



# Cove Apple Club

September 12, 2012



# Tonight's Topics

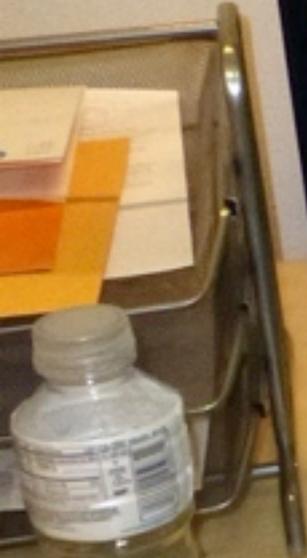
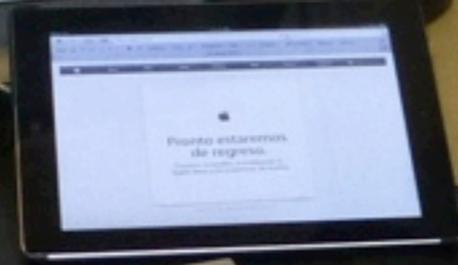
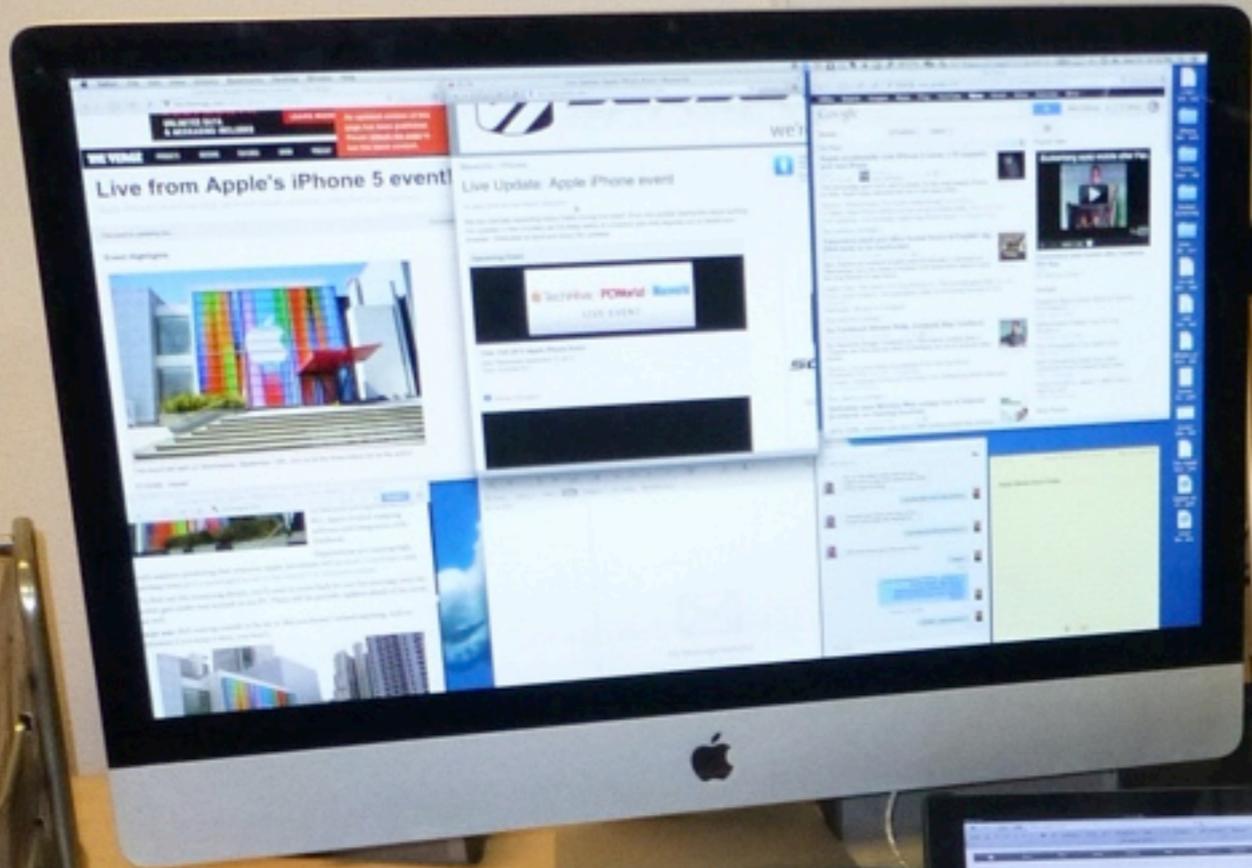
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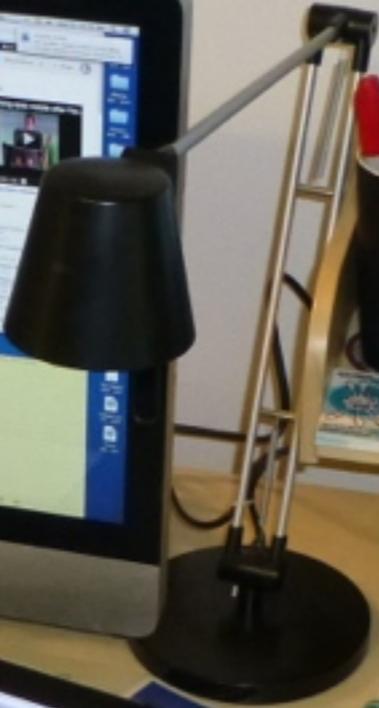
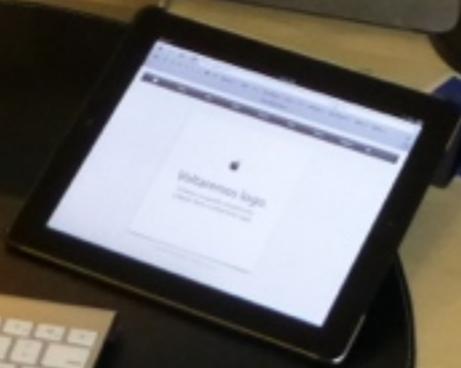
- ❖ Apple In The News
- ❖ The New Gear
- ❖ iPhone Upgrade Ideas
- ❖ ~~Reading List/Reader/Instapaper~~
- ❖ Whole-Disk Encryption in Mountain Lion
- ❖ New High-Res Photos for Desktop Pictures in Mountain Lion

