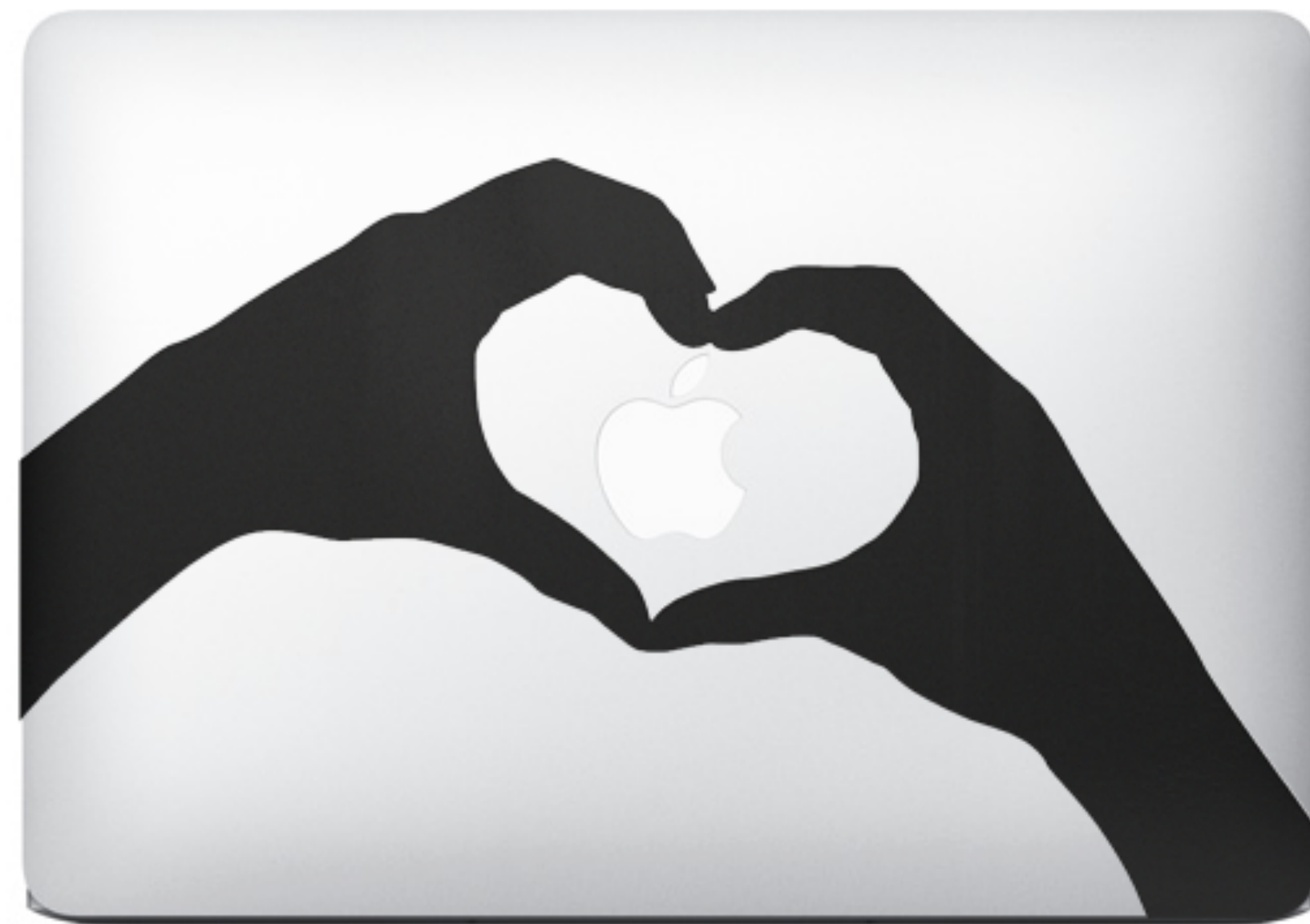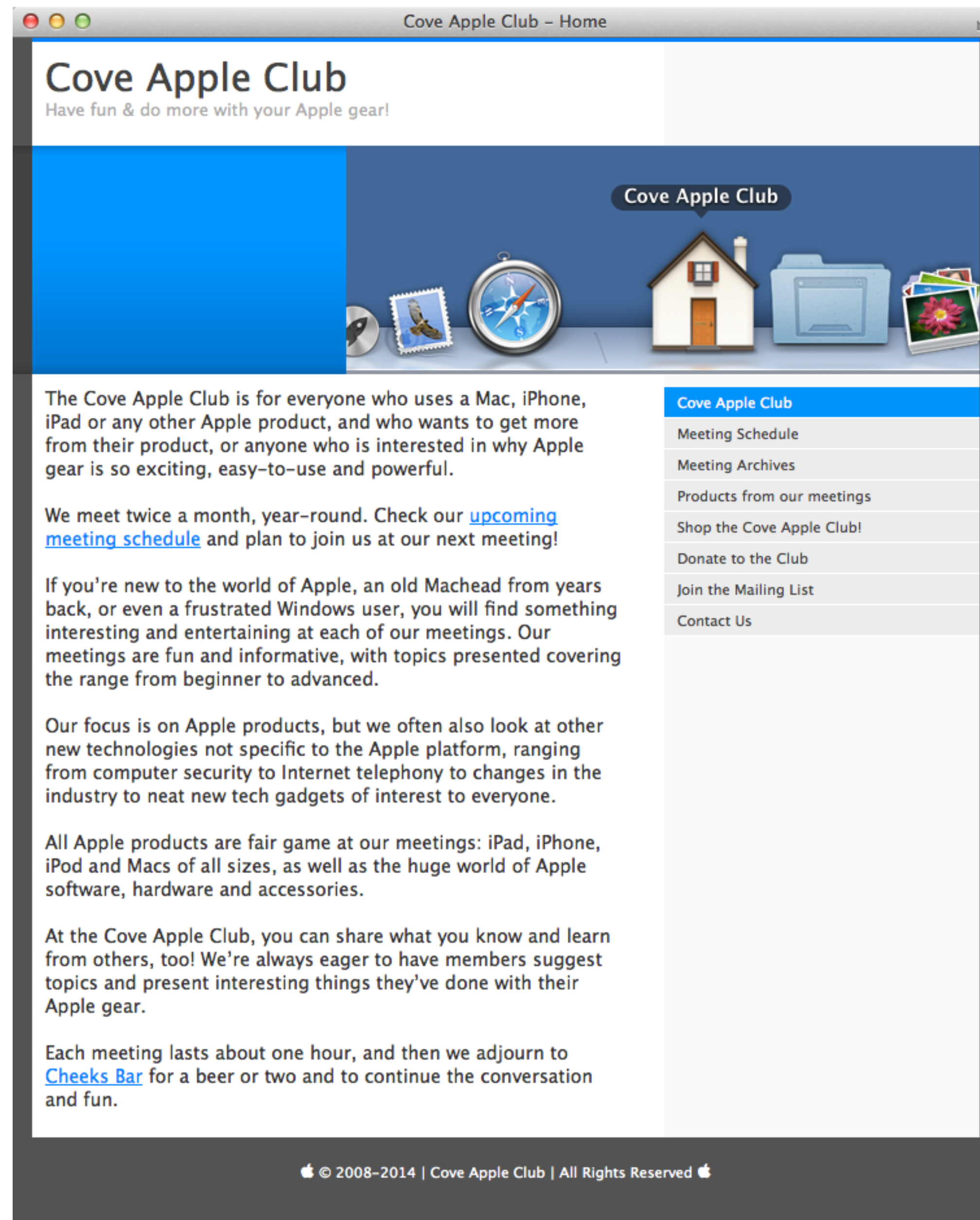Investor News

