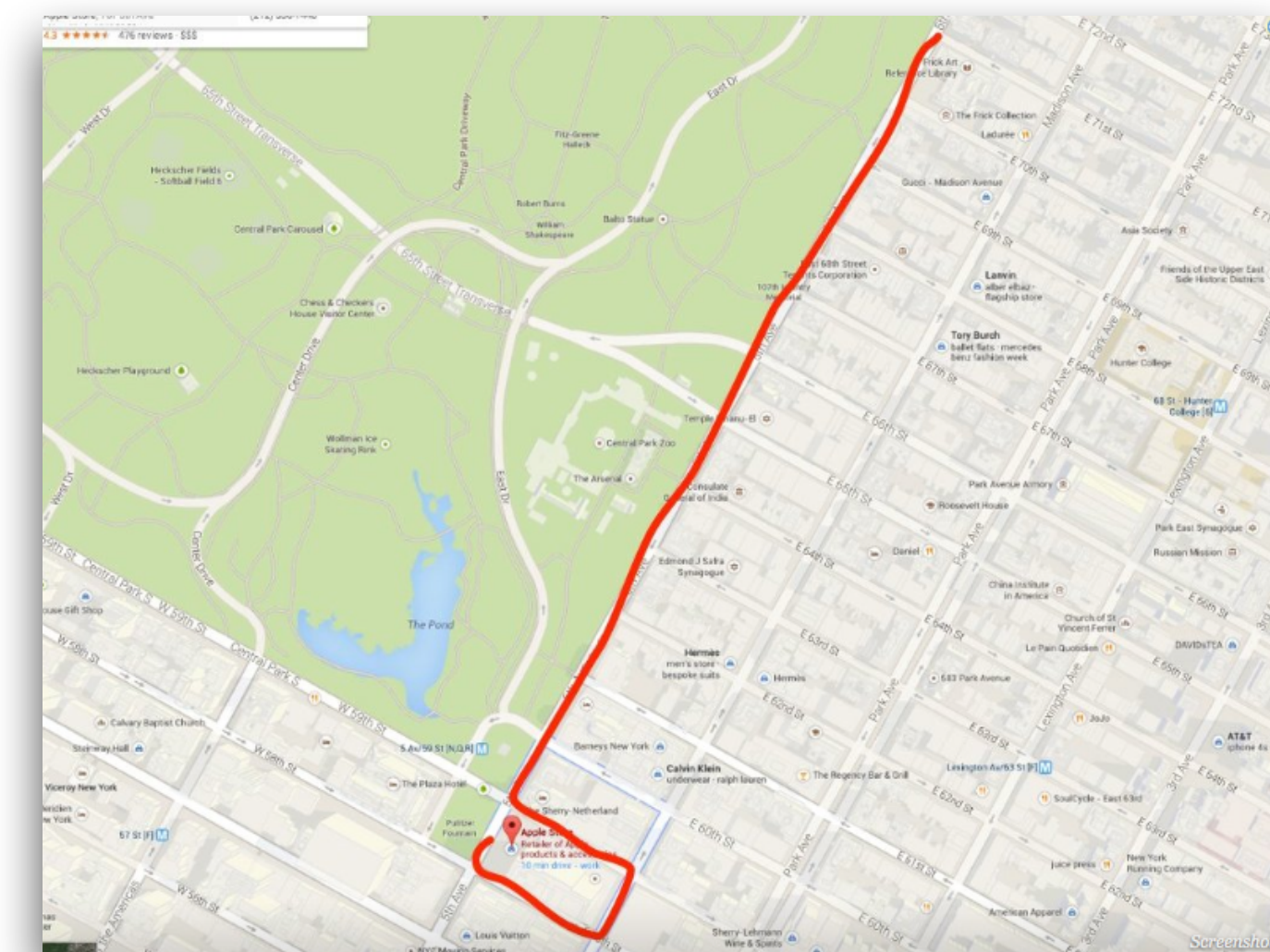


Cove Apple Club

September 24, 2014



Tonight's Topics

Tonight's Topics

- Apple in the News

Tonight's Topics

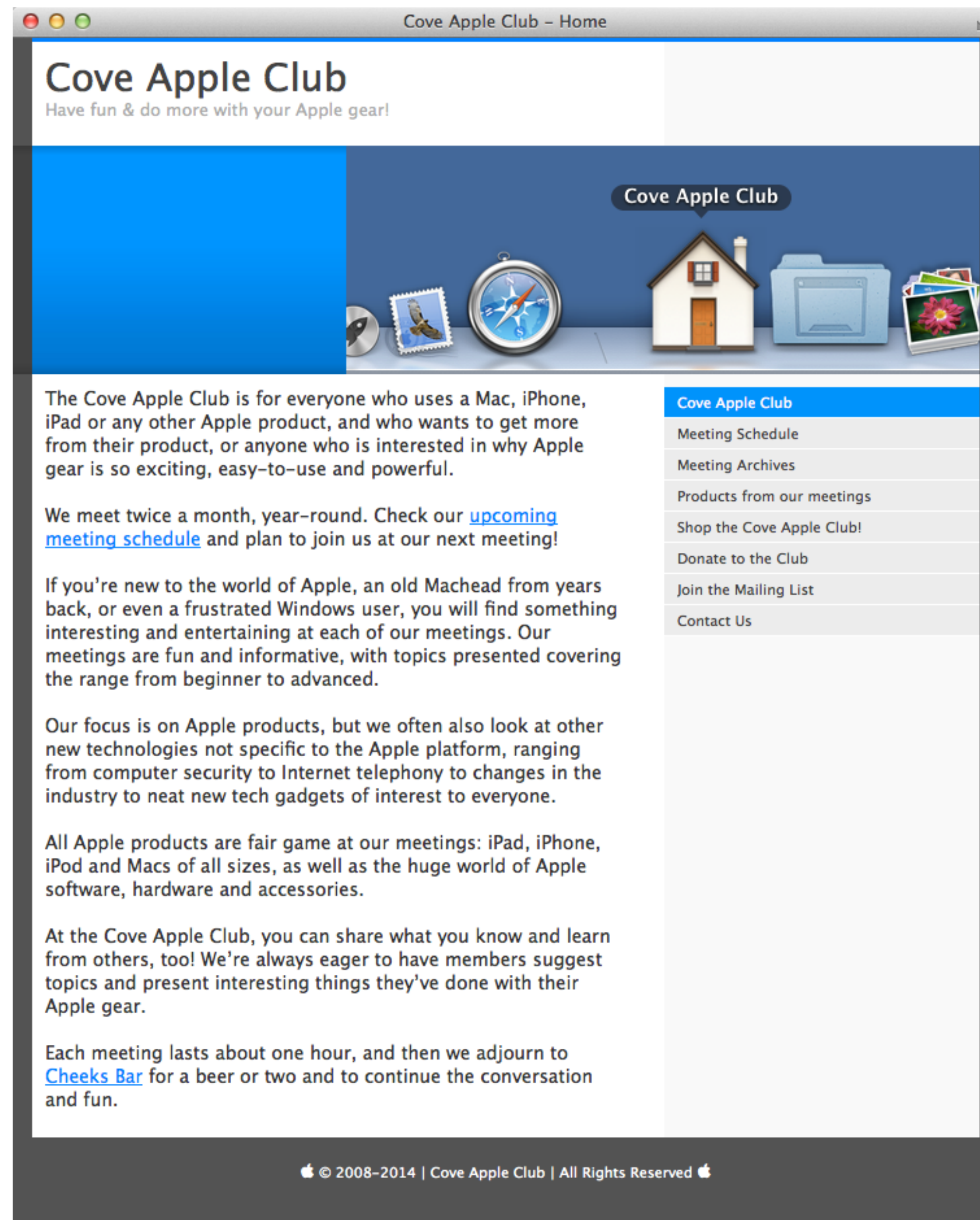
- Apple in the News
- **FRESH MEAT!** iPhone 6 & iPhone 6 Plus

