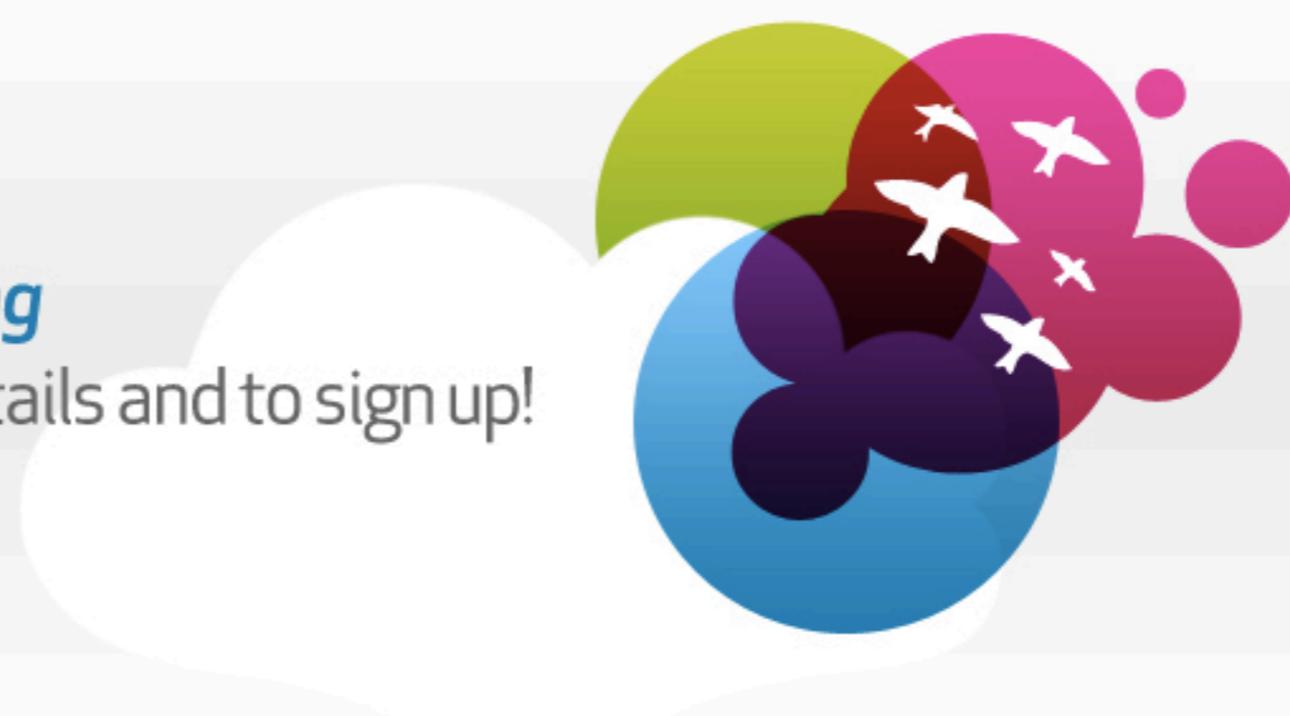
AT&T Response

- ◆ Running ads (including SuperBowl) touting SV+D over 3G, not available on Verizon
- ◆ Touting their faster network, which has been borne out in reviews
- ◆ Talk of matching “mobile hotspot” feature...
- ◆ ...and new “Unlimited mobile to ANY Mobile” for all wireless customers, starting tomorrow

coming February 10!

***Messaging Unlimited with
Mobile to Any Mobile Calling***

Check back tomorrow for details and to sign up!



T-Mobile's Response

- ◆ Free phones for everyone!

T-Mobile Announces Two-Day All Phones Free Valentine's Promotion, Including its 4G Smartphones Running on America's Largest 4G Network

On February 11-12, T-Mobile Will Invite America to Feel the Valentine Love with an All Phones Free Offer that Includes its Latest Smartphones

Bellevue, Wash. — Feb. 7, 2011 PST T-Mobile USA, Inc. today announced a Valentine's offer to fall in love with. On Friday, February 11 and Saturday, February 12, all T-Mobile phones, even the fastest 4G smartphones running on America's largest 4G network, will be offered for free at T-Mobile retail stores with qualifying plan on two-year contract. The promotion marks the latest effort by the company to make it easier and more affordable for people to join the data revolution and step up to 4G, enabling them to stay connected with their loved ones not only through voice calls, but also photos, texts, video conferencing, social media updates and more.

To celebrate, T-Mobile has also teamed up with [New York Times](#) best-selling author and TV personality Khloé Kardashian to spread the word about how using smartphones is the best way to keep in touch with loved ones and tell them how you feel about them. For a special Valentine's video starring Khloé, visit T-Mobile's [YouTube](#) and [Facebook](#) page on Wednesday, February 9.

