

Cove Apple Club

May 9, 2012

Tonight's Topics

- ◆ Apple In The News
- ◆ Apple's "1944" Sales Conference Video
- ◆ Beaming Photos in iPhoto for iOS
- ◆ Wireless Sync & Backup on iOS
- ◆ Prepping for Mountain Lion
- ◆ The Microscopic Wonders of iPhone

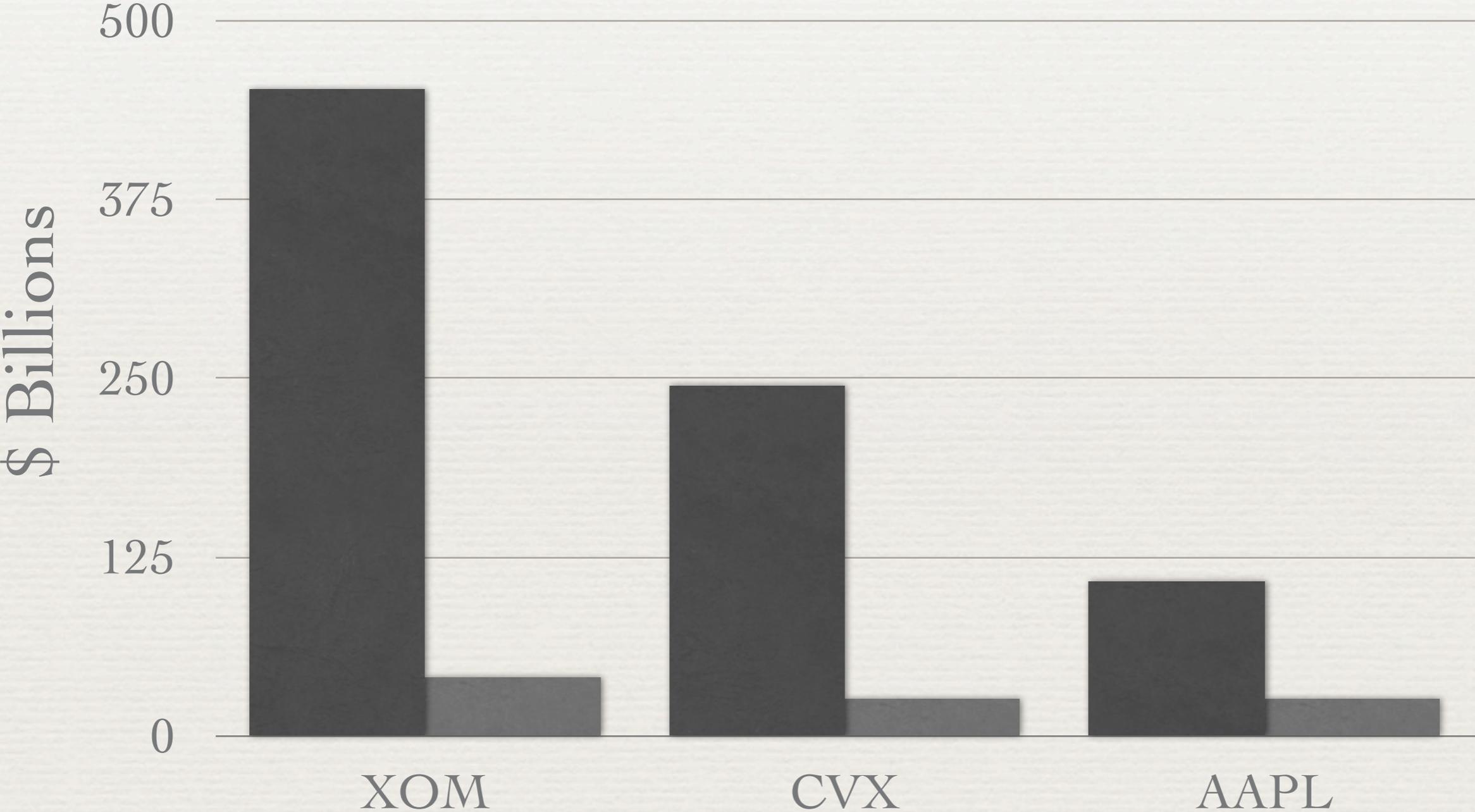
Fortune 500

- ♦ Apple blasts up 18 slots to #17
- ♦ #3 in profit \$\$; only Exxon Mobil and Chevron have higher profits, but on 2x & 4x the sales volume
- ♦ Apple as a hardware company makes more profit than Microsoft or Google, which are software/classified advertising companies

Fortune 500 Top 3 Profit Companies (2011)

■ Sales (2011)

■ Profits (2011)



