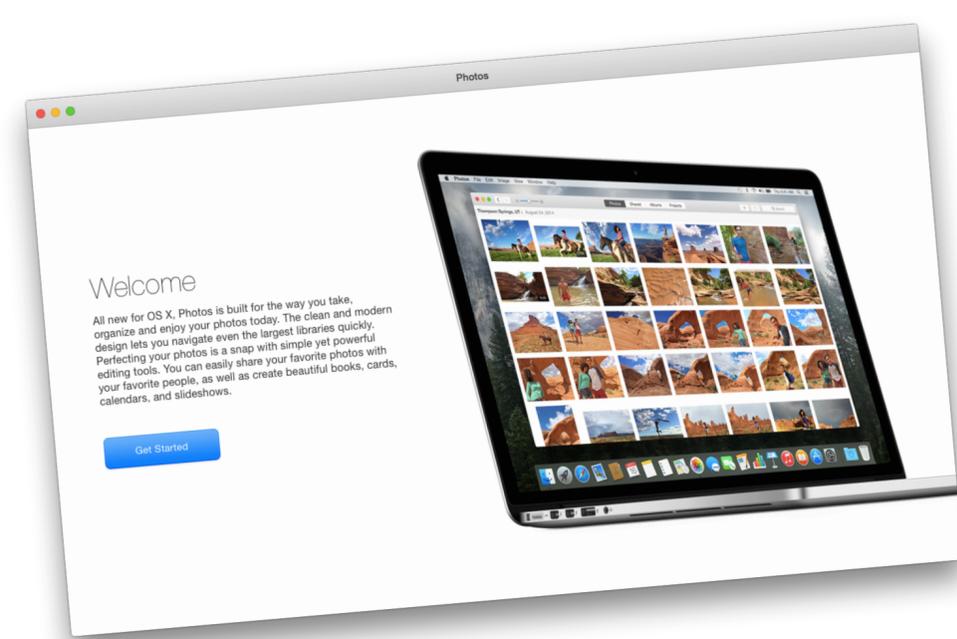


Cove Apple Club

February 25, 2015





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Tonight's Topics

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- Apple In The News

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- Pages for Mac & iOS

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Thoughts on Apple Watch

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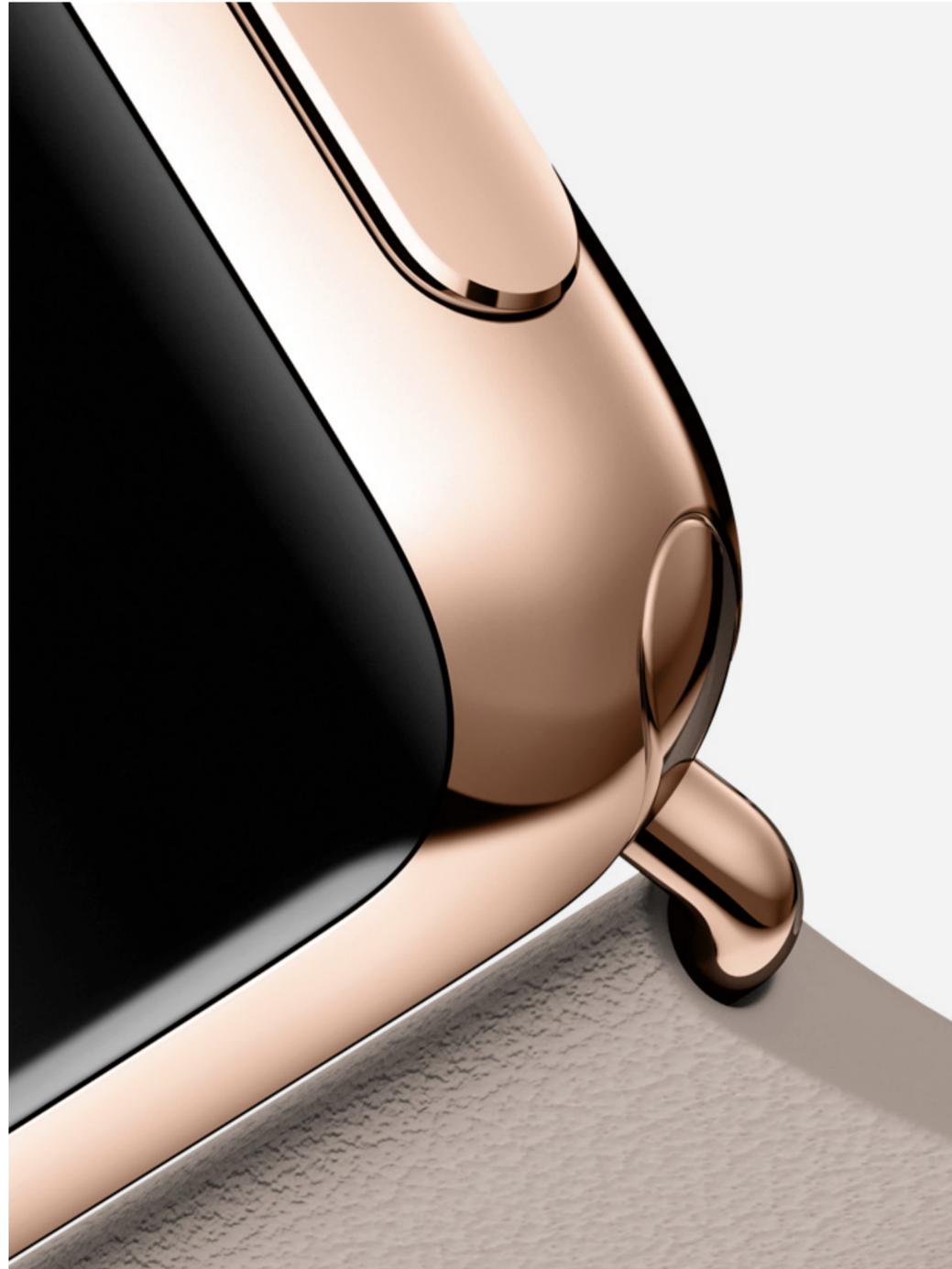
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Apple Watch Edition