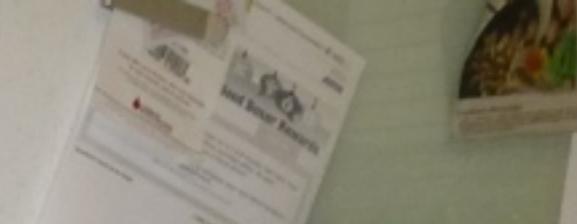
# Apple Media Event: How I Roll

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- ❖ 27" iMac @ 2,560x1440 = 3.38mp
- ❖ External 17" HDTV / 720p @ 1280 x 720 = .92mp
- ❖ 13" MacBook Air @ 1,440 x 900 = 1.29mp
- ❖ iPad 2 @ 1,024 x 768 = .786mp
- ❖ iPhone 4 @ 960 x 640 = .614mp
- ❖ Total of 7.2 megapixels!
- ❖ 11 Web sites open, two Twitter feeds, Mail, Notes, Safari & Messages







# iPhone 5

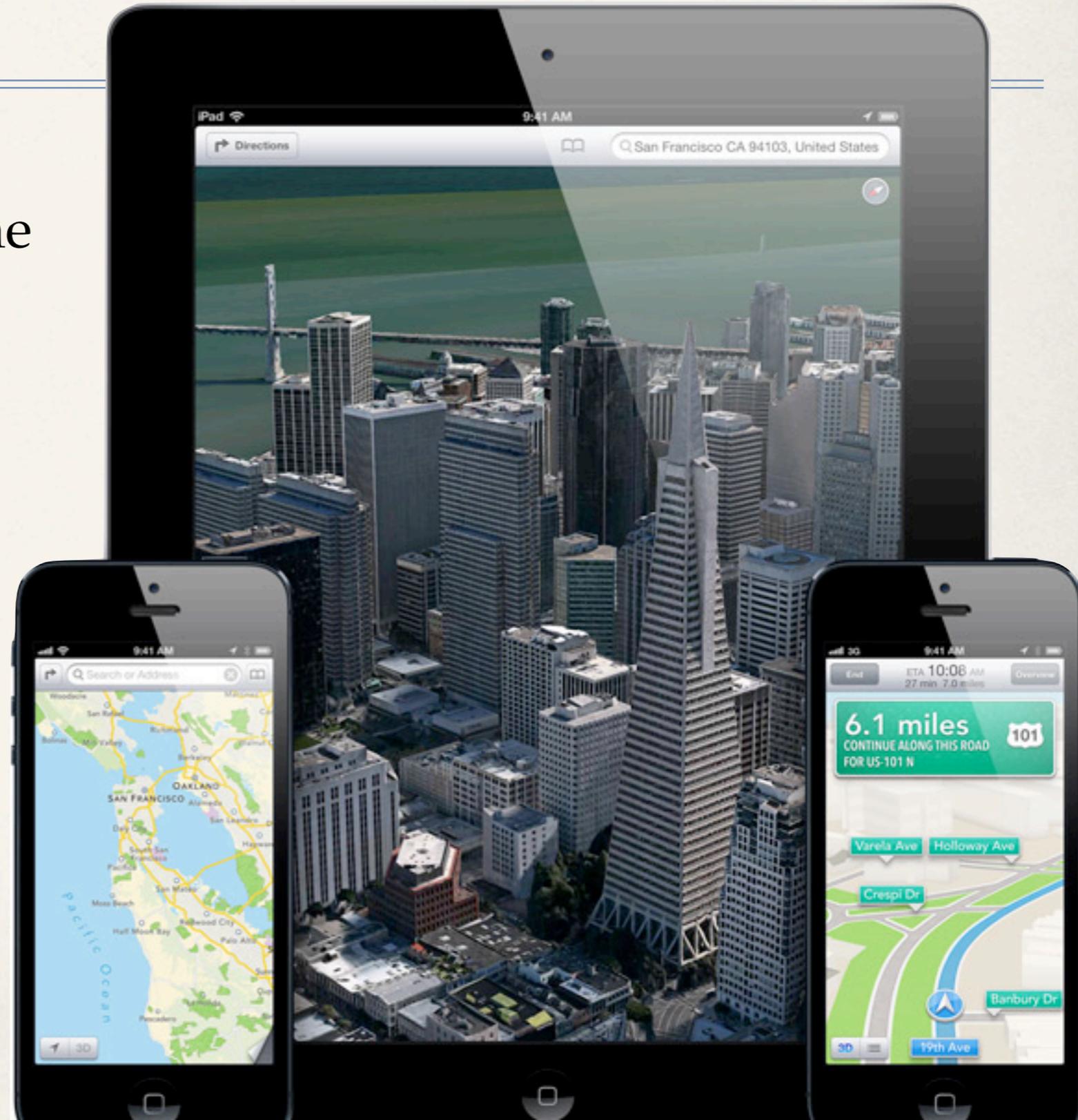
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- \* Thinner, lighter, faster, bigger screen with 5th row of icons
- \* Additional microphone, better camera with a synthetic sapphire lens, 1080p video, panoramic stills, stills within movies, 10-face recognition
- \* LTE support & wideband audio on some carriers
- \* New, smaller, faster dock connector, called “Lightning”
- \* Same prices as iPhone 4S: \$\$199 / \$299 / \$399 for 16Gb / 32Gb / 64Gb /
- \* Order on Friday; ships next week in 9 countries, 20 more in a month
- \* Available at [apple.com](http://apple.com), Apple retail stores, carrier stores next Friday



# iOS 6

- ❖ Runs on phones as old as the iPhone 3GS
- ❖ iPhone 4, 4S, 5
- ❖ iPad 2, new iPad
- ❖ iPod touch 4g
- ❖ Drops September 19
- ❖ Free



# And...

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- ❖ All new iPod lineup: iPod touch 5g, Nano
- ❖ New EarPods, included with new gear and sold standalone
- ❖ New iTunes stores for iOS & Mac/PC coming in October
- ❖ In all, 22 new hardware products, all with prices and ship dates

# New iPhone Pricing

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	iPhone 5	iPhone 4S	iPhone 4
Unlocked	N/A	\$549 (16Gb)	\$450 (8Gb)
2-Year Contract	\$199 (16Gb)	\$99 (16Gb)	Free (8Gb)

# Nokia's Non-Announcements

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- ❖ Announced Lumia 820 & 920 “flagship” phones running Windows 8
- ❖ No pricing
- ❖ No ship date
- ❖ *Faked* promo video

# Faked Lumia 920 promo video

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

# Faked Lumia 920 promo video

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

# HP's new Spectre One AIO PC

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## Hello, Gorgeous!

Beautify your workspace while un-cluttering it with the HP Spectre<sup>ONE</sup>, an All-in-One unlike anything you've ever seen. Stunningly elegant and incredibly thin, it makes a statement without saying a word. Ready for what you want to do today and designed for all the amazing things you'll do tomorrow.

In stores November, 2012.

[Read the press release.](#)



# HP's new Spectre One AIO PC

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## Hello, Gorgeous!

