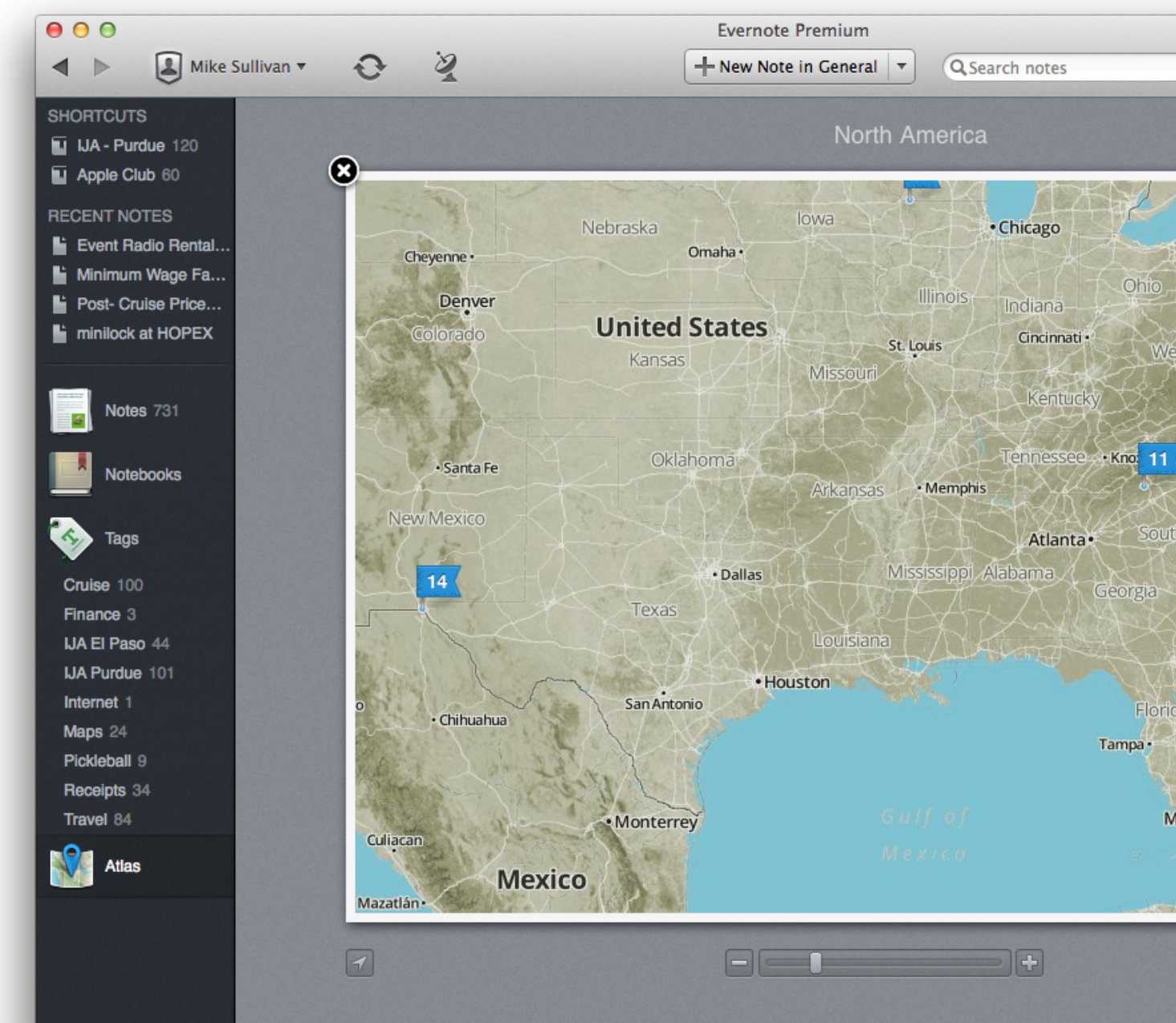
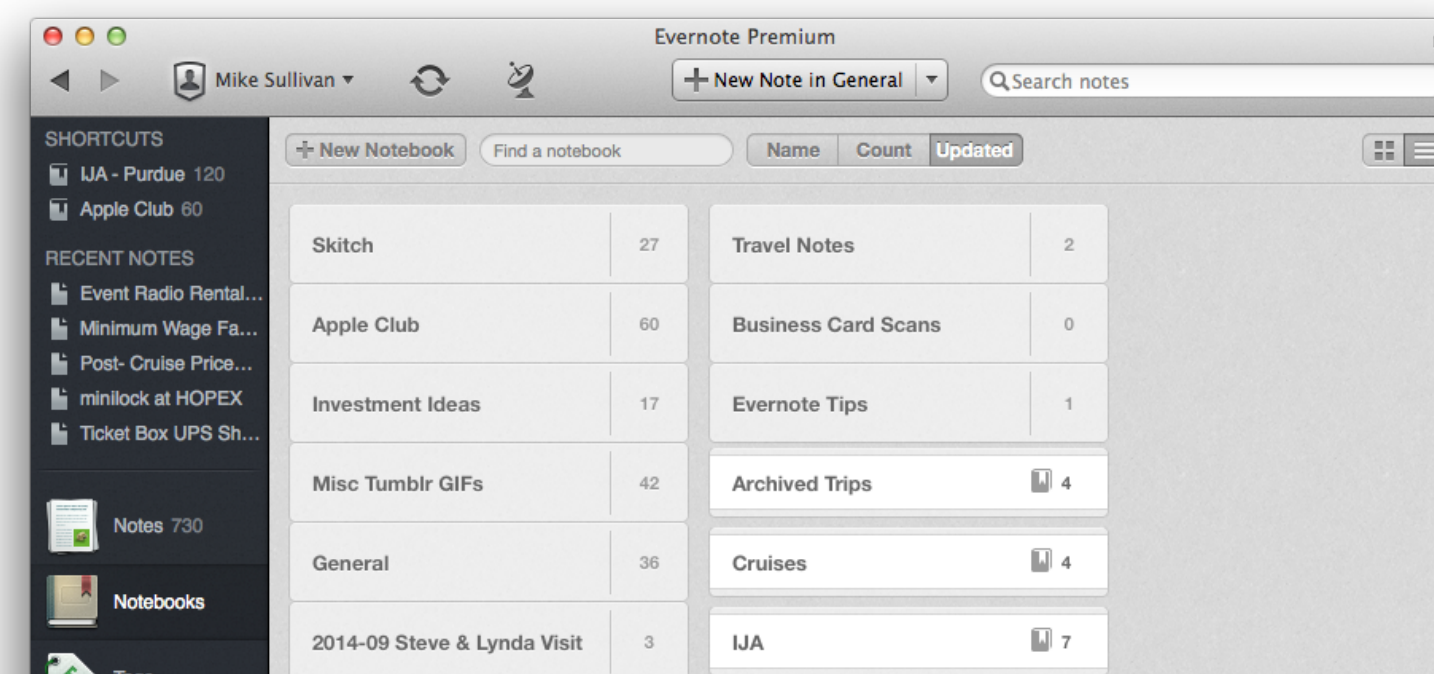


