



# Cove Apple Club

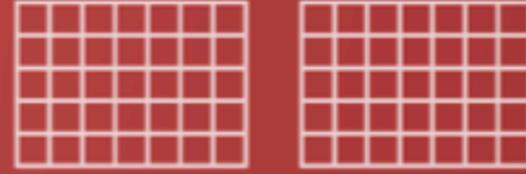
April 10, 2013



# Tonight's Topics

- Apple In The News
- Photo Scanning: Part I (Dan)
- Photo Scanning: Part II (Mike)

**APR**

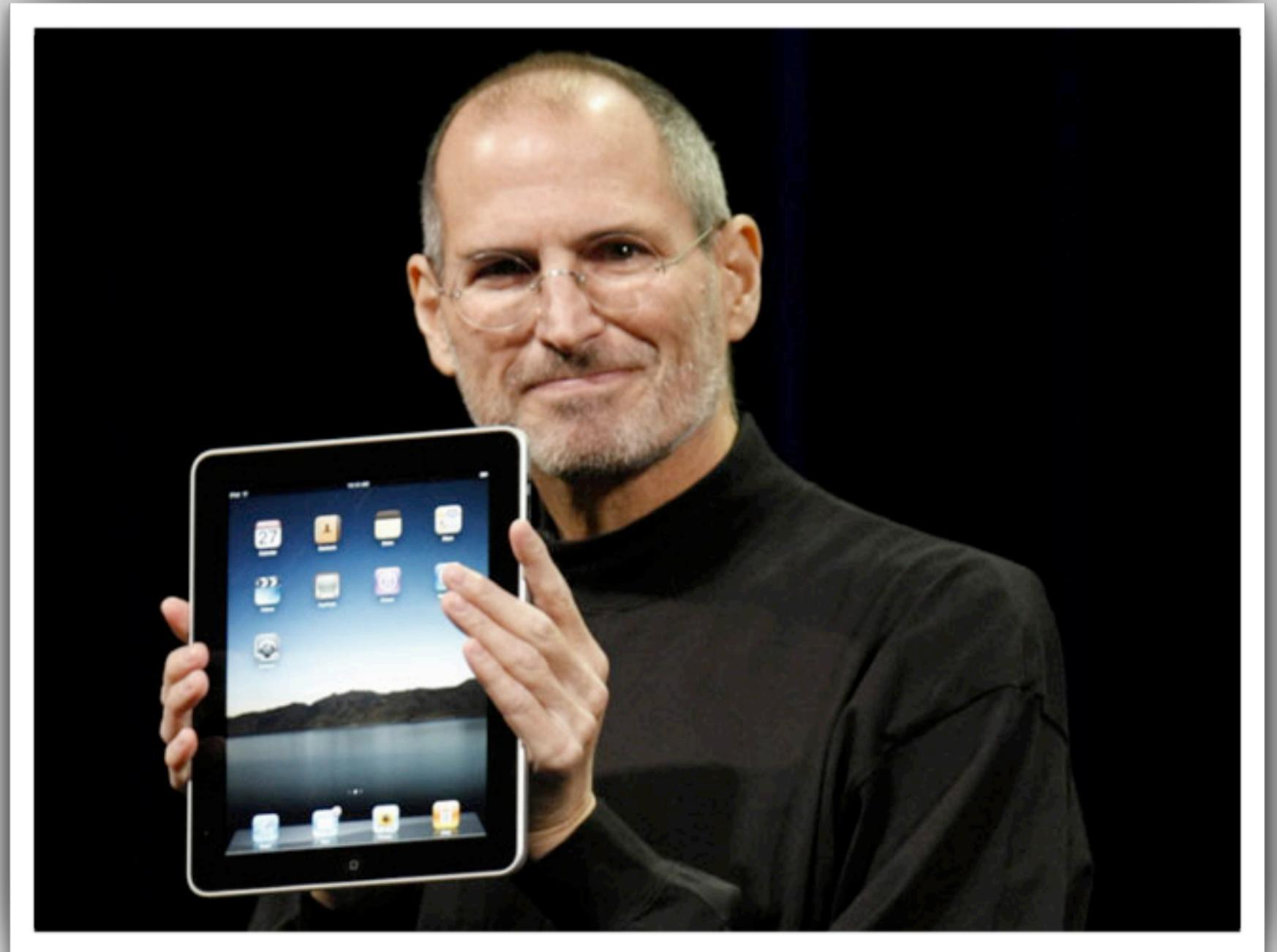


**23**

**AAPL 2Q13 Earns Call  
5:00 PM - 6:00 PM**

# iPad Turns 3

- Introduced April 3, 2010
- Greeted with vitriolic contempt & derision by analysts, industry “experts,” tech pundits
- Apple made \$9.1-billion in **profit** on iPad **last quarter** — over **\$100-million per DAY**



## IDC: Global PC Shipments Drop 13.9% in First Quarter

By IAN SHERR

Worldwide shipments of personal computers fell 13.9% in the first quarter, according to market researcher IDC, in the biggest decline since the firm began issuing quarterly numbers in 1994.

The grim estimate of 76.3 million units shipped is the latest sign that consumers are shifting their dollars to smartphones and tablets rather than PCs, while responses such as convertible laptops and Microsoft Corp.'s [MSFT +2.26%](#) touch-oriented Windows 8 operating system haven't stemmed the cannibalization.

Indeed, IDC said that Windows 8 hasn't only failed to spur more PC demand but has actually exacerbated the slowdown—confusing consumers with features that don't excel in a tablet mode and compromise the traditional PC experience.



*Bloomberg*

Shoppers at a Best Buy store in Orem, Utah, check out laptops running Microsoft's Windows 8.

"The reaction to Windows 8 is real," said Jay Chou, an IDC analyst.

Business customers are also keeping their distance from Windows 8, Mr. Chou noted, saying that companies that used to buy new PCs every three years before the recession have pushed out their PC purchases to every four or five years.