WTF???!  
Beautify your workspace without cluttering it with the HP Spectre<sup>ONE</sup>, an All-in-One unlike anything you've ever seen. Stunningly elegant and incredibly thin, it makes a statement without saying a word. Ready for what you want to do today and designed for all the amazing things you'll do tomorrow.

In stores November 2012.



**Apple iMac**



**HP Spectre One**





HP's Spectre One trackpad,  
ships in November, 2012



Apple's Magic Trackpad,  
shipped July, 2010



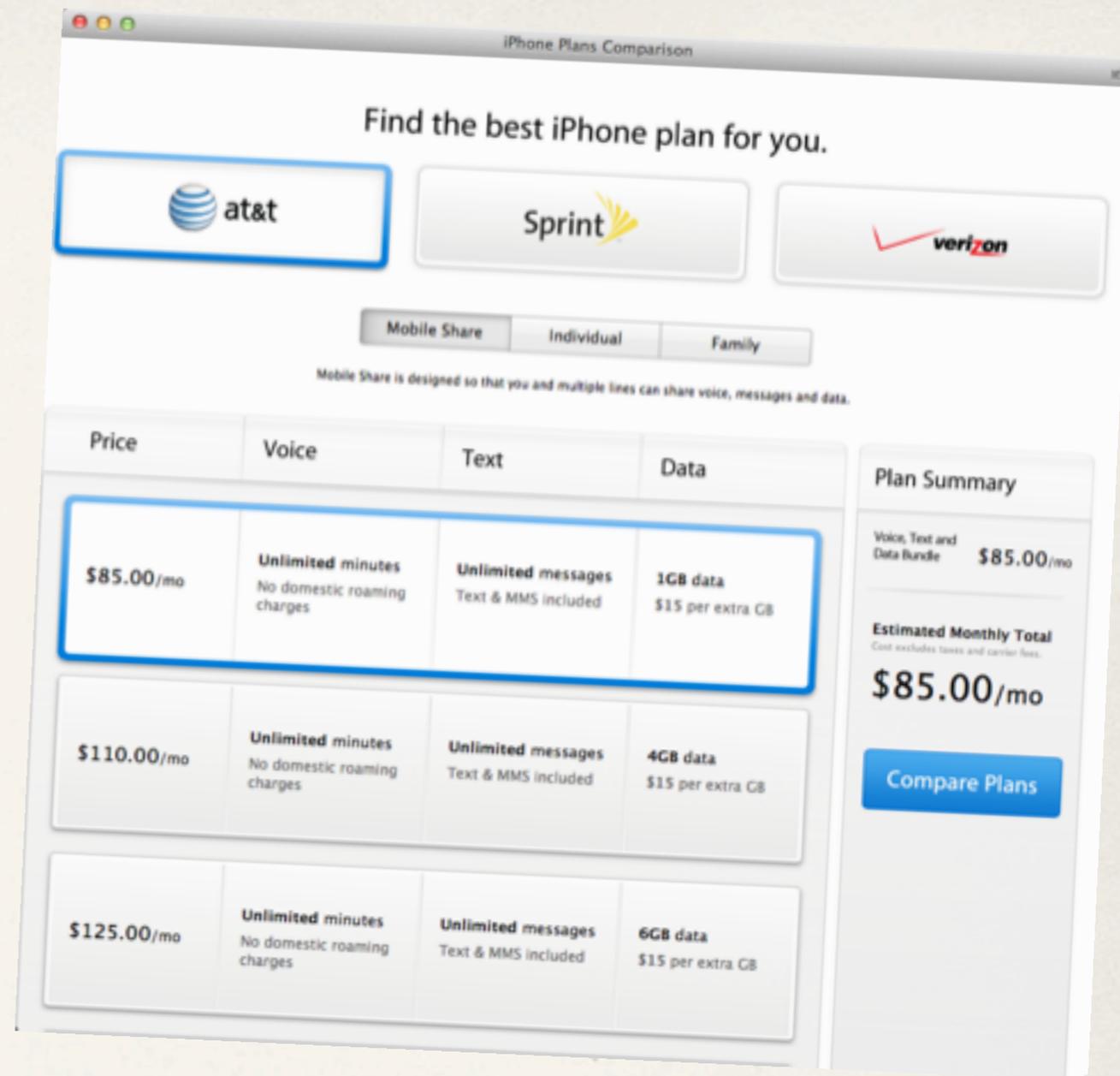
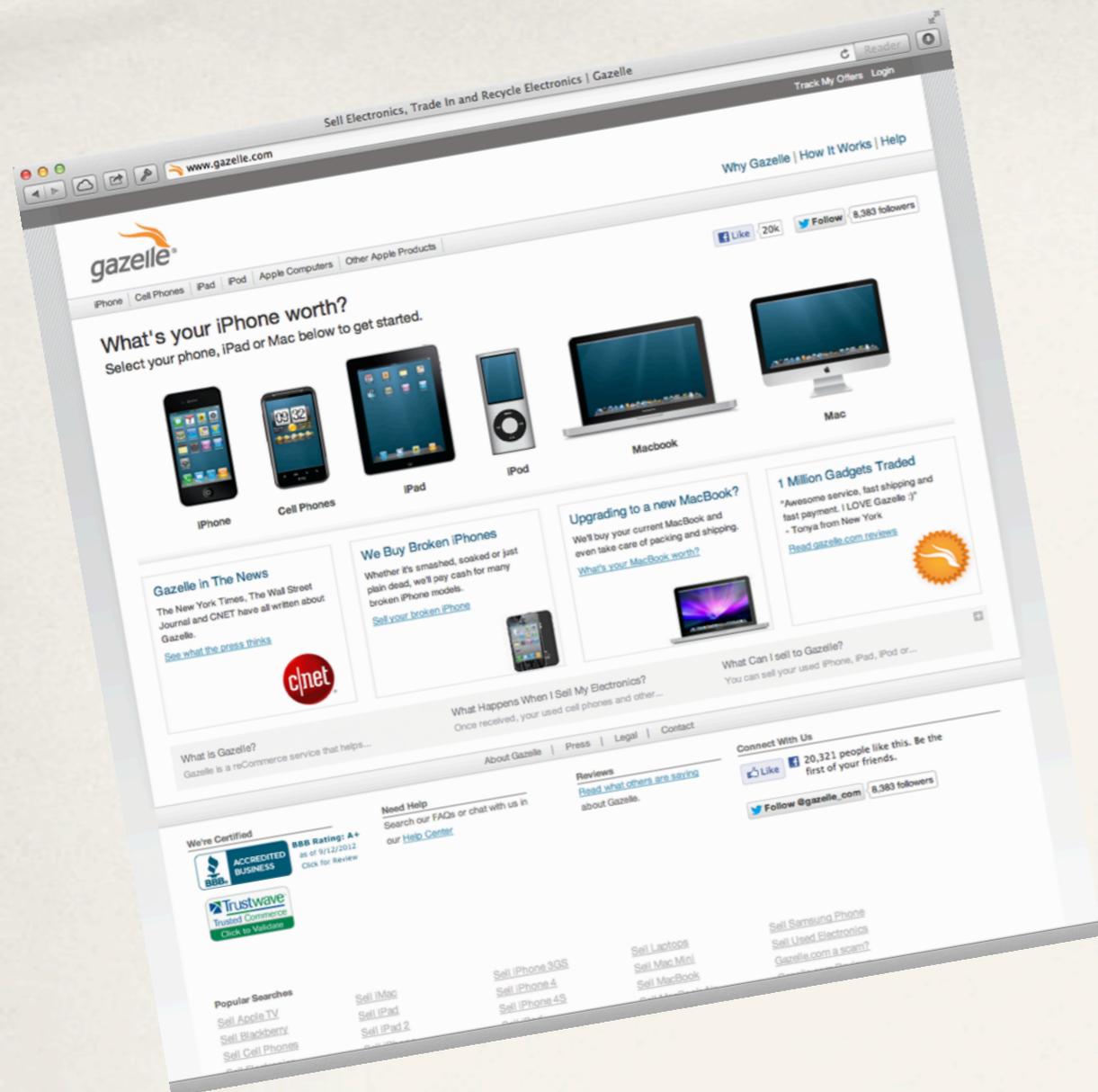
This is what HP's All-In-Ones look like today.



