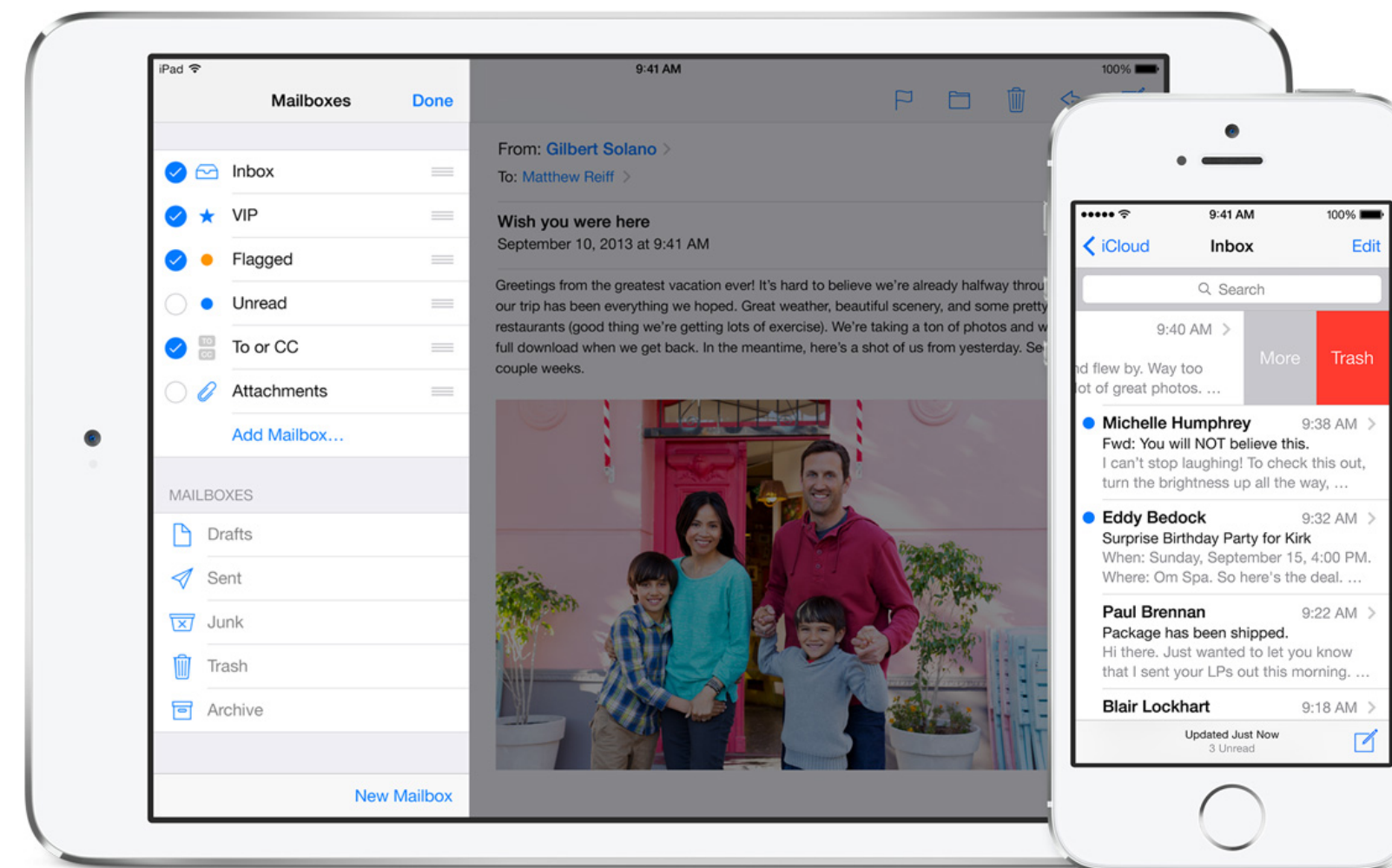
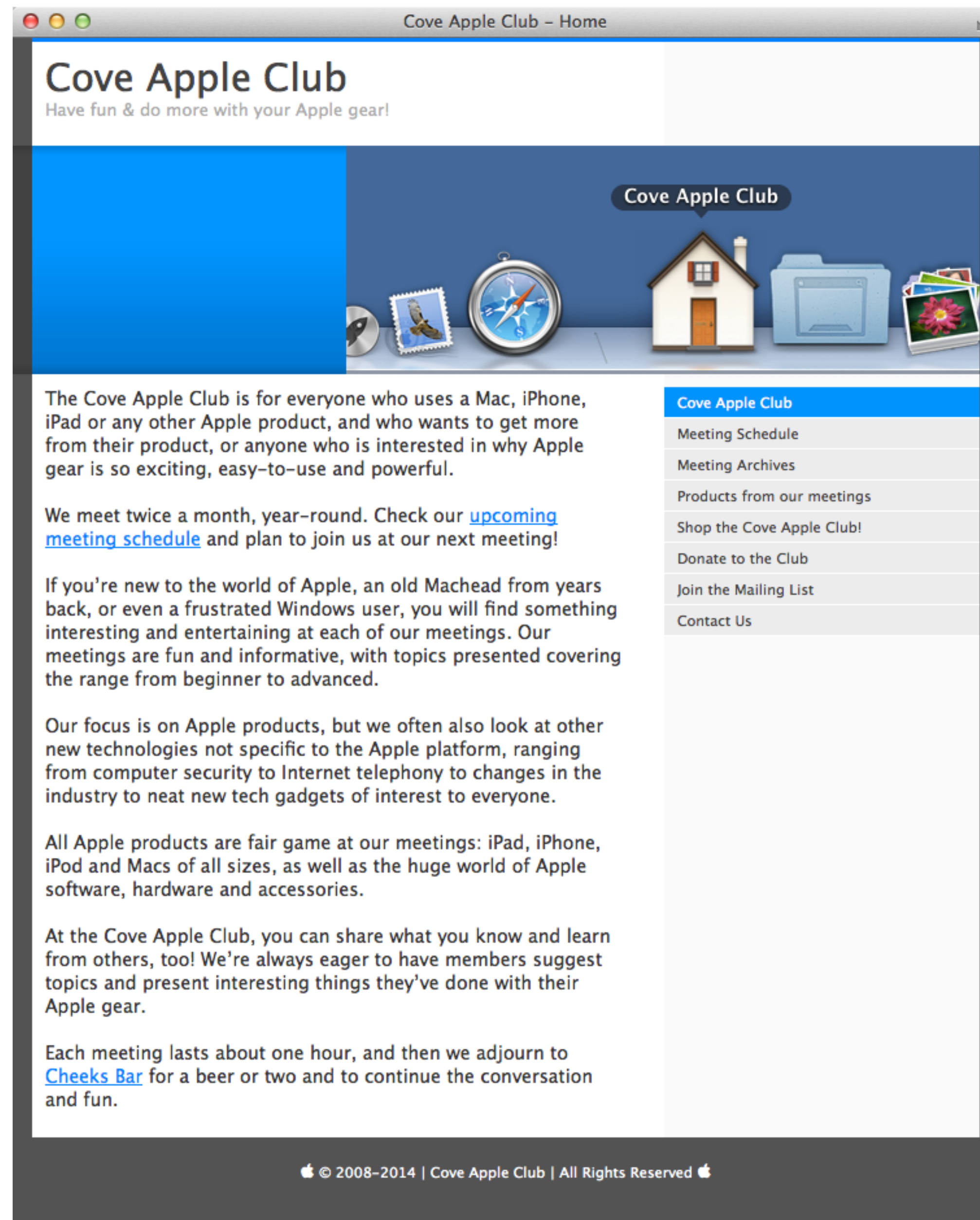




Cove Apple Club

June 25, 2014





COVEAPPLECLUB.COM

Cove Apple Club

Have fun & do more with your Apple gear!