Because of the negative signs, IDC said it may need to revise its world-wide shipment

expectations even lower than its already-gloomy forecast of a 1.3% contraction for the year.

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### Take a Photo of Your W-2

You can take a photo of your W-2 using the camera on your iPad and we'll enter your info for you.



Snap a photo

Or, select **Skip This** to type in your W-2 info manually.

Back

Skip This



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### Your E-file Status

#### Your 2012 Federal Return



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Congratulations! The IRS has accepted this return and you're finished with your taxes.

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# The Worst-Case Scenario, Brought to You by Walmart

- Walmart-owned video-on-demand service VUDU
- Physical break-in at HQ offices in CA **two weeks ago**
- Offering a year of free credit watch service

## Vudu resets user passwords after hard drives lost in office burglary

Video service says burglars stole hard drives containing sensitive personal information, including names, e-mail addresses, phone numbers, and some credit card information.



by [Steven Musil](#)

| April 9, 2013 3:41 PM PDT



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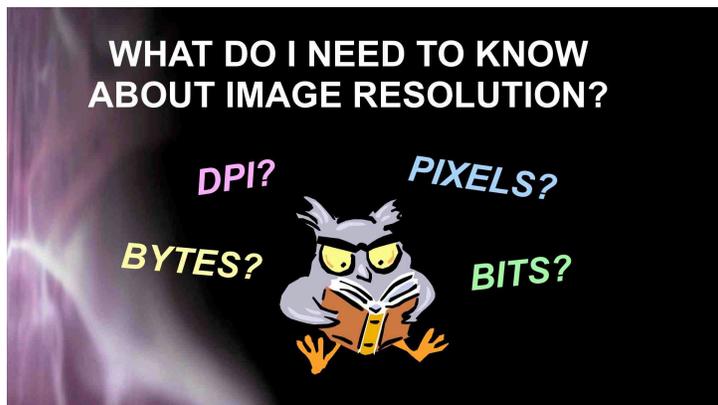
## Frequently Asked Questions

We understand you may have questions after receiving the email about the break-in at the VUDU offices, so we have created the following document covering frequently asked questions.