Cove Apple Club

October 8, 2014

Tonight's Topics

- Apple In The News

- Doing a "Freshie" for Yosemite

- Continuity & Handoff between iPhone, iPad & Mac

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 meetings are fun and informative, with topics presented covering the range from beginner to advanced.

Our focus is on Apple products, but we often also look at other new technologies not specific to the Apple platform, ranging from computer security to Internet telephony to changes in the industry to neat new tech gadgets of interest to everyone.

All Apple products are fair game at our meetings: iPad, iPhone, iPod and Macs of all sizes, as well as the huge world of Apple software, hardware and accessories.

At the Cove Apple Club, you can share what you know and learn from others, too! We're always eager to have members suggest topics and present interesting things they've done with their Apple gear.

Each meeting lasts about one hour, and then we adjourn to Cheeks Bar for a beer or two and to continue the conversation and fun.

- Cove Apple Club
- Meeting Schedule
- Meeting Archives
- Products from our meetings
- Shop the Cove Apple Club!
- Donate to the Club
- Join the Mailing List
- Contact Us

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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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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.

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Since Our Last Meeting

Earnings Report Totals

Glossary

September 22, 2014 to October 7, 2014

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	24	$1,718.63	$81.18
Total Third Party Items Shipped ⓘ	45	$904.90	$49.68
Total Items Shipped	**69**	**$2,623.53**	**$130.86**
Total Items Returned	**0**	**$0.00**	**$0.00**
Total Refunds	**0**	**$0.00**	**$0.00**
TOTAL ADVERTISING FEES	**69**	**$2,623.53**	**$130.86**

2014 YTD

Earnings Report Totals

January 1, 2014 to October 7, 2014

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	637	$16,510.34	$819.37
Total Third Party Items Shipped ⓘ	510	$9,767.19	$573.32
Total Items Shipped	**1147**	**$26,277.53**	**$1,392.69**
Total Items Returned	**-5**	**-$149.95**	**-$6.61**
Total Refunds	**0**	**$0.00**	**$0.00**
TOTAL ADVERTISING FEES	**1142**	**$26,127.58**	**$1,386.08**

Apple 10/16 Media Event

- That's next Thursday!

- Timing fits the pattern

- What's expected: new iPads, new iMacs, Yosemite drop date

- Possibly live-streamed; stay tuned for potential party details!

It's been way too long.
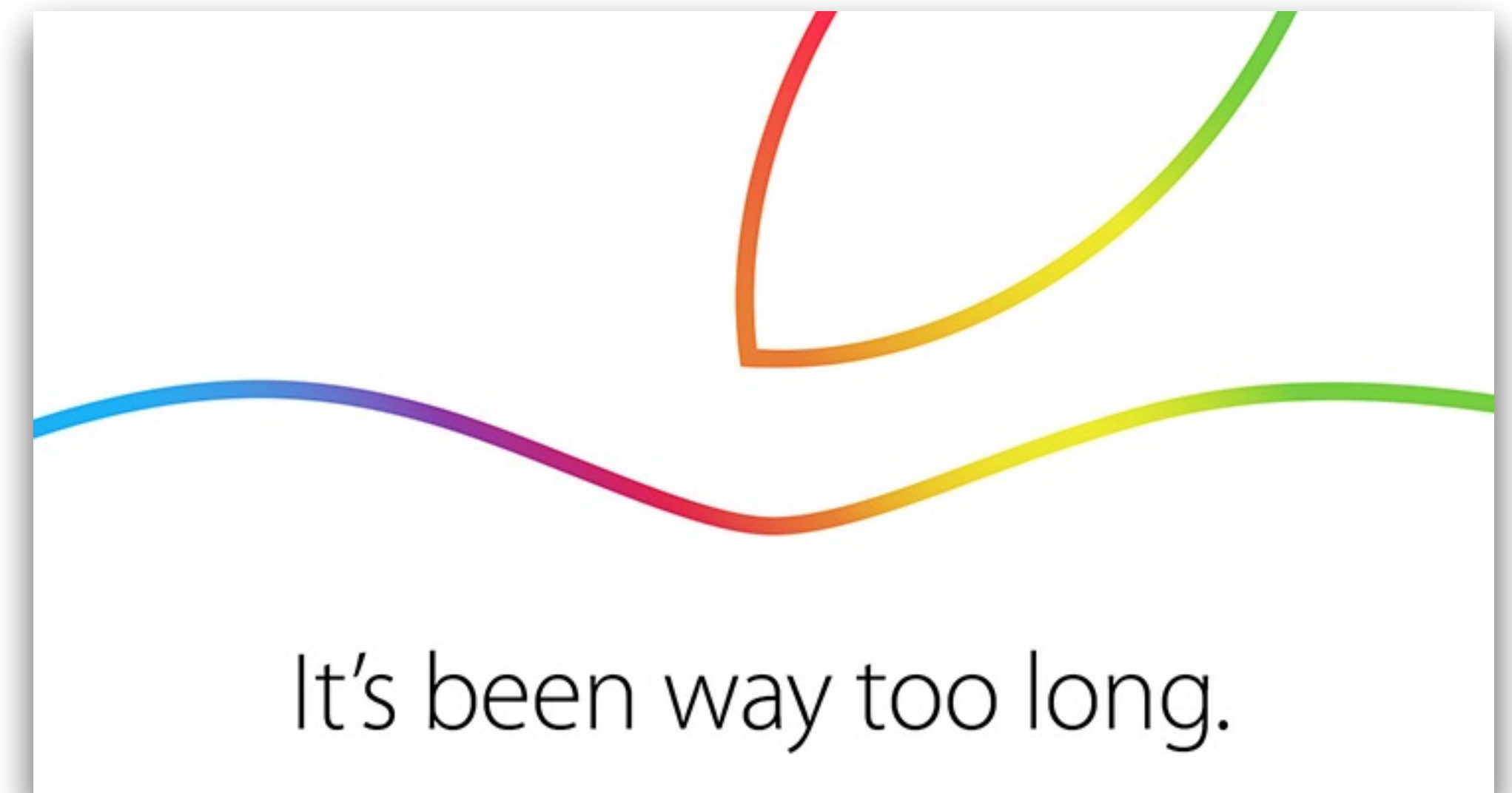
AAPL 4Q14 Results 10/20