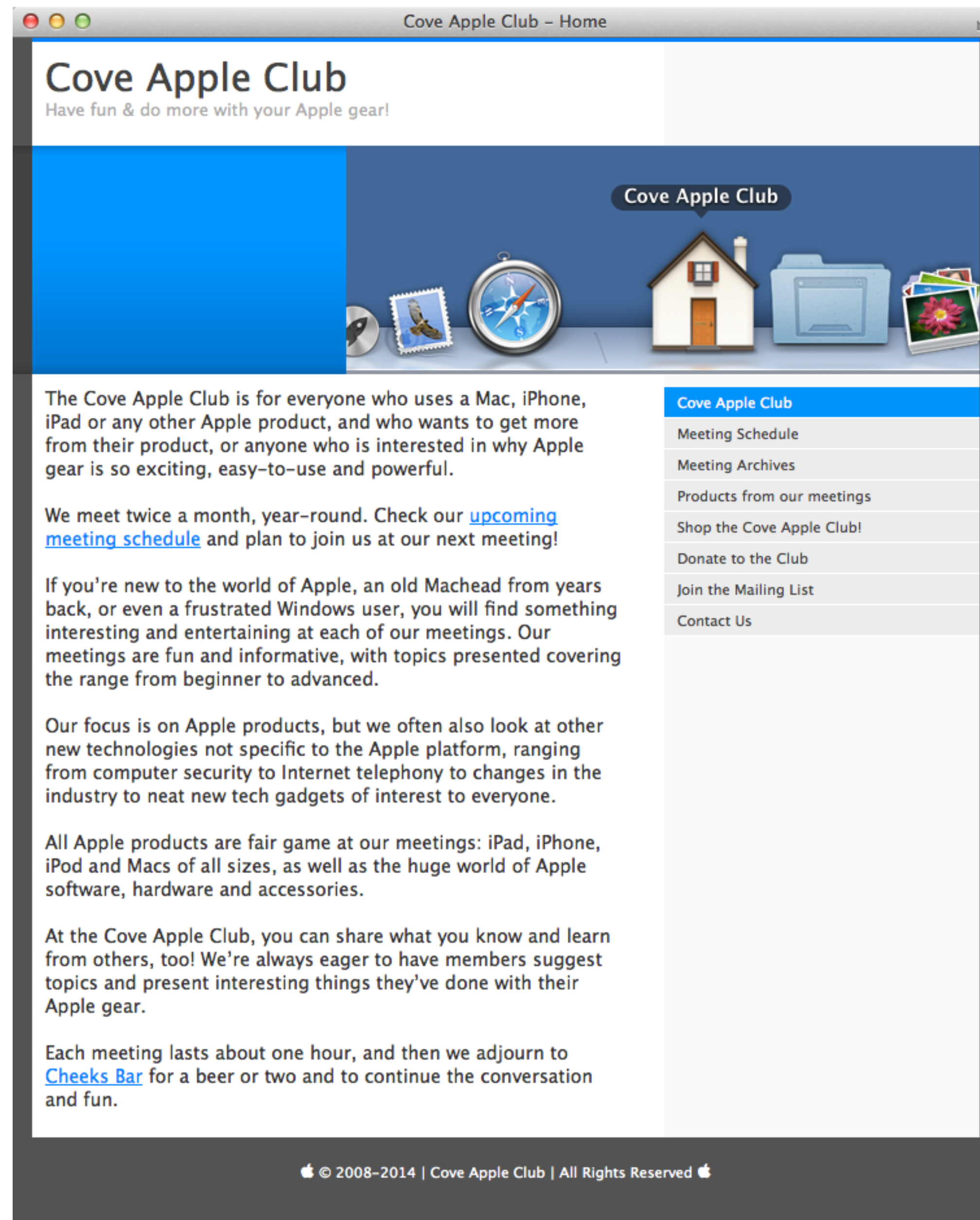
Cove Apple Club

July 23, 2014



Tonight's Topics

- Apple In The News
- Amazon Kindle Unlimited
- Evernote A-Z



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Cove Apple Club

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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

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Since Our Last Meeting

Earnings Report Totals

[Glossary](#)

July 8, 2014 to July 22, 2014


	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	16	\$537.73	\$28.80
Total Third Party Items Shipped 	24	\$281.56	\$18.80
Total Items Shipped	40	\$819.29	\$47.60
Total Items Returned	0	\$0.00	\$0.00
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	40	\$819.29	\$47.60

2014 Year-to-Date

Earnings Report Totals

[Glossary](#)

January 1, 2014 to July 22, 2014

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	501	\$11,132.05	\$565.07
Total Third Party Items Shipped 	349	\$6,719.05	\$398.87
Total Items Shipped	850	\$17,851.10	\$963.94
Total Items Returned	-4	-\$114.96	-\$4.86
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	846	\$17,736.14	\$959.08

AAPL 3Q14 Earnings

- This is the slowest quarter of the year; building inventory for new product cycle in 2H14
- Best 3Q ever in Apple's 34-year history as a public company
- Highest EPS growth in almost two years
- Declares a cash dividend of \$0.47/share; payable 8/14 to SOR 8/11

AAPL 3Q14 Results

	3Q14	3Q13	YOY % Δ
Revenue	\$37.4	\$35.3	5.95%
Net Profit	\$7.7	\$6.9	11.59%
Gross Margin	39.4%	36.9%	6.78%
EPS	\$1.28	\$1.07	19.6%
Free Cash Flow	\$10.3	\$7.8	32%

\$ in Billions except EPS

source: Apple

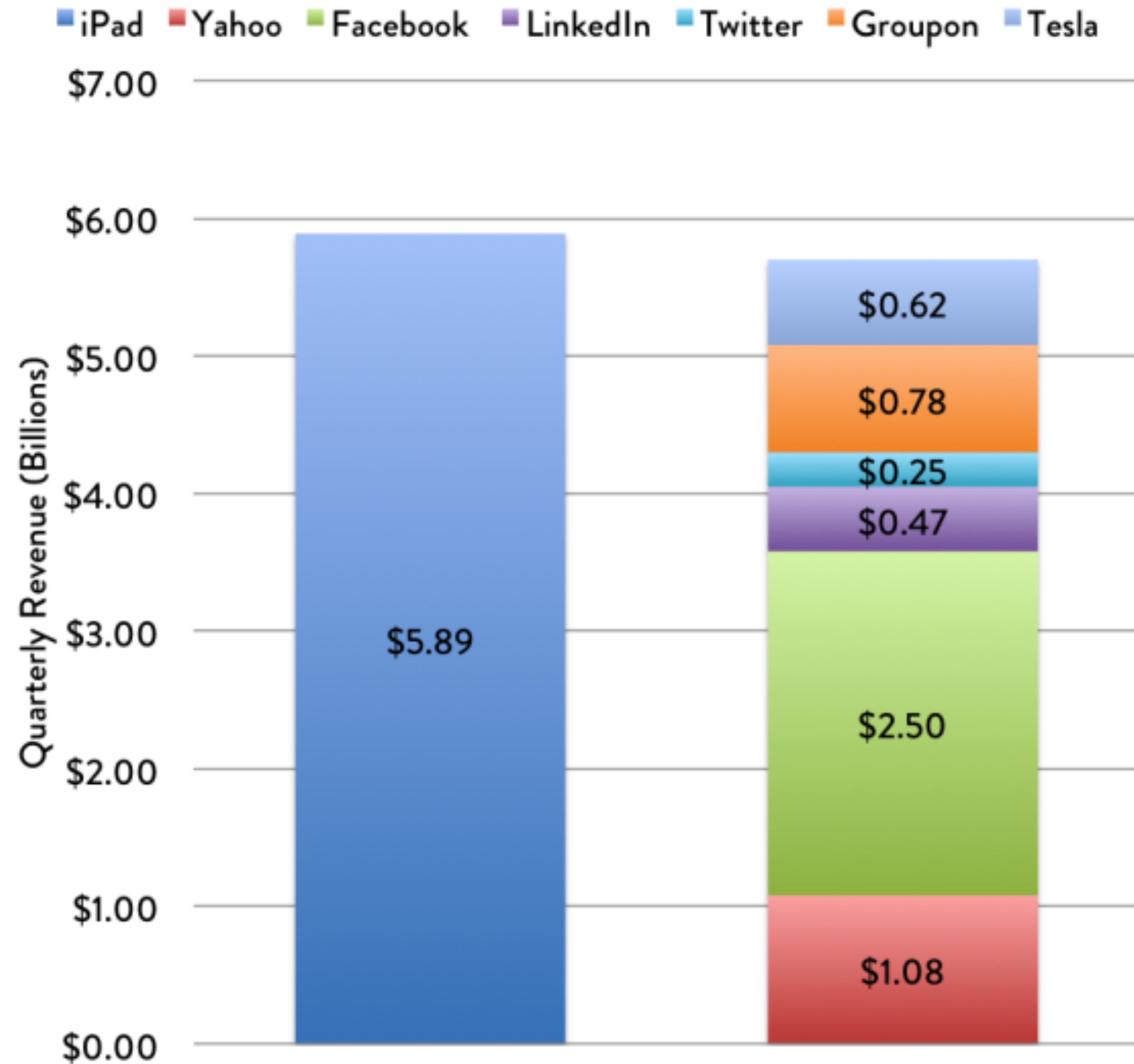
Earnings Notes

- Record Mac sales, up 18% YOY; the MacBook Air is the best-selling laptop in the world
- Mac sales out-grew the market for 32 of the past 33 quarters
- Returned over \$8-billion to shareholders in shares buybacks and dividends; now \$74-billion into the planned \$130-billion capital return