Cove Apple Club



The Cove Apple Club is for everyone who uses a Mac, iPhone, iPad or any other Apple product, and who wants to get more from their product, or anyone who is interested in why Apple gear is so exciting, easy-to-use and powerful.

We meet twice a month, year-round. Check our [upcoming meeting schedule](#) and plan to join us at our next meeting!

If you're new to the world of Apple, an old Machead from years back, or even a frustrated Windows user, you will find something interesting and entertaining at each of our meetings. Our

Cove Apple Club

Meeting Schedule

Meeting Archives

Products from our meetings

[Shop the Cove Apple Club!](#)

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Cove Apple Club – Shop!

Cove Apple Club

Have fun & do more with your Apple gear!

Cove Apple Club

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 save up all year for a big Holiday Party for all members of the club! We 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!

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On a Mac? Make it even easier!

Just drag this link to your Bookmarks bar: [Amazon](#)

Need a Web site? Want your own email domain?

The Cove Apple Club **uses** and recommends [1&1 Internet](#). Unlimited hosting plans and personal email domains from \$0.99/month with 24/7 live telephone support.

1&1 MY WEBSITE

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On a Mac? Make it even easier!
Just drag this link to your Bookmarks bar: [Amazon](#)



Since Our Last Meeting

Earnings Report Totals

[Glossary](#)

June 10, 2014 to June 24, 2014


	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	20	\$470.98	\$22.77
Total Third Party Items Shipped 	25	\$437.59	\$27.13
Total Items Shipped	45	\$908.57	\$49.90
Total Items Returned	0	\$0.00	\$0.00
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	45	\$908.57	\$49.90

2014 Year-to-Date

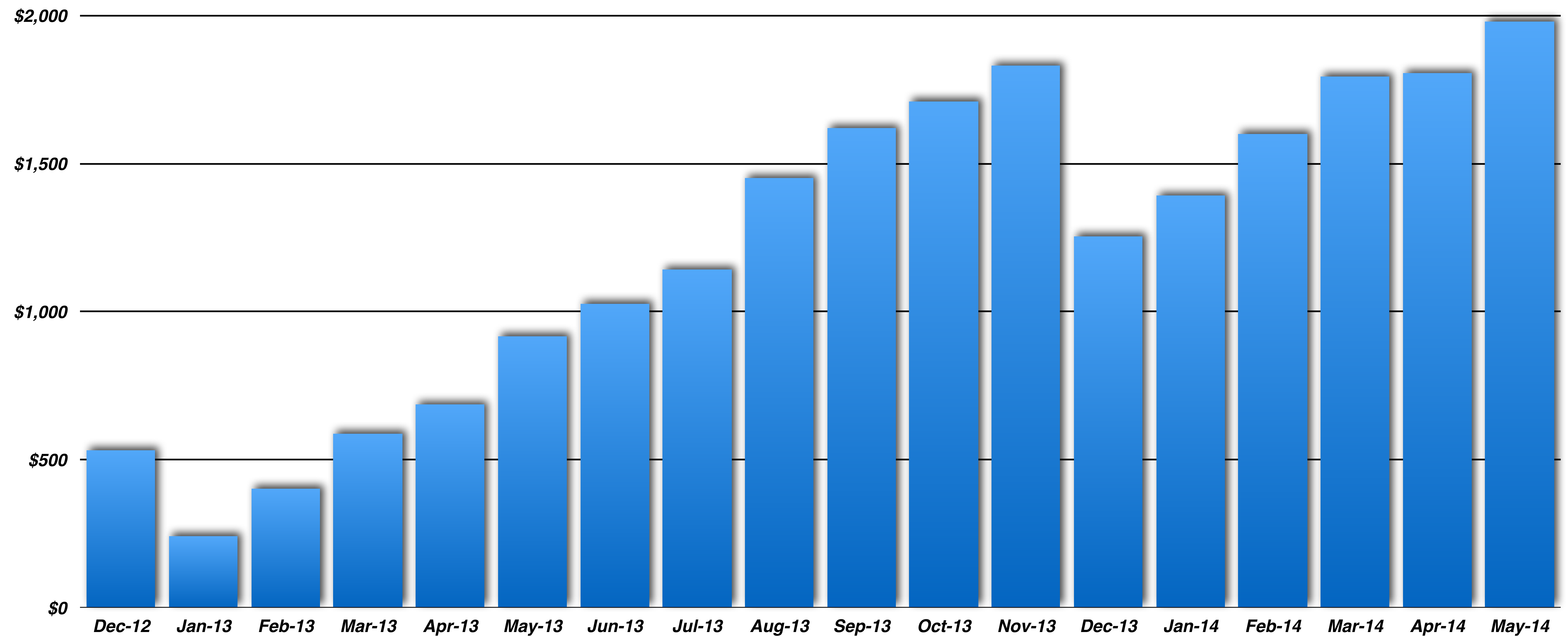
Earnings Report Totals

[Glossary](#)

January 1, 2014 to June 24, 2014

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	471	\$10,030.26	\$507.87
Total Third Party Items Shipped 	310	\$6,239.47	\$368.16
Total Items Shipped	781	\$16,269.73	\$876.03
Total Items Returned	-3	-\$59.97	-\$2.66
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	778	\$16,209.76	\$873.37

Our Bank Balance: Dec 2012-Now



Tonight's Topics

- ~~Apple~~ Lots of Other Guys In The News
- Mail on Mobile
- Instapaper

Amazon's Pocket-Sized, Always-On, Self-Aware, All-Seeing, All-Knowing Vending Machine That Also Makes Phone Calls

- Amazon Fire Phone
- \$199 with 2-year AT&T contract, includes a year of Amazon Prime (normally \$99)
- Firefly shop-bot
- Mayday button
- Ships July 25



If We Like It, Google Buys It: Parts I thru V

Company/Product	We Talked About It	Google Bought It	Current Status
Picnik Photo Editing	July, 2009	March, 2010	Absorbed into Picasa
Meebo Instant Messaging	August 2010	June, 2012	MIA
Sparrow Mail Client	December, 2011	July, 2012	iOS & Android Apps
Waze Navigation	May, 2012	June, 2013	Still Standing
Nest Labs / Learning Thermostat	February, 2009	January, 2014	Still Standing