- iPhone 6 shipping for only two weeks; supply constrained; no other big launches in the quarter

- China does not get iPhone 6/ iPhone 6 Plus until next Friday; demand there is beyond insane

- Apple guided:

  - Revenue between $37-$40B

  - Gross margin 37% ~ 38%

Investor News

USAG Chapped Because Apple, Google Make Good Software

source: Reuters, 9/30/14

U.S. attorney general criticizes Apple, Google data encryption

Related Topics

WASHINGTON (Reuters) - Joining a cry from law enforcement officials concerned about data encryption on Apple's newest operating system, U.S. Attorney General Eric Holder said on Tuesday that officers should not be blocked from the information they need to investigate a crime.

Apple's new iPhone 6, released this month, and Google's coming update of the Android smartphone have data encryption so sophisticated that only the user may unlock it. Even law enforcement officers with search warrants would not have access.

"It is fully possible to permit law enforcement to do its job while still adequately protecting personal privacy," Holder said in a speech before the Global Alliance Against Child Sexual Abuse Online.

Holder said quick access to phone data can help law enforcement officers find and protect victims, such as those targeted by kidnappers and sexual predators.

Justice Department officials said Holder is merely asking for cooperation from the companies at this time.

Holder's comments echo concerns raised last week by FBI Director James Comey.

"What concerns me about this is companies marketing something expressly to allow people to place themselves beyond the law," he said.

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Holder's comments echo concerns raised last week by FBI Director James Comey.

"What concerns me about this is companies marketing something expressly to allow people to place themselves beyond the law," he said.

Comey said agents at the FBI have had conversations with Apple and Google to better understand the technology.

U.S. Law Enforcement Seeks to Halt Apple-Google Encryption of Mobile Data

Sep 30, 2014 12:00 AM ET - Bloomberg News

U.S. law enforcement officials are urging Apple Inc. (AAPL) and Google Inc. (GOOG) to give authorities access to smartphone data that the companies have decided to block, and are weighing whether to appeal to executives or seek congressional legislation.

The new privacy features, announced two weeks ago by the California-based companies, will stymie investigations into crimes ranging from drug dealing to terrorism, law enforcement officials said.

"This is a very bad idea," said Cathy Lanier, chief of the Washington Metropolitan Police Department, in an interview. Smartphone communication is "going to be the preferred method of the pedophile and the criminal. We are going to lose a lot of investigative opportunities."

The dispute is the latest flare-up that pits the federal government against the nation's leading technology companies since National Security Agency contractor Edward Snowden disclosed last year the extent of U.S. snooping on phone and Internet communications -- and how companies cooperated.

U.S. Justice Department and FBI officials are trying to understand how the new Apple and Google Android systems work and how the companies could change the encryption to make it accessible when court ordered. Their requests to the companies may include letters, personal appeals or congressional legislation, said a federal law official who requested anonymity to discuss the sensitive issue.

'Balancing Act'

"They have created a system that is a free-for-all for criminals," said Weissmann, a law professor at New York University. "It's the wrong balancing act. Having court-ordered access to telephones is essential to thwart criminal acts and terrorist acts."

Weissmann said there was little the Justice Department could do to stop the emerging policies. The companies are permitted to have encryption systems. The only way to ensure law enforcement access is for Congress to pass legislation, he said.

Following the Snowden revelations over the National Security Agency's data collection, Google, Apple and other tech giants in January got permission to disclose more about government orders for customer data. Microsoft Corp. (MSFT), Yahoo! Inc. (YHOO) and Facebook Inc. (FB), had filed motions with the secret court that oversees spying under the Foreign Intelligence Surveillance Act asking to be able to publish details.

Some tech companies, including Google and Facebook, are pushing for more help with disclosures. That includes support of legislation called the USA FREEDOM Act, which would allow the search-engine provider to be more clear about the volume, scope and type of national security demands the company receives.

To contact the reporter on this story: Del Quentin Wilber in Washington at dwilber@bloomberg.net

To contact the editors responsible for this story: Steven Komarow at skomarow1@bloomberg.net Justin Blum

Things to Think About

- Congress hasn't moved an inch to change electronic privacy, cybersecurity or surveillance laws since the Edward Snowden leaks began 16 months ago.

- On 9/25/14, DFBI Comey said, "I am a huge believer in the rule of law, but I also believe that no one in this country is beyond the law. What concerns me about this is companies marketing something expressly to allow people to place themselves **beyond the law."**

- What Apple and Google have done is perfectly legal; and *they are under no obligation* under the "the rule of law" to decrypt users' data if the company itself cannot access your stuff.