hp TouchSmart 610-1280qd



hp TouchSmart 610-1280qd



# iPhone Upgrade Ideas

# iPhone Upgraders

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- ❖ More than 30 million iPhone 4/3GS buyers are now out of contract or will be by December 31
- ❖ More carriers offering more options than when we all bought back in 2010
- ❖ Unlock your out-of-contract phone
- ❖ Apple also selling new unlocked iPhones
- ❖ Sell your old clunker!

## Find the best iPhone plan for you.



Mobile Share

Individual

Family

Mobile Share is designed so that you and multiple lines can share voice, messages and data.

Price	Voice	Text	Data	Plan Summary
<b>\$85.00/mo</b>	<b>Unlimited</b> minutes No domestic roaming charges	<b>Unlimited</b> messages Text & MMS included	<b>1GB</b> data \$15 per extra GB	Voice, Text and Data Bundle <b>\$85.00/mo</b>  <b>Estimated Monthly Total</b> <small>Cost excludes taxes and carrier fees.</small> <b>\$85.00/mo</b>  <a href="#">Compare Plans</a>
<b>\$110.00/mo</b>	<b>Unlimited</b> minutes No domestic roaming charges	<b>Unlimited</b> messages Text & MMS included	<b>4GB</b> data \$15 per extra GB	

[Back](#)

## Find the best iPhone plan for you.

			
Plan	Mobile Share	Family	Share Everything
Voice	<b>\$85.00/mo</b> <b>Unlimited</b> minutes No domestic roaming charges	<b>\$139.99/mo</b> <b>1500</b> shared minutes 45¢ per extra minute	<b>\$80.00/mo</b> <b>Unlimited</b> minutes No domestic roaming charges
Text	<b>Unlimited</b> messages	<b>Unlimited</b> messages	<b>Unlimited</b> messages
Data	<b>1GB</b> data	<b>Unlimited</b> data	<b>300MB</b> data
Mobile Hotspot	<b>Included</b>	<b>Not Selected</b>	<b>Included</b>

# No-contract carriers: Virgin Mobile

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- ❖ Virgin Mobile USA: iPhone 4S / 16Gb \$649, then \$35 / month no-contract unlimited data, message & 300 voice minutes
- ❖ Right now, their pricing doesn't make sense!
- ❖ Watch for updates now that iPhone 4S is \$99 on contract

# No-contract carriers: Cricket

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- ❖ Visit [mycricket.com](http://mycricket.com)
- ❖ Enter ZIP Code 27101 to see pricing (Winston-Salem, NC)
- ❖ iPhone 4S 16Gb: \$499
- ❖ Only plan available for iPhone is \$55/month, unlimited talk/text/Web, 2.5Gb full-speed data, no activation, no shipping
- ❖ May not actually be available in Orlando area, but stay tuned
- ❖ iPhone 5 coming soon

# Sell your old clunker!

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- ❖ Several outfits are offering to buy your old iPhone and pay you cash
- ❖ Gazelle.com, HelloTotem.com, SellCell.com, Trade2Save.com, etc.
- ❖ May cover most or all of the cost of your new iPhone 5!
- ❖ **Be sure to get a delivery date for your NEW iPhone first!**

# Gazelle.com

Sell Electronics, Trade In and Recycle Electronics | Gazelle

www.gazelle.com

Track My Offers Login

**gazelle**

Why Gazelle | How It Works | Help

iPhone | Cell Phones | iPad | iPod | Apple Computers | Other Apple Products

## What's your iPhone worth?

Select your phone, iPad or Mac below to get started.

Like 20k Follow 8,383 followers

 iPhone

 Cell Phones

 iPad

 iPod

 Macbook

 Mac

### Gazelle in The News

The New York Times, The Wall Street Journal and CNET have all written about Gazelle.

[See what the press thinks](#)



### We Buy Broken iPhones

Whether it's smashed, soaked or just plain dead, we'll pay cash for many broken iPhone models.

[Sell your broken iPhone](#)



### Upgrading to a new MacBook?

We'll buy your current MacBook and even take care of packing and shipping.

[What's your MacBook worth?](#)



### 1 Million Gadgets Traded

"Awesome service, fast shipping and fast payment. I LOVE Gazelle :)"  
- Tonya from New York

[Read gazelle.com reviews](#)



What is Gazelle?  
Gazelle is a reCommerce service that helps...

What Happens When I Sell My Electronics?  
Once received, your used cell phones and other...

What Can I sell to Gazelle?  
You can sell your used iPhone, iPad, iPod or...

About Gazelle | Press | Legal | Contact



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[iPhone](#) | [Cell Phones](#) | [iPad](#) | [iPod](#) | [Apple Computers](#) | [Other Apple Products](#)



## Apple iPhone 4 32GB (AT&T/Unlocked)

[Change model](#)

### 1. What shape is it in?

**Broken**

Does not turn on or has serious physical damage

**Good**

Normal signs of use

**Flawless**

Looks like it's never been used

Your iPhone is in great working order with some minor cosmetic signs of wear. Your iPhone has no cracks or missing buttons (power, home, ringer, and/or volume).

### Your Gazelle Offer

# \$189

[Add to Box](#)

[Offer Protected](#) ?