If We Like It, Google Buys It: Dropcam

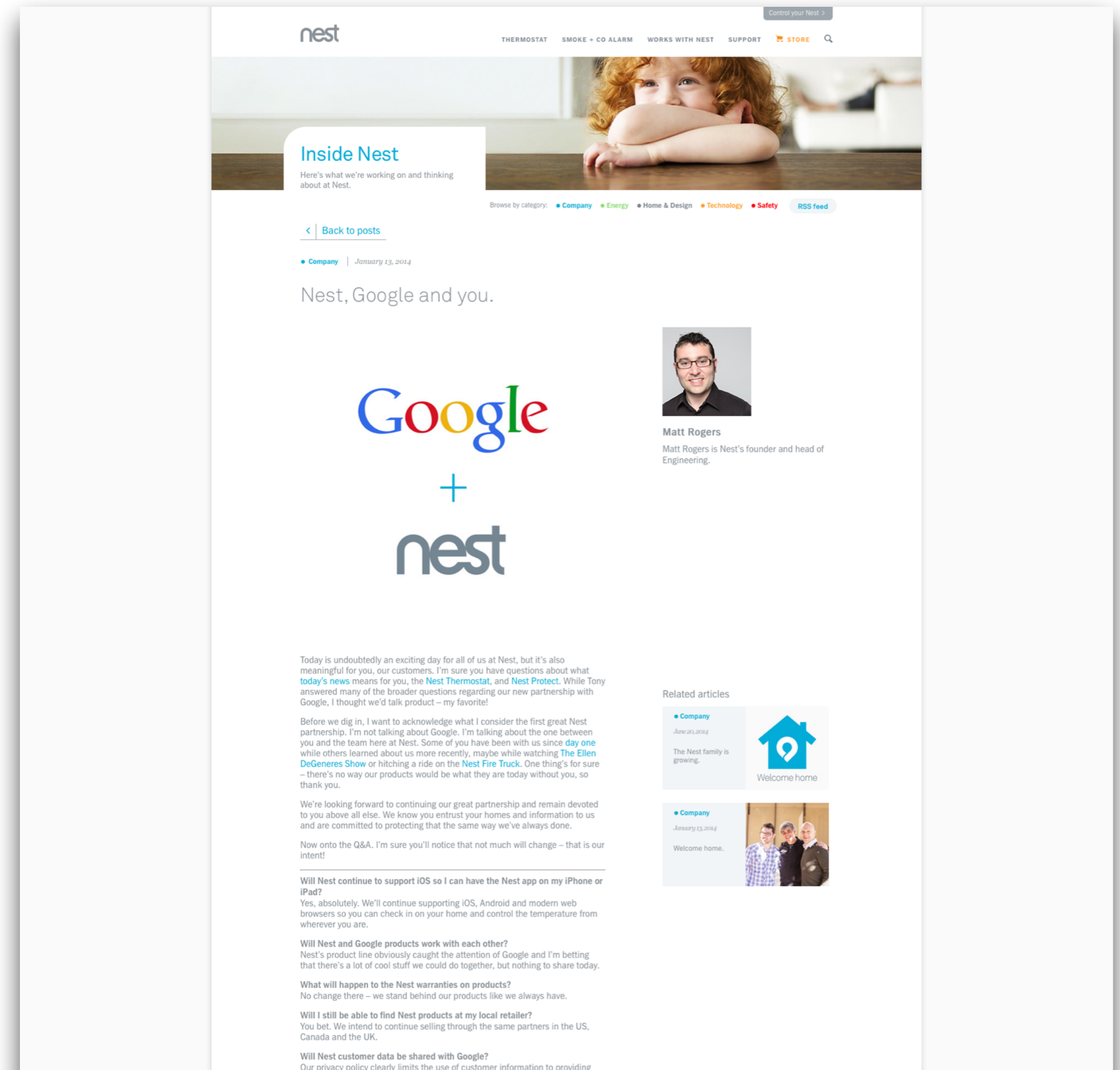


- We highlighted and demonstrated the Dropcam wireless HD webcam at our July 10, 2013 meeting
- Several of our members quickly ran out and bought units
- ~~Google~~ Nest Labs bought Dropcam on Monday for \$555,000,000

So what's the problem?

- Matt Rogers, Nest Labs founder, upon Google acquisition in January, 2014: “Our privacy policy clearly limits the use of customer information to providing and improving Nest’s products and services. We’ve always taken privacy seriously and ***this will not change,***”

source: Nest Labs company blog,
January 13, 2014



...and now:

THE WALL STREET JOURNAL
WSJ.com

June 24, 2014, 12:16 AM ET

Nest to Share User Information With Google for the First Time

By Rolfe Winkler and Alistair Barr



Corbis

Nest Labs is set to share some user information with corporate parent [Google](#) for the first time since its February acquisition.

Matt Rogers, a co-founder of the smart-thermostat maker, said in an interview that Google will connect some of its apps to Nest, allowing Google to know when Nest users are at home or not.

The integration will allow those users to set the temperature of their homes with voice commands to a Google mobile app. It will also allow Google's personal digital assistant, Google Now, to set the temperature automatically when it detects, using a smartphone's location-tracking abilities, that a user is returning home.

Users will have to opt in for their information to be shared with Google, Rogers said. "We're not becoming part of the greater Google machine," he said.

The news comes as Nest said it will allow developers of appliances, light fixtures, garage door openers and more to access user information, part of Nest's bid to be the [operating system for the smart home](#).

The data sharing, particularly with Google, raises questions about user privacy. "What will happen to all this data? That is something that Google and Nest will have to be careful about," said Gartner analyst Brian Blau. "There's a higher expectation of privacy when you are in your home."

Rogers tried to ease concerns when Google announced the Nest acquisition in January. "Our privacy policy clearly limits the use of customer information to providing and improving Nest's products and services. We've always taken privacy seriously and this will not change," he wrote in a blog post.

Most of the data that Nest will share – with Google and others – will focus on whether users are at home or not, as detected by sensors on the thermostat.

When people link a home device and related account with Nest, the company will not share their email address, name or home address with other companies, Rogers said.

source:
Wall Street Journal
June 24, 2014



Corbis

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Each company linking to Nest, including Google, will have to write to users explaining what data they are using and how they will use the information, Rogers said. There will also be a way to unlink the devices from Nest with one click through its mobile app, he added.

The integration with Google will be like "any other third party," said Rogers.

Nest said Friday it would buy video-surveillance startup Dropcam for \$555 million, bringing under Google's umbrella sensitive real-time video of what is happening inside the homes of Dropcam users.

Privacy watchdogs are reserving judgment about Nest's move to share information with Google.

Justin Brookman, director of consumer privacy at the Center for Democracy and Technology, said much will depend on how well Nest communicates to users what information they would be sharing.

Google Buys Skybox

The screenshot shows the Google Investor Relations page. At the top, the Google logo is on the left, followed by the text 'Investor Relations'. To the right of this is a Google+ button showing 'g+1' and '73', and a search bar with the text 'Search this site' and a magnifying glass icon. Below the header, there are three tabs: 'About Google', 'Investor Relations' (which is selected), and 'Google and Skybox Imaging Sign Acquisition Agreement'. The main content area has a heading 'Google and Skybox Imaging Sign Acquisition Agreement'. Below this, the text reads: 'MOUNTAIN VIEW, CA – JUNE 10, 2014— Google Inc. (NASDAQ: GOOG) announced today that it has entered into an agreement to buy Skybox Imaging for \$500 million in cash, subject to adjustments.' This is followed by two paragraphs: 'Skybox's satellites will help keep Google Maps accurate with up-to-date imagery. Over time, we also hope that Skybox's team and technology will be able to help improve Internet access and disaster relief — areas Google has long been interested in.' and 'The transaction is subject to customary closing conditions, including the receipt of regulatory approvals in the US.' Below the main text, there are three sections: 'About Google Inc.', 'Contact', and a list of years from 2010 to 2014. The 'About Google Inc.' section states: 'Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top internet property and its brand one of the most recognized in the world.' The 'Contact' section lists 'press@google.com'. The years 2010, 2011, 2012, 2013, and 2014 are listed on the left side of the page, with 2014 being the most prominent.