Leading Smartphone Models, January 2007



Palm Treo



Motorola Moto Q



RIM Blackberry 8830

...and then this happened:



iPhone

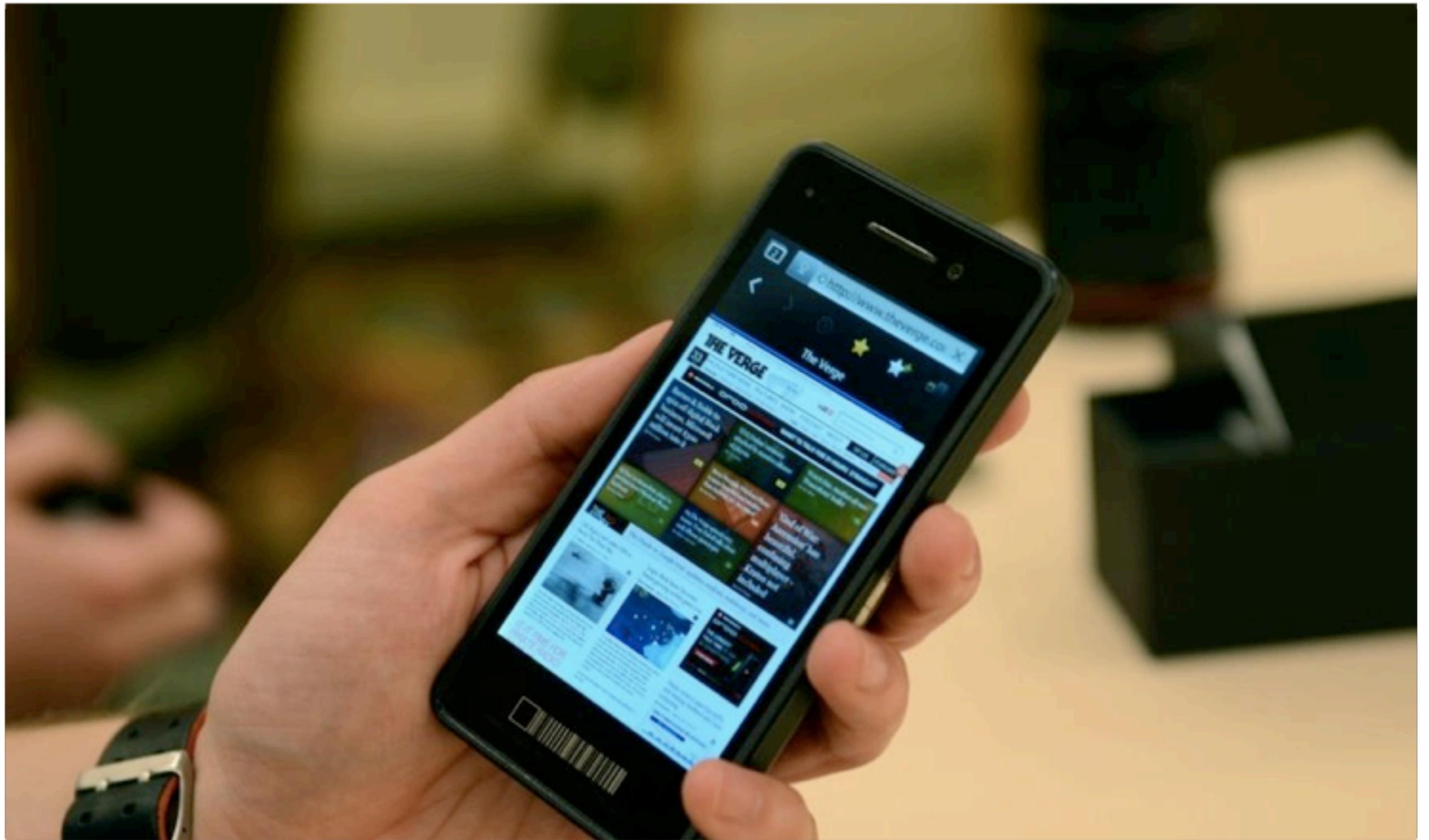
RIM's Balsillie on iPhone Intro:

The recent launch of Apple's iPhone does not pose a threat to Research In Motion Ltd.'s consumer-gearred BlackBerry Pearl and simply marks the entry of yet another competitor into the smartphone market, RIM's co-chief executive said in an interview.

"It's kind of one more entrant into an already very busy space with lots of choice for consumers," Jim Balsillie said of Apple. "But in terms of a sort of a sea-change for BlackBerry, I would think that's overstating it."



source: [the verge.com](http://theverge.com)



source: theverge.com

Beaming Photos in iOS with iPhoto

- ◆ iPhoto for iPhone/iPad (\$4.99/universal)
- ◆ Easy way to send individual pix or entire albums to friends
- ◆ Works over Wi-Fi
- ◆ No setup, no login -- “it just works”



Demo

Wireless Sync & Backup for iOS

Options

- Open iTunes when this iPad is connected
- Sync with this iPad over Wi-Fi
- Sync only checked songs and videos
- Prefer standard definition videos
- Convert higher bit rate songs to 128 kbps AAC
- Manually manage videos

Configure Universal Access...