Apple Watch Edition



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Gold Watches

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- This is jewelry

Used Rolexes



source: various Rolex sites

Used Rolexes

- Men's Rolex Oyster Perpetual Date in Stainless Steel Model 15210 sells used for \$3,195



source: various Rolex sites

Used Rolexes



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Used Rolexes

- The same used watch in 2-tone 18k Yellow gold sells for \$11,995



source: various Rolex sites

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Used Rolexes

- The same used watch in 18k Rose gold sells for \$21,995...



Used Rolexes

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- ...and Apple says their Rose gold will be the best and hardest in the world. And Apple's prices are for new smartwatches. So there's that.



Mike's Predictions

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- The 18k gold Apple Watch Edition watches will be priced starting above \$8,000 and probably above \$10,000
- Apple will **never** be able to make enough to meet demand for the Edition model
- Within a year, Apple will be the largest jewelry user of gold in the world, consuming over 10 metric tons per year out of an annual total of about 1,300 metric tons consumed in jewelry
 - That's a 0.5m x 0.5m x 0.5m cube of solid gold
 - Annual gold jewelry consumption is a cube about 4m x 4m x 4m

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BY IAN PARKER



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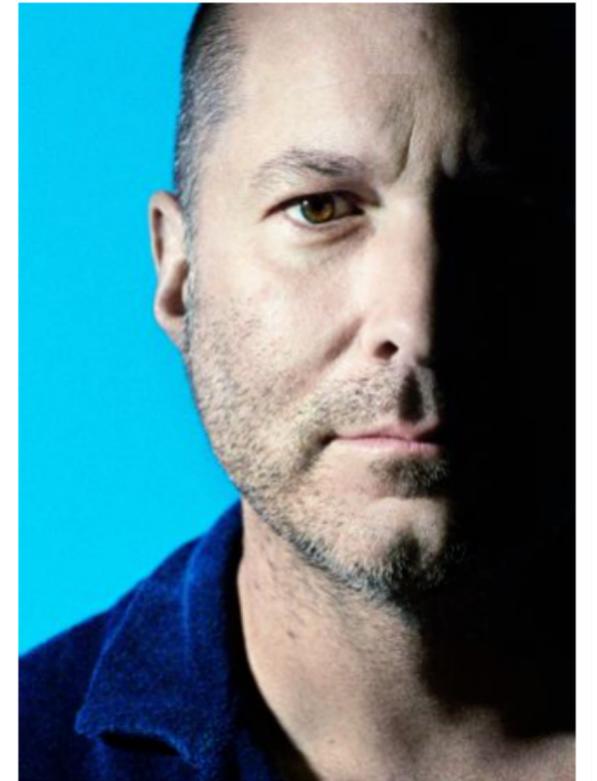
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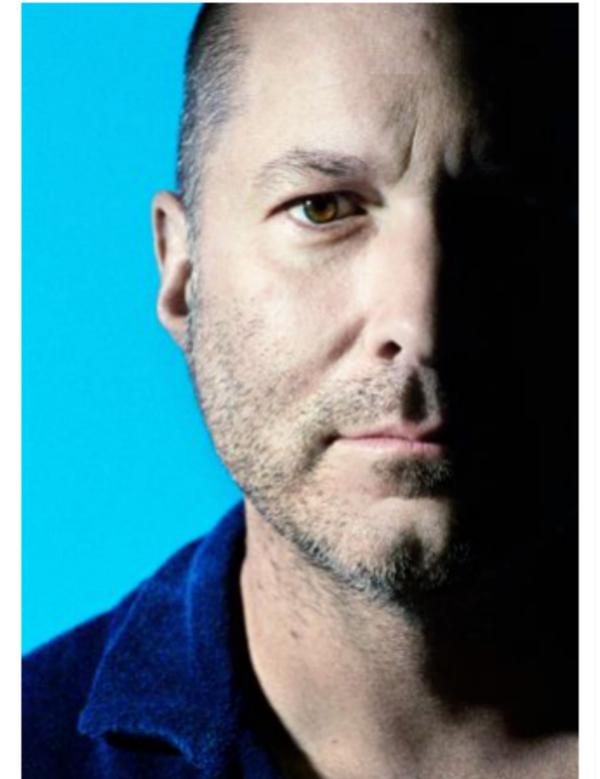
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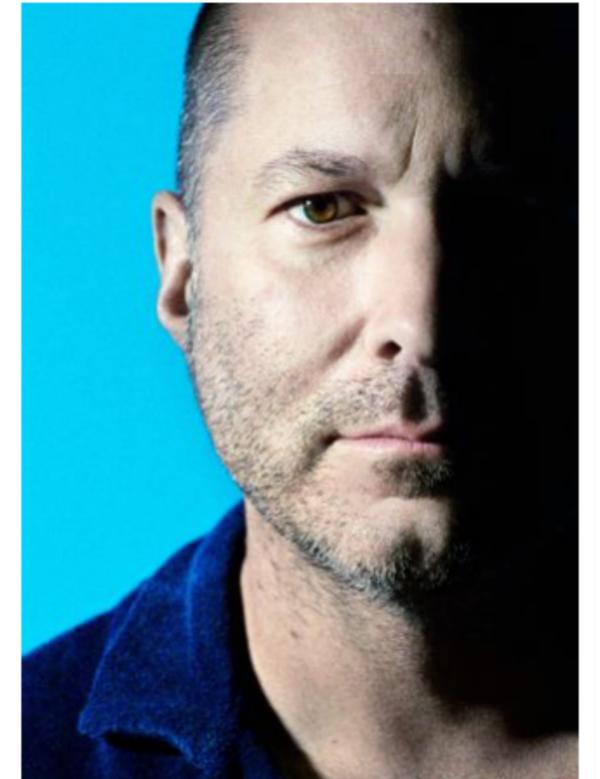
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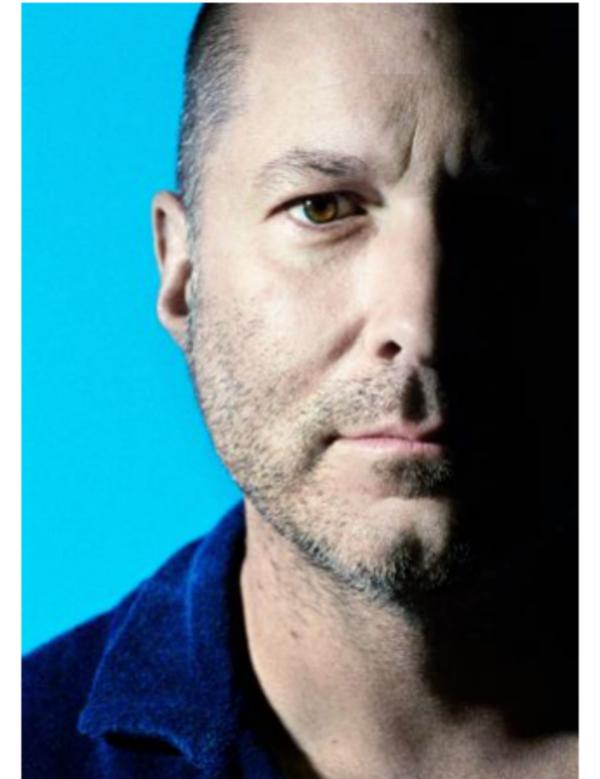
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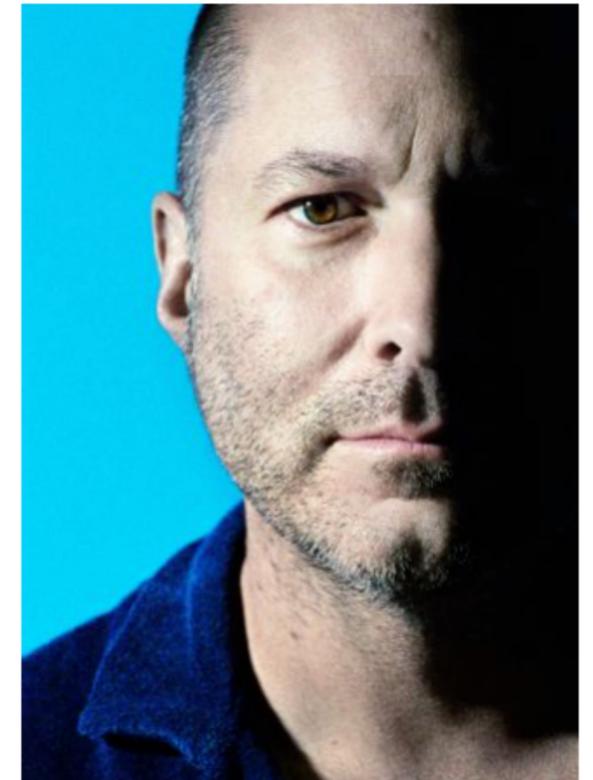
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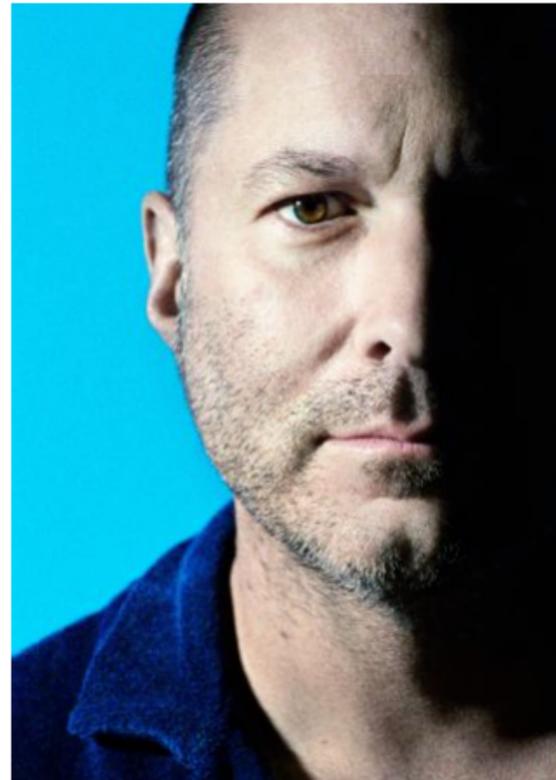
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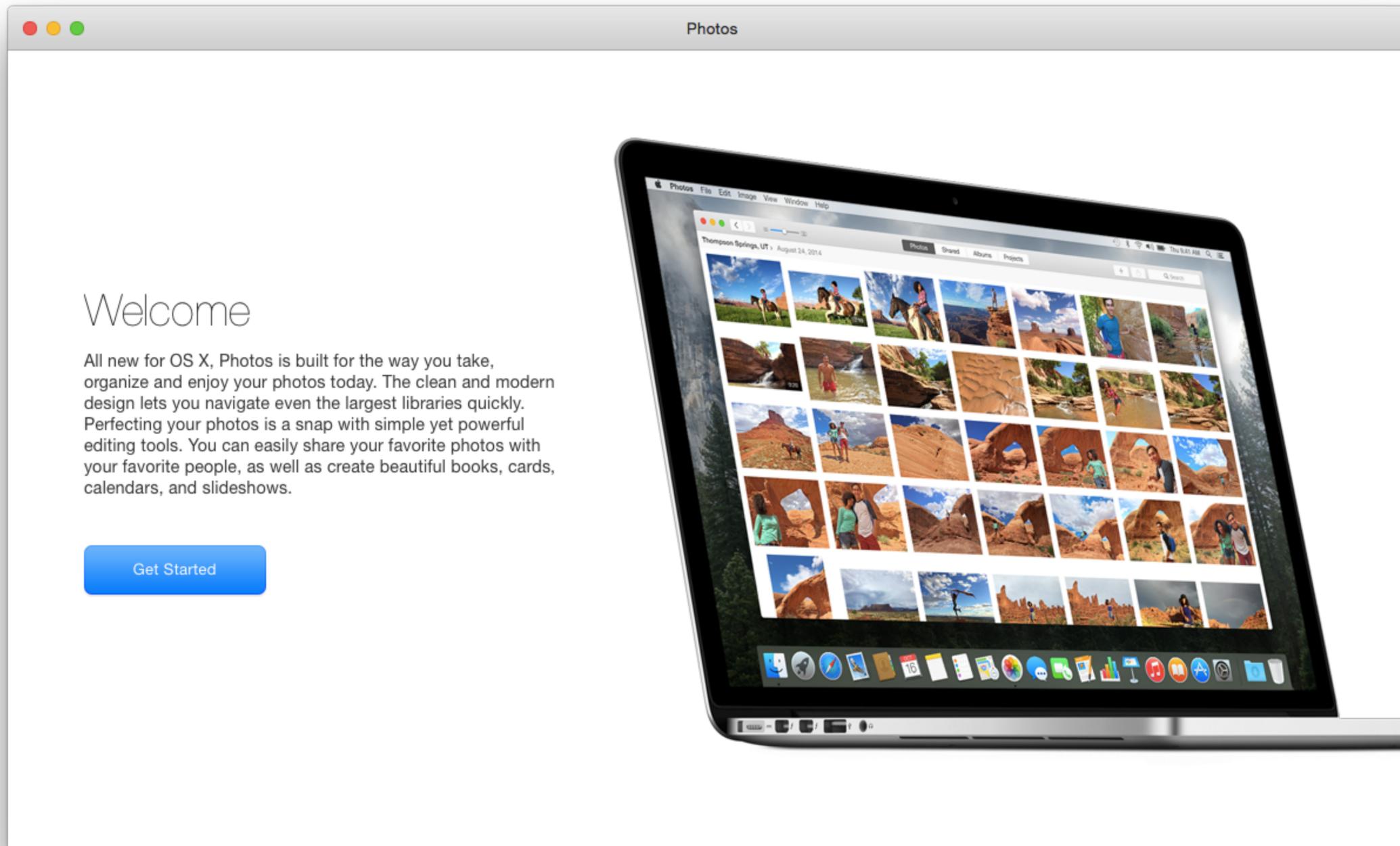