### **I heard there was a break-in at the VUDU office. What happened?**

There was a break-in at the VUDU offices on March 24, 2013, and a number of items were stolen, including hard drives. Our investigation thus far indicates that these hard drives contained customer information, including names, email addresses, postal addresses, phone numbers, account activity, dates of birth and the last four digits of some credit card numbers. It's important to note that the drives did NOT contain full credit card numbers, as we do not store that information. If you have never set a password on the VUDU site and have only logged in through another site, your password was not on the hard drives. While the stolen hard drives included VUDU account passwords, those passwords were encrypted. We believe it would be difficult to break the password encryption, but we can't rule out that possibility given the circumstances of this theft. Therefore, we have reset all customer passwords.

# SCANNING 101

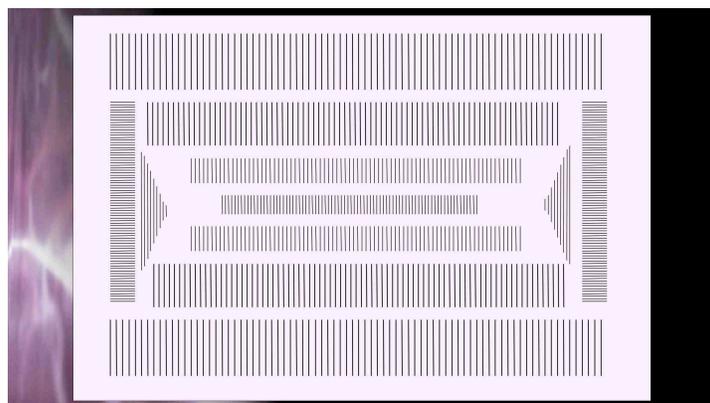


Let's discuss some things that are helpful to know... that will make your experience of scanning photos, or articles, or negatives and slides easier.

1. First off, what is image resolution? [ *It is the ability of the medium you're using to separate narrow parallel lines... or in other words IMAGE SHARPNESS* ]. In "printing" this ability is expressed as DPI [ dots per inch ]. However, in digital cameras and scanners, it is determined by the number of pixels (although scanners tend to describe their resolving capability in DPI, it should really be in PPI [ pixels per inch ]. Back in the days before digital, image sharpness was primarily the function of lens quality and film grain. A high quality lens combined with fine-grain film produced the best results. Lens quality is still important as to the sharpness of the original image, but film has been replaced with an image sensor made up of pixels.

2. Obviously, the higher the resolution or sharpness (in DPI or PPI), the larger the file or image size simply due to the larger number of pixels.

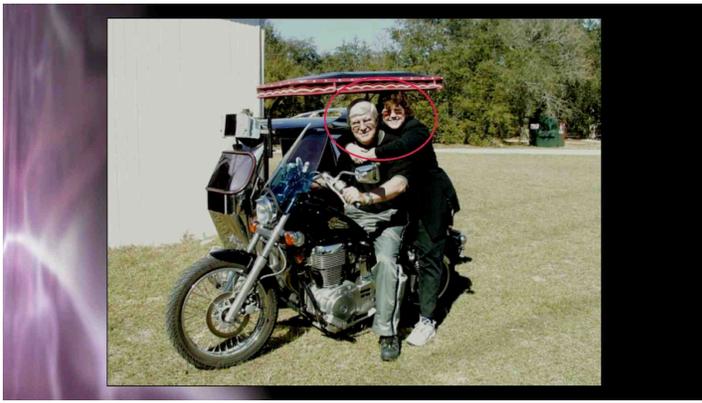
3. This slide image is in high definition (like your new TV). It's about 2 million pixels. Even if you have 20-20 vision, you're not likely able to discern any higher resolution than what is displayed here. So that raises the question... How many pixels or dots do I need? And the answer to that depends upon what your final purpose is for whatever it is that you're scanning.



This is a simulated resolution chart. An actual chart would consist of many more lines, including some much closer together. Such a chart was used primarily to determine lens sharpness, since fine-grain films like Pantomic X (B & W), and Kodachrome (color) were rarely, if ever the limiting factor in image sharpness.