#### Why sell to Gazelle

- 30 day offer guarantee
- Free shipping
- Fast payment
- Free data wipe
- Step by step updates
- No listing hassles

# Hello Totem.com



[How It Works](#)

[About Us](#)

[Help](#)

[Track Your Devices](#)

We buy iPhones, iPads, Blackberrys and more!  
**its dollars and sense,  
get an instant quote  
for your old devices**

Apple iPhone 4s 32GB (AT&T) ▼

Good Condition (minor scratches, no deep ▼

Email

**Get Your Quote**



As Seen On...



The New York Times

WIRED



Mac|Life



FASTCOMPANY

\$110.66 wasn't enough to sell to Totem? Is \$121.73 enough? — iPhone

HelloTotem <noreply@hellototem... September 8, 2012 11:53 PM

To: Mike Sullivan  
\$110.66 wasn't eno

Totem Still Wants to Buy Your Apple iPhone 4 16GB (AT&T) — iPhone

★ HelloTotem <noreply@hellototem... September 10, 2012 2:06 AM

To: Mike Sullivan  
Totem Still Wants to Buy Your Apple i

One last chance to lock in \$121.73 for your Apple iPhone 4 16GB (AT&T) — Inbox

★ HelloTotem <noreply@hellotote... September 12, 2012 2:18 AM

To: Mike Sullivan and 1 more... [Details](#)  
One last chance to lock in \$121.73 for your Apple iPhone 4 16GB (AT&T)



Get



Get 10% More

We ne sit at de



Get 10% More

Totem still has not heard from you regarding your potential order. Time is running out on this raised offer price. Our best and final offer for your Apple iPhone 4 16GB (AT&T) is \$121.73. Please [visit our site](#) to sell your device now for this new price. You must enter promo code **2NDOFFER** at checkout to take advantage of this offer.

# Unlock your out-of-contract phone

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- ❖ I unlocked my OOC iPhone 4 / AT&T on Monday -- took about 15 minutes, then restore via iTunes
- ❖ Same service, no longer under contract by Da' Man
- ❖ Can visit T-Mobile and buy their SIM card, discontinue AT&T anytime

# T-Mobile Unlocked & Unlimited

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**UNLIMITED**  
& UNLOCKED

## PRODUCTS



### T-Mobile® Micro SIM Card

- Ready to use
- Compatible with unlocked GSM devices
- Compatible with iPhones and select tablets

★★★★★ (1 reviews)

Your Price **FREE**  
[View details >](#)



# New iPhone Pricing

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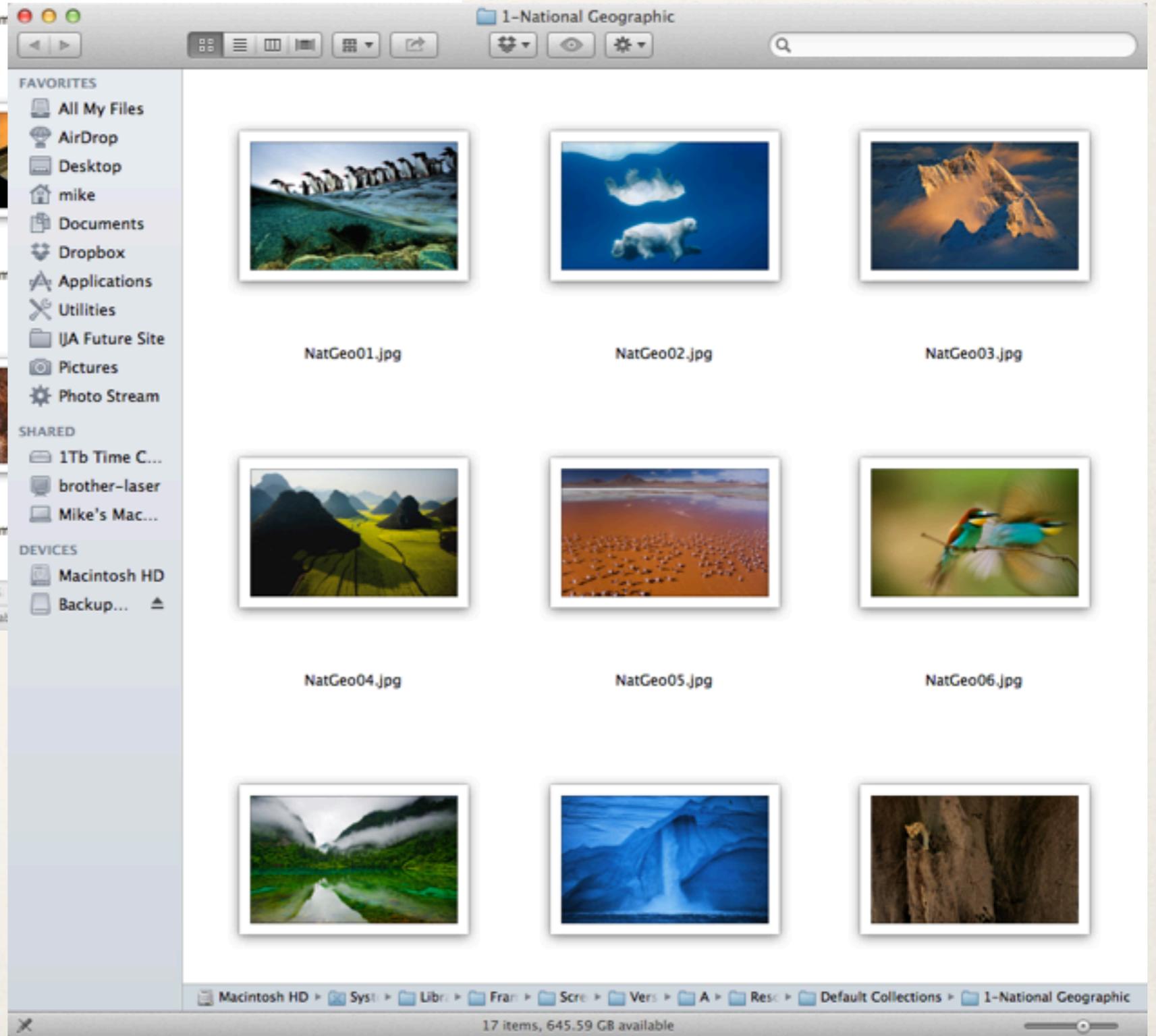
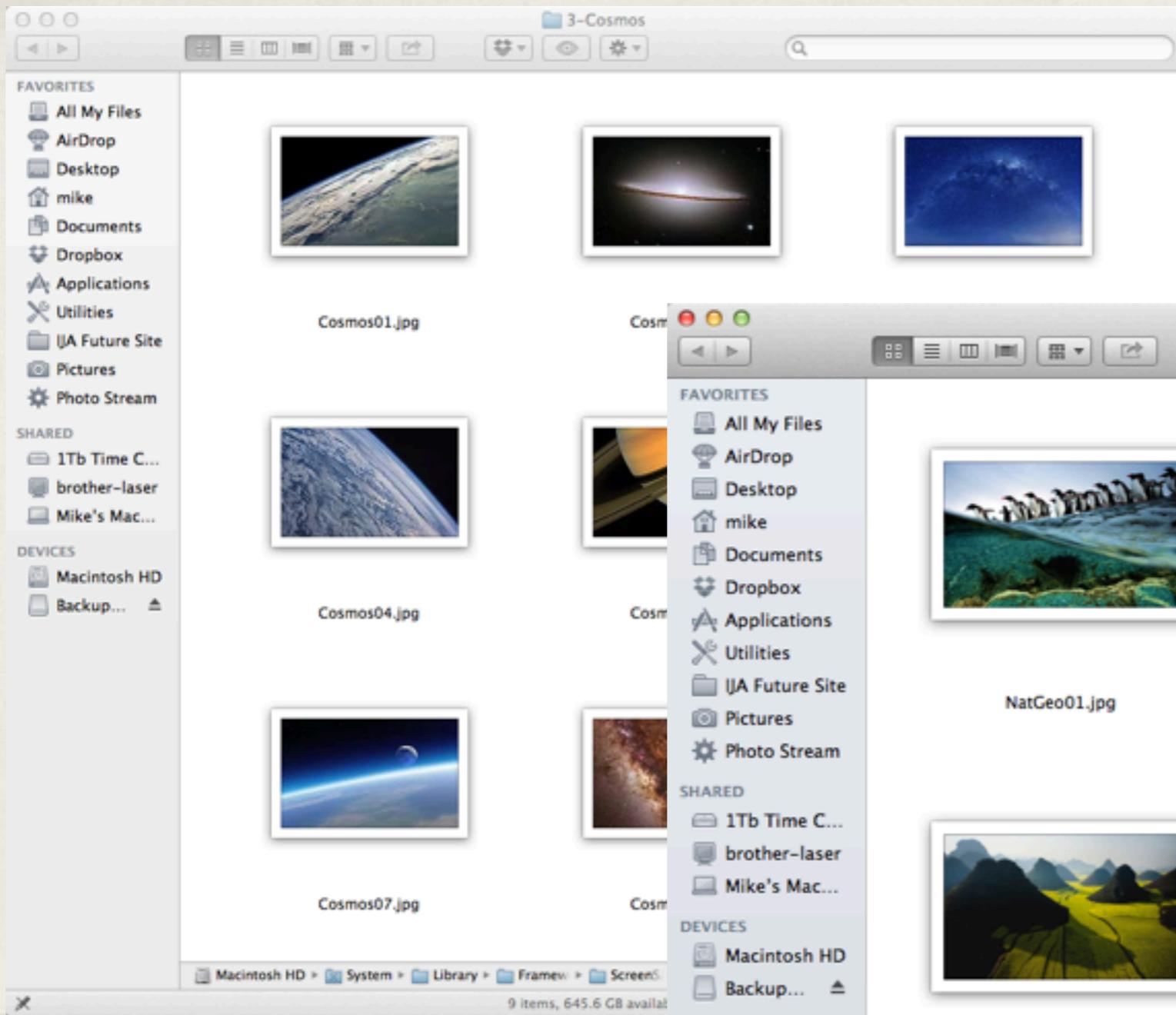
	iPhone 5	iPhone 4S	iPhone 4
Unlocked	N/A	\$549 (16Gb)	\$450 (8Gb)
2-Year Contract	\$199 (16Gb)	\$99 (16Gb)	Free (8Gb)