"Smartphones offer people incredible flexibility to stay connected and express their love to the people that matter most," said John Clelland, senior vice president of marketing, T-Mobile USA. "T-Mobile's Valentine's promotion makes it easier for anyone to get their favorite smartphone and keep connected on America's largest 4G network."

With affordable unlimited calling, texting and data plans, T-Mobile is giving its most

The T-Mobile logo, featuring a red 'T' with a white dot in the center, followed by three dots and the word 'Mobile' in a grey serif font with a registered trademark symbol.

Apple's line

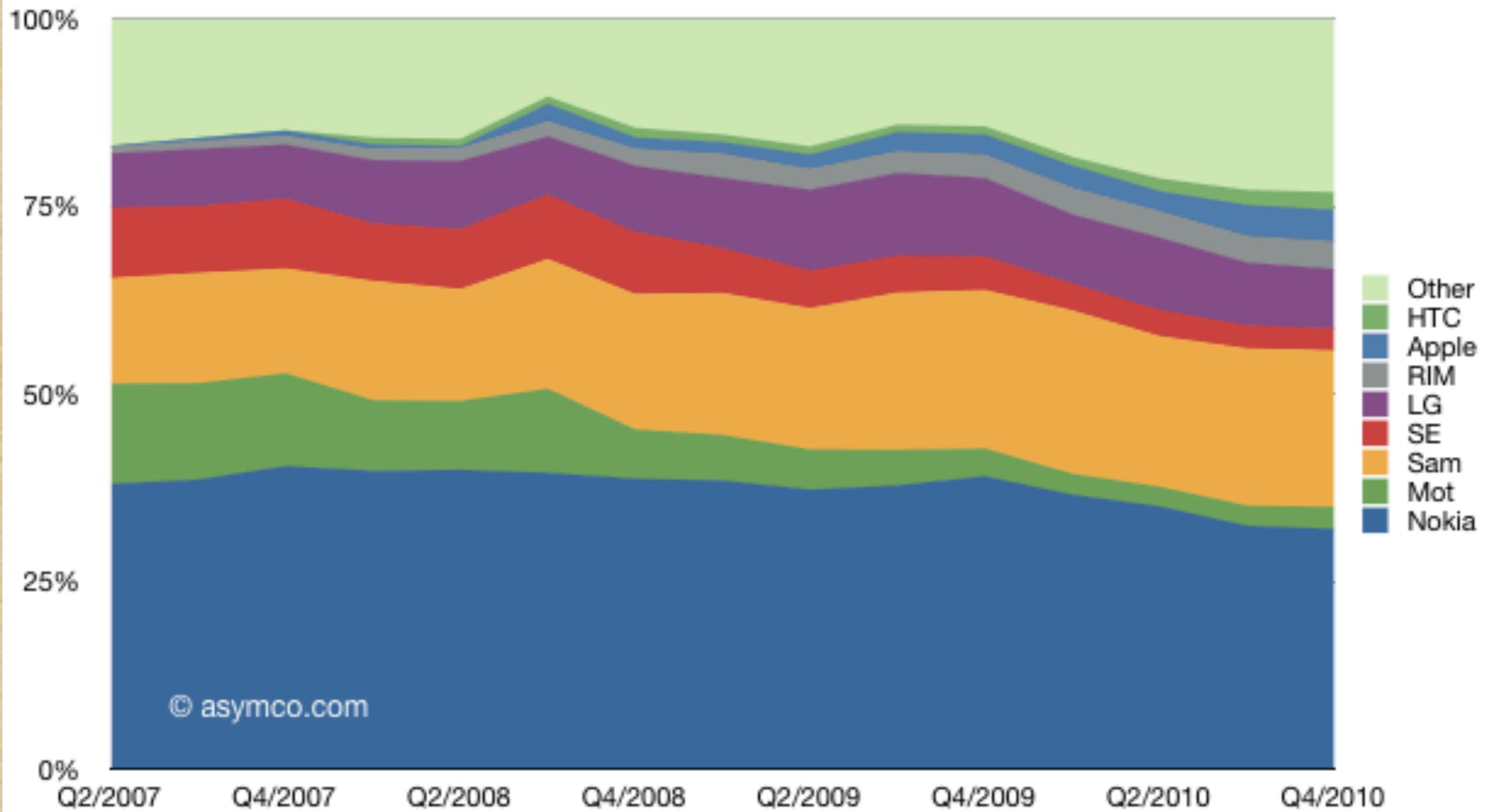


Features vary by carrier.