- From 47 U.S. Code § 1002, "A telecommunications carrier shall not be responsible for decrypting, or ensuring the government's ability to decrypt, any communication encrypted by a subscriber or customer, unless the encryption was provided by the carrier **and the carrier possesses the information necessary to decrypt the communication**."

- DFBI Comey said, "I like and believe very much that we should have to obtain a warrant from an independent judge to be able to take the content of anyone's closet or their smart phone."

- That's odd, because **just four months earlier**, the US Government was arguing the **exact opposite** in the *Riley* case, until they were slapped down by SCOTUS.

- The Supremes reminded them that they need a warrant to search your "persons, houses, papers, and effects;" and that the 4th Amendment was still in force, at least theoretically; the government wanted to be able to search your smartphone **without a warrant.**

- Heck, wasn't it just on 10/20/2011 that EADFBI Shawn Henry gave a speech at the Information Systems Security Association International Conference in Baltimore where he said, "*Managing the consequences of a cyber attack entails minimizing the harm that results when an adversary does break into a system. **An example would be encrypting data so the hacker can't read it,** or having redundant systems that can readily be reconstituted in the event of an attack.*"

- So, the FBI went from **recommending** people encrypt their data, to now being upset that the encryption is actually very good and beyond their reach.
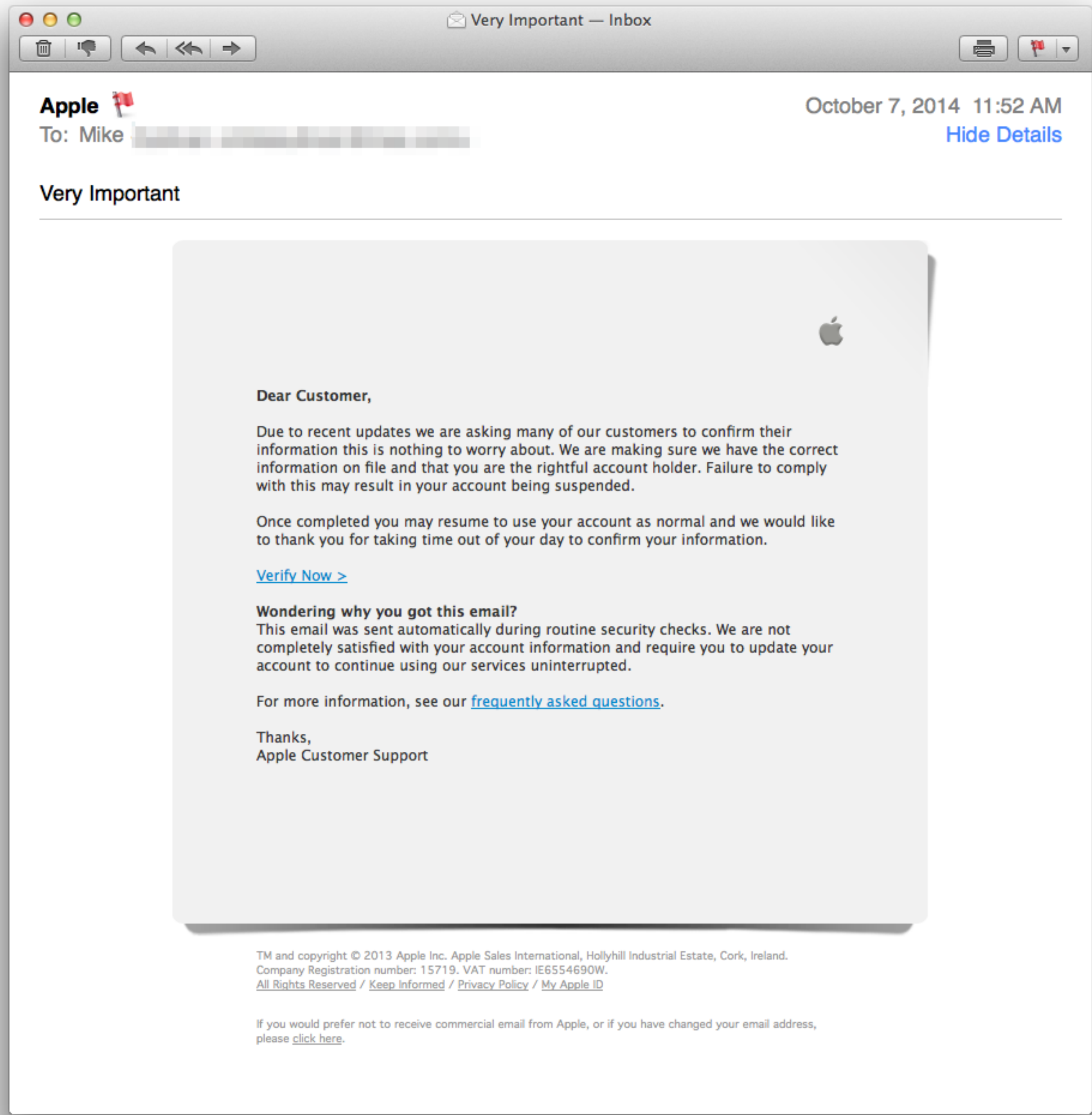
Bottom Line

- Are you OK with the government having a back door into your data?

- With, or without a warrant?

- How about the government of China, India, Russia, North Korea, Egypt, Ethiopia, Turkmenistan?

- A backdoor for the good guys inevitably turns into a backdoor for the bad guys.

- And if you think it can't happen here:

  - "Australia's spy agency could soon have the power to monitor the entire Australian internet after new anti-terrorism laws passed the Senate on Thursday night. Australian spies will soon have the power to monitor the entire Australian internet **with just one warrant**, and **journalists and whistleblowers will face up to 10 years' jail** for disclosing classified information. The government's first tranche of tougher anti-terrorism bills, which will beef up the powers of the domestic spy agency ASIO, passed the Senate by 44 votes to 12 on Thursday night with bipartisan support from Labor. **This also gives ASIO immunity for criminal and civil liability**."

  - "Many, including lawyers and academics, have said they fear the agency will abuse this power."

  - "Those who identify ASIO agents could also face a decade in prison under the new bill, a tenfold increase on the existing maximum penalty."