New Desktop Pictures in Mountain Lion

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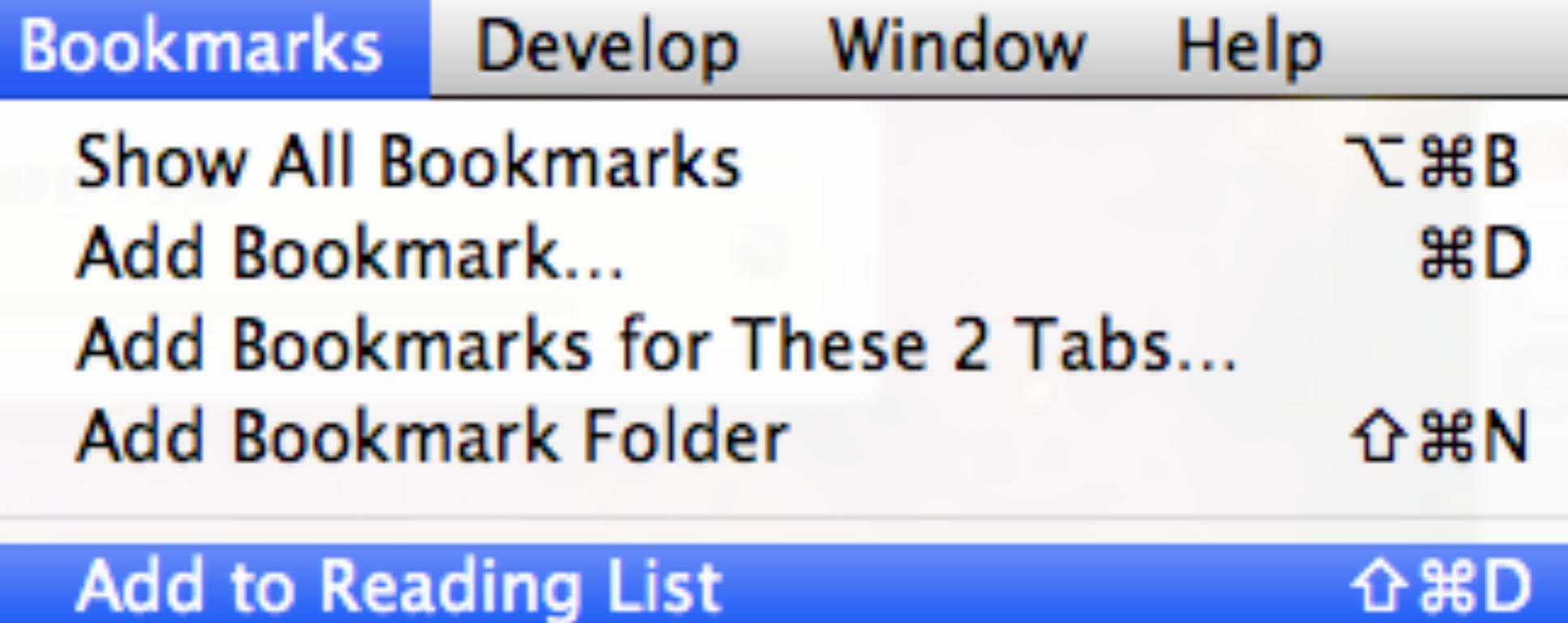