Tonight's Topics

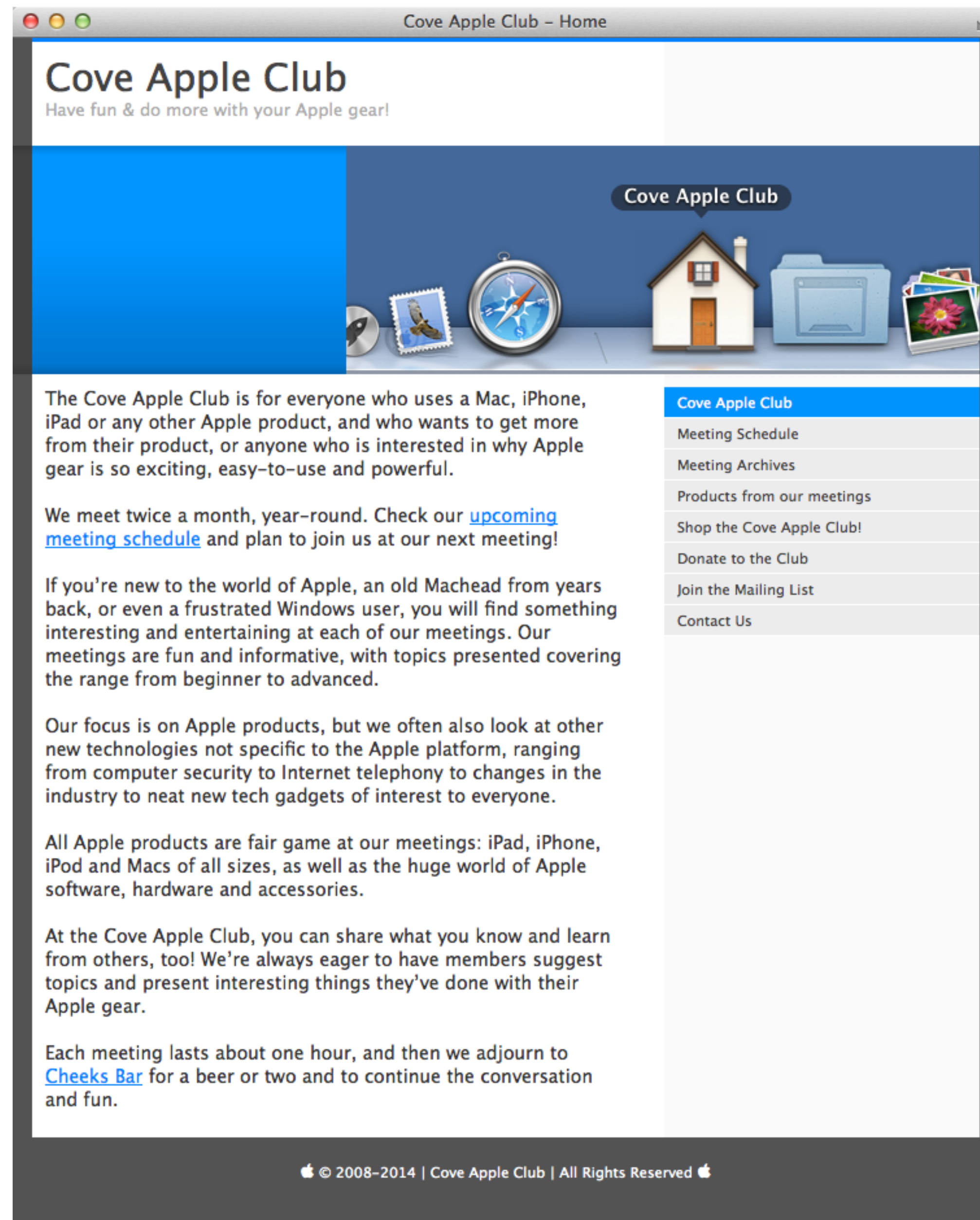
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Tonight's Topics

- Apple in the News
- **FRESH MEAT!** iPhone 6 & iPhone 6 Plus
- iOS 8 Tips and Hints
- 1Password for iOS 8



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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

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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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Since Our Last Meeting


Earnings Report Totals

[Glossary](#)

September 8, 2014 to September 23, 2014

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	36	\$1,964.01	\$78.63
Total Third Party Items Shipped 	43	\$952.50	\$50.25
Total Items Shipped	79	\$2,916.51	\$128.88
Total Items Returned	0	\$0.00	\$0.00
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	79	\$2,916.51	\$128.88

Since Our Last Meeting

Earnings Report Totals Glossary			
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Thank you, John!