Earnings Notes

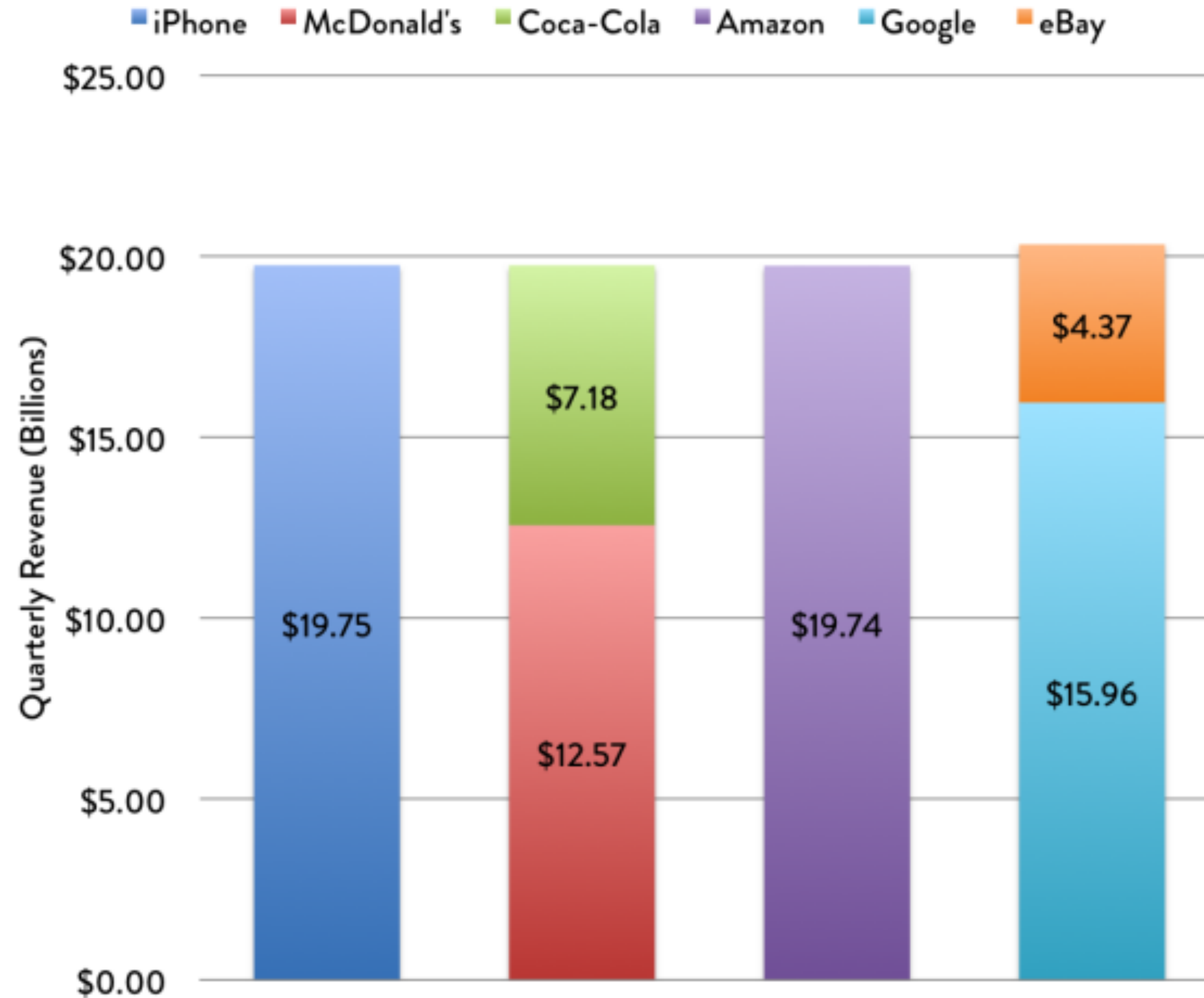
- Apple has acquired 29 companies so far this FY; about one every 10 days
- Apple did \$4.1-billion through their 400-plus Apple retail stores; about \$100k/day/store
- R&D spending up 36% to \$1.6-billion in the quarter; highest-ever quarterly spend — amounts to \$53-million ***per day***
- BRIC revenue up 55%
- China iPhone sales up 48% in 1st quarter with China Mobile at full supply; Mac sales in China up 39% as PC sales in China are flat

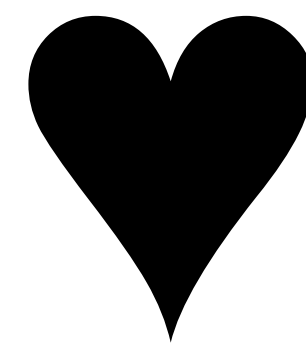
If the iPad were a company, it would be as big as...



source: slate.com

If the iPhone were its own company, it would be as big as...