Upshot

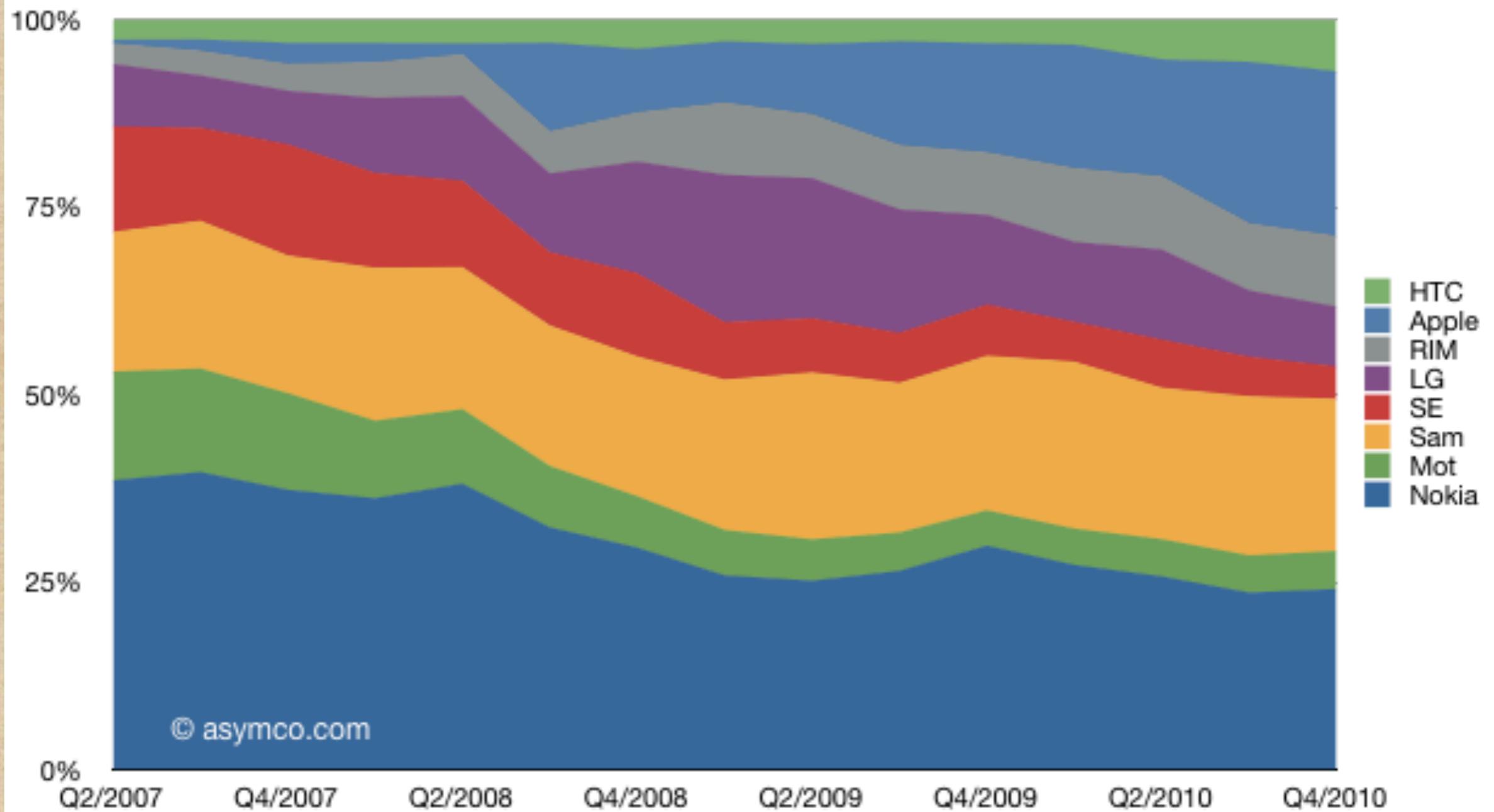
- ◆ More carriers = more competition; better for all users
- ◆ End of exclusivity has brought much higher sales volumes for iPhone in every market Apple sells in
- ◆ Bad news for Android, Nokia, Motorola, Samsung, HTC, RIM, LG, blah blah blah