Demo

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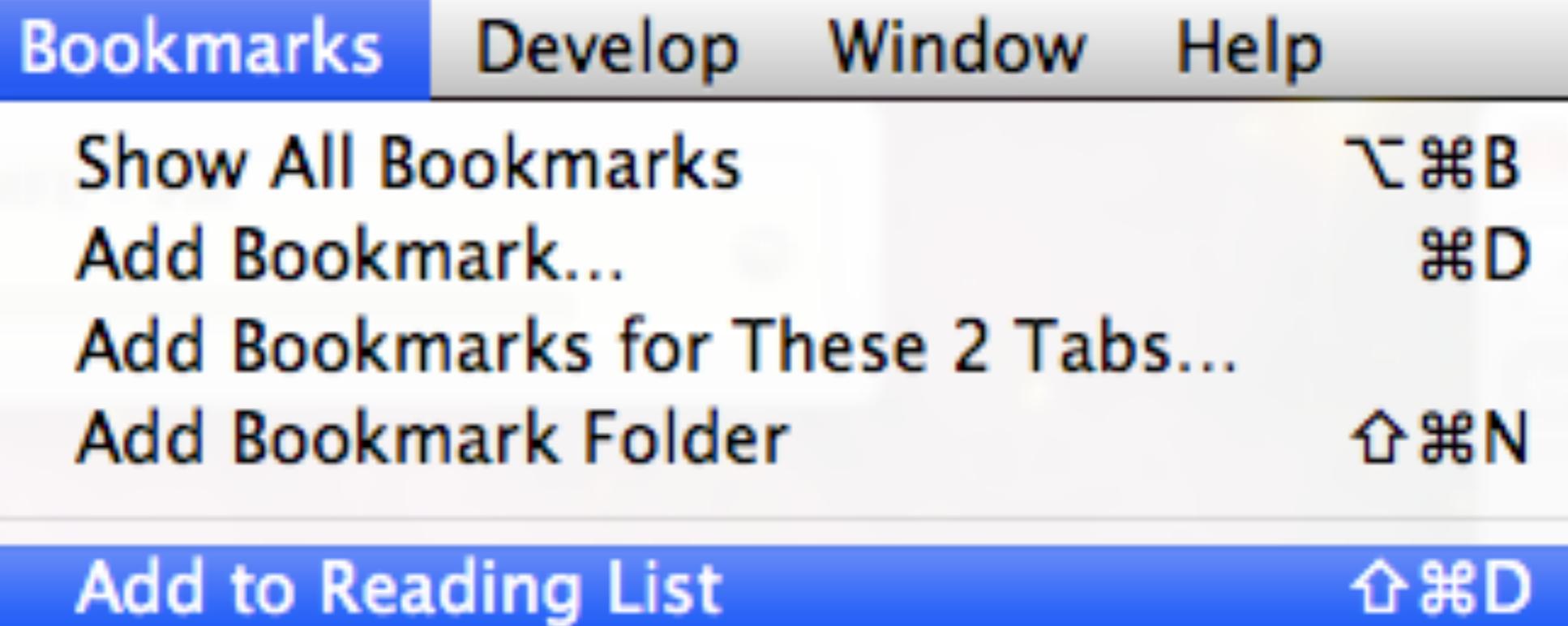
# Reading List

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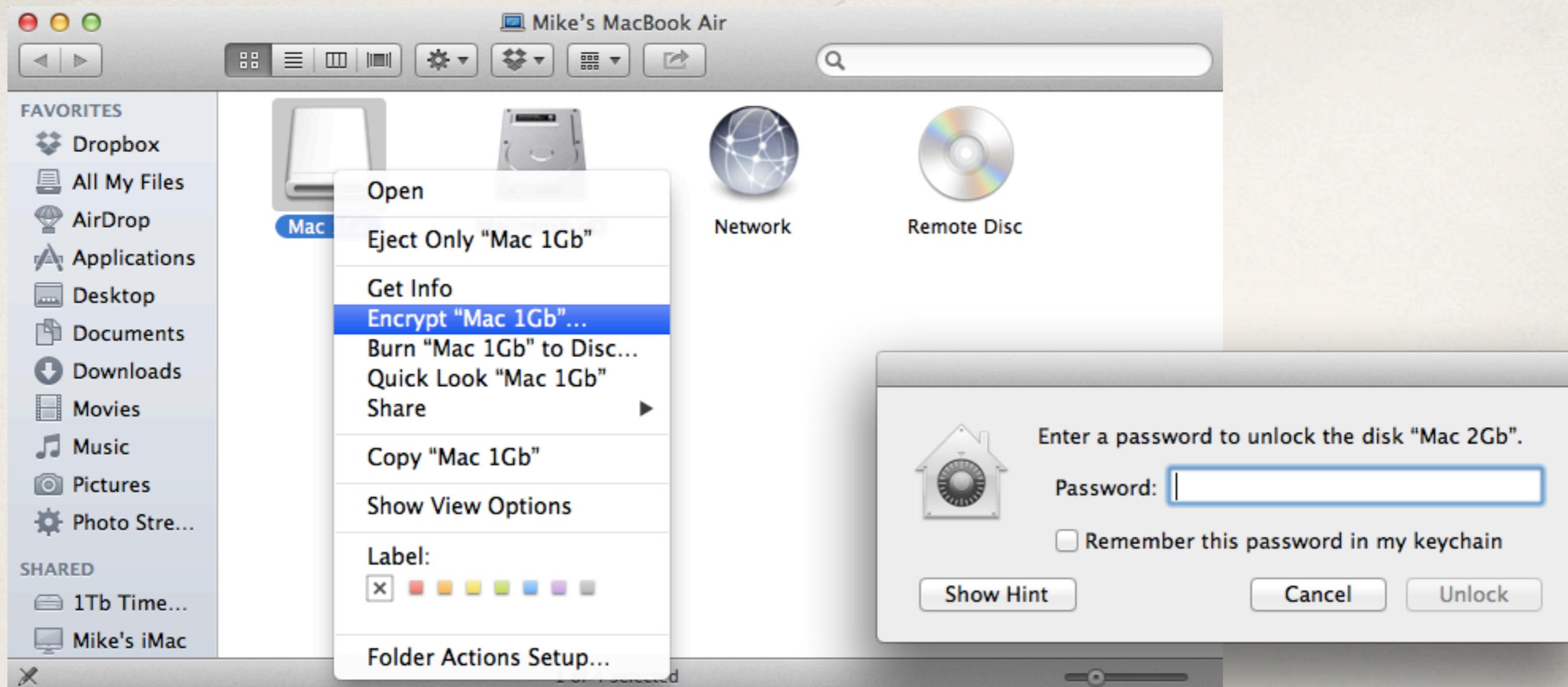
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- ❖ New in desktop Safari 5.1 & Mobile Safari in iOS 5
- ❖ A special kind of Bookmarks list in Safari
- ❖ LIFO: Last-in, first-out; also tracks if items have been read
- ❖ Added iCloud sync between devices in Lion & iOS 5
  - ❖ Update Reading List on one device, it syncs with all others!
- ❖ New in Mountain Lion & iOS 6: Offline mode!
- ❖ Pretty darn handy!