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- Ivy’s team has designed and Apple has built a full-sized mock-up of the cafeteria for the new HQ

Coming Next Month

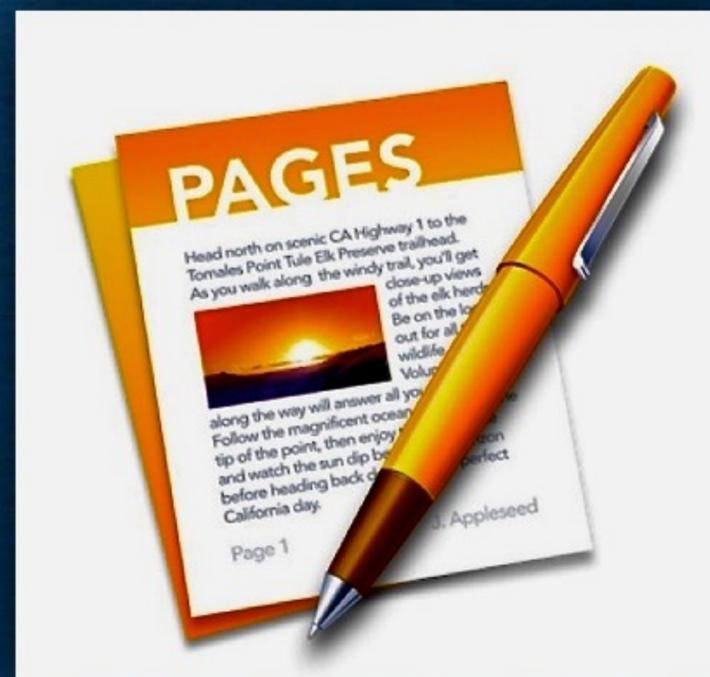


Fun with “Pages”



Pages 2009

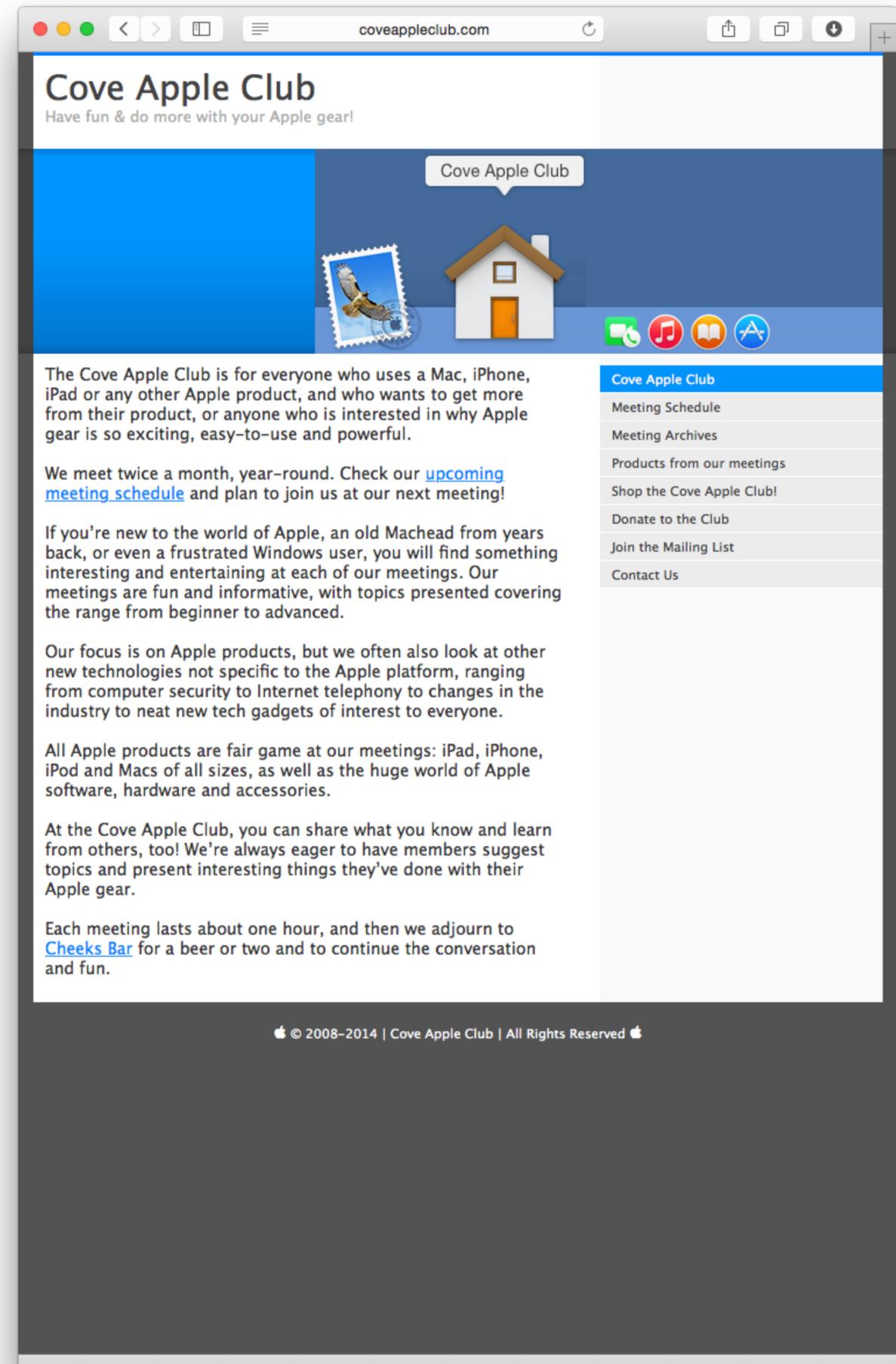
(for Mac)