Market shares of mobile phone vendors

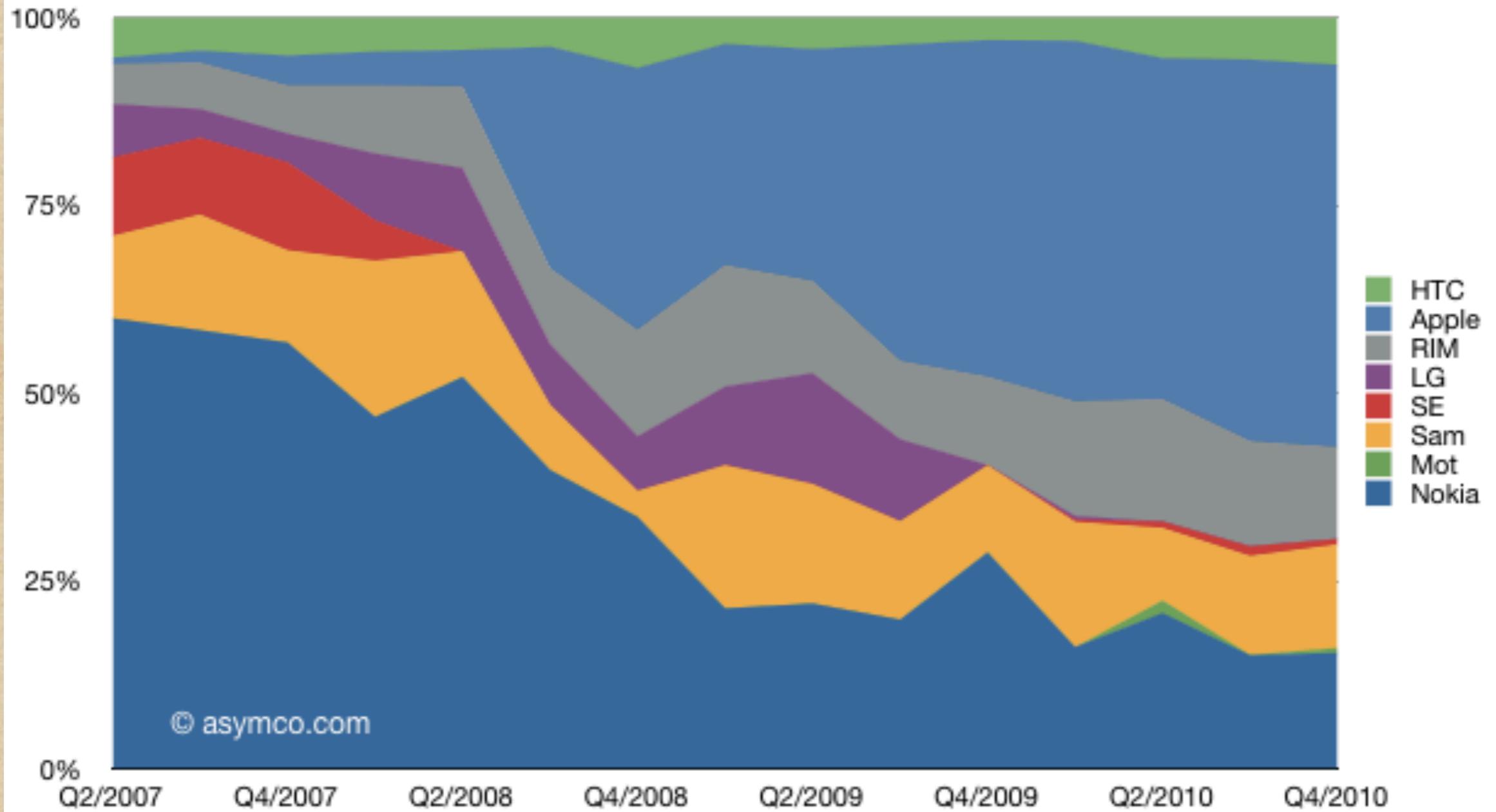


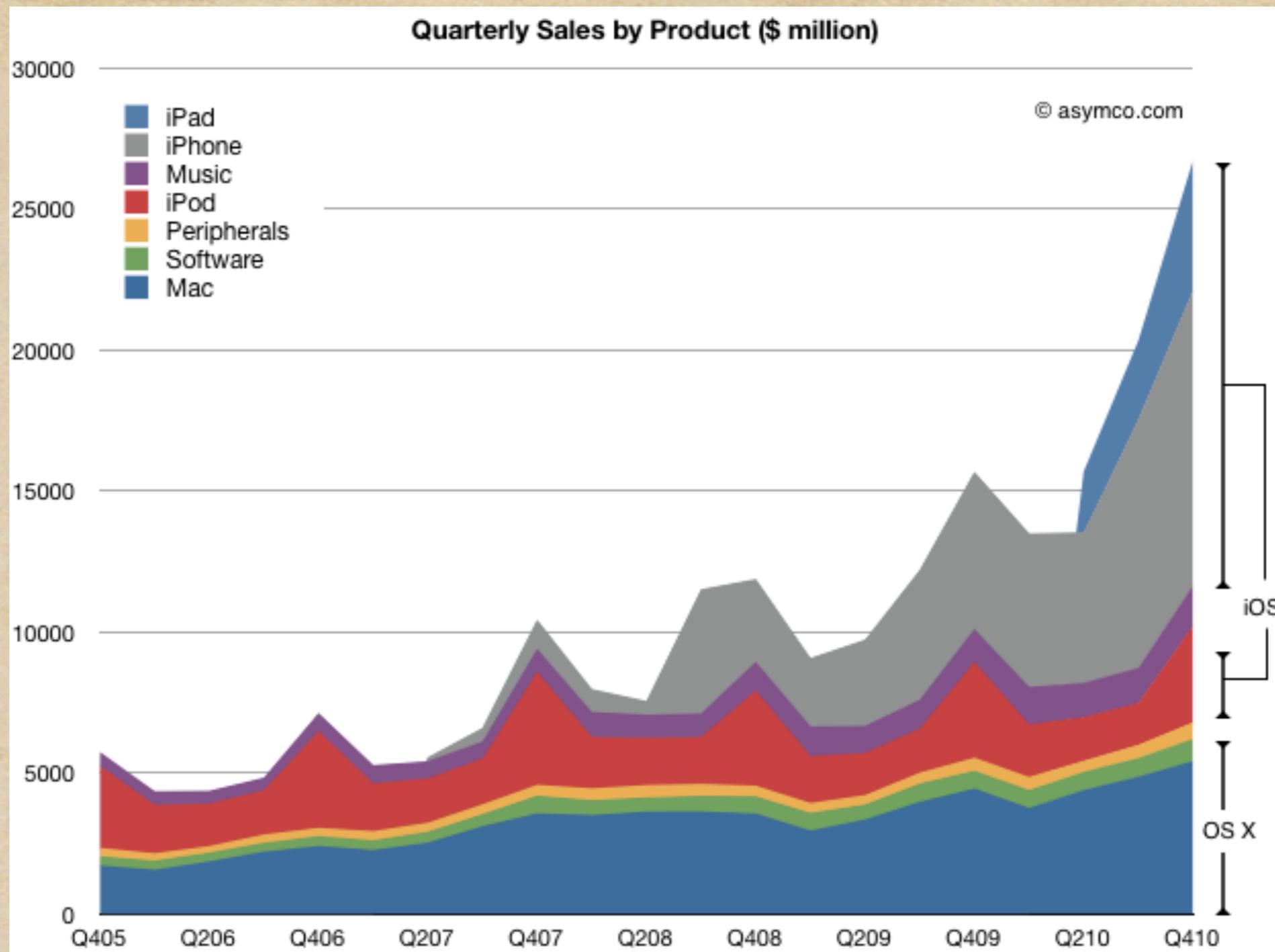
© asymco.com

Sales shares of eight mobile phone vendors



Profit shares of eight mobile phone vendors





65% of Apple's Revenue is from iOS Devices,
 which did not exist on this date in 2007

Other Apple news

- ◆ Possible WWDC dates?
- ◆ 10,000,000,000 apps sold in 30 months
- ◆ apple.com refresh

Demo

Jeopardy!

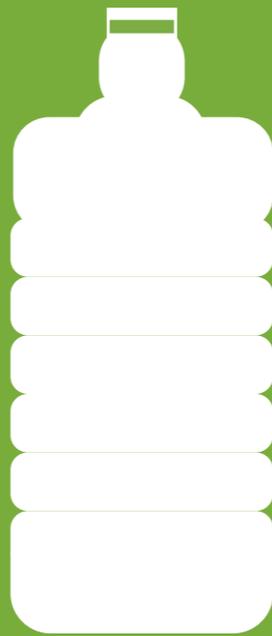
How to draw (almost)
anything in iWork



metal



glass



plastic



paper

Demo

Guest Networks



Problem

- ◆ Friends or houseguests visiting
- ◆ They want access to Wi-Fi (phone, laptop, iPad, etc.)
- ◆ You don't want to give them your Wi-Fi password

Solution

- ◆ Enable “guest network” on most modern Wi-Fi routers
- ◆ Creates a separate LAN address space & secondary radio channel for a second Wi-Fi network
- ◆ Guest network prevents access to LAN devices while allowing full Internet access

Time Capsule (1Tb)