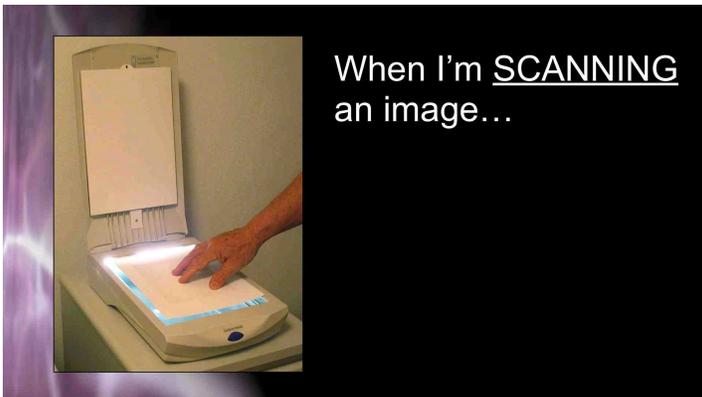
As I mentioned earlier, DPI (dots per inch) is a term that should be reserved for printed material. Reproduction gray tones (as in this newspaper photo) are created by the spacing of the ink "dots". The closer together, the darker the gray. In color, a similar effect is achieved by using black ink and three secondary colors... cyan, magenta, and yellow. The higher the quality of paper used in printing, the finer (smaller) the dots can be in the printing process, and consequently the sharper the picture. Although scanners usually refer to their resolution capability in DPI, it's really not (dots per inch), but rather PPI (pixels per inch) that would more correctly describe what's really happening with the scanned image. We will demonstrate this a little later on in the program.



In digital photography and digital scanning, remember, it is not “dots” per linear dimension, but rather “pixels”. This photograph was taken with one of the earlier digital cameras that had a total of 1/3 of a million pixels in its image sensor (certainly very low by today's standards). I chose to show you this so you would be able to see the individual pixels themselves in the enlargement of the area circled in red.

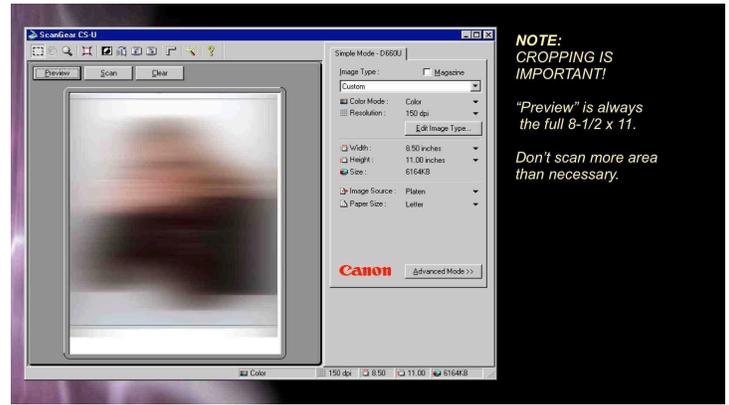


Some low-end cell phone cameras still have cameras with this level of sharpness. In this blow-up you can see the individual pixels that make up the photo.

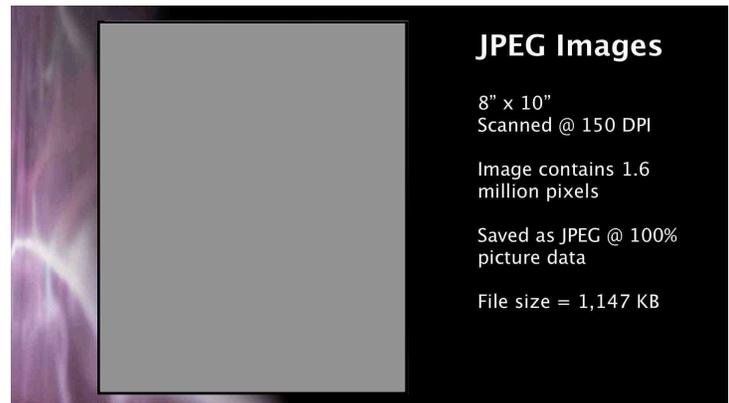


When I'm SCANNING an image...