Wireless Sync & Backup

- ♦ With iOS 5.0, Apple provided a means for iOS mobile devices to become “free-living organisms”
- ♦ After proper sync & backup setup, there is no need to ever tether your iPad or iPhone to your computer again

Requirements:

- ◆ All iOS devices running iOS 5.0 or later
 - ◆ Current version is iOS 5.1.1
- ◆ iTunes 10.5 or later for Mac or PC
- ◆ Wi-Fi Network for iOS devices
- ◆ If Mac or PC is wired, must be on same LAN segment as Wi-Fi station

Setup

1. Connect iOS device to computer using USB
2. Launch iTunes
3. Select your device in the Source list on the left
4. Click the Summary tab

iTunes

Summary Info Apps Tones Music Movies TV Shows Podcasts iTunes U Books Photos

iPad



Name: Mike's iPad 2 32Gb 3G
Capacity: 28.56 GB
Software Version: 5.1.1
Serial Number: DLXFL8GPDFJ2

Setup, continued

5. Scroll to the Options section and enable “Sync with this iOS device over Wi-Fi”
6. Click Apply

Options

- Open iTunes when this iPad is connected
- Sync with this iPad over Wi-Fi
- Sync only checked songs and videos
- Prefer standard definition videos
- Convert higher bit rate songs to 128 kbps ⌵ **AAC**
- Manually manage videos

[Configure Universal Access...](#)

Setup, continued

7. Quit iTunes

8. Power cycle your iOS device

9. Open iTunes

10. On iOS device, confirm that Wi-Fi sync is enabled in Settings → General → iTunes Wi-Fi Sync

Finished

- ◆ Your devices will sync with iTunes whenever they are:
 - ◆ Connected to a power source
 - ◆ Asleep
 - ◆ Wi-Fi network is present
 - ◆ iTunes is open on your Mac or PC

Wireless Backup to iCloud

- ♦ Automatic, nightly backup to the iCloud mothership
- ♦ Requires iCloud account (free)
- ♦ Easiest way to setup/migrate to a new device

Setup



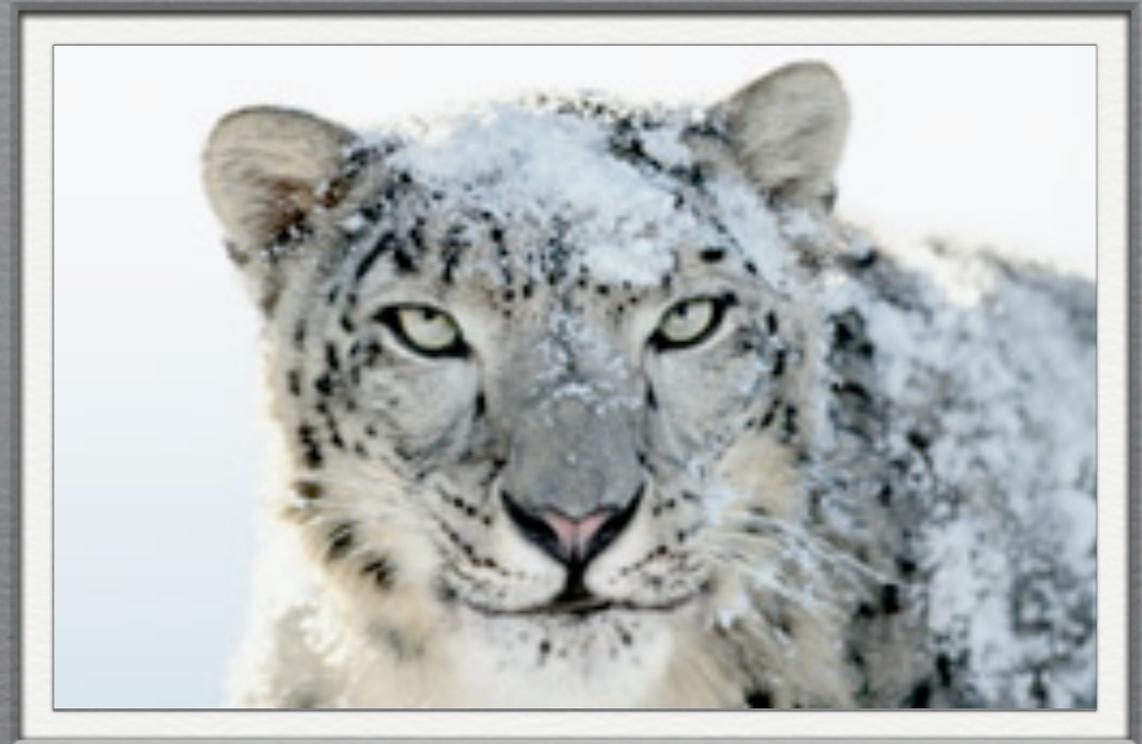
Setup



Setup



Prepping for
Mountain
Lion



Mountain Lion

- ◆ OS X 10.8
- ◆ Due “this summer”
- ◆ Developer test versions are coming hot & heavy the last few weeks
- ◆ Likely to release at or shortly after WWDC, which is June 11-15

System Requirements

- ♦ Intel Core 2Duo, Core i3, Core i5 or Core i7, or Xenon CPU
- ♦ Basically any Mac bought in the last 2.5 years
- ♦ To check, click the Apple icon on your menubar, and choose “About this Mac...”