AirPort Internet Printers Disks Advanced

Setting Name
Find a setting

Summary Time Capsule Wireless Guest Network Access Control

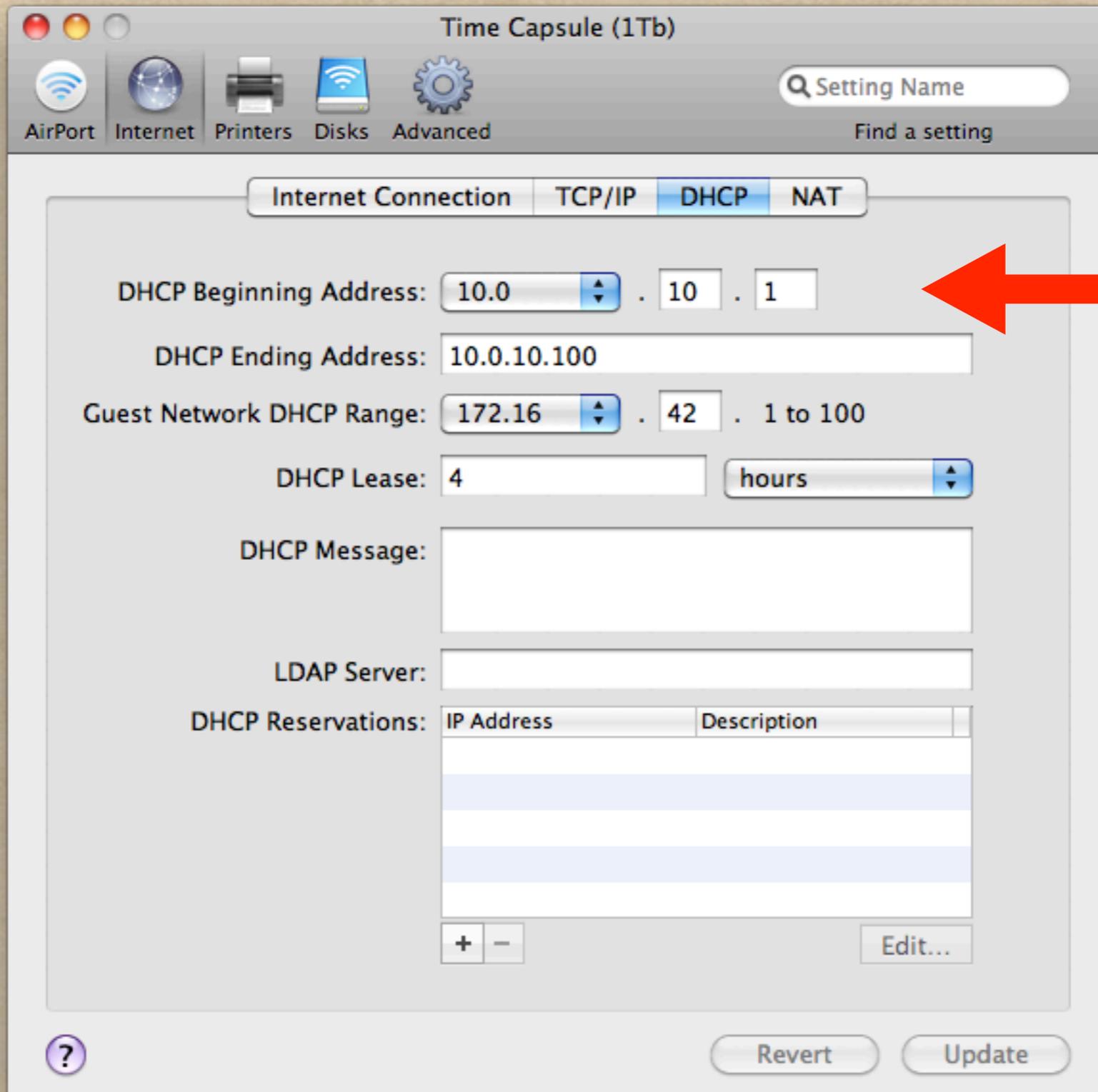