Let's look at what you need to know about not only **image resolution**, but also **image quality** when we're scanning an image. Remember, it all depends upon what your final purpose for the scan really is.



Let's start with a scan of a favorite 8 x 10 portrait of someone special. Although the software supplied with each scanner differs somewhat from brand-to-brand and model-to-model, basically several items you need to be concerned with are all standard... whether the scan is black & white vs. color, image resolution (expressed in DPI, but really is PPI - pixels per inch), and overall original image size that you want to be scanned. Most scanners will also allow you to choose image type (like jpeg or tiff).



### JPEG Images

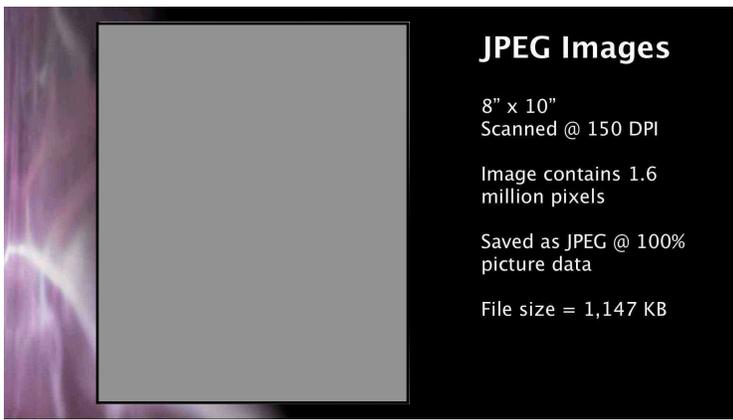
8" x 10"  
Scanned @ 150 DPI

Image contains 1.6 million pixels

Saved as JPEG @ 100% picture data

File size = 1,147 KB

If my final product is an 8 x 10 to be framed, then I will want to scan the original at a reasonably high resolution for 1:1, or about 200 DPI. If I want extra-high quality, I might scan it at 300 DPI as a tiff image, but usually a 200 DPI jpeg is more than adequate.



The image that you're now viewing was scanned at 150 DPI and saved as a jpeg. The original was a high-quality 8 x 10 photo, enlarged and printed professionally.

The scan contains about 1.6 million pixels. And the image was saved at 100% of picture data quality. The file size is 1,147 KB or about 1.2 MB.

In the next photo I will enlarge the area boxed in red so you can see the difference that saving the image at various quality settings makes.



The image at the far left was the original scan. I then saved the scan at 80% image quality (center), and 60% image quality (right). Look at the dramatic difference in file size. Do you see any apparent difference in image sharpness? detail? contrast?



Here I dramatically enlarged the model's left eye in an image saved at 100% vs another saved at 40%. You can see that the pixels in both examples are the same size, but do to the much larger pixel groupings in the 40% version there is significantly less detail.



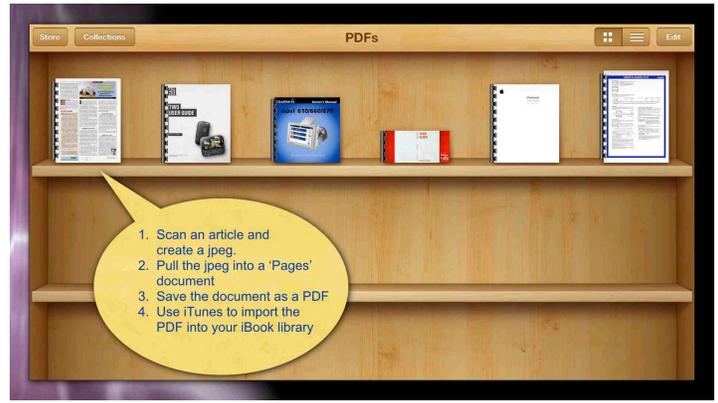
But look what happens when we zoom back out to the full image. Can you see any difference?