2014 Year-to-Date

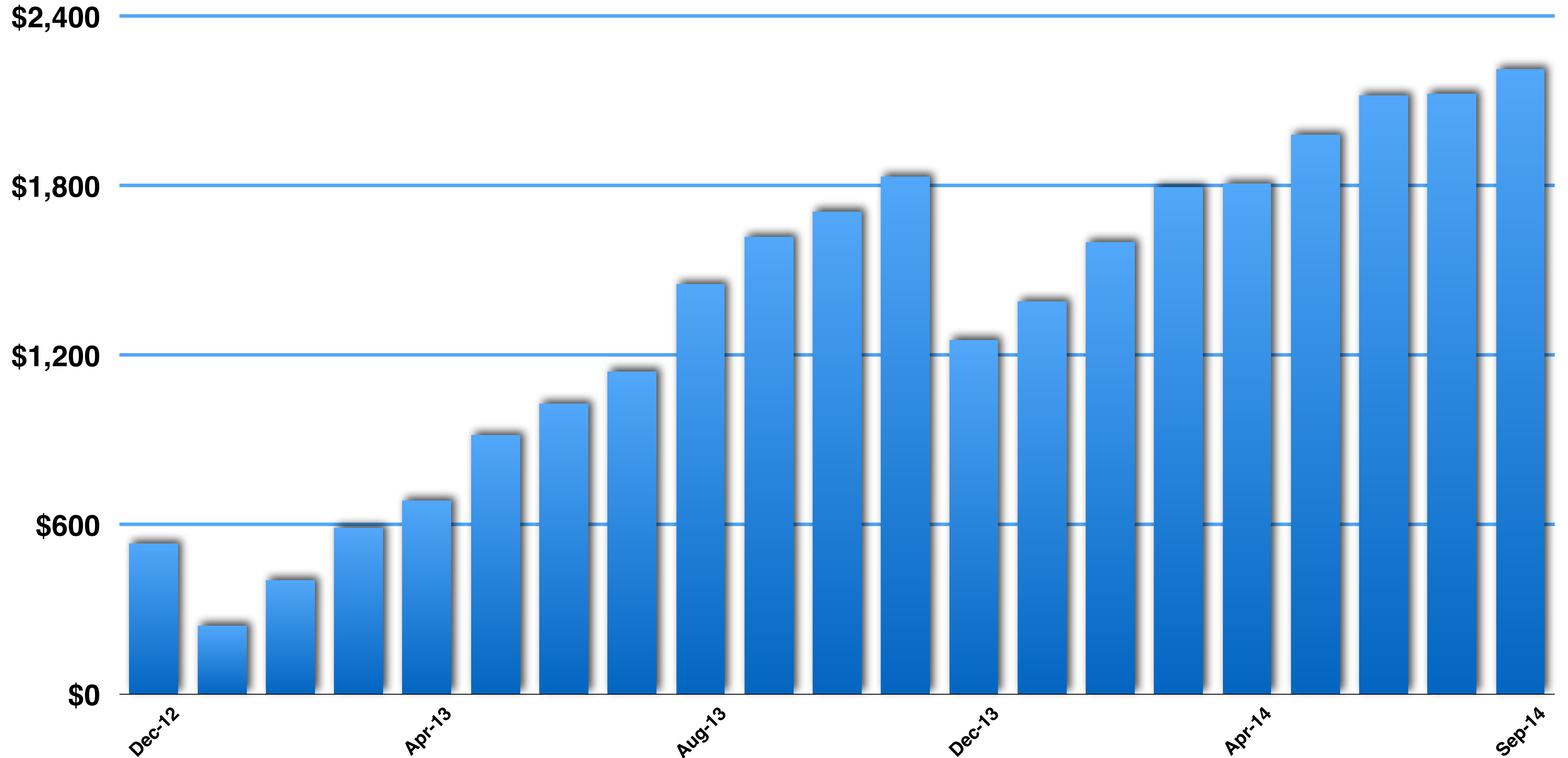
Earnings Report Totals

[Glossary](#)

January 1, 2014 to September 23, 2014

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	615	\$14,991.62	\$750.68
Total Third Party Items Shipped 	475	\$9,107.46	\$536.44
Total Items Shipped	1090	\$24,099.08	\$1,287.12
Total Items Returned	-5	-\$149.95	-\$6.61
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	1085	\$23,949.13	\$1,280.51

Bank Balance @ Month-End



Apple's Ginormous Weekend

Apple's Ginormous Weekend

- Apple reported that they sold over 10,000,000 iPhones during the launch weekend...

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- *and ran out...*

Apple's Ginormous Weekend

- Apple reported that they sold over 10,000,000 iPhones during the launch weekend...
- *and ran out...*
- *...and has yet to launch in Austria, Belgium, Denmark, Finland, Ireland, Isle of Man, Italy, Liechtenstein, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Qatar, Russia, Saudi Arabia, Spain, Sweden, Switzerland, Taiwan, Turkey and United Arab Emirates.*

Apple's Ginormous Weekend

- Apple reported that they sold over 10,000,000 iPhones during the launch weekend...
- *and ran out...*
- *...and has yet to launch in Austria, Belgium, Denmark, Finland, Ireland, Isle of Man, Italy, Liechtenstein, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Qatar, Russia, Saudi Arabia, Spain, Sweden, Switzerland, Taiwan, Turkey and United Arab Emirates.*
- *...with another 72 countries yet to launch by year-end.*