About This Mac



Mac OS X

Version 10.7.3

[Software Update...](#)

Processor 3.2 GHz Intel Core i3

Memory 16 GB 1333 MHz DDR3

Startup Disk Macintosh HD

[More Info...](#)

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Software Requirements

- ◆ Must be running Lion or Snow Leopard
- ◆ For Leopard users who are MobileMe users, Apple is offering free Snow Leopard DVDs
- ◆ \$29 update to Lion through the Mac App Store

When the big day comes...

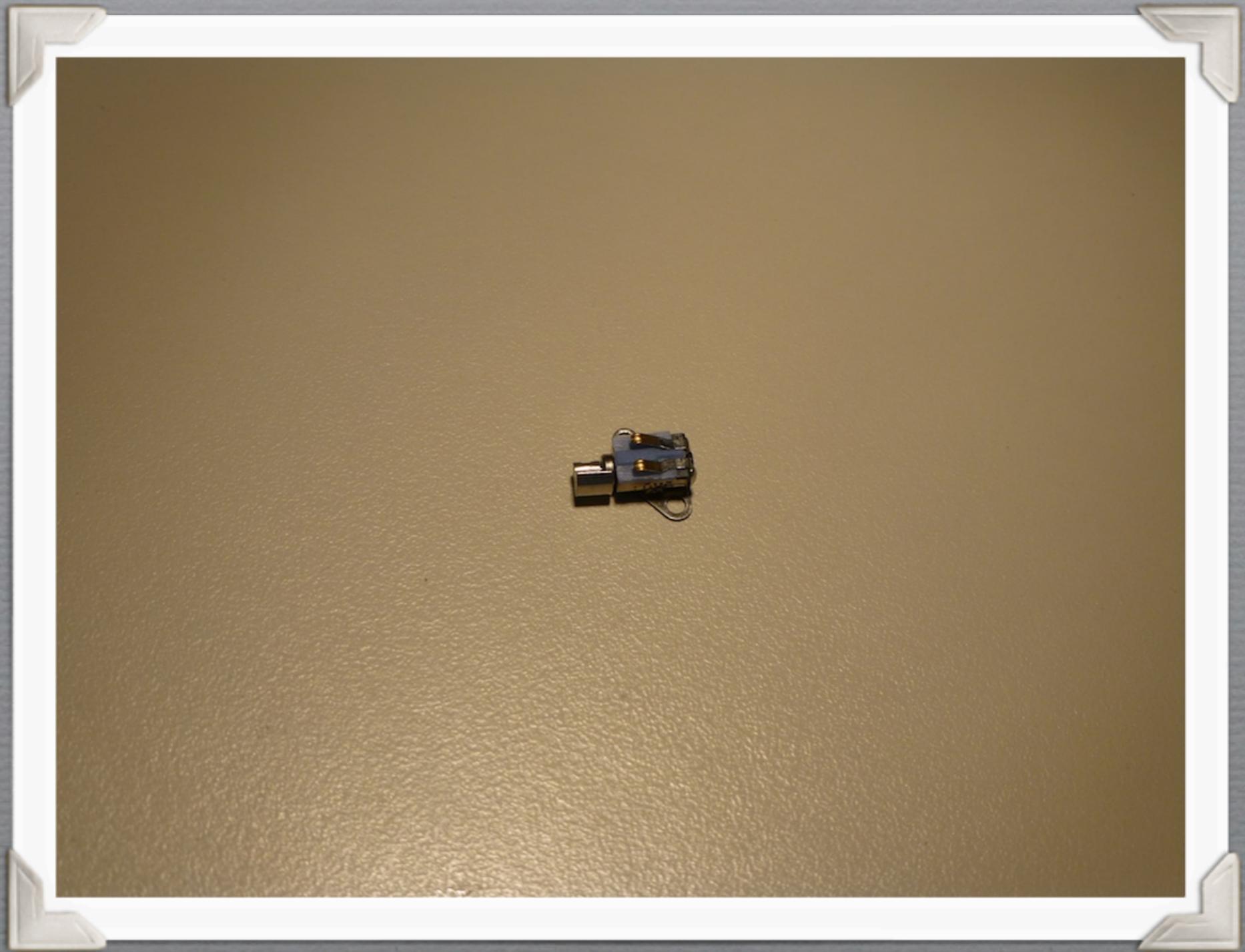
- ♦ Make sure your system is up-to-date
 - ♦ Use Software Update
- ♦ Have at least one complete, current, OFFLINE backup of your entire system
- ♦ Have a second OFFLINE backup of your Home folder

When the big day comes...