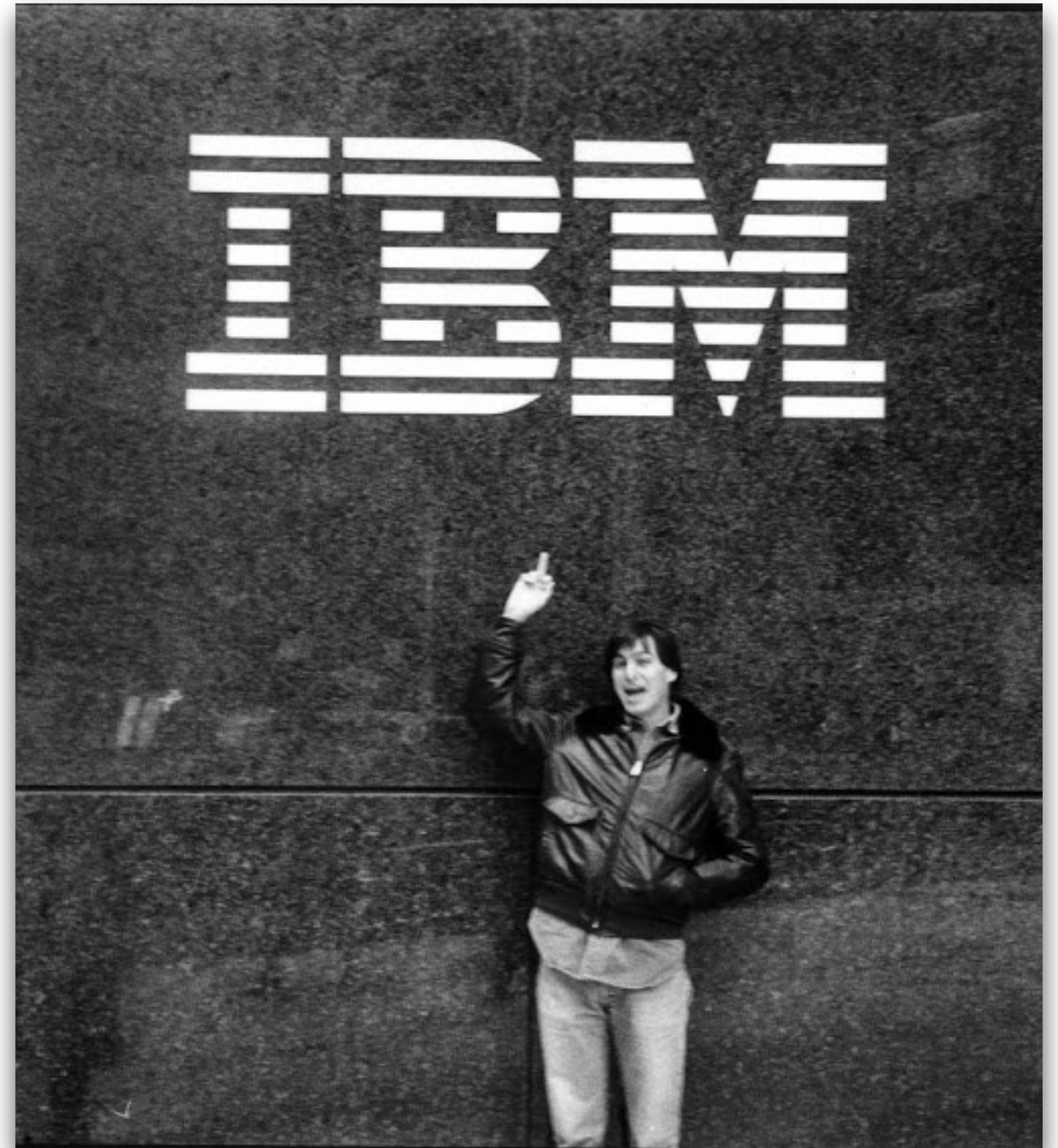




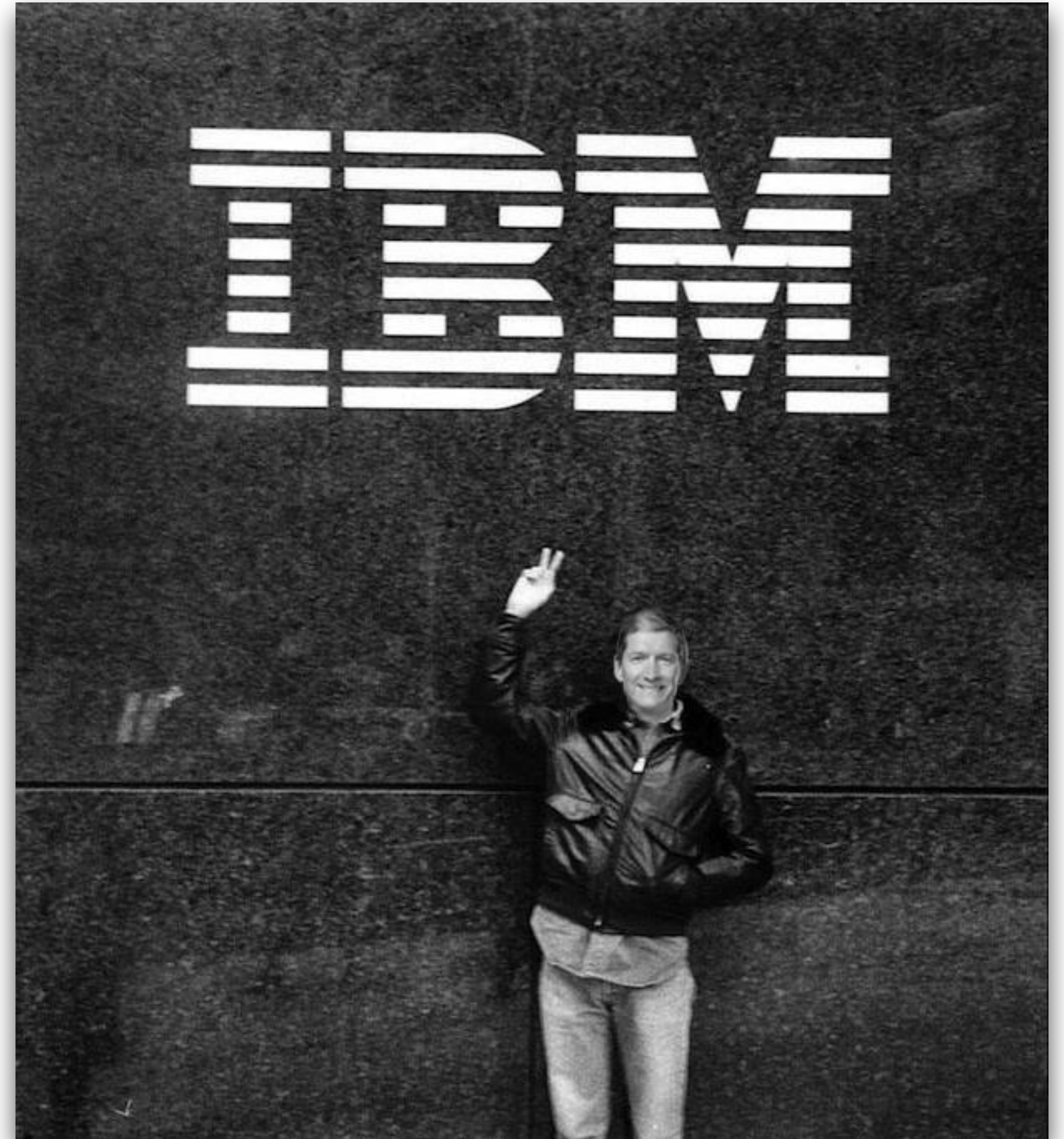
Apple - IBM Global Partnership

- Developing over 100 new industry-specific apps for iOS
- IBM building iOS-optimized cloud services to support mobile-first solutions
- New AppleCare offerings tailored to global enterprise clients
- New IBM solutions for iOS activation, security, management and supply

1984



2014



Meanwhile, at Microsoft

- Announced 18,000 layoffs — 14% of the workforce — the largest in 39-year MSFT history
- They say it will take ***a year*** to conclude the bloodletting
- Total layoffs come to 55,000 since Microsoft bought Nokia in 2013
- Killing off the “X” phones running Android — announced just four months ago