A guest network allows wireless clients to connect to the Internet without accessing your private network.

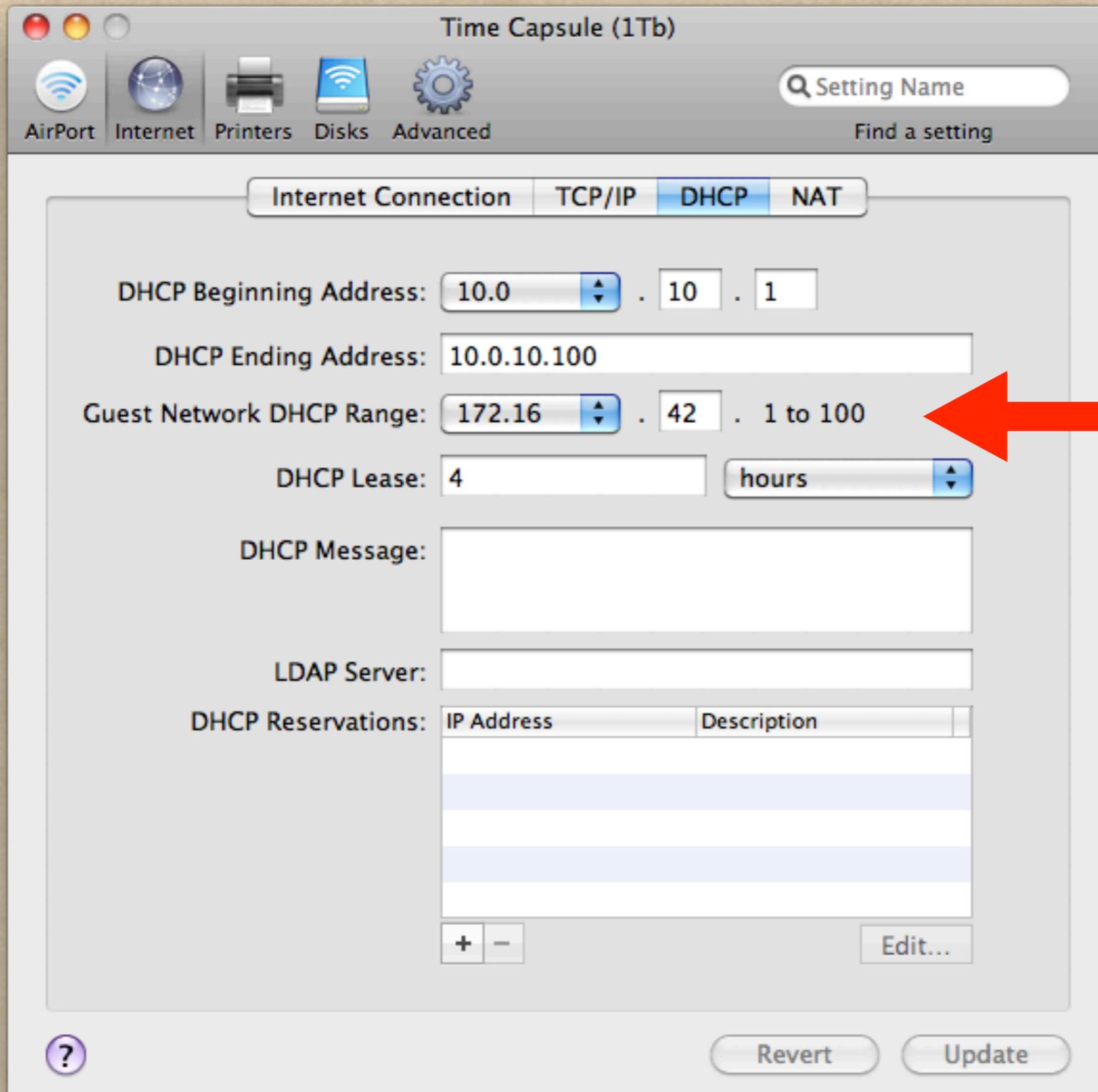
Enable guest network: 4421 Cypress Mill Guest