Pages for OSX 10.x

Keep The Fun Rocking
With Your Support of
The Cove Apple Club

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 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](#)

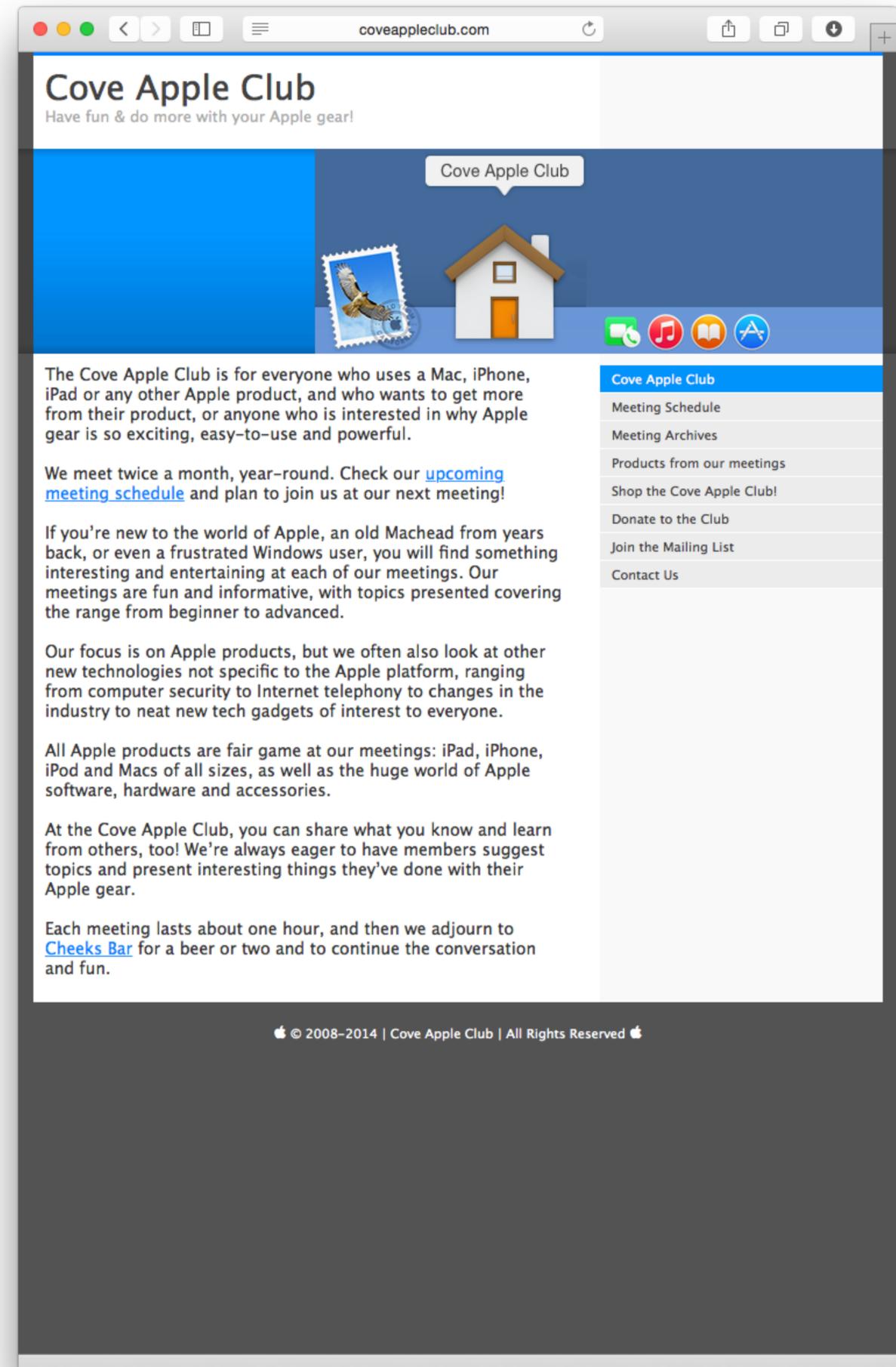
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The next time you need some new Mac gear, start your online shopping session with the link to Amazon on this page. Your purchase will earn a little money for the Cove Apple Club, which we save up all year for a big Holiday Party for all members of 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!