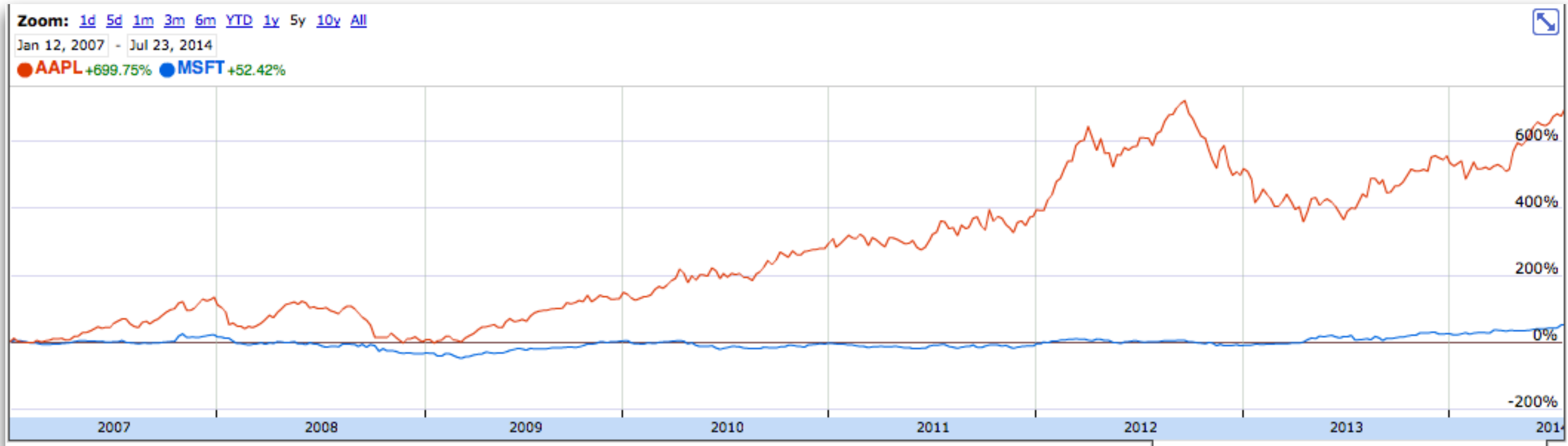
MSFT Since iPhone Intro



MSFT Stock Price
January 12, 2007 - Today

Source: Google Finance

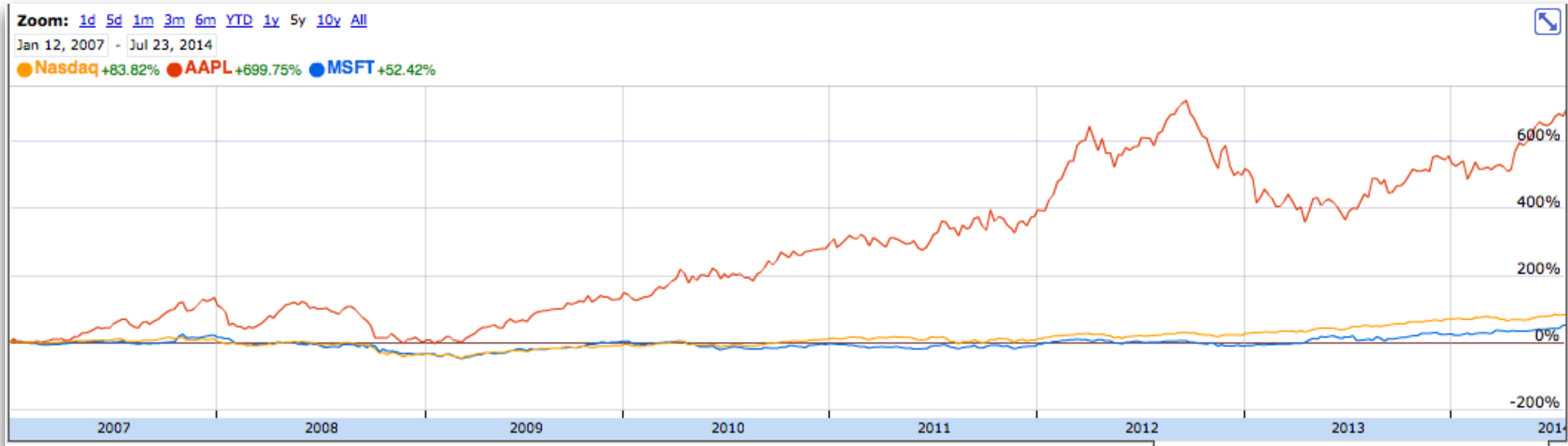
MSFT Since iPhone Intro



MSFT Stock Price vs. AAPL
January 12, 2007 - Today

Source: Google Finance

MSFT Since iPhone Intro



MSFT Stock Price vs. AAPL & NASDAQ 100
January 12, 2007 - Today

Source: Google Finance

Yosemite Public Beta

- Open to the public starting tomorrow
- First 1,000,000 to sign up get in
- Help Apple test the next-generation of X
- Not for the faint of heart, or to be used mission-critical machines
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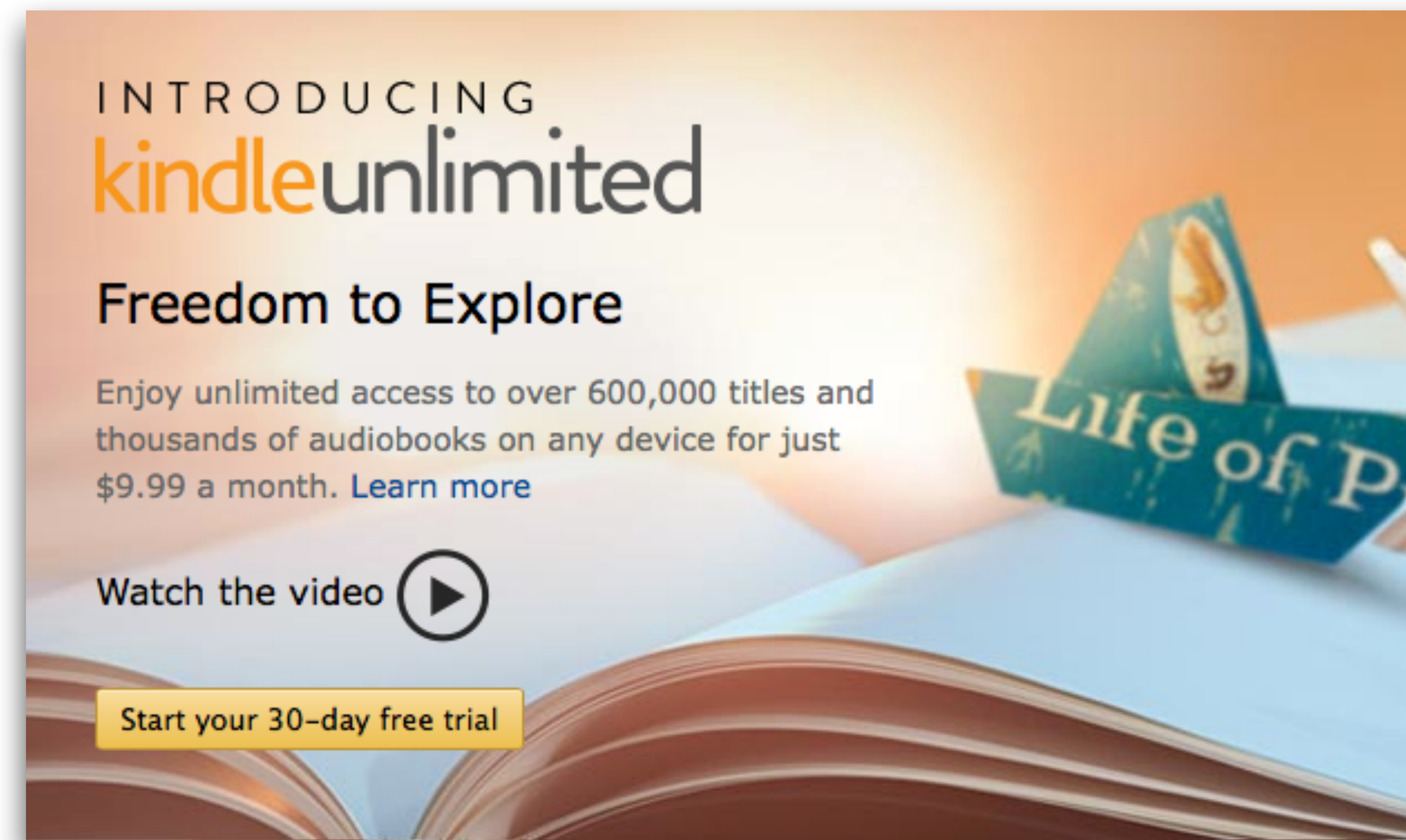


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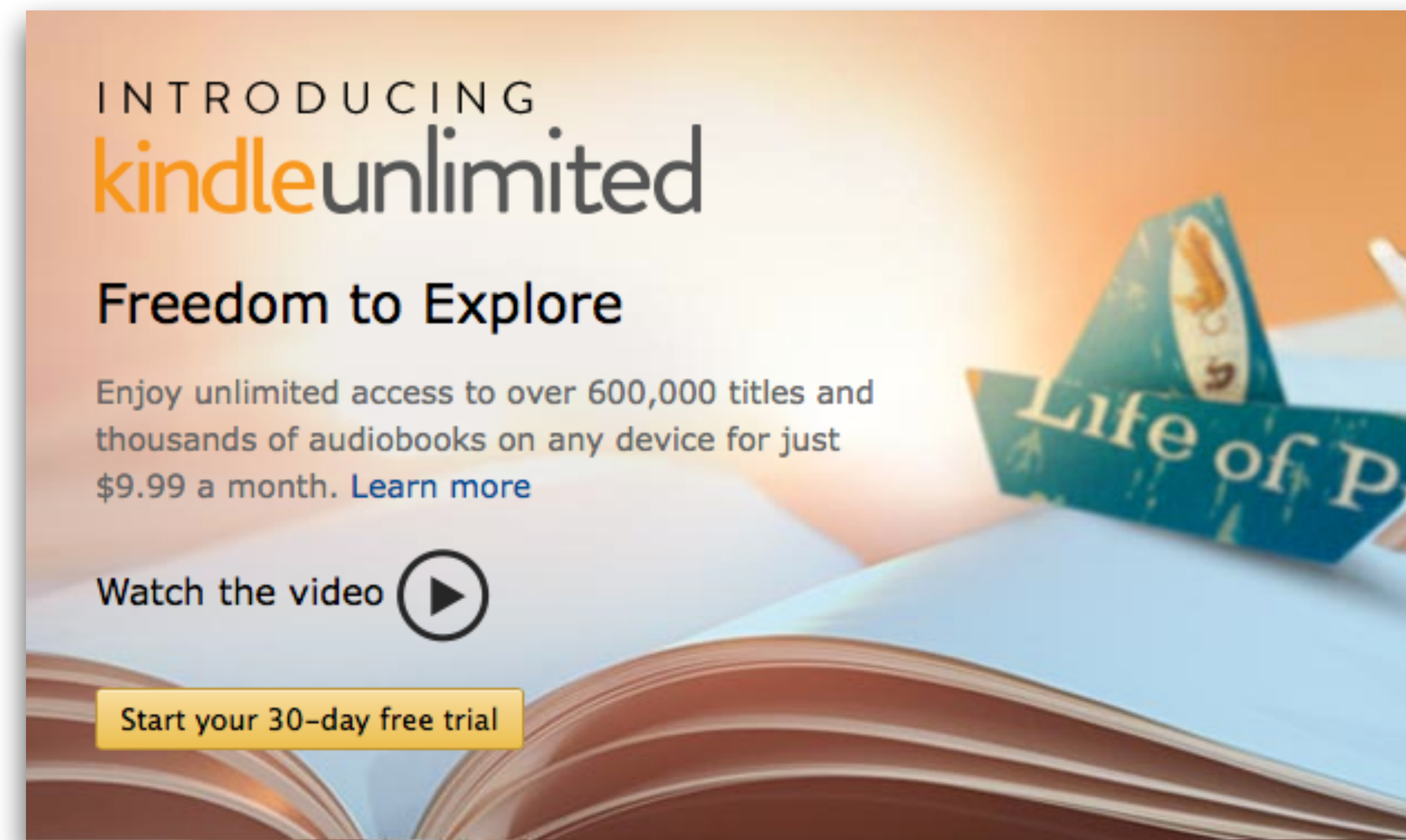
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How They Pay For It