Google Investor Relations g+1 73

About Google Investor Relations Google and Skybox Imaging Sign Acquisition Agreement

Google and Skybox Imaging Sign Acquisition Agreement

MOUNTAIN VIEW, CA – JUNE 10, 2014— Google Inc. (NASDAQ: GOOG) announced today that it has entered into an agreement to buy Skybox Imaging for \$500 million in cash, subject to adjustments.

Skybox's satellites will help keep Google Maps accurate with up-to-date imagery. Over time, we also hope that Skybox's team and technology will be able to help improve Internet access and disaster relief — areas Google has long been interested in.

The transaction is subject to customary closing conditions, including the receipt of regulatory approvals in the US.

About Google Inc.

Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top internet property and its brand one of the most recognized in the world.

Contact

press@google.com

2014
—
2013
—
2012
—
2011
—
2010
—

source: Google, Inc.

What Does Skybox Do?


- SkyBox designs, builds and launches revolutionary Earth imaging satellites
- Resolution to sub-1m ***IN REAL TIME*** from 660km low-Earth-orbit (LEO)
- Multiple passes over every spot on Earth each day
- Able to provide nearly continuous live ***video*** surveillance of any spot on Earth






Applications Example

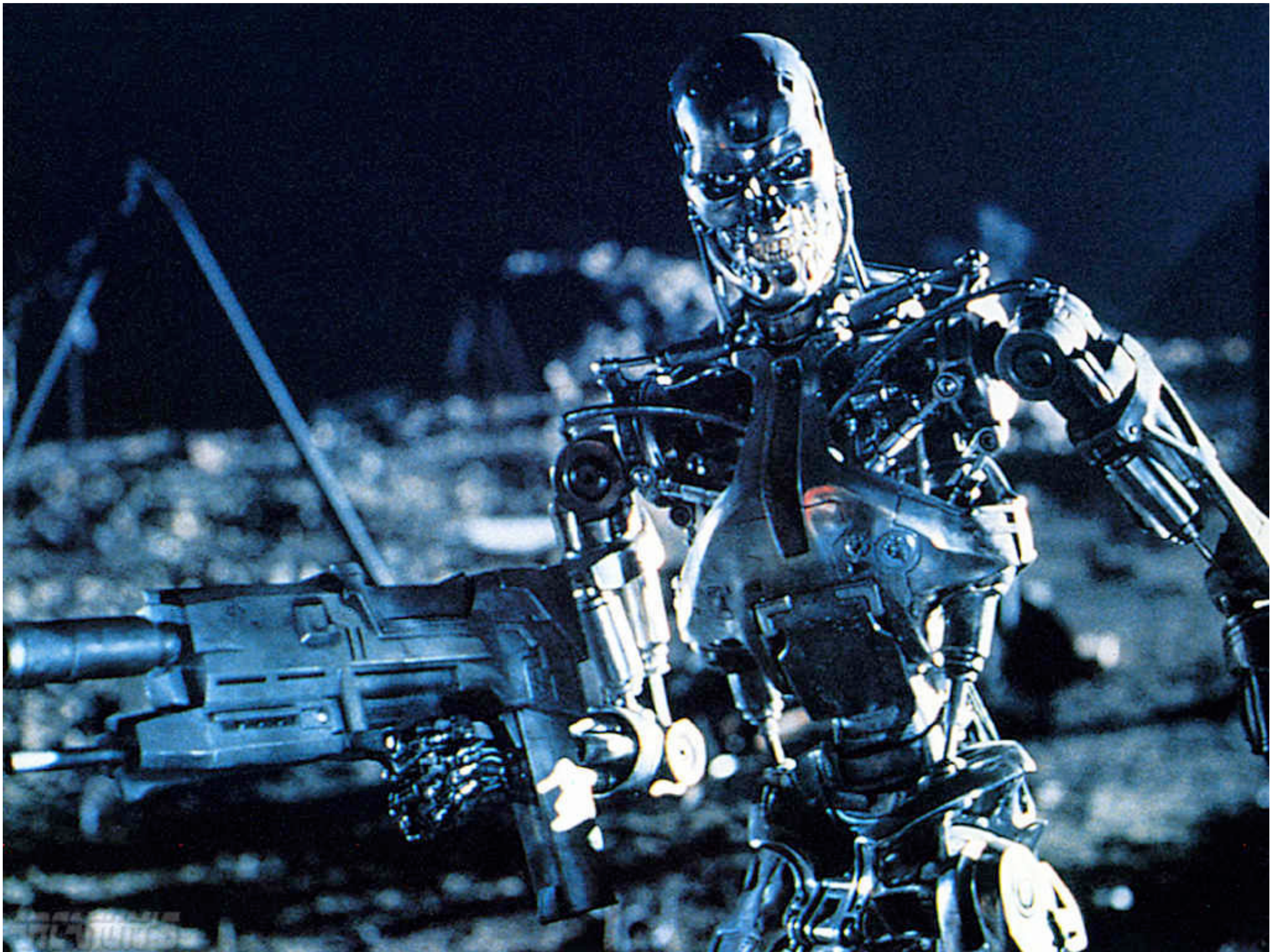
What Could Possibly Go Wrong?



Agriculture Health Monitoring



- Monitor crop health and forecast crop yields with timely sub-meter imagery.
- Identify pest infestation and plan irrigation levels to augment your precision agriculture techniques.



source:
The Terminator
Orion Pictures, 1984



source:
The Terminator
Orion Pictures, 1984

Didja Ever...

- ...run across an interesting article, story or tidbit on the Internet and want to save it to read later...
- ...say, when you're on the airplane, bus, train, or by the pool...
- ...but you didn't really have a good way to do it, so you either:
 - ...printed it out and carried 20 pages of paper around with you?
 - ...bookmarked it somewhere and then promptly forgot about it?