Demo

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# Single-Click Whole-Disk Encryption in Mountain Lion

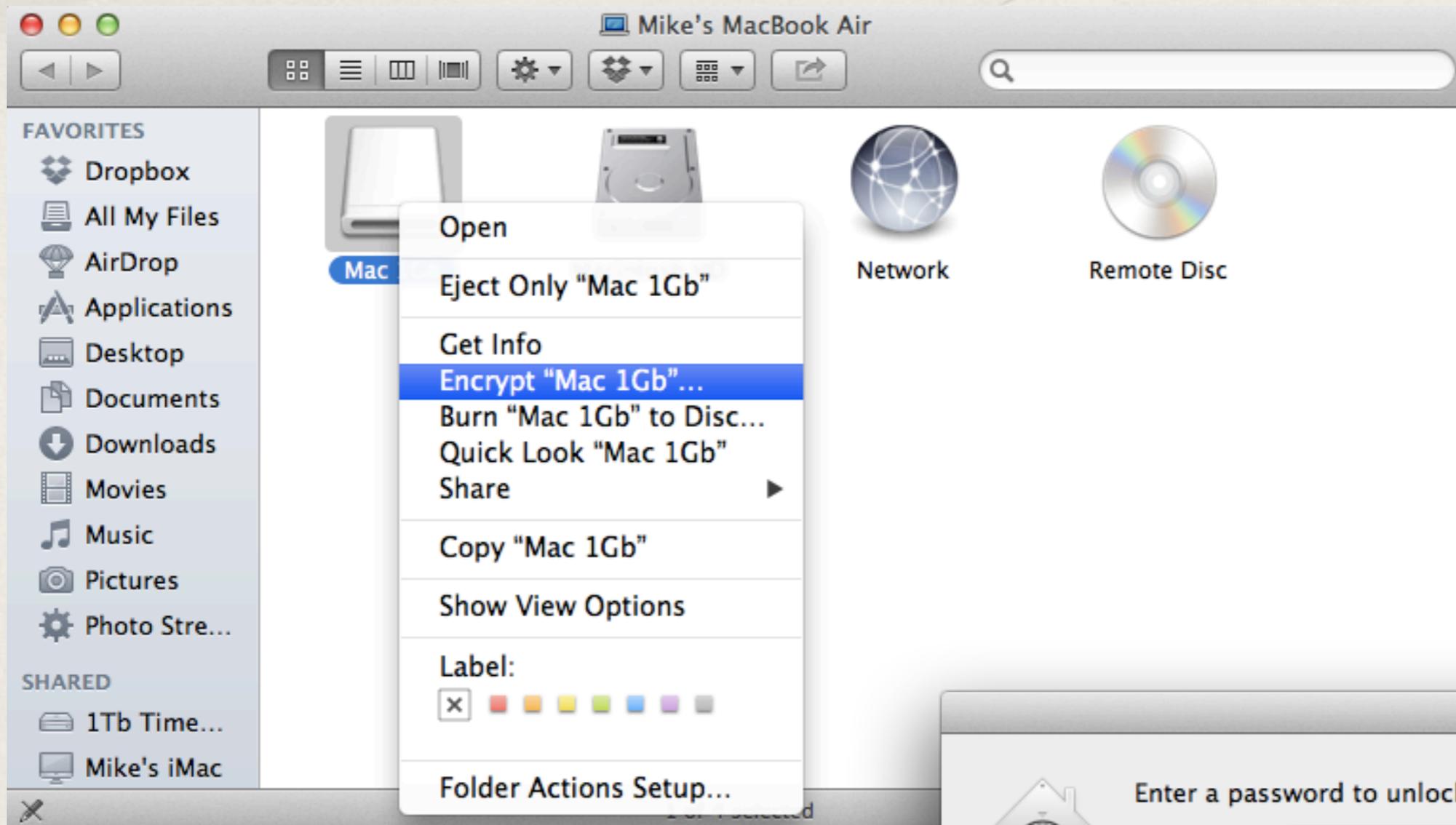
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# Whole-Disk Encryption in Mountain Lion

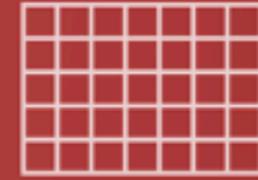
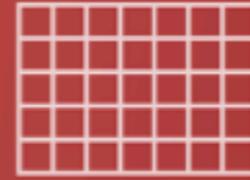
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- ❖ ML includes a new single-click whole-disk encryption feature
- ❖ De-nerdifies encrypting entire disks
- ❖ Perfect for portable backup or work file drives, flash drives
- ❖ Easy and super-secure -- uses AES-128
- ❖ More info: type “Encrypt disk” into Help in the Finder



# Demo

**SEP**



**26**

**Cove Apple Club**

**7:00 PM - 8:00 PM**

# 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 the Amazon Kindle logo and a 'Learn more' button with a play icon. A hand is shown holding the Kindle device, which displays 'Chapter 1' on its screen. A small 'Privacy' link is visible at the bottom left of the banner.

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

- Cove Apple Club
- Meeting Schedule
- Past Meeting Archives
- Products from our meetings
- Shop the Cove Apple Club!**
- Bulletin Board
- Join the Mailing List
- Contact Us

## Earnings Report Totals

[Glossary](#)

**August 26, 2012 to September 9, 2012**

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	2	\$86.74	\$5.05
Total Third Party Items Shipped 	2	\$16.98	\$0.88
<b>Total Items Shipped</b>	<b>4</b>	<b>\$103.72</b>	<b>\$5.93</b>
<b>Total Items Returned</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Refunds</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TOTAL ADVERTISING FEES</b>	<b>4</b>	<b>\$103.72</b>	<b>\$5.93</b>

## Earnings Report Totals

[Glossary](#)

**January 1, 2012 to September 9, 2012**

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	103	\$12,269.02	\$539.19
Total Third Party Items Shipped 	74	\$2,006.96	\$113.28
<b>Total Items Shipped</b>	<b>177</b>	<b>\$14,275.98</b>	<b>\$652.47</b>
<b>Total Items Returned</b>	<b>-2</b>	<b>-\$200.00</b>	<b>-\$8.00</b>
<b>Total Refunds</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TOTAL ADVERTISING FEES</b>	<b>175</b>	<b>\$14,075.98</b>	<b>\$644.47</b>



# Cove Apple Club

September 12, 2012