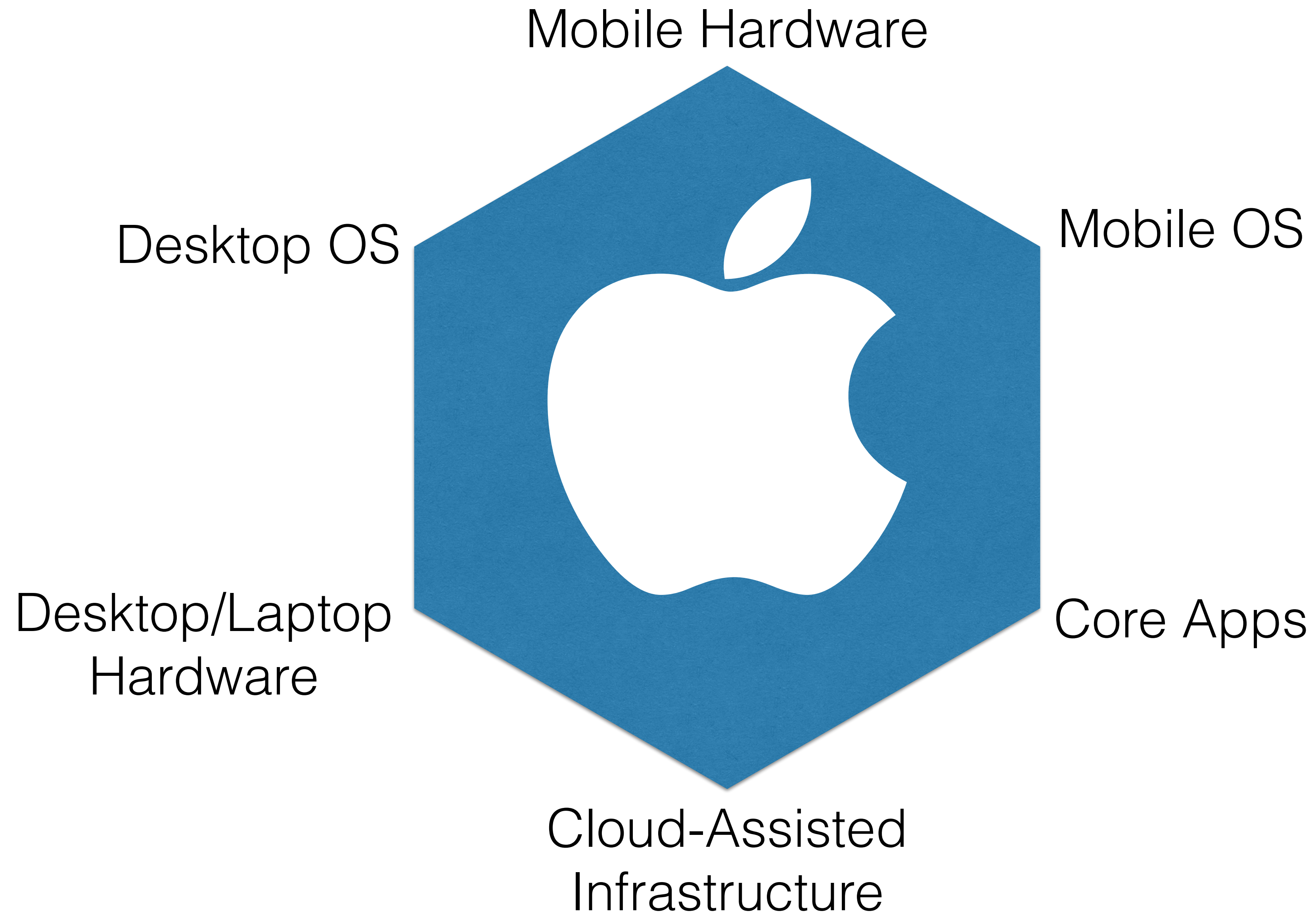- And this is in a free, democratic nation.

Fourth Amendment

The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, **shall not be violated**, and no Warrants shall issue, but upon **probable cause**, supported by Oath or affirmation, and **particularly describing the place to be searched**, and the persons or things to be seized.

source: US Bill of Rights

Apple 🚩

To: Mike

Very Important

Dear Customer,

Due to recent updates we are asking many of our customers to confirm their information this is nothing to worry about. We are making sure we have the correct information on file and that you are the rightful account holder. Failure to comply with this may result in your account being suspended.

Once completed you may resume to use your account as normal and we would like to thank you for taking time out of your day to confirm your information.

Verify Now >

Wondering why you got this email?
This email was sent automatically during routine security checks. We are not completely satisfied with your account information and require you to update your account to continue using our services uninterrupted.

For more information, see our frequently asked questions.

Thanks,
Apple Customer Support

Handoff & Continuity

What You Can Do When You Make The Whole Widget

What Is Continuity & Handoff?

- Start a task, message or call on one device, pick it up on another device

- Works between iOS 8 devices and Yosemite on your Mac

What You Need: Handoff & Continuity

- Handoff and Instant Hotspot require:

  - MacBook Air or MacBook Pro (2012 or later)

  - iMac or Mac mini (2012 or later)

  - Mac Pro (late 2013 or later)

  - …and device running iOS 8 with the Lightning connector

What You Need: Handoff & Continuity

- Phone Calling and SMS

  - iPhone with iOS 8 (any model)

  - Any model Mac running OS X Yosemite

Enabling Handoff: Yosemite

- System Preferences ➔ General ➔ Allow Handoff between this Mac and your iCloud devices