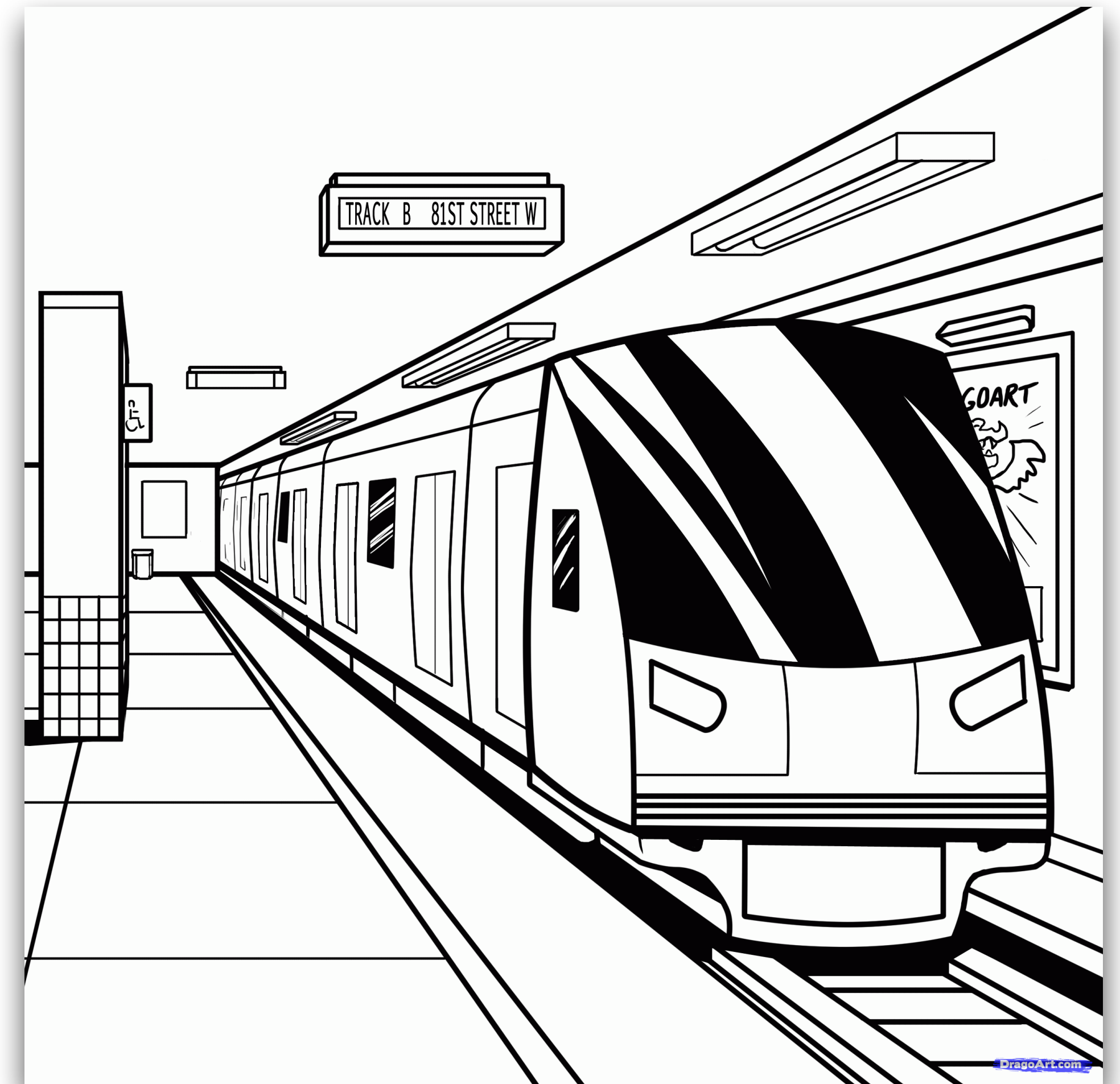
Well, so did Marco Arment

- 32-year old American web and iOS developer from New York
- Co-founder of Tumblr, the microblogging site
- Blogs at marco.org



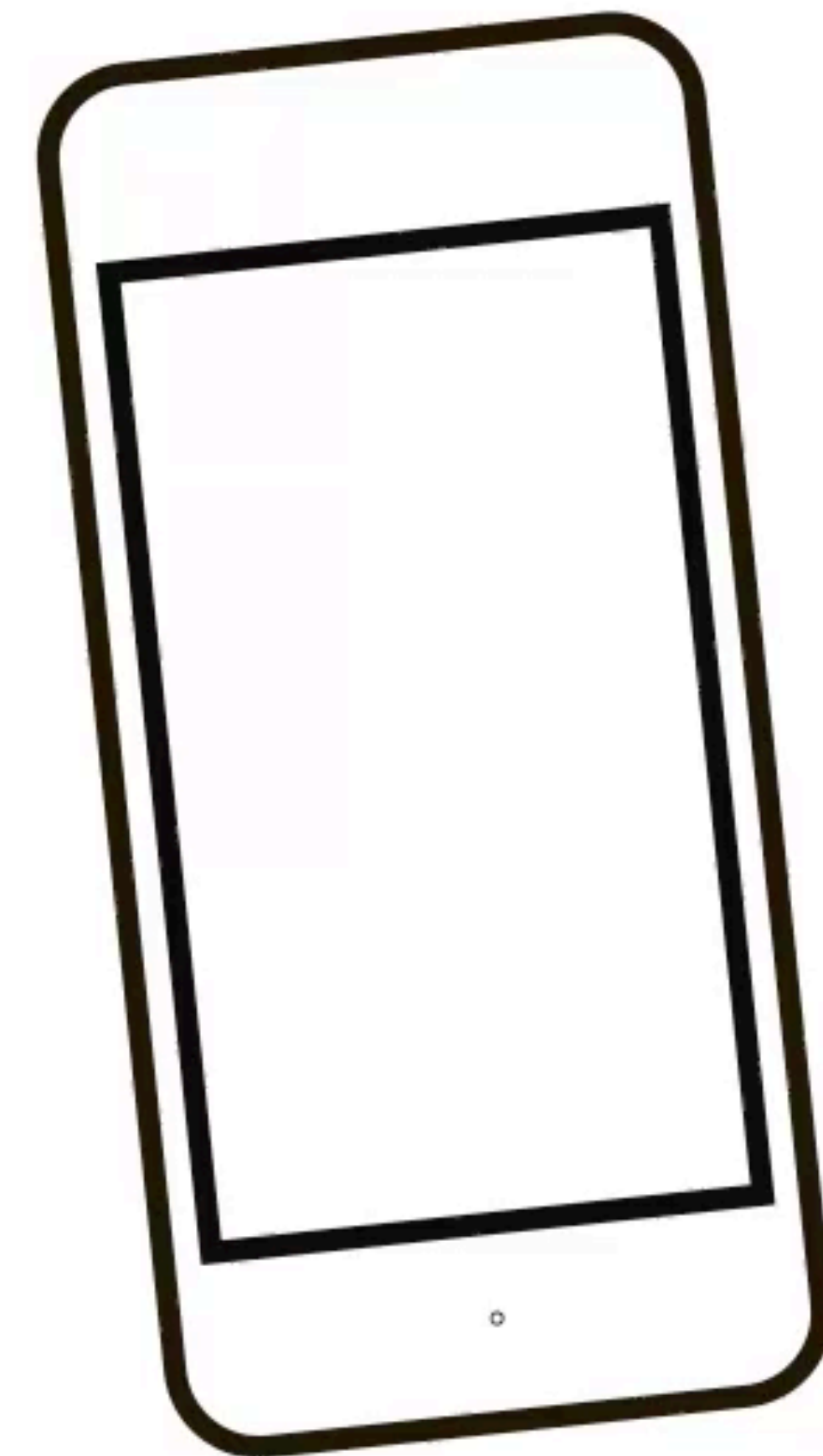
Marco rode the subway

- Wished he could catch up on his reading during the 2 hours/day he spent offline and bored on the NY MTA
- Decided to hack together his own “Read Later” bookmark-and-sync service
- Later turned it into a company and a product called **Instapaper**



Instapaper

- Save-and-sync bookmarking service
- Save articles from anywhere with one click or tap
- Read anywhere: iOS, Web, Kindle, Android
- Add highlights, look up words in the built-in dictionary & more
- Freemium pricing model





Save Anything

Save all of the interesting articles, videos, cooking recipes, song lyrics, or whatever else you come across while browsing. With one click, Instapaper lets you save, read, and manage the things you find on the Internet.