kindle | direct publishing

Newsletter



July 2014

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[Indie Author Insider: Guy Kawasaki](#)

[KDP Select: Introducing Kindle Unlimited](#)

[Resource: All About the Setting](#)

[Tip: Moving from Page to Kindle](#)

[Your Voice: KDP Author Steven A. McKay](#)

CONTEST NEWS
ABNA 2014


The Amazon Breakthrough Novel Award Contest Finalists have been announced. [Keep up to date](#) with the contest, read the Finalists' excerpts, and cast your vote for the Grand Prize winner.

[→ Learn more](#)

KINDLE WORLDS
ANNOUNCING FOUR NEW WORLDS

Kindle Worlds introduces four

INDIE AUTHOR INSIDER
Guy Kawasaki



"For me, writing as a career was a total accident. I never was this brilliant English literature major or anything like that." Twelve books later, Guy Kawasaki, author of *APE*, shares his experience using Amazon's platforms to independently publish his latest book.
[Watch now](#)

KDP SELECT NEWS
Introducing Kindle Unlimited

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and cast your vote for the Grand Prize winner.

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KINDLE WORLDS ANNOUNCING FOUR NEW WORLDS

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Introducing Kindle Unlimited

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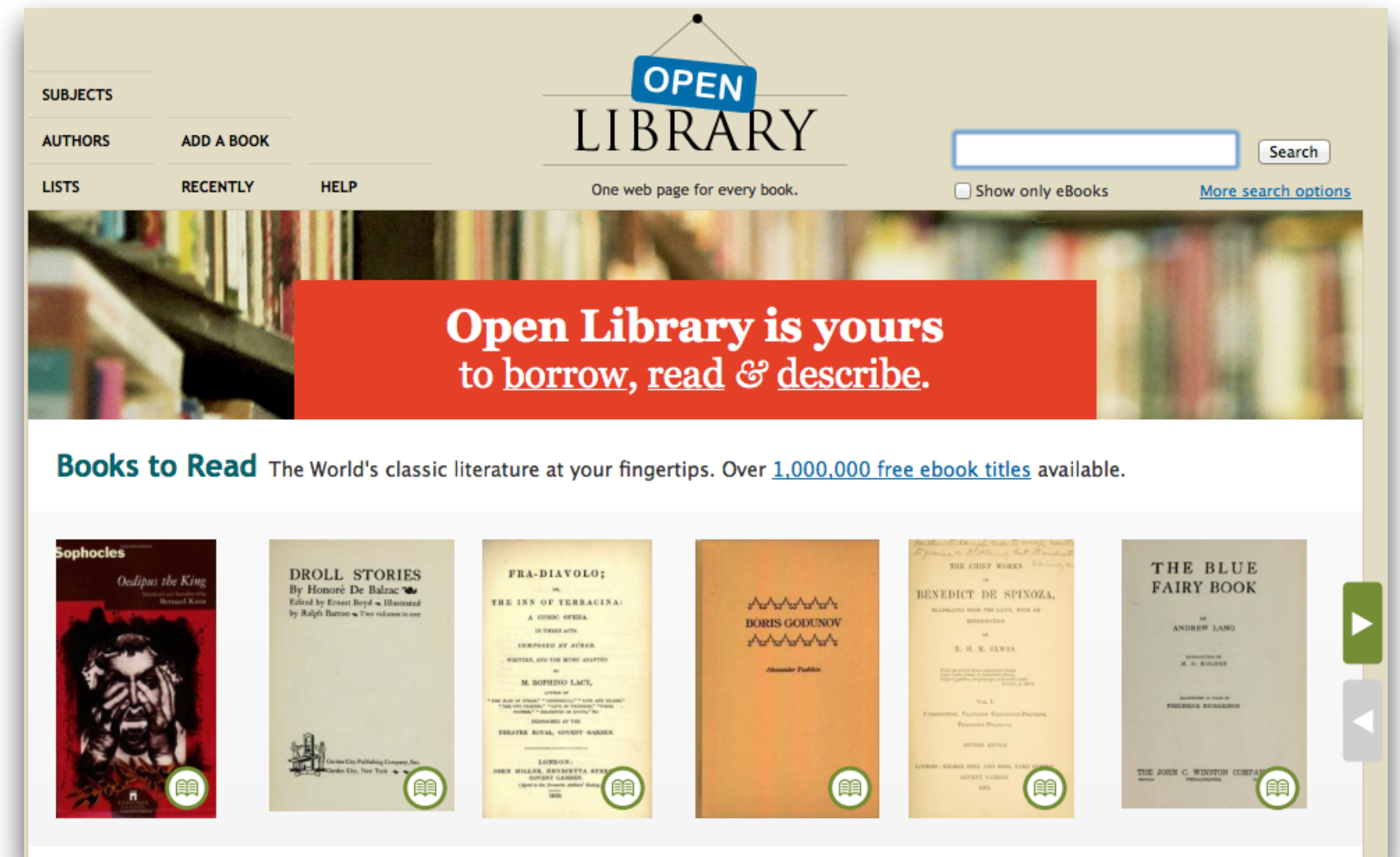
Customers are able to read as many books as they want from a library of over 600,000 titles while subscribed to Kindle Unlimited. When your title is read past 10%--about the length of reading the free sample available in Kindle books--you will earn a share of the KDP Select monthly global fund. For July we've added \$800,000 to the fund, bringing the July fund amount to \$2 million.

