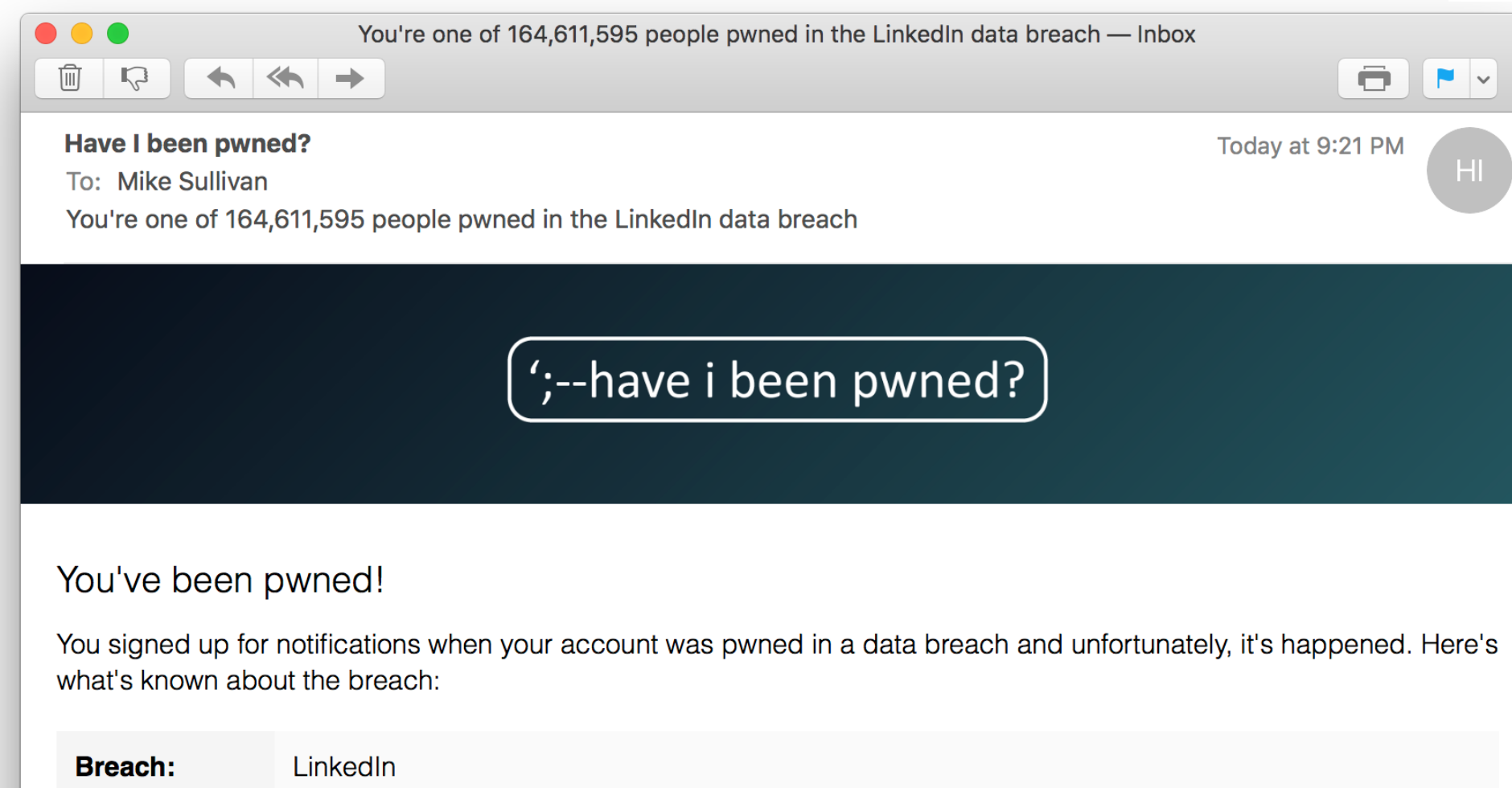
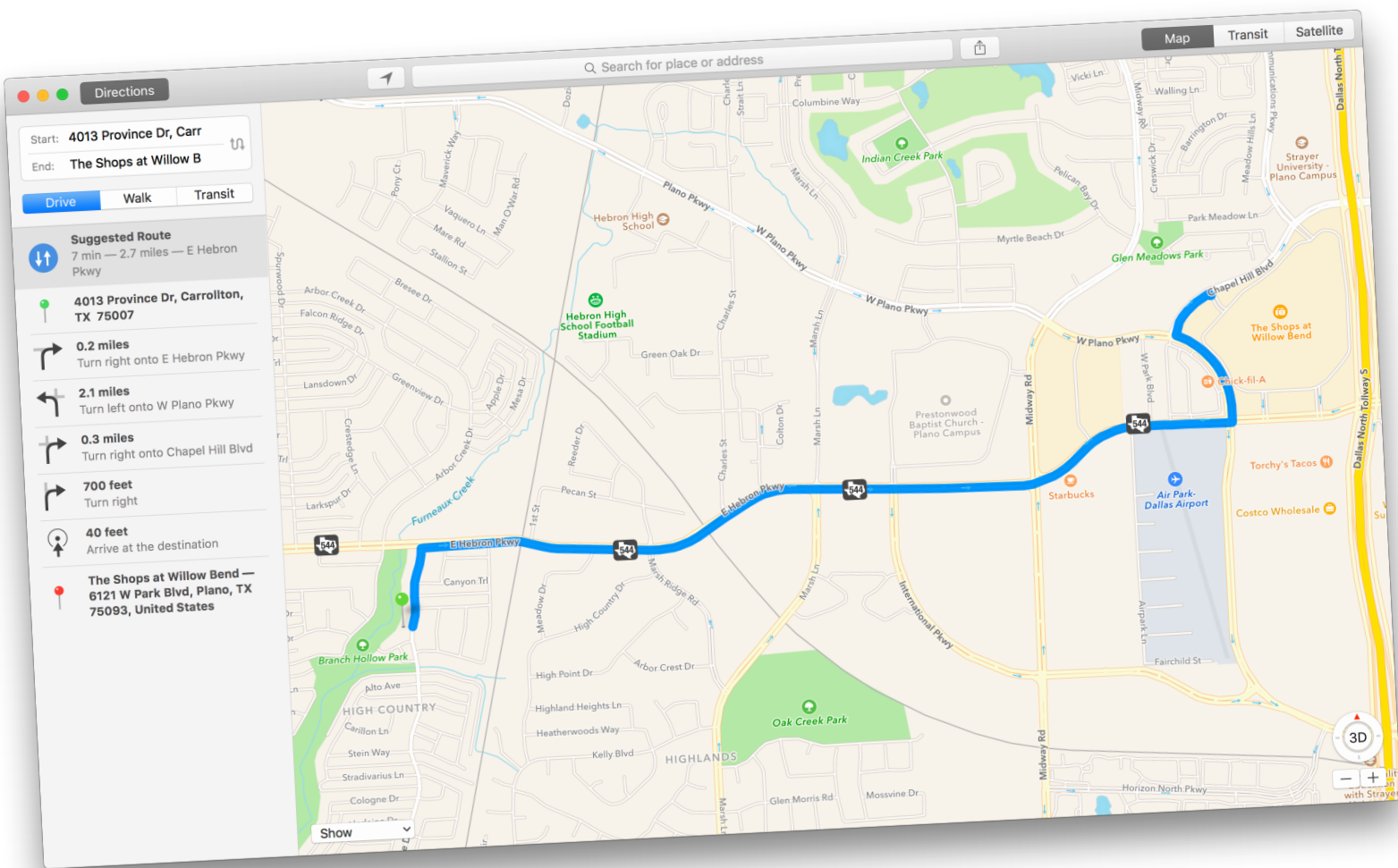