**SHOP.
CONNECT.
ENJOY.**

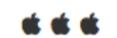
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The Cove Apple Club uses and recommends [1&1 Internet](#). Unlimited hosting plans and personal email domains from \$0.99/month with 24/7 live telephone support.

1&1 MY WEBSITE

- ✓ Hundreds of industries
- ✓ Includes text and images
- ✓ Make changes anytime
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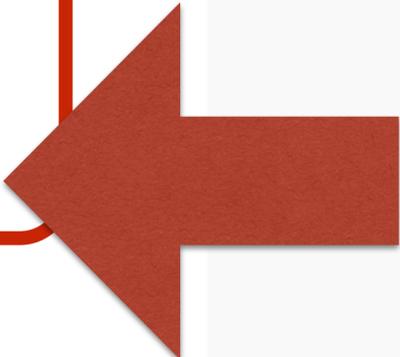
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And now, an even easier way:

coveappleclub.com/shop

Since Our Last Meeting

Earnings Report Totals

[Glossary](#)

February 9, 2015 to February 24, 2015

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	28	\$547.72	\$28.63
Total Third Party Items Shipped 	62	\$1,065.09	\$63.91
Total Items Shipped	90	\$1,612.81	\$92.54
Total Items Returned	-1	-\$12.43	-\$0.50
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	89	\$1,600.38	\$92.04

2015 Year-to-Date

Earnings Report Totals

[Glossary](#)

January 1, 2015 to February 24, 2015

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	114	\$2,381.02	\$131.61
Total Third Party Items Shipped 	201	\$3,866.93	\$222.62
Total Items Shipped	315	\$6,247.95	\$354.23
Total Items Returned	-1	-\$12.43	-\$0.50
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	314	\$6,235.52	\$353.73

It Happened at Sea



"No man will be a sailor who has contrivance enough to get himself into a jail; for being in a ship is being in a jail, with the chance of being drowned.

A man in a jail has more room, better food, and commonly better company."

Samuel Johnson,
A Journal of a Tour to the Hebrides
(1785)

While We Cruised:

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- ...without introducing any new products, making any announcements, or doing anything at all except normal business.
- AAPL is now trading at a pre-split price of \$896. Pre-split high was \$743.36.

If You Had Bought AAPL When...	Date	AAPL Price Then	AAPL Price Now	% Gain
Steve Jobs Returns to Apple	2/15/1997	\$2.38	\$128.73	5308.82%
Original iMac Introduced	8/15/1998	\$1.45	\$128.73	8777.93%
iPod Introduced	10/23/2001	\$2.73	\$128.73	4615.38%
iPhone Introduced	1/9/2007	\$12.35	\$128.73	942.35%
Cove Apple Club Founded	1/21/2007	\$12.45	\$128.73	933.98%
M&M's Schwab Broker Told Us to Sell All Our Apple Stock Just After We Retired	11/6/2008	\$14.16	\$128.73	809.11%
Post-Recession Low	11/20/2008	\$11.50	\$128.73	1019.39%
iPad Introduced	1/27/2010	\$29.55	\$128.73	335.63%
Tim Cook Named CEO	8/24/2011	\$53.74	\$128.73	139.54%
Steve Jobs Died	10/4/2011	\$54.04	\$128.73	138.21%
2012 Year-End Close	12/31/2012	\$57.86	\$128.73	122.49%
2013 Year-End Close	12/31/2013	\$80.15	\$128.73	60.61%
7-for-1 Stock Split Announced	4/23/2014	\$74.96	\$128.73	71.73%
Apple Watch, Apple Pay, iPhone 6	9/9/2014	\$97.99	\$128.73	31.37%
2014 Year-End Close	12/30/2014	\$110.21	\$128.73	16.80%