- ♦ Purchase & download through the Mac App Store
 - ♦ Requires an Apple ID
- ♦ Broadband Internet a must
- ♦ Allow 2-3 hours

Buying a new Mac

- ♦ New Macs will come with Mountain Lion pre-installed shortly after release
- ♦ New Macs bought at the Apple retail store qualify for free One-on-One data migration & basic setup



iPhone 4 Innards

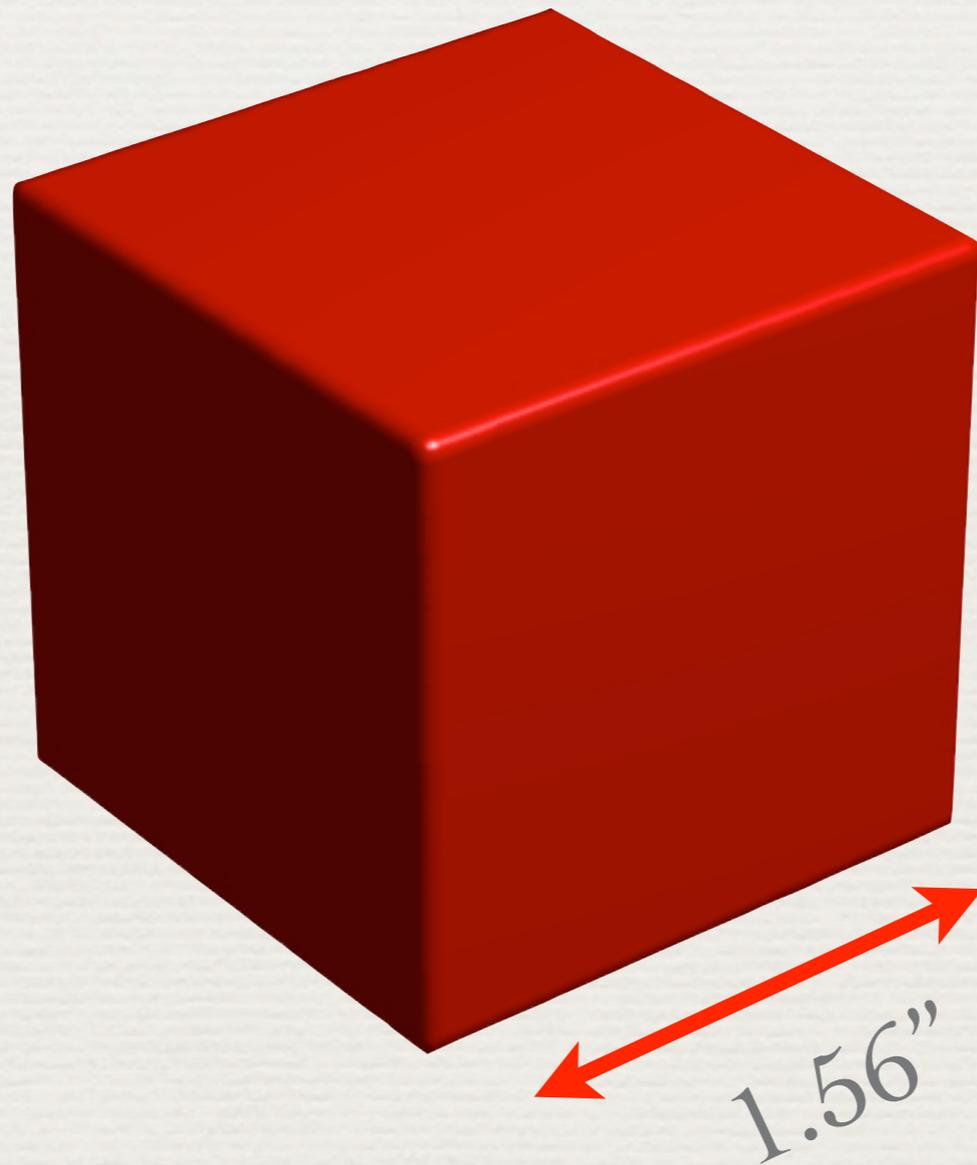
Your iPhone 4S has..