Scottsdale



NYC 5th Avenue

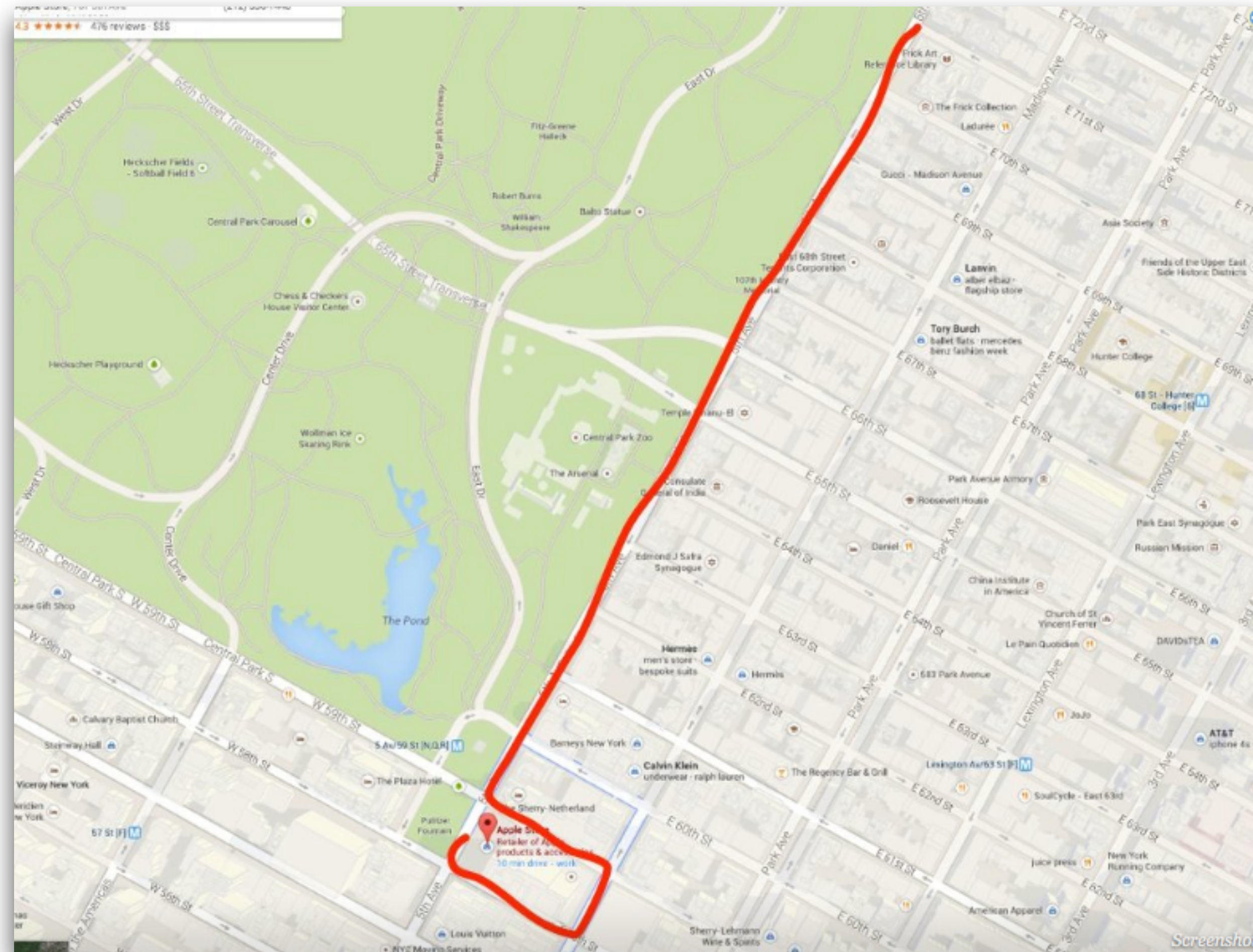


The Louvre, Paris

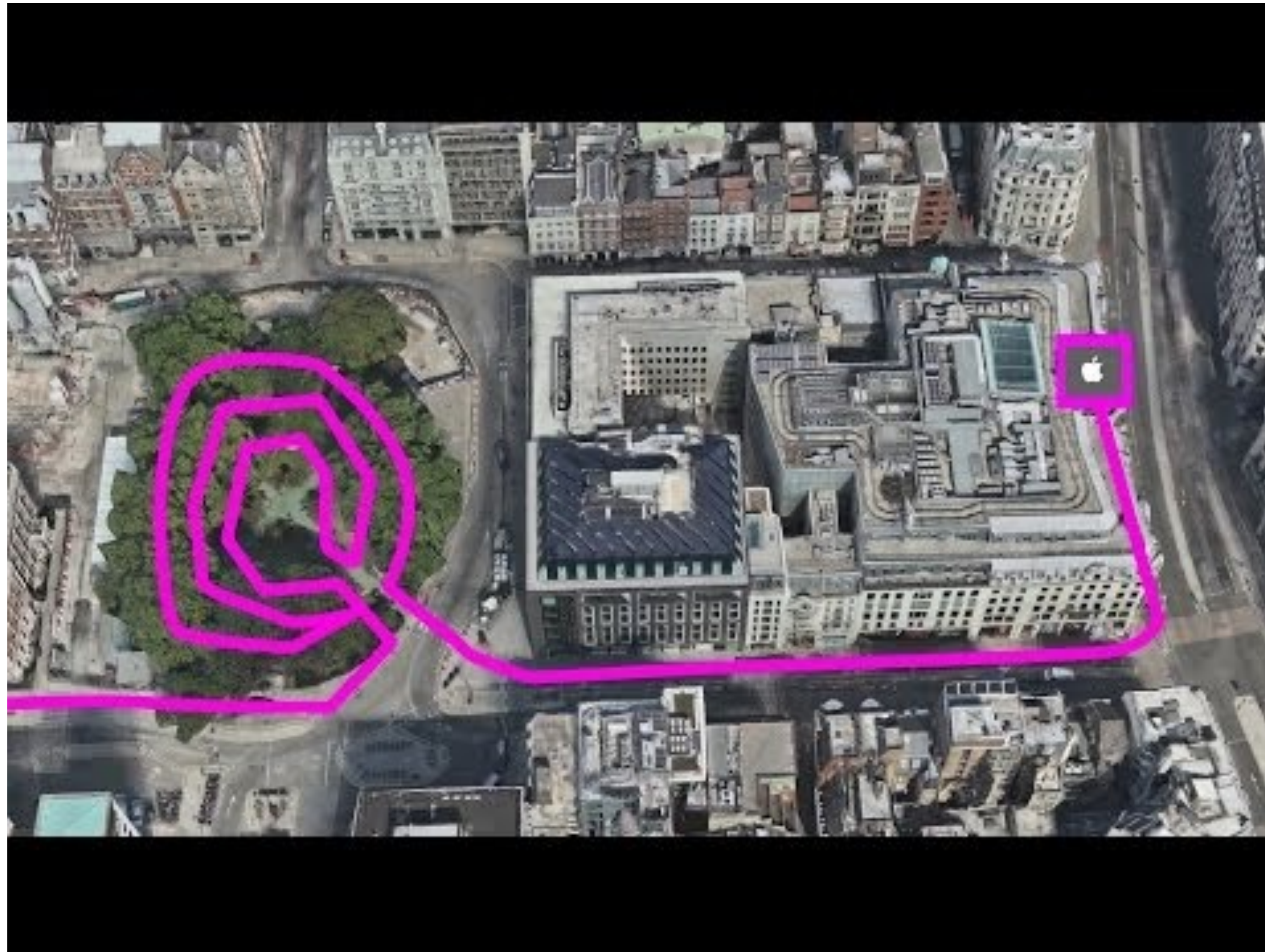


NYC 5th Avenue

The Line for iPhones: 5th Ave



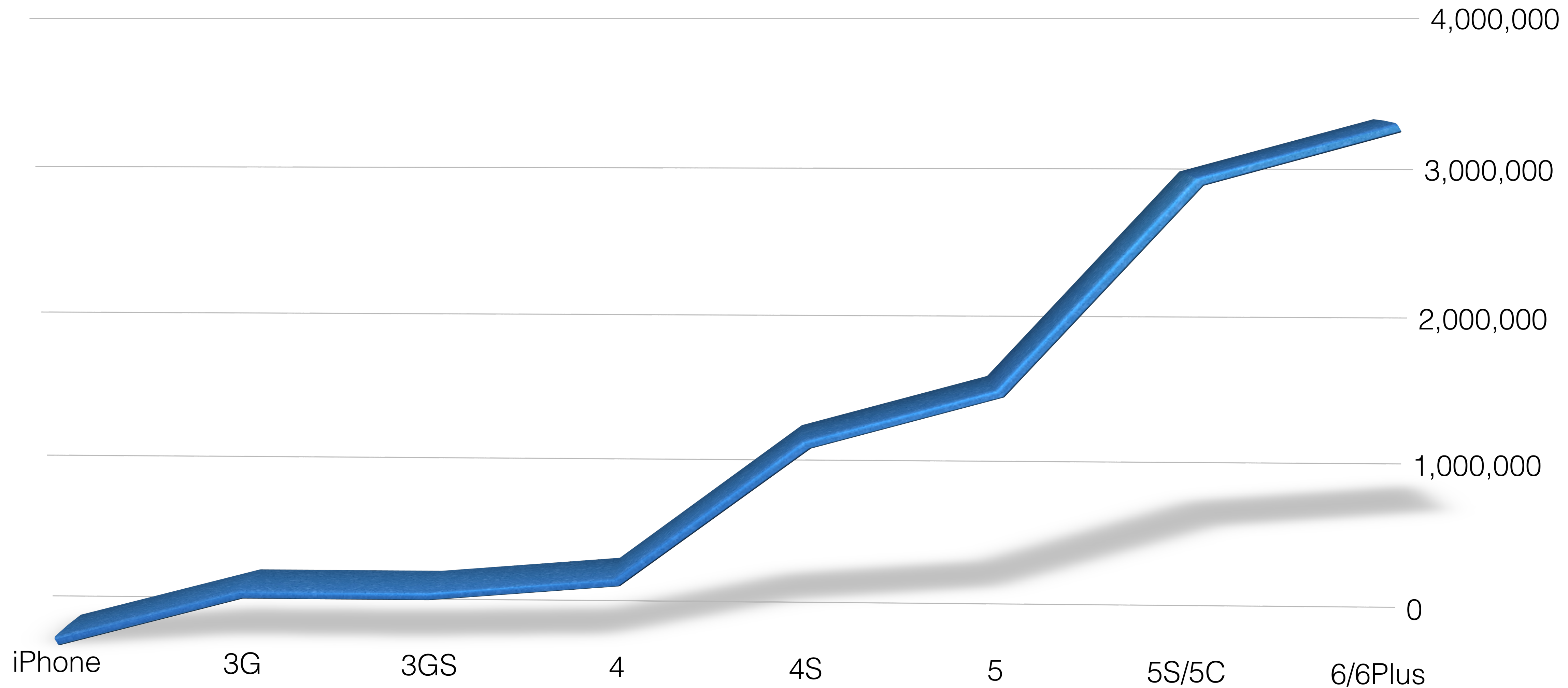
The Queue for iPhones: Regent Street, London



iPhone Launch Sales History

Model	Launch Month & Year	Rate of Sales/Day of Launch Weekend
iPhone	June, 2007	13,700/Day
iPhone 3G	July, 2008	333,333/Day
iPhone 3GS	June, 2009	> 333,333/Day
iPhone 4	June, 2010	433,333/Day
iPhone 4S	October, 2011	1,333,333/Day
iPhone 5	September, 2012	1,666,666/Day
iPhone 5S / iPhone 5C	September, 2013	3,000,000/Day
iPhone 6 / iPhone 6 Plus	September, 2014	3,333,333/Day

Launch Weekend Sales/Day



Apple: Before & After Steve's Return

Apple: Before & After Steve's Return

- When Steve Jobs returned to Apple in July, 1997, Apple's annual sales were less than \$4B/year, the company was going bankrupt, and would run out of cash in less than a month

Apple: Before & After Steve's Return

- When Steve Jobs returned to Apple in July, 1997, Apple's annual sales were less than \$4B/year, the company was going bankrupt, and would run out of cash in less than a month
- This past weekend, iPhone alone brought in more than \$4B in profitable revenue for Apple

iPhone's Big Weekend

iPhone's Big Weekend

iPhone's Big Weekend

Number of iPhones sold:		10,000,000

iPhone's Big Weekend

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Estimated Apple revenue per phone:	\$400

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Estimated iPhone revenue over launch weekend:	\$4,000,000,000

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iPhone's Big Weekend

Number of iPhones sold:	10,000,000
Estimated Apple revenue per phone:	\$400
Estimated iPhone revenue over launch weekend:	\$4,000,000,000
Profit margin based on Apple's 4Q margin guidance:	37-38%
Estimated weekend iPhone profit over launch weekend:	\$1,500,000,000

apple.com/privacy

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A message from Tim Cook about Apple's commitment to your privacy.

At Apple, your trust means everything to us. That's why we respect your privacy and protect it with strong encryption, plus strict policies that govern how all data is handled.

Security and privacy are fundamental to the design of all our hardware, software, and services, including iCloud and new services like Apple Pay. And we continue to make improvements. Two-step verification, which we encourage all our customers to use, in addition to protecting your Apple ID account information, now also protects all of the data you store and keep up to date with iCloud.

We believe in telling you up front exactly what's going to happen to your personal information and asking for your permission before you share it with us. And if you change your mind later, we make it easy to stop sharing with us. Every Apple product is designed around those principles. When we do ask to use your data, it's to provide you with a better

source: apple.com/privacy

We're publishing this website to explain how we handle your personal information, what we do and don't collect, and why. We're going to make sure you get updates here about privacy at Apple at least once a year and whenever there are significant changes to our policies.