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KDP Select is an optional program for you to reach more readers, and it gives you the opportunity to earn more money. In addition to potentially earning royalties from Kindle Unlimited and KOLL, you can also maximize your book's sales potential by choosing between two great promotional tools: Kindle Countdown Deals, time-bound promotional discounts for your book, available on Amazon.com and [Amazon.co.uk](#), while earning royalties; or Free Book Promotion where readers worldwide can get your book free for a limited time. Plus, you can earn 70% royalty for sales to customers in

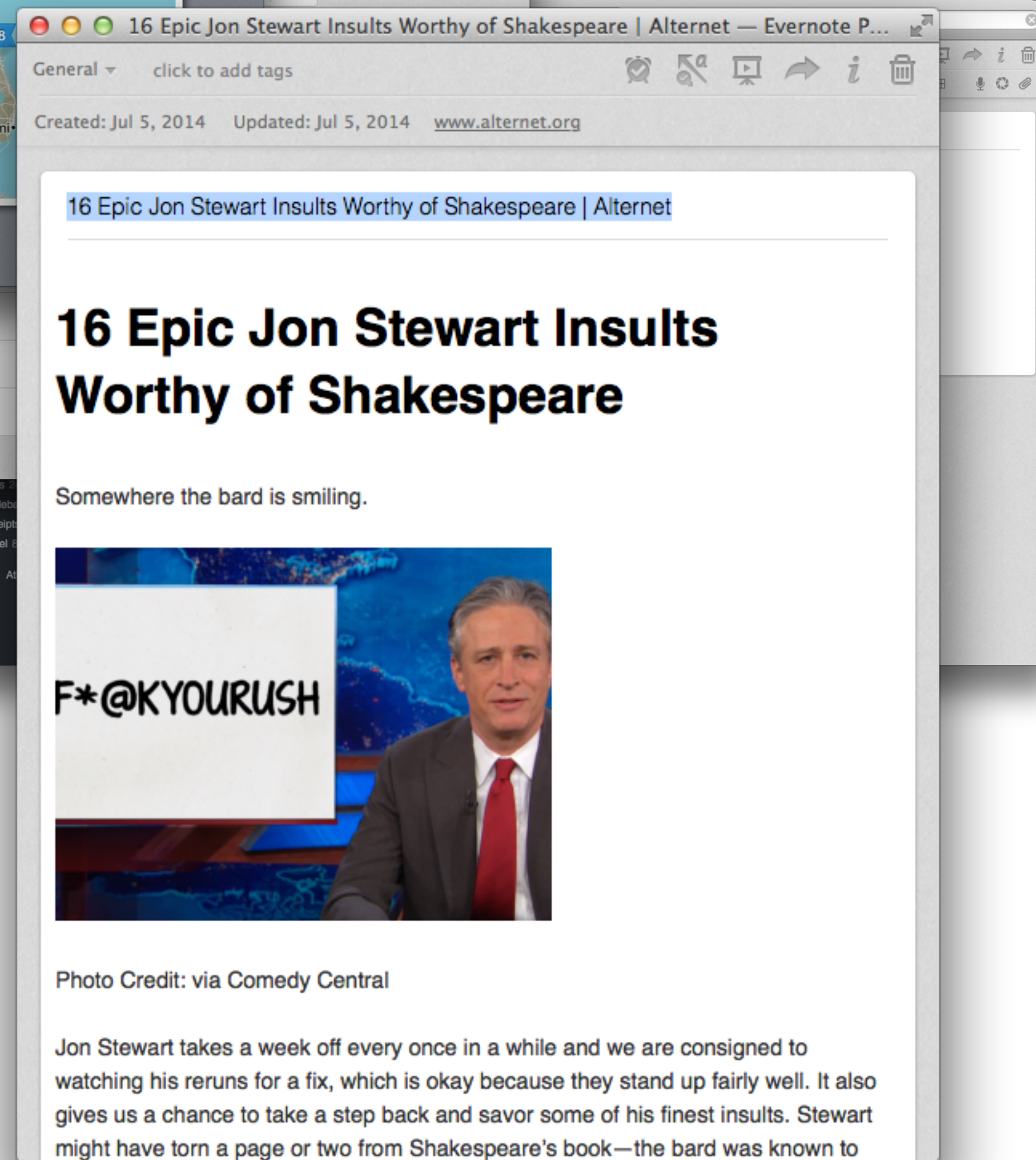
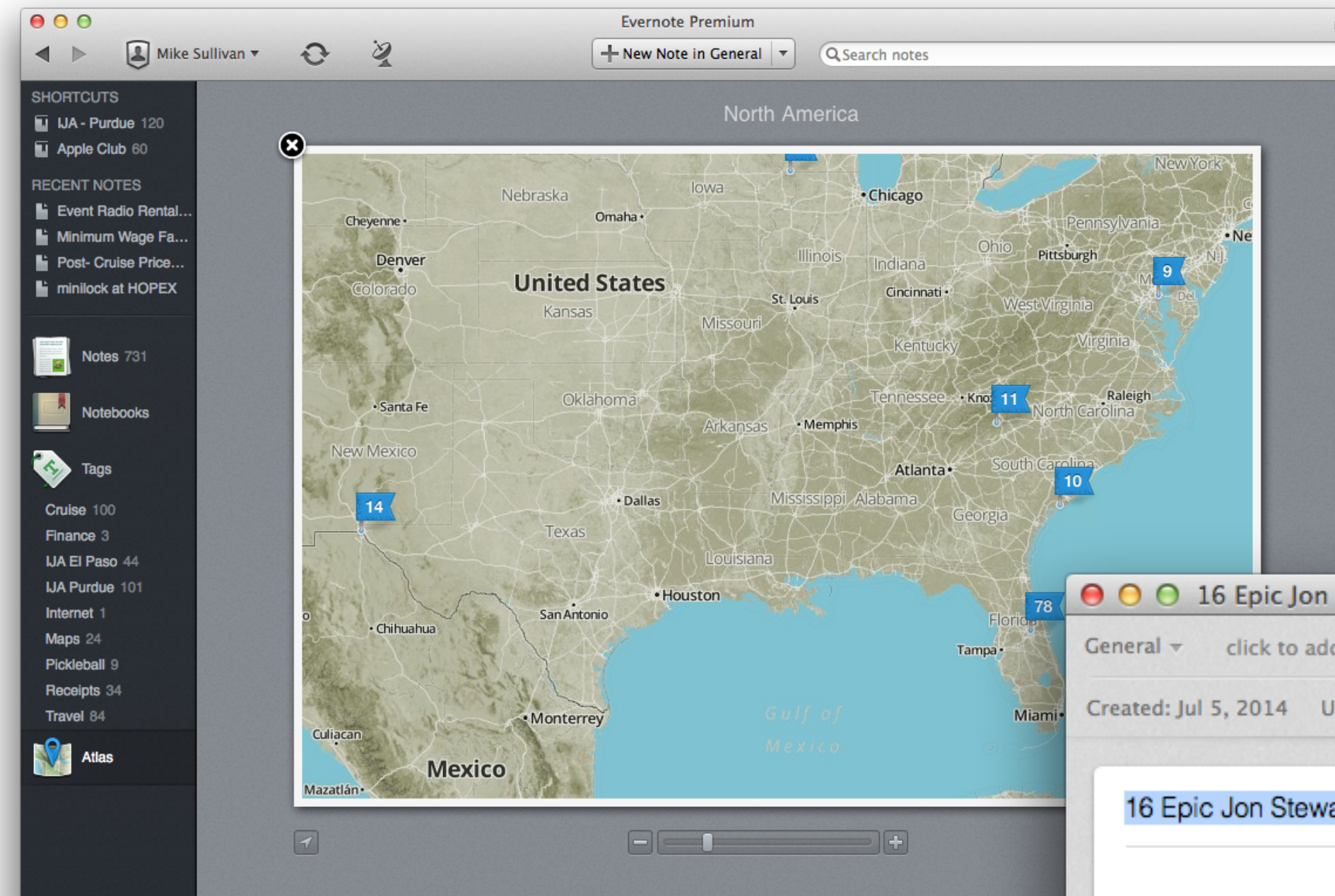
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Evernote

Remember Everything





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- Capture, store, search, print, share & present: notes, text, photos, documents, Web pages, clippings, screenshots, voice memos, reminders, lists, To-Do's
- Free app for iPad/iPhone, Android, Mac and PC plus a fully-featured web app at **evernote.com**
- Freemium model