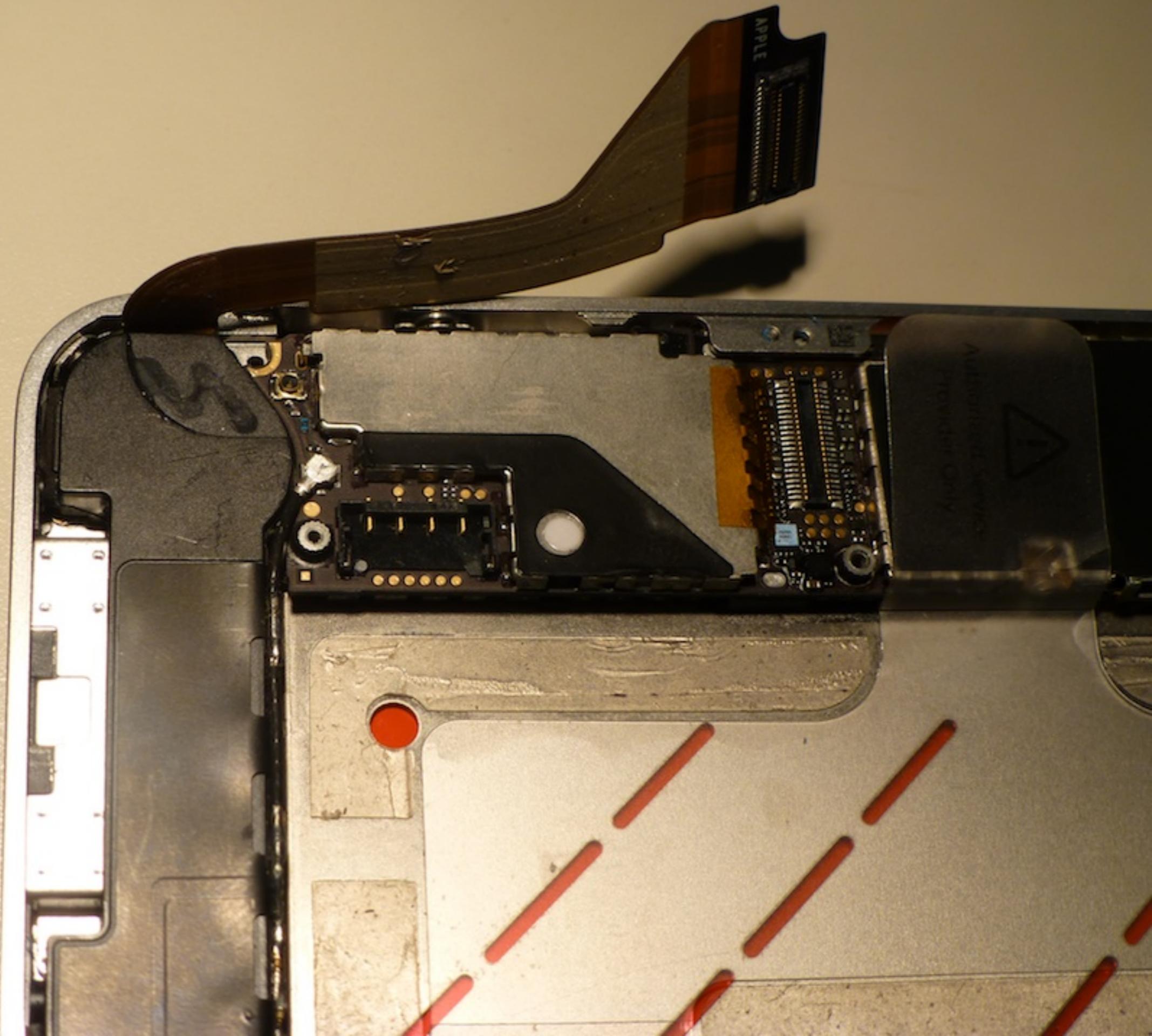
- ◆ 10-Band cellular radio & amplifier
- ◆ Bluetooth radio & amplifier
- ◆ Three-band Wi-Fi radio & amplifier
- ◆ Antennae for all radios
- ◆ Accelerometer
- ◆ Magnetic compass
- ◆ Ambient light sensor
- ◆ Proximity sensor
- ◆ Two moisture sensors
- ◆ Three temperature sensors
- ◆ High-resolution Retina display
- ◆ High-resolution touch-sensitive digitizer
- ◆ Long-life LiON battery & charge monitor/controller
- ◆ SIM card tray