Read Anywhere

Instapaper syncs the articles and videos you save so that they're waiting for you on all your devices - iPhone, iPad, Android, or Kindle. You can read anything you save, anywhere and anytime you want, even offline!

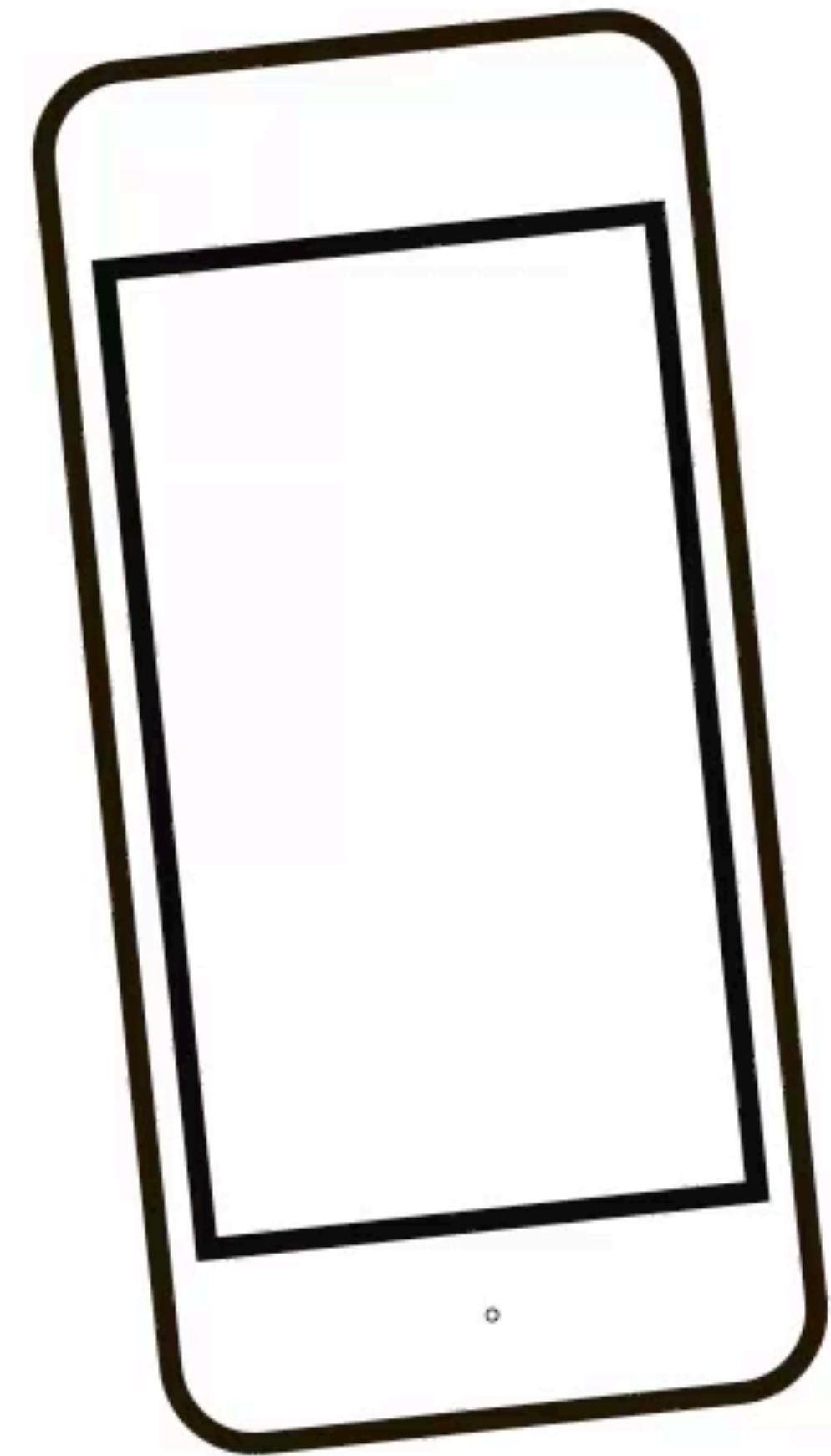


Highlight Articles

Find that great quote you want to remember and share? Instapaper makes it easy to highlight text in any article so you can easily store it, retrieve it, quote it and share it.

Why You Might Like This

- Always something interesting to read on any device you have handy
- Weekly package of your recently-saved articles sent directly to your Kindle
- Like, share, archive articles with no storage limits
- “Instapaper Weekly” email with most-saved stories from across the Web