Allow guest network clients to communicate with each other

Guest Network Security: None

? Revert Update





Cable Modem

Time Capsule

Internet

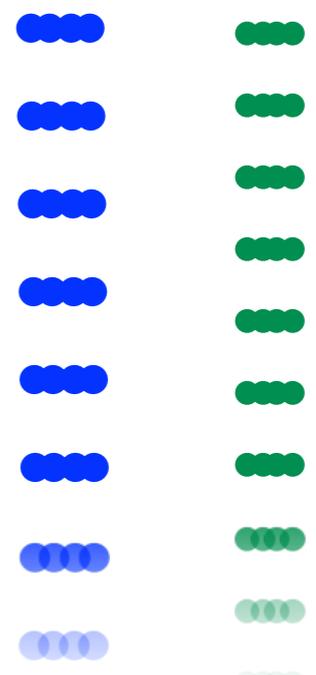
Gigabit Switch



To Wired
Devices

To Wi-Fi
LAN Devices

To Guest
Devices



Guest Networks

- ◆ Available on current-generation Apple AirPort Extreme, Time Capsule
- ◆ Most N-band NetGear, LinkSys, Cisco Wi-Fi routers

Cathode

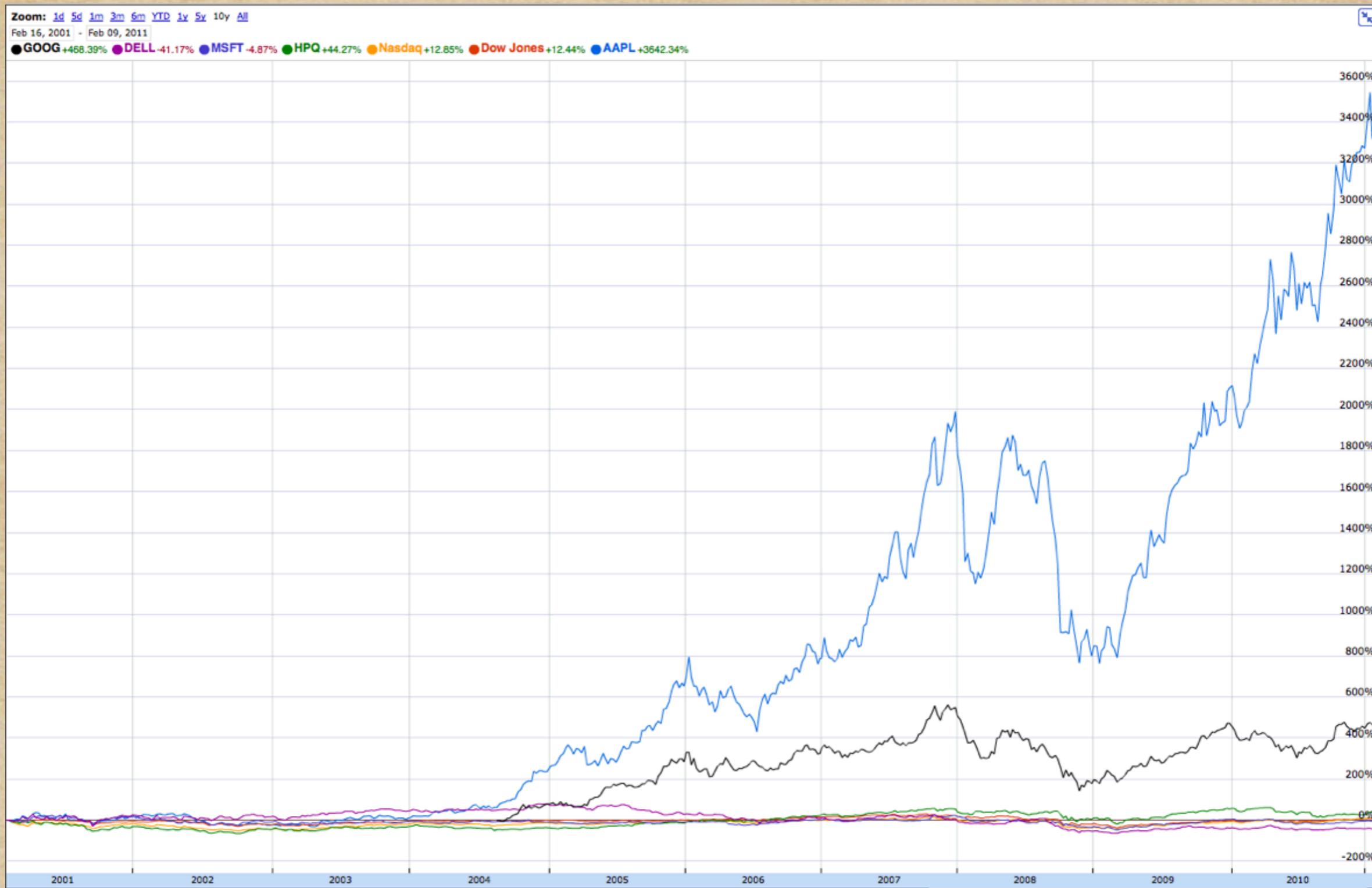
```
Terminal 1: top

Processes: 92 total, 2 running, 90 sleeping, 440 threads
Load Avg: 0.24, 0.33, 0.31 CPU usage: 10.76% user, 2.39% sys, 86.84% idle
SharedLibs: 5572K resident, 11M data, 0B linkedit.
MemRegions: 16331 total, 1104M resident, 39M private, 436M shared.
PhysMem: 484M wired, 1724M active, 370M inactive, 2578M used, 1517M free.
VM: 202G vsize, 1042M framework vsize, 352683(0) pageins, 0(0) pageouts.
Networks: packets: 456251/138M in, 499513/515M out.
Disks: 464986/6272M read, 521509/6330M written.

11:49:58

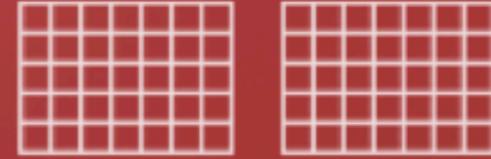
PID  COMMAND      %CPU  TIME    #TH  #WG  #POR  #MREG  RPRVT  RSHRD  RSIZE
1034 screencaptur 0.1   00:00.02 3    2    42    87+   220K-  15M+  3032K+
1030 top           4.3   00:00.56 1/1  0    25    33    1052K  264K  1628K
1028 quicklookd  0.0   00:00.06 6    2    79    89    3084K  11M   7532K
1027- cvmsComp_i38 0.0   00:00.16 1    0    18    35    1116K  248K  5764K
1024 bash         0.0   00:00.01 1    0    17    24    288K   244K  948K
1023 login        0.0   00:00.03 1    0    22    53    480K   244K  1584K
1022 taskgated   0.0   00:00.00 2    0    41    29    468K   244K  1036K
1020- Cathode    30.4  00:06.17 5    2    126-  214   28M    36M   50M
1013- Keynote    0.0   00:03.90 8    2    182-  545-  34M-   87M   86M-
1004 cupsd       0.0   00:00.03 3    1    37    60    1228K  248K  2540K
999  System Event 0.0   00:00.15 2    1    62    105   2952K  8884K 8536K
997  mdworker     0.0   00:00.05 3    1    49    64    1520K  16M   3932K
990- Google Chrom 0.0   00:22.11 3    1    206   656   11M    71M   26M
867  mdworker     0.0   00:01.99 3    1    71-   121-  9596K- 13M   21M-
851  VDCAssistant 0.0   00:00.05 4    1    89    78    1016K  11M   4324K
```

Demo



AAPL is up 36x in the 2nd Jobsian Epoch

FEB



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Cove Apple Club
7:00 PM - 8:30 PM

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