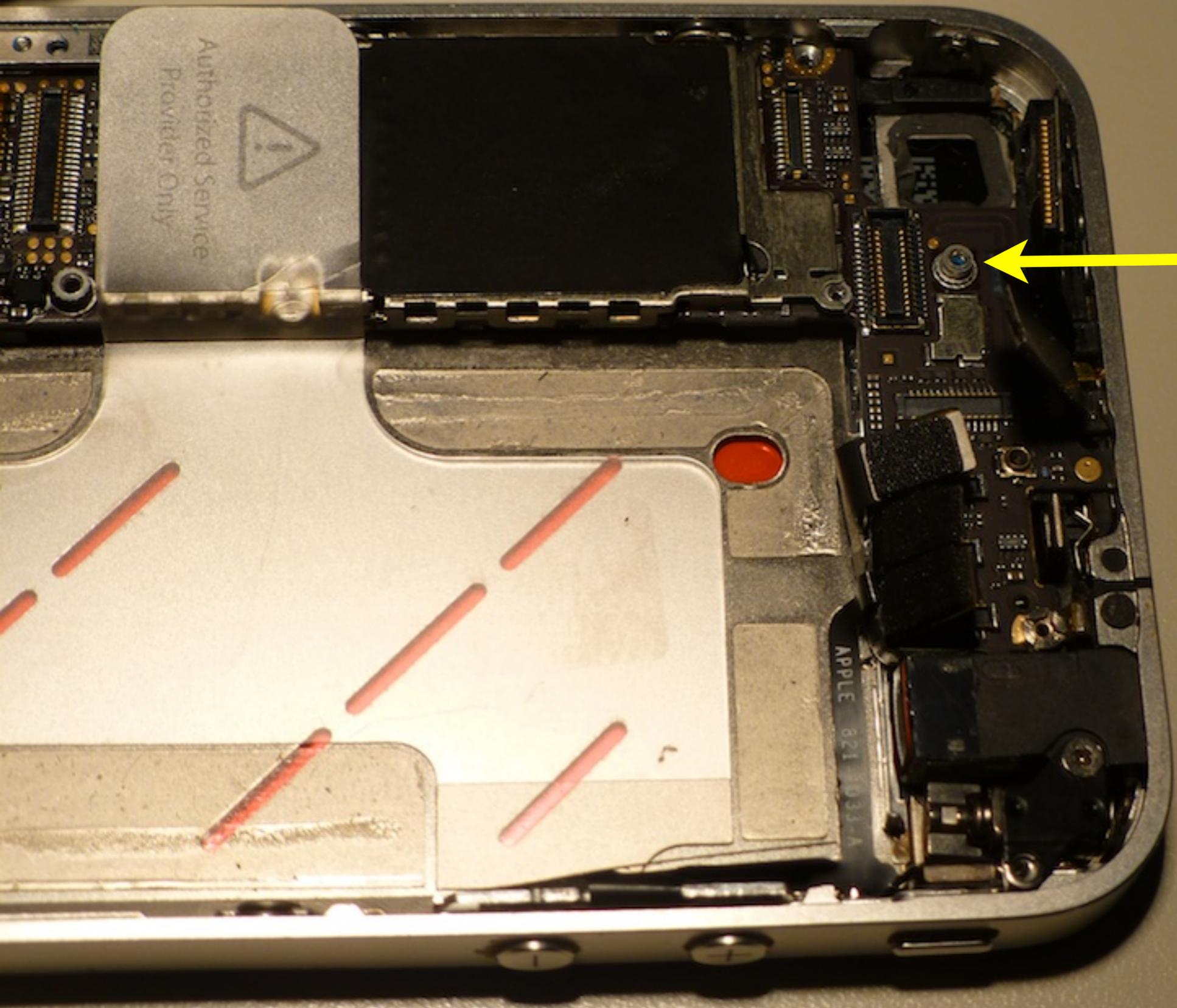
Your iPhone 4S has..

- ◆ Two microphones
- ◆ Two speakers
- ◆ GPS & GLONASS radio & amplifier
- ◆ 8MP rear-facing HD still/video camera
- ◆ LED camera flash
- ◆ Front-facing VGA camera
- ◆ USB dock/charge connector
- ◆ Headphone/speaker jack
- ◆ 16, 32 or 64Gb of Flash RAM
- ◆ Dual-core ARM CPU
- ◆ Five mechanical switches