So what kind of scanners are out there in today's market, and how much do they cost. My experience with scanners has convinced me that the EPSON and CANON scanners are the best value. For less than \$150 (not including shipping) through Amazon you can get either of these fine stand-alone scanners.



Both of these models will allow scanning not only of photos and documents, but also scanning of slides and negatives. This Canon will allow scanning of up to twelve 35mm slides or negatives at a time.



So far we've been talking primarily about scanning photographs. But one thing that I use my scanner for frequently is to scan documents. And sometimes I'll create a PDF of a series of jpegs in a 'Pages' document then use iTunes to sync the PDF's to my iBook library. Then it's there in the cloud and pushed to all our devices, iPod Touch, iPhone, iPad. And it's there and handy when I need to refer to it.



All-in-one scanners like this Epson NX430 allow you to print, or scan, or fax. Such all-in-one models do not typically offer slide and negative scanning capability. The printer is a high-quality ink-jet that produces beautiful color images and does a good job of scanning photos (prints). They are a good value, and often sell for less than \$100.



Here is a two-page article that I PDF'ed for our iBook library. It appeared in "Bottom Line" magazine.



# Cove Apple Club

Have fun & do more with your Apple gear!

## Cove Apple Club



Saw something cool at one of our meetings? Here are the links to those products on Amazon.com. When you use these links to purchase the products, the Club gets a little commission. We use the commission we earn through the year to improve the Club.

**Thanks for shopping and supporting the Cove Apple Club!**

## April 10, 2013 Meeting: Photo Scanners

[Epson Scanners](#)

[Canon Scanners](#)

## March 13, 2013 meeting

**Roku 3 Media Player – Amazon**



[Roku 3 Streaming Player](#)

Roku

Cove Apple Club

Meeting Schedule

Past Meeting Archives

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### **April 10, 2013 Meeting: Photo Scanners**

[Epson Scanners](#)

[Canon Scanners](#)

### **March 13, 2013 meeting**

**Roku 3 Media Player – Amazon**



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 ★★★★★ & Up (48)  
 ★★★★★ & Up (49)

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 Energy Star (15)

Condition  
 New (240)  
 Used (39)  
 Refurbished (10)

Price  
 Under \$25 (8)  
 \$25 to \$50 (19)  
 \$50 to \$100 (18)  
 \$100 to \$200 (47)  
 \$200 & Above (177)

\$  to \$

Seller  
 ADVENTURER'S BAG (37)  
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|---|---|--|
| <br><b>Epson B11B198011 Perfection V600 Photo Scanner</b><br><del>\$229.99</del> <b>\$219.00</b><br>In Stock<br>More Buying Choices<br><b>\$199.40</b> new (20 offers)<br><b>\$178.00</b> used (3 offers)<br>★★★★★ (337)   | <br><b>Epson WorkForce B11B194011 Pro GT-S50 Document Scanner</b><br><del>\$399.99</del> <b>\$338.98</b><br>Order in the next <b>7 hours</b> and get it by Thursday, Apr 11.<br>Eligible for FREE Super Saver Shipping.<br>More Buying Choices<br><b>\$322.98</b> new (53 offers)<br><b>\$379.99</b> used (1 offer)<br>★★★★★ (227) | <br><b>Epson B11B178011 Perfection V700 Photo Scanner</b><br><del>\$739.99</del> <b>\$709.49</b><br>In Stock<br>More Buying Choices<br><b>\$679.00</b> new (54 offers)<br>★★★★★ (106)   |
| <br><b>Epson B11B189011 Perfection V330 Photo Scanner</b><br><del>\$199.99</del> <b>\$149.99</b><br>Order in the next <b>5 hours</b> and get it by Thursday, Apr 11.<br>Eligible for FREE Super Saver Shipping.<br>More Buying Choices<br><b>\$149.00</b> new (8 offers)<br>★★★★★ (474) | <br><b>Epson B11B190011 WorkForce GT-1500 Document Scanner</b><br><del>\$249.99</del> <b>\$209.99</b><br>Order in the next <b>5 hours</b> and get it by Thursday, Apr 11.<br>Eligible for FREE Super Saver Shipping.<br>More Buying Choices<br><b>\$190.00</b> new (50 offers)<br><b>\$149.99</b> used (3 offers)<br>★★★★★ (96)   | <br><b>Epson Perfection V330 Photo Scanner (B11B200211)</b><br><del>\$119.99</del> <b>\$77.48</b><br>Order in the next <b>5 hours</b> and get it by Thursday, Apr 11.<br>Eligible for FREE Super Saver Shipping.<br>More Buying Choices<br><b>\$77.48</b> new (52 offers)<br><b>\$76.99</b> used (2 offers)<br>★★★★★ (159)<br>See newer model of this item |
| <br><b>Epson B11B207221 Epson Perfection V370 Color Photo Scanner (B11B207221) Scanner</b><br><del>\$119.99</del> <b>\$109.99</b>  | <br><b>Epson B11B178061 Perfection V750-M Pro Photo Scanner</b><br><del>\$949.99</del> <b>\$821.89</b>   | <br><b>Epson B11B206201 WorkForce DS-30 Portable Document Scanner</b><br><del>\$179.99</del> <b>\$119.99</b>  |