- Bluetooth ➔ On

- Wi-Fi ➔ On and connected to a Wi-Fi network

- All devices signed into the same iCloud account using the same Apple ID
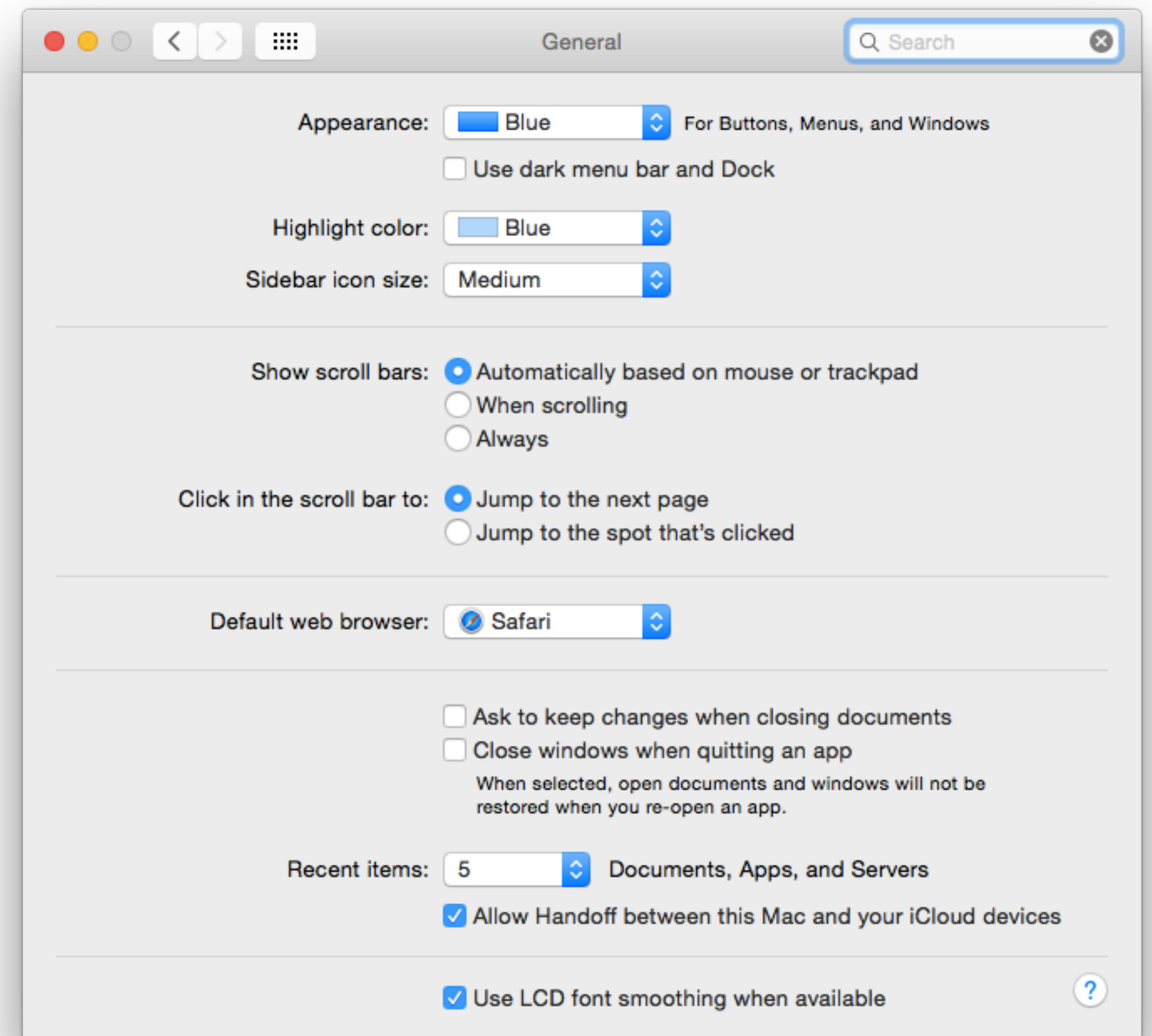
Enabling Handoff: iPhone

- Settings ➜ General ➜ Handoff & Suggested Apps

- Handoff ➜ On

- Bluetooth ➜ On

- Wi-Fi ➜ On and connected to the same Wi-Fi network as the Mac

- All devices signed into the same iCloud account using the same Apple ID
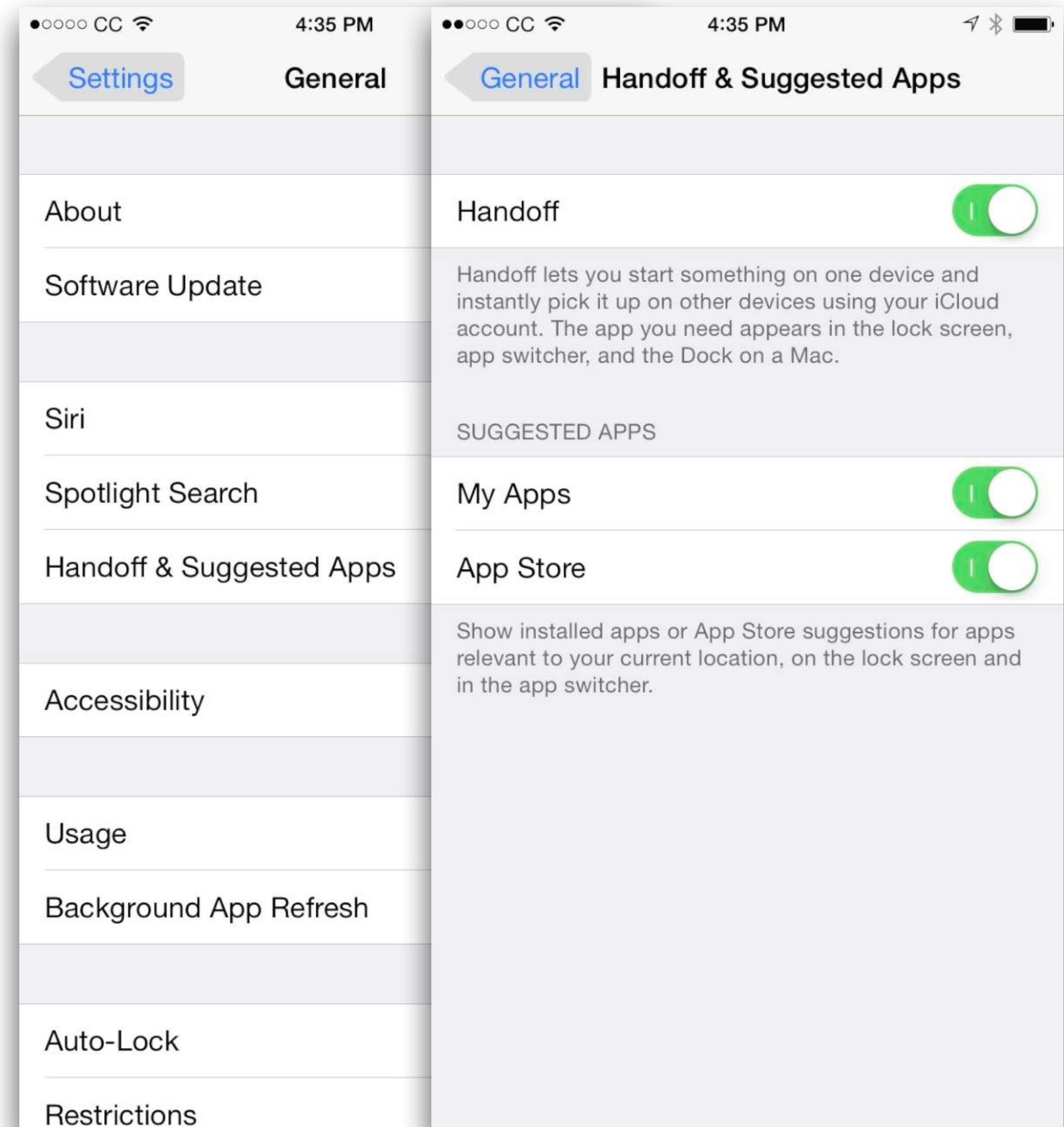
Which Apps Support Handoff?