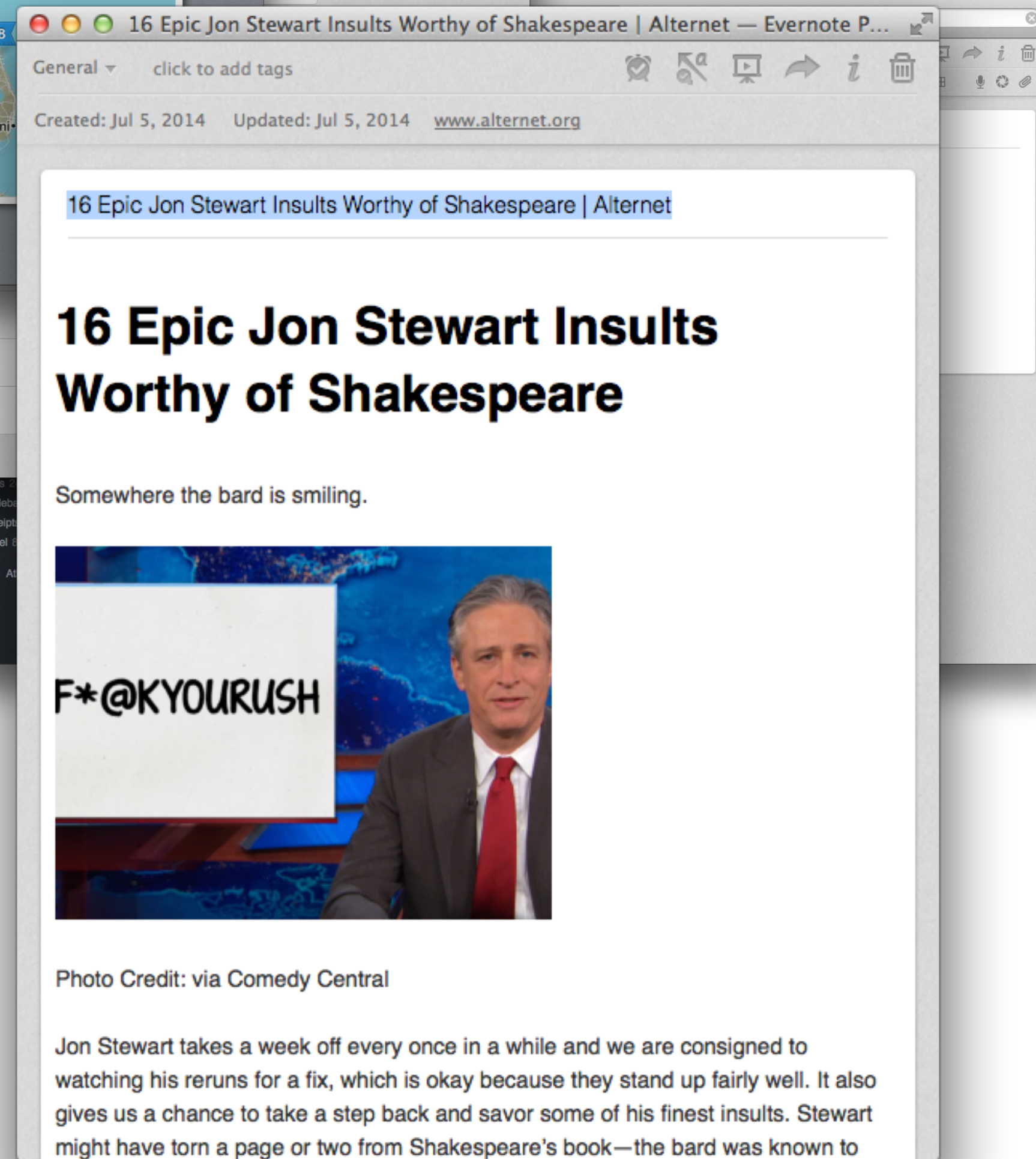
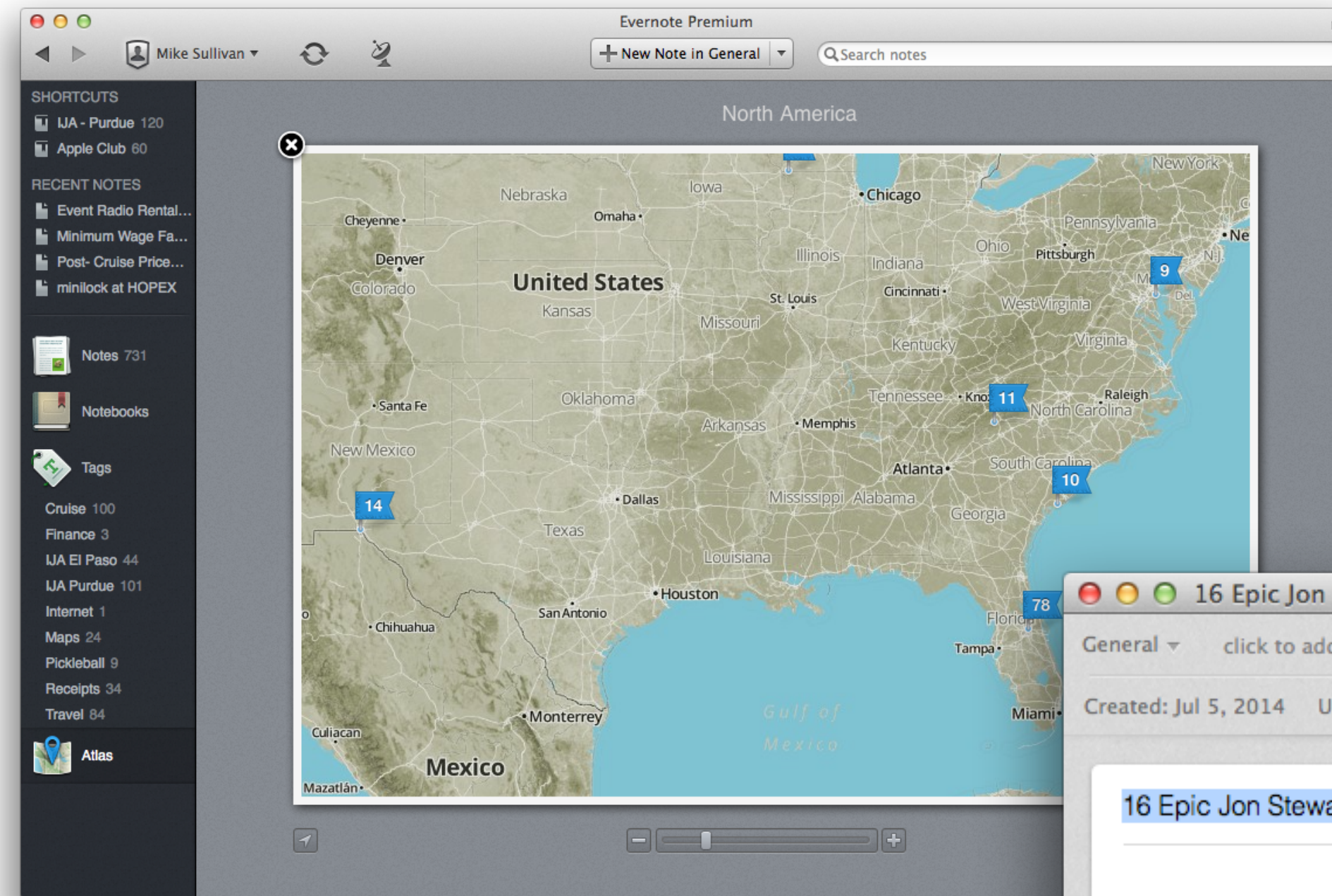


- Free accounts work fine for many users
- Premium accounts get enhanced features + support:
 - 1Gb / Month upload (vs. 60Mb); unlimited storage for all accounts
 - 100Mb max. note size (vs. 25Mb)
 - Ability to designate notebooks for offline access
 - Lots of added sharing & collaboration features
 - Present directly from notebooks



- Premium is \$45/year or \$5/month
- You can go month-to-month if you like
- Use this special link to get **one month of Premium free** when you install and sign in to Evernote for the first time:
 - **<http://goo.gl/kqauNR>**

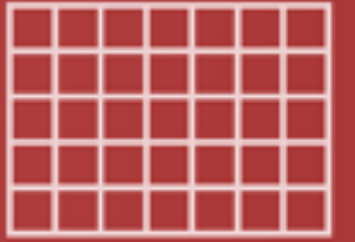
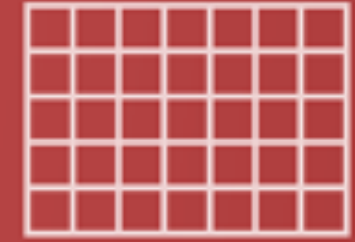
Demo



Three Weeks Until
Our Next Meeting



AUG



13

Cove Apple Club

7:00 PM - 8:15 PM