All packed into a glass slab of less than 4 cubic inches in volume







Authorized Service
Provider Only



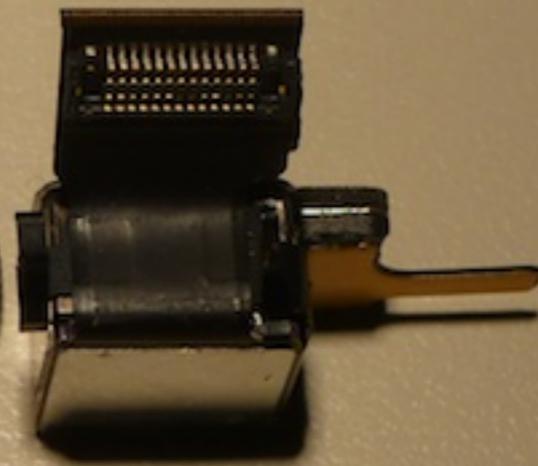
APPLE 821 033 A



8MP HD still/video camera

LED flash/focus unit





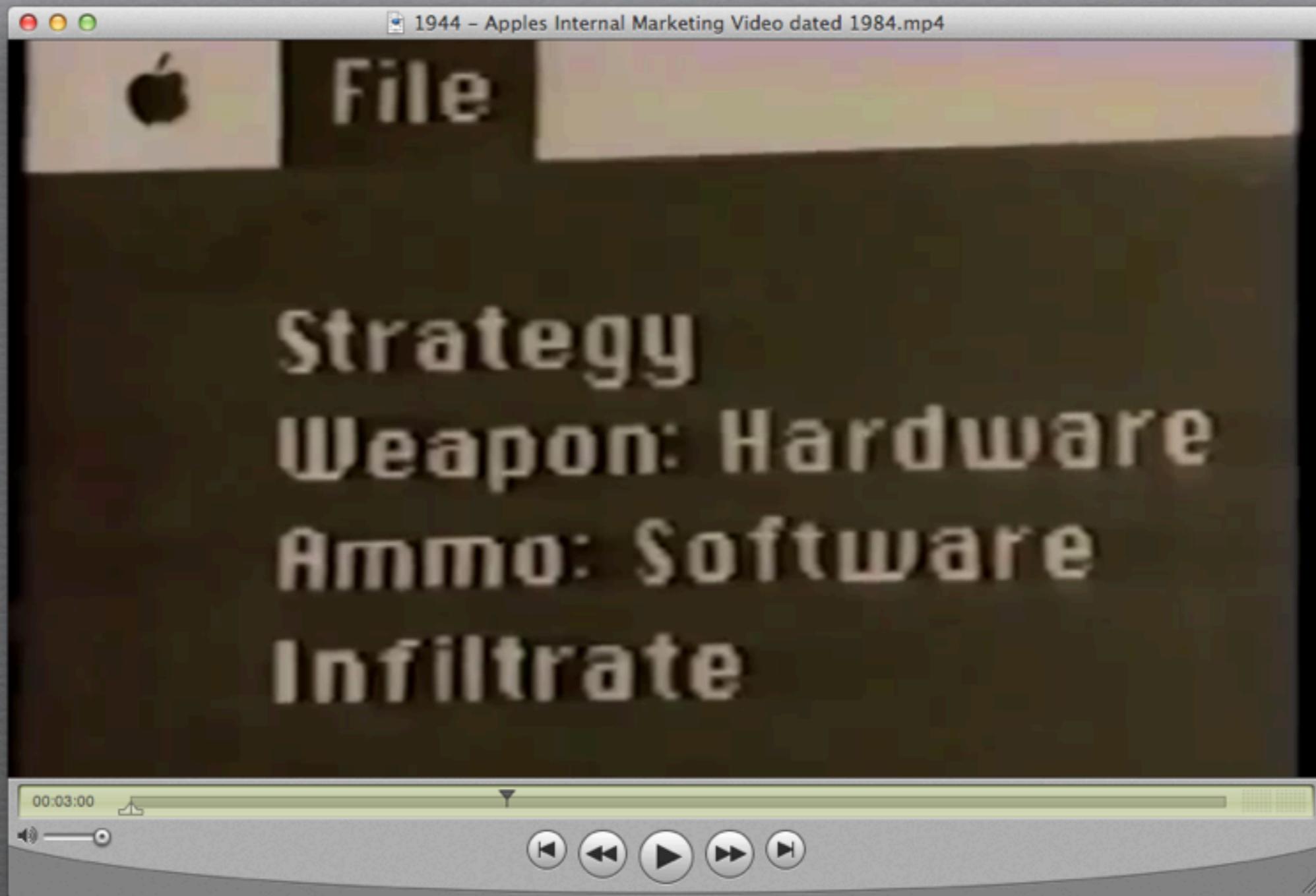












Apple's "1944" Sales Video

Cove Apple Club

Have fun & do more with your Mac!



The next time you need some new Mac gear, start your online shopping session with the link to Amazon on this page. Your purchase will earn a little money for the Cove Apple Club, which we'll use to buy a new widescreen video projector for the club! We'll also update club members on the earnings every month.

So be sure to click the Amazon logo below when you need to shop for Mac products online...and "give back" to the Cove Apple Club -- without costing you an extra cent! Thanks!

An advertisement for the Amazon Kindle. The text reads: 'The All-New Kindle Built-in Wi-Fi Only \$139'. Below the text is an image of a hand holding a Kindle device displaying 'Chapter 1'. At the bottom left, there is the Amazon Kindle logo and a 'Learn more' button with a play icon. A small 'Privacy' link is visible at the bottom left of the banner.

The All-New **Kindle**
Built-in Wi-Fi
Only **\$139**

amazon **kindle**
Learn more ▶

Privacy

On an iPhone or iPad? Amazon Banner above not displaying?
[Click this link instead.](#)

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- Products from our meetings
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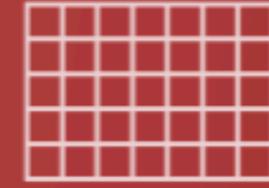
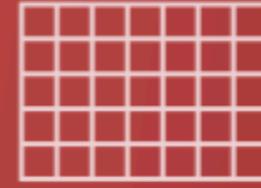
Earnings Report Totals

[Glossary](#)

January 1, 2012 to May 8, 2012

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	49	\$4,433.21	\$207.44
Total Third Party Items Shipped 	46	\$1,233.62	\$68.89
Total Items Shipped	95	\$5,666.83	\$276.33
Total Items Returned	-2	-\$200.00	-\$8.00
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	93	\$5,466.83	\$268.33

MAY



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7:00 PM - 8:00 PM

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