- Mail, Safari, Maps, Messages, Reminders, FaceTime, Calendar, and Contacts.

- Pages, Numbers, and Keynote are being updated to support it (coming later this month with Yosemite)

- The API is available to third-party developers who can choose whether to make use of it in their own apps

Demo
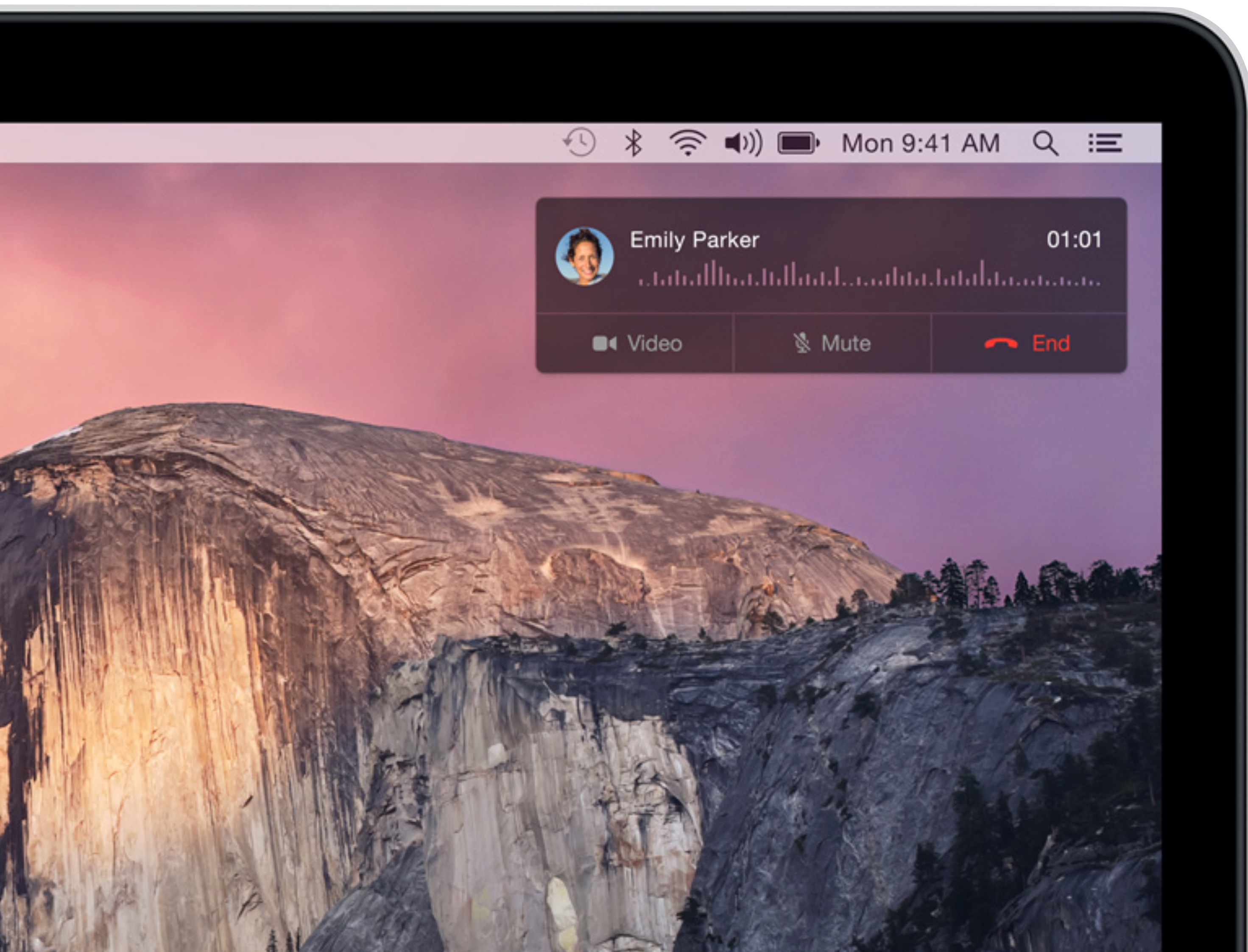
Doing a Freshie

Get That "New Mac Smell" All Over Again

Yosemite Is Coming!

- DGMRC2 dropped on Tuesday

- Most likely, Yosemite will drop later this month

- A new OS release is a good time to consider doing a "Freshie" on your Mac

Why? What? How?

- As time goes by and new OS X releases come out, most Mac users do "over-the-top" installs of the new OS "on top" of the old OS

- Old apps, preferences, log files, plug-ins, cache files, etc. and other digital "cruft" build up over the years

- A Freshie "wipes the slate clean," giving you a fresh, factory-new start

- You must work carefully, and with a well-designed plan

- It takes several hours, but it's worth it!