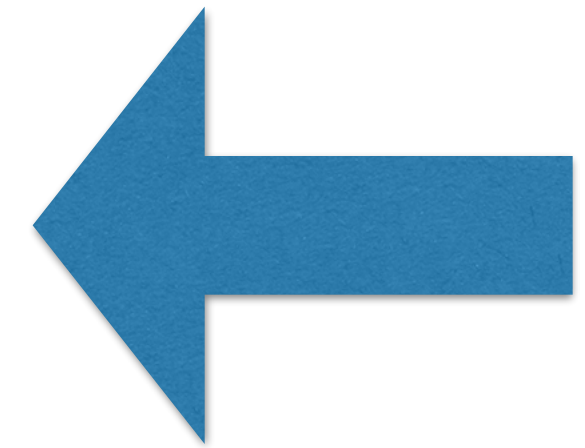
A few years ago, users of Internet services began to realize that when an online service is free, you're not the customer. You're the product. But at Apple, we believe a great customer experience shouldn't come at the expense of your privacy.

Our business model is very straightforward: We sell great products. We don't build a profile based on your email content or web browsing habits to sell to advertisers. We don't "monetize" the information you store on your iPhone or in iCloud. And we don't read your email or your messages to get information to market to you. Our software and services are designed to make our devices better. Plain and simple.

One very small part of our business does serve advertisers, and that's iAd. We built an advertising network because some app developers depend on that business model, and we want to support them as well as a free iTunes Radio service. iAd sticks to the same privacy policy that applies to every other Apple product. It doesn't get data from Health and HomeKit, Maps, Siri, iMessage, your call history, or any iCloud service like Contacts or Mail, and you can always just opt out altogether.

Finally, I want to be absolutely clear that we have never worked with any government agency from any country to create a backdoor in any of our products or services. We have also never allowed access to our servers. And we never will.

Our commitment to protecting your privacy comes from a deep respect for our customers.



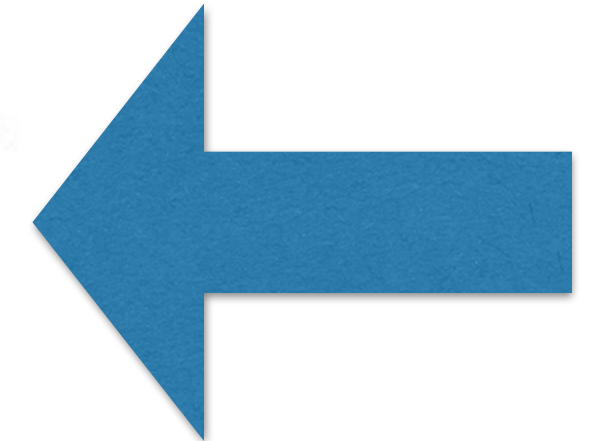
“monetize” the information you store on your iPhone or in iCloud. And we don’t read your email or your messages to get information to market to you. Our software and services are designed to make our devices better. Plain and simple.

One very small part of our business does serve advertisers, and that’s iAd. We built an advertising network because some app developers depend on that business model, and we want to support them as well as a free iTunes Radio service. iAd sticks to the same privacy policy that applies to every other Apple product. It doesn’t get data from Health and HomeKit, Maps, Siri, iMessage, your call history, or any iCloud service like Contacts or Mail, and you can always just opt out altogether.


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Our commitment to protecting your privacy comes from a deep respect for our customers. We know that your trust doesn’t come easy. That’s why we have and always will work as hard as we can to earn and keep it.

Tim



google.com/privacy

 Privacy & Terms

[Overview](#) **Privacy Policy** [Terms of Service](#) [Technologies and Principles](#) [FAQ](#)

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[Self Regulatory Frameworks](#)

[Key terms](#)

[Partners](#)

[Updates](#)

Privacy Policy

[Information we collect](#)

[How we use information we collect](#)

[Transparency and choice](#)

[Information you share](#)

[Accessing and updating your personal information](#)

[Information we share](#)

[Information security](#)

[When this Privacy Policy applies](#)


[Compliance and cooperation with regulatory authorities](#)

[Changes](#)

[Specific product practices](#)

[Other useful privacy and security related materials](#)

Last modified: March 31, 2014 ([view archived versions](#))[Hide examples](#)

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There are many different ways you can use our services – to search for and share information, to communicate with other people or to create new content. When you share information with us, for example by creating a [Google Account](#), we can make those services even better – to show you **more relevant search results** and ads, to help you **connect with people** or to make **sharing with others quicker and easier**. As you use our services, we want you to be clear how we're using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, IP addresses, pixel tags and browsers, then read about these [key terms](#) first. Your privacy matters to Google so whether you are new to Google or a long time user, please do take the

When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by Google Inc. and its affiliates, including services offered on other sites (such as our advertising services), but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you in search results, sites that may include Google services, or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. We also adhere to several [self regulatory frameworks](#). When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

Changes

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

Specific product practices

The following notices explain specific privacy practices with respect to certain Google products and services that you may use:

- [Chrome and Chrome OS](#)
- [Books](#)
- [Wallet](#)
- [Fiber](#)

Other useful privacy and security related materials

Further useful privacy and security related materials can be found through Google's [policies and principles pages](#), including:

- Information about our [technologies and principles](#), which includes, among other things, more information on
 - [how Google uses cookies](#).
 - technologies we use for [advertising](#).
 - how we [recognize patterns like faces](#).
- A [page](#) that explains what data is shared with Google when you visit websites that use our advertising, analytics and social products.
- Google's [safety center](#), which provides information on how to stay safe and secure online.

Google's Business Model

source: Google Annual Report, 2013
sec.gov

Google's Business Model

We generate ***a significant portion of our revenues from advertising***, and a reduction in spending by or loss of **advertisers** could seriously harm our business.

We generated 91% of Google revenues from our advertisers in 2013.