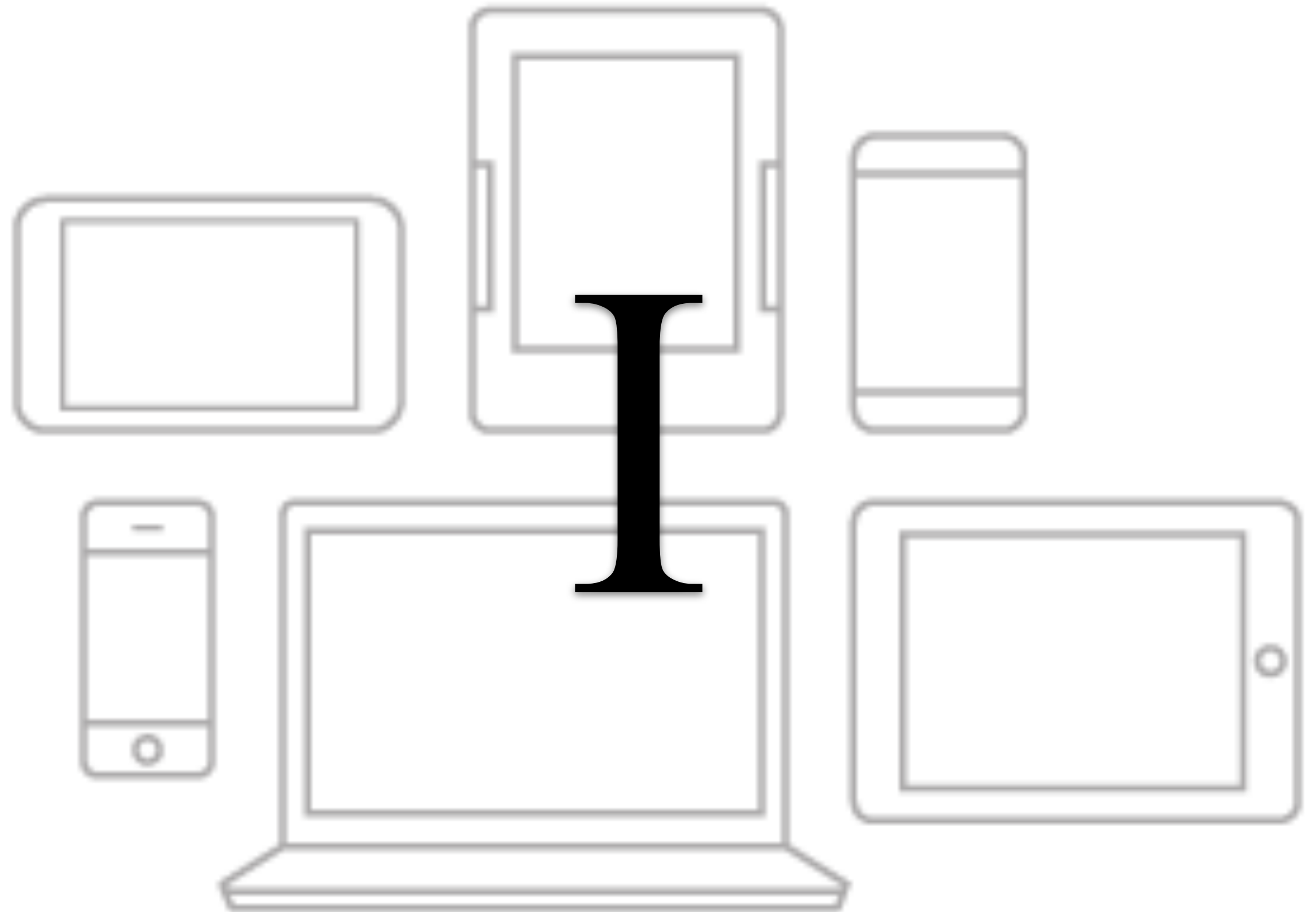


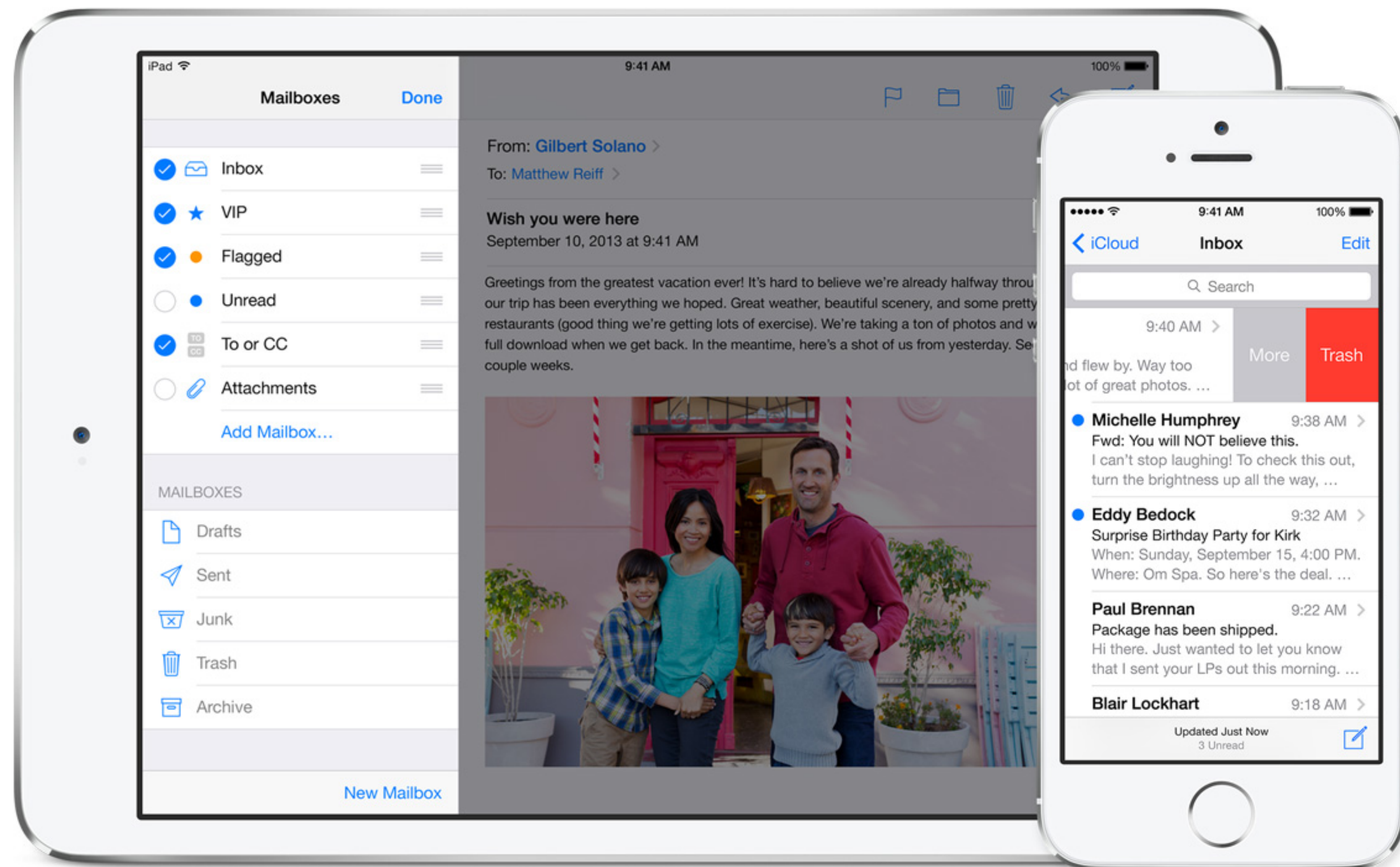
And the cost?

- iOS app \$3.99 / \$2.99 Android
- \$3/3-month subscription plan (\$1/month, billed to PayPal) gives you:
 - Full-text search
 - Unlimited highlighting
 - Advanced Kindle functionality
 - No ads on instapaper.com website



Demo!





Mail on Mobile

Mail: Mission Critical

- Ideally, you're using a quality email provider: either Apple or a dedicated email host you're ***paying for***
- “Free” email providers ***aren't worth the price***: insecure, sloppy, ad-filled, outdated technology, not focused on a world-class email experience
- If you're not paying for it, you are ***not the customer***, you are the ***product being sold***
- If you're on: AOL, Hotmail, Live.com, Gmail, CenturyLink, RoadRunner, BellSouth, AT&T, Verizon, or any provider tied to a search engine or a telco/cableco — ***GET OFF OF IT!***

Mail on iOS

- Mail app on iPad/iPhone supports all email providers, but works best with Apple's iCloud service or other modern, premium email hosts
- Our demo tonight will focus on iCloud email; Gmail, AOL, some other “free” providers will work much the same way



The Prime Directive



Process to Zero

Choose one:



Delete



Delegate



Respond

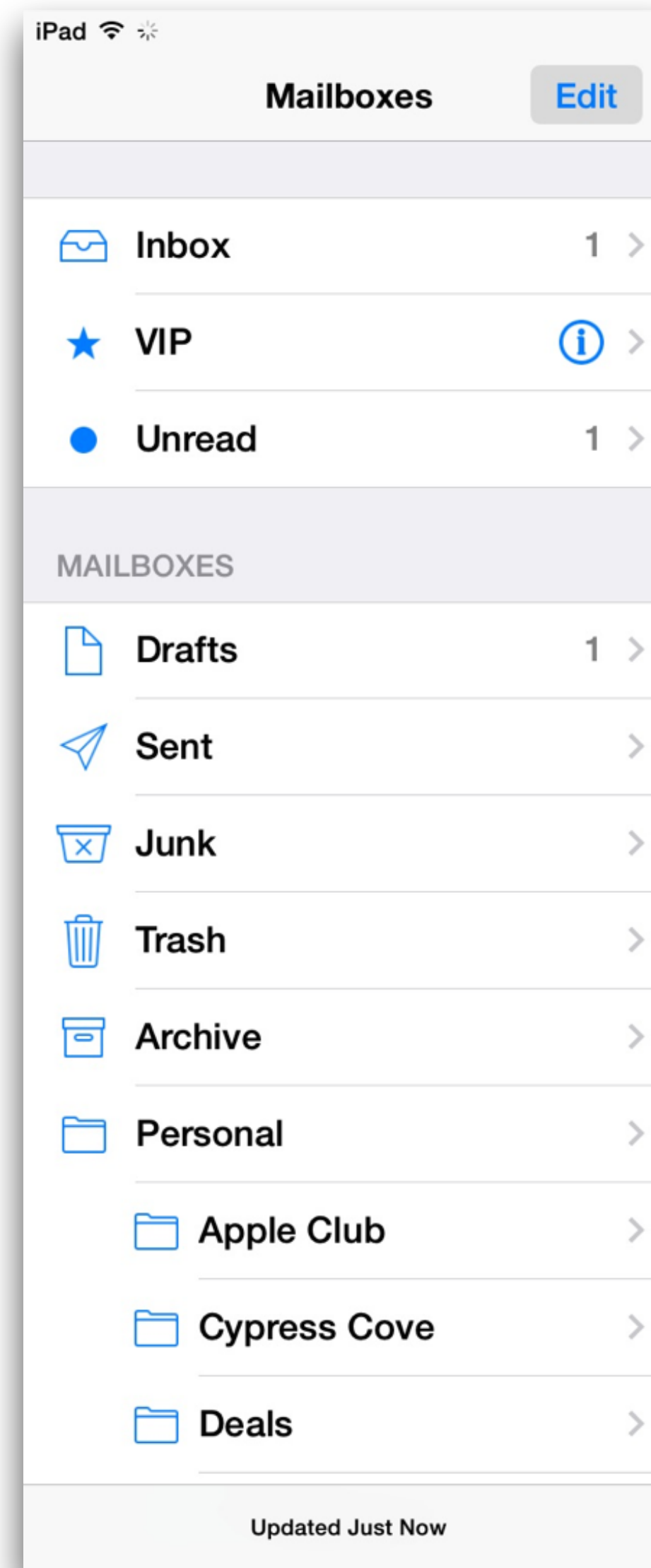


Defer



Do

Your Secret Weapon: The Archive Folder



The Archive Folder

- The permanent catch-all repository for mail that:
 - You're done handling
 - You don't want to delete
 - You don't need to file
 - You don't need in your Inbox
- Stuff it in the Archive, ***then forget about it***



Sent



Junk



Trash



Archive



Personal



Apple Club



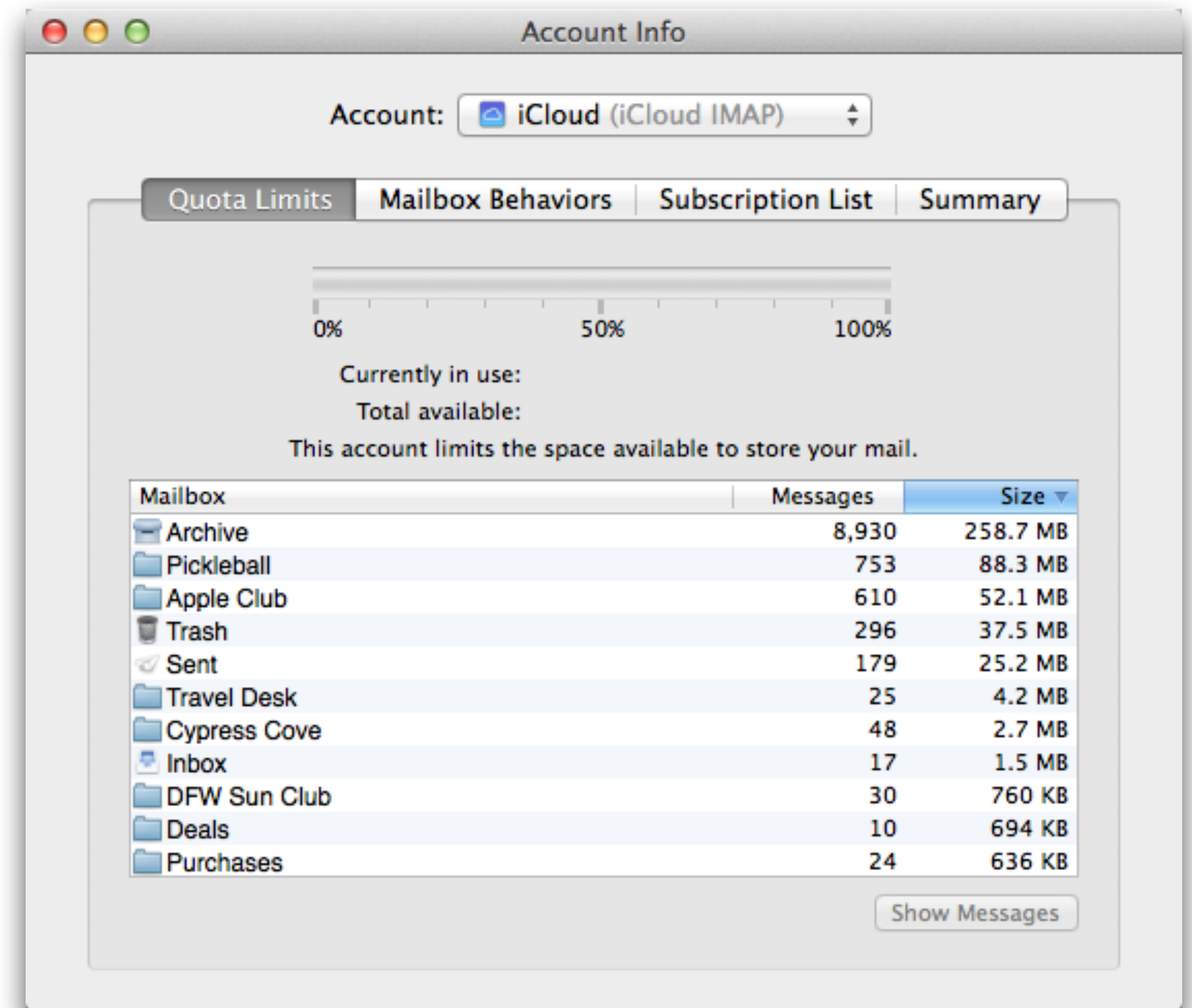
Cypress Cove



Deals

You Will ***Never*** Run Out of Archive Space

- Apple gives you **5Gb** of free iCloud storage
- Buy another **15Gb** for **\$20/year**
- I have **13 years** of mail archived in my iCloud Archive folder, and it takes up **one-quarter of 1Gb**
- History has shown that storage only gets cheaper, by about 50% / year



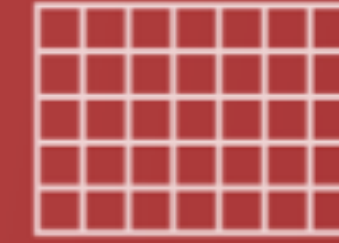
Your Goal: Inbox Zero



Demo!



JUL



9

Cove Apple Club
7:00 PM - 8:15 PM