Belt, Suspenders & Parachute

- Several redundant layers of backups:

  - Time Machine

  - Bootable clone

  - Off-site backup

  - Second copy of Home folder on external HD

  - And then unplug/disconnect them all before beginning

Mail

- If you're using iCloud (@icloud.com, @me.com), you're using IMAP mail protocol - you're good to go.

- You're also likely using IMAP if you are on Gmail, Yahoo, Hotmail — but check to be sure.

- All others (AOL, RR, ATT, etc.) : beware — your mail is not held on the server, and you likely have the only copy of your mail sitting on your computer. Problem.

How to Do a Freshie

Doing a Freshie Install with Yosemite

by Mike Sullivan | Cove Apple Club | October 8, 2014

If your Mac is more than a few years old, you have probably installed multiple versions of OS X "on top" of one another as each new version came along. Now that Yosemite is on the way, it might be time to consider investing in the time and effort to perform a "Freshie:" a "clean install" of Yosemite on your Mac, by wiping the hard disk clean, installing a factory-fresh copy of Yosemite, and then reinstalling all your apps and re-migrating your data to the new install.

This is not something you should attempt unless you are comfortable with it, and by all means, make sure you have a good, solid plan worked out ahead of time that you sourced from respected experts in the Mac community.

Most importantly, you need to make sure you have **at least THREE** redundant levels of data backup before you begin: a current, tested Time Machine backup; a current, tested "bootable clone" of your entire HD on an external drive; a current off-site backup of all your data (BackBlaze, Carbonite, Mozy or similar); and ideally, a second, external hard drive with a safety copy of the entire contents of your Home folder.

To begin, work through this checklist of steps on your Mac to make sure you're ready to wipe the Mac's hard drive clean in advance of the Freshie:

1. Make sure you have a complete Time Machine backup of your Mac. System Preferences → Time Machine.
2. Make sure you have a second, complete backup of your Home folder on an external disk.
3. Make sure you have a current, complete backup of your Mac on an off-site backup service, such as BackBlaze, Mozy or Carbonite. We recommend and endorse BackBlaze. Use this link to get a free month when you sign up for a year: `https://secure.backblaze.com/r/00j72i`
4. As an extra backup measure, create a bootable clone of your Mac on an external disk. We recommend Carbon Copy Cloner, but SuperDuper works well also. See the `https://www.backblaze.com/r/00j72i`
5. Eject and physically disconnect all external drives from your Mac before you begin.
6. Make sure you know and have written down your Apple ID and your Apple ID password.
7. Sign out of the App Store: App Store → Store → Sign Out
8. Sign out of iTunes: iTunes → Store → Sign Out
9. Deauthorize your Mac in the iTunes Store: iTunes → Store → Deauthorize this Computer
10. Make sure you have original install discs and/or license keys for all your purchased apps.
11. If you use Dropbox and have it installed on your Mac, unlink the Mac from your Dropbox account:
    11.1. In Safari, go to dropbox.com
    11.2. Sign into your account
    11.3. Click on your name at the top right of the screen
    11.4. Click Settings
    11.5. Click Security
    11.6. Scroll down to the "Devices" section and find your Mac in the list of Linked Devices
    11.7. Click the gray 'X' at the right of the link listing for your Mac to unlink the Mac from your Dropbox by clicking Unlink
    11.8. Confirm that you want to unlink the Mac from your Dropbox account:
12. Turn off Find My Mac: System Preferences → iCloud → Sign Out

13. Make sure you know your Apple ID and Apple ID password
14. Make sure you know your email server settings and your email password
15. Make sure your email provider is using IMAP protocol, and not POP or POP3 protocol. With IMAP protocol, your mail is stored on the provider's servers and your Mac shows you a replica of the server's master copy. With POP protocol, the **only copy** of your mail is kept on **your computer**, with no master copy on the provider's servers. **DO NOT do a Freshie if your email provider is using POP or POP3 protocol.** See Mike for more information and help with migrating off of the POP provider and onto a modern, high-performance IMAP provider like Apple's iCloud service.
16. If you are coming from Lion, Mountain Lion or Mavericks, follow the steps in this Apple Support article: http://support.apple.com/kb/HT5943
17. Install Yosemite on your Mac as usual from the Mac App Store.
18. Once Yosemite is up and running on your Mac, follow these instructions to create the bootable Yosemite installer on your external hard diskL
    18.1. To perform a Freshie, you will need to create a **bootable copy of the Yosemite Installer** on an external USB drive (a flash drive, SD card [if your Mac has an SD card slot] or an external USB hard disk). See the Macworld article linked at the bottom of this page on how to perform this step.
    18.2. Finally, follow the instructions in this article from OS X Daily. The article applies to Mountain Lion, but the same process will work moving from Mountain Lion to Mavericks, or from Mavericks to Yosemite. Article URL: http://osxdaily.com/2012/07/25/how-to-clean-install-os-x-mountain-lion/
19. Once you complete that process, you will have a factory-fresh, "clean install" of Yosemite running on your Mac. You will next need to re-install all of your apps, and re-establish your connection to your iCloud account.
    19.1. System Preferences → iCloud → Sign in, then sign-in with your Apple ID
    19.2. Open Mac App Store
    19.3. Store → Sign in, then sign-in using your Apple ID and password.
    19.4. Click the Purchases tab, and re-install your apps as desired. You will not be charged.
    19.5. Visit dropbox.com; download, install and sign-in to Dropbox to re-establish your Dropbox folder.
20. Re-connect your external hard drive containing your backup copy of your Home folder. Drag the files and folders from the external hard drive to the corresponding folders in the new Home folder of your Mac to migrate your data back to your Mac. Pay special attention to the iPhoto Library and/or Aperture Library items in the Photos folders, as they contain your entire photo library and database for iPhoto and Aperture.
21. Open Mail. If you're using a modern IMAP Mail provider, your mail database should flow down from the server exactly as you left it prior to the Freshie.

❖ 🍎 ❖

For more information, check out these links:
Take Control of Upgrading to Yosemite: takecontrolbooks.com/yosemite-upgrading by Joe Kissell
How to make a bootable OS X 10.10 Yosemite install drive (MacWorld): `http://goo.gl/qjY3Ac`

Enjoy the sweet smell of your nice, new Freshie!

Our Next Shindig

OCT

22

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

Shall We?