Our advertisers can generally terminate their contracts with us at any time. Advertisers will not continue to do business with us if their investment in advertising with us does not generate sales leads, and ultimately customers, or if we do not deliver their advertisements in an appropriate and effective manner. If we are unable to remain competitive and provide value to our advertisers, they may stop placing ads with us, which would adversely affect our revenues and business.

source: Google Annual Report, 2013

sec.gov

Privacy Policies

source: apple.com/privacy,
google.com/privacy

Privacy Policies

- Google: 2,603 words, 172 links, 80 footnotes

source: apple.com/privacy,
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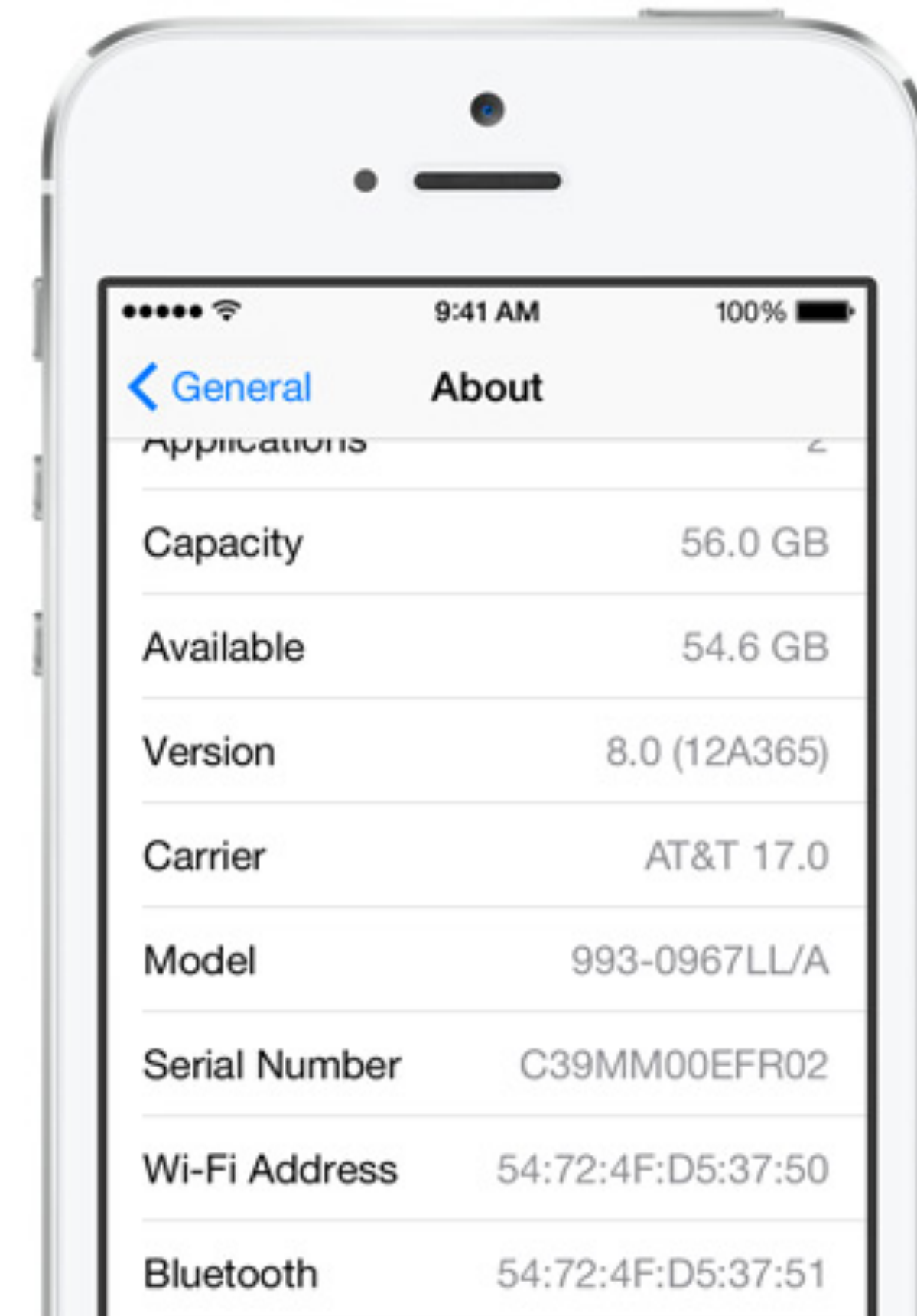
- Google: 2,603 words, 172 links, 80 footnotes
- Apple: 618 words, 4 links, no footnotes

source: apple.com/privacy,
google.com/privacy

One Example: Randomized Wi-Fi MAC Addresses

Randomized Wi-Fi addresses

When you're out running errands with your phone in your pocket, Wi-Fi hotspots have the ability to track your movements and behavior by scanning your Wi-Fi MAC address. A MAC address is a string of characters that uniquely identifies your device on a network. With iOS 8, we've introduced an innovative feature designed to protect your privacy by randomizing your device's MAC address when the device is passively scanning for Wi-Fi networks. Because your MAC address now changes when you're not connected to a network, it can't be used to persistently track you. This is in line with Apple's industry-leading effort to do away with persistent identifiers, and is unique to iOS devices.



Fresh Meat!!!