Apple Is Now More Than Double the Size of Exxon—And Everyone Else

ARTICLE

COMMENTS (20)

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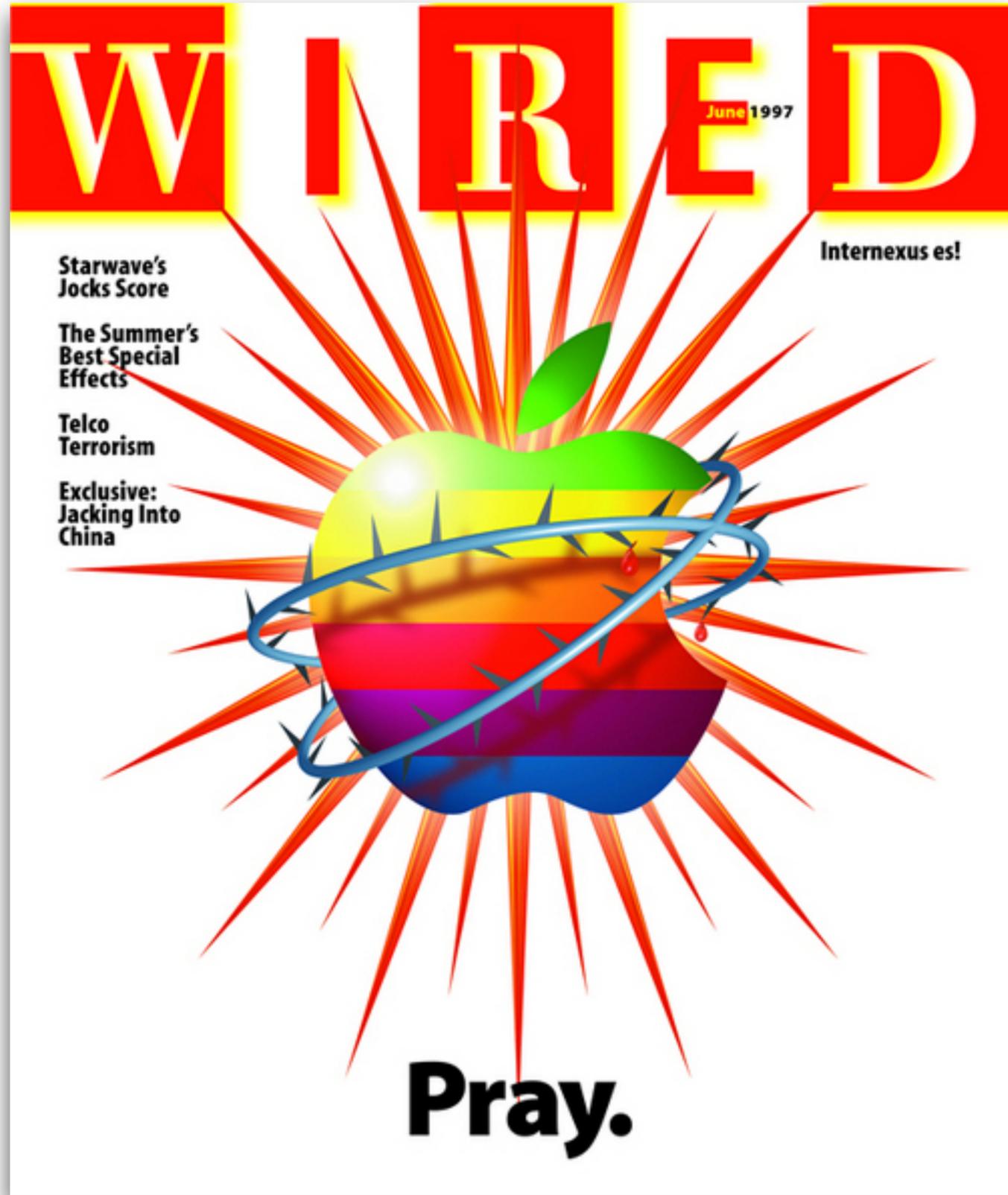
By KEVIN KINGSBURY



— WSJ

Just how ginormous is [Apple Inc.](#) [AAPL -2.61%](#) now?

As the iPhone-maker's shares continue to set **fresh record highs**, its market cap is now above \$765 billion. Combined with [Exxon Mobil Corp.](#)'s [XOM +0.13%](#) pullback over the past six months, Apple has pulled off the rare occurrence of being worth at least double any other publicly traded U.S. company. No. 2 Exxon's market cap has eased to \$374 billion.



Wired Cover
June 1997

Our Next Meeting

MAR

11

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

Until Then...