## Epson Perfection V330 Photo Scanner (B11B200211)

by [Epson](#)

★★★★☆  ([159 customer reviews](#))

List Price: ~~\$119.99~~

Price: **\$77.48** & **FREE Shipping**. [Details](#)

You Save: **\$42.51 (35%)**

**In Stock.**

Ships from and sold by **Amazon.com**. Gift-wrap available.

**Want it tomorrow, April 11?** Order within **5 hrs 32 mins**, and choose **One-Day**  
[Details](#)

[52 new](#) from **\$77.48**    [2 used](#) from **\$76.99**    [1 refurbished](#) from **\$70.00**



## Canon CanoScan 9000F Color Image Scanner

by [Canon](#)

★★★★☆  (420 customer reviews)

List Price: ~~\$249.99~~

Price: **\$191.11**

You Save: **\$58.88 (24%)**

**Only 14 left in stock.**

Ships from and sold by [MyOfficeInnovations](#).

[24 new](#) from **\$183.33**    [1 used](#) from **\$189.88**

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## Earnings Report Totals

[Glossary](#)

**March 27, 2013 to April 9, 2013**

|  | Items Shipped | Revenue         | Advertising Fees |
|--|---------------|-----------------|------------------|
| Total Amazon.com Items Shipped   | 16            | \$542.31        | \$24.36          |
| Total Third Party Items Shipped  | 18            | \$412.24        | \$24.99          |
| <b>Total Items Shipped</b>   | <b>34</b>     | <b>\$954.55</b> | <b>\$49.35</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>34</b>     | <b>\$954.55</b> | <b>\$49.35</b>   |

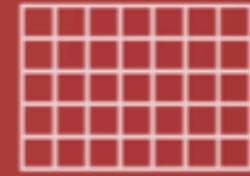
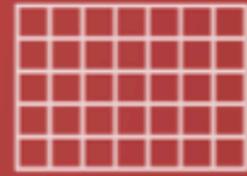
## Earnings Report Totals

[Glossary](#)

January 1, 2013 to April 9, 2013

|  | Items Shipped | Revenue           | Advertising Fees |
|--|---------------|-------------------|------------------|
| Total Amazon.com Items Shipped   | 115           | \$5,092.42        | \$259.37         |
| Total Third Party Items Shipped  | 170           | \$4,135.90        | \$235.46         |
| <b>Total Items Shipped</b>   | <b>285</b>    | <b>\$9,228.32</b> | <b>\$494.83</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>285</b>    | <b>\$9,228.32</b> | <b>\$494.83</b>  |

**APR**



**24**

**Cove Apple Club**

**7:00 PM - 8:15 PM**



# Cove Apple Club

April 10, 2013