iOS 8 Tips & Hints: iPad Edition

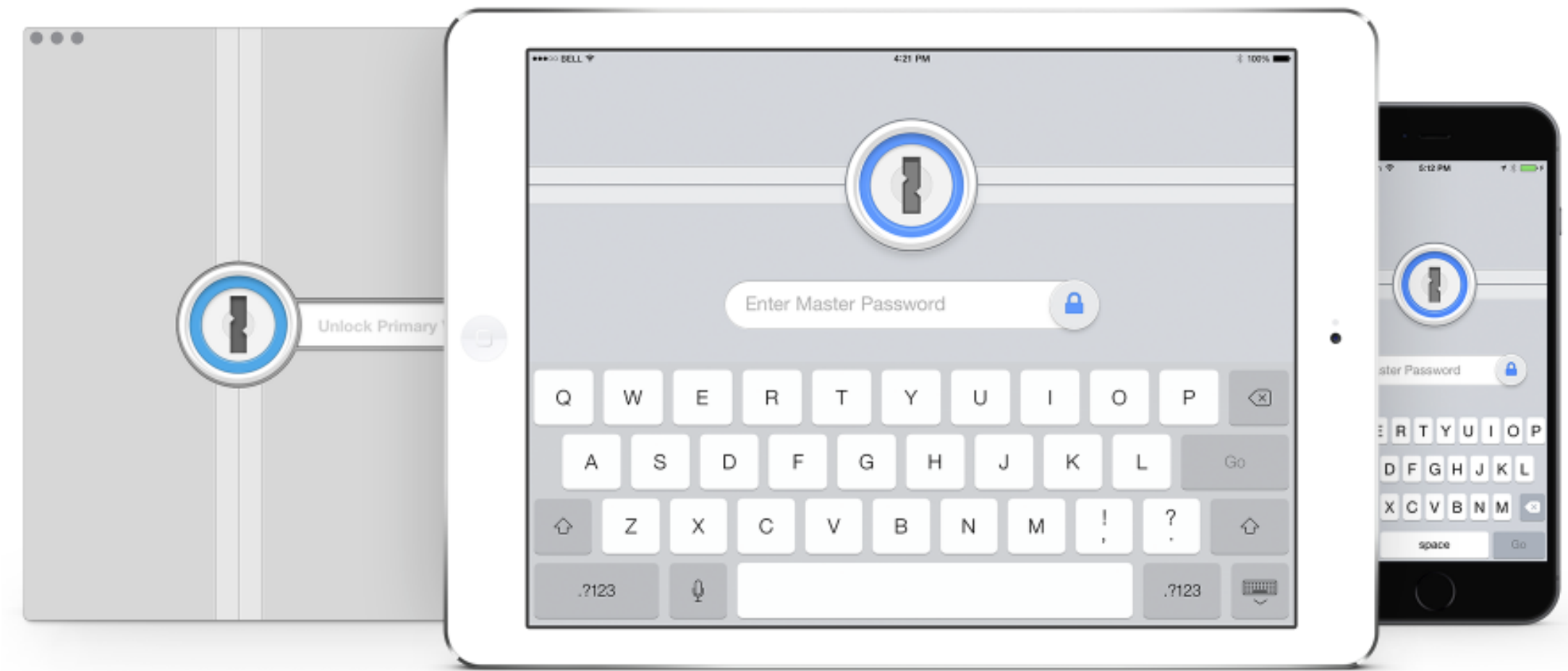


1Password 5 for iOS 8

Now you have no excuse

1Password 5 for iOS 8

- Amazing new integration with advanced features in iOS 8, iPhone 5S, iPhone 6 & iPhone 6 Plus
- Free, automatic upgrade for all Version 4 paid users - wow!
- ***Now free***, with in-app purchases
- You have just run out of excuses not to use 1Password



Pro Feature Unlock



Pro Feature Unlock

- \$9.99 one-time in-app purchase:



Pro Feature Unlock

- \$9.99 one-time in-app purchase:
- Create the full range of items including Bank Accounts, Email Accounts, Memberships, Passports, Reward Programs, Wireless Routers, Software Licenses, and many more.



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- Add custom fields to all items.
- Support a great company with world-class human-powered customer service that loves you.

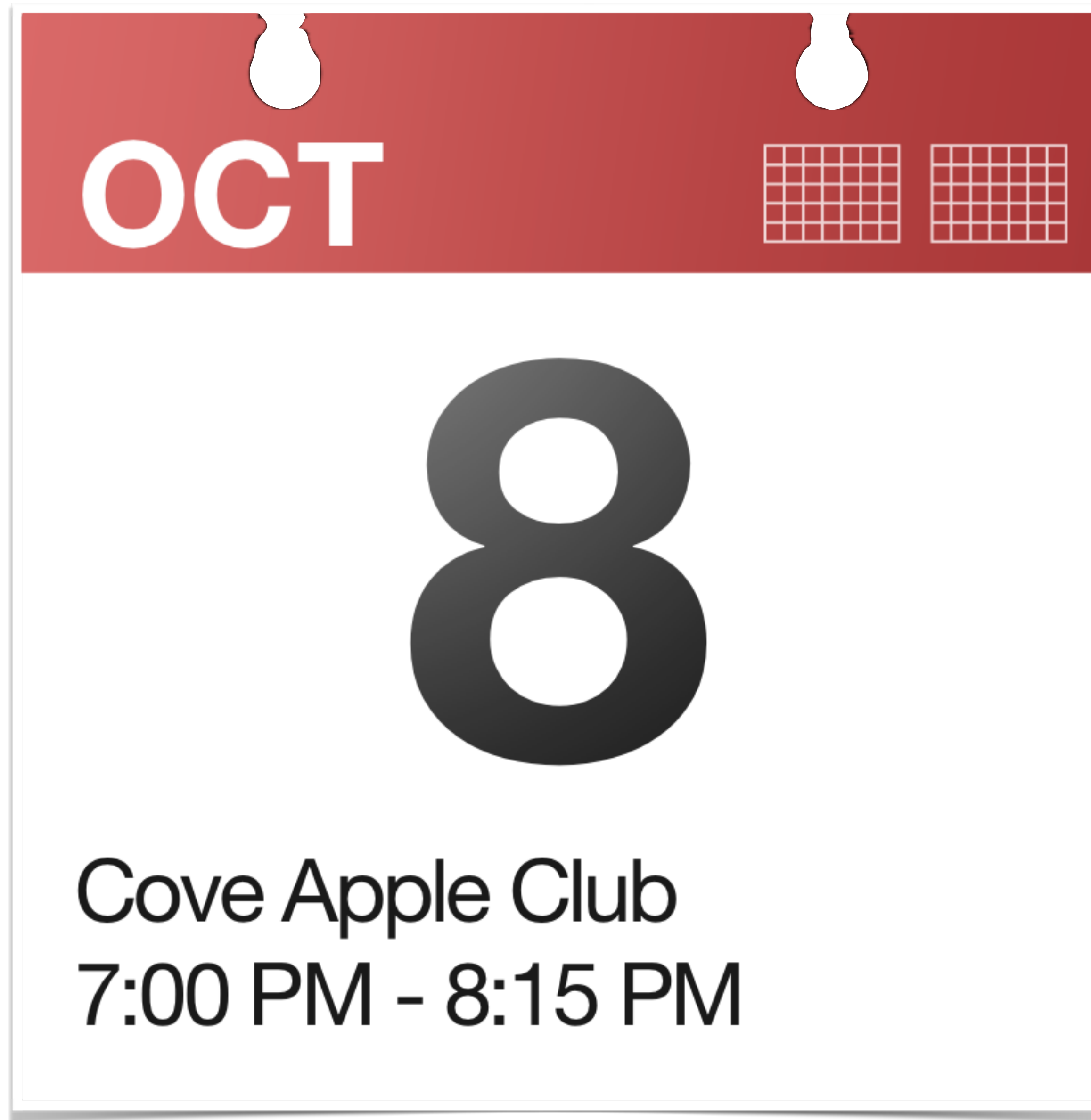




Demo

Our Next Meeting

Our Next Meeting



Shall We?



Shall We?

We shall!!