# Cove Apple Club

May 25, 2016

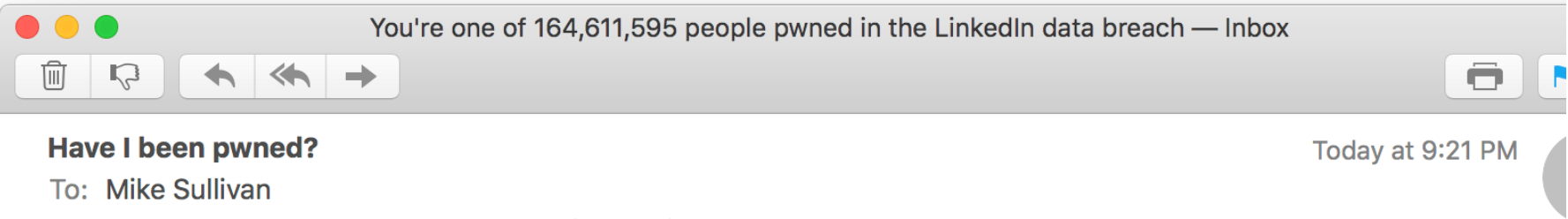






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May 25, 2016



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You've been pwned!

You signed up for notifications when your account was pwned in a data breach and unfortunately, it's happened. Here's what's known about the breach:

<b>Breach:</b>	LinkedIn
<b>Date of breach:</b>	5 May 2012
<b>Number of accounts:</b>	164,611,595





# Tonight's Topics



# Tonight's Topics

- Apple Store Turns 15



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- Apple Store Turns 15
- My Email Has Been Hacked! For Realzzz!



# Tonight's Topics

- Apple Store Turns 15
- My Email Has Been Hacked! For Realzzz!
- A Vending Machine in Your Pocket



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- Nobody but nobody was building new retail stores — in fact, many thousands were closing



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- Mac OS X 10.0 ("Cheetah") had just been released in March
- iPod introduction was still five months away, in October
- Apple's stock price was ~ \$1.50; Apple has a 0.8% share of the PC market





# COMPUSA

*Discount PCs, TVs & More!*





What  
about  
Macs?









Stack  
'em  
deep &  
sell 'em  
cheap!







gettyimages  
Sean Gallup









Lovely.







Don't  
touch!













A rare photo showing a customer being helped.







Good Riddance!

SoftWarehouse / CompUSA / TigerDirect  
1984-2012



Steve Jobs introduces  
the Apple Store  
May 10, 2001





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# Apple's Plan Universally Ridiculed

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# First Three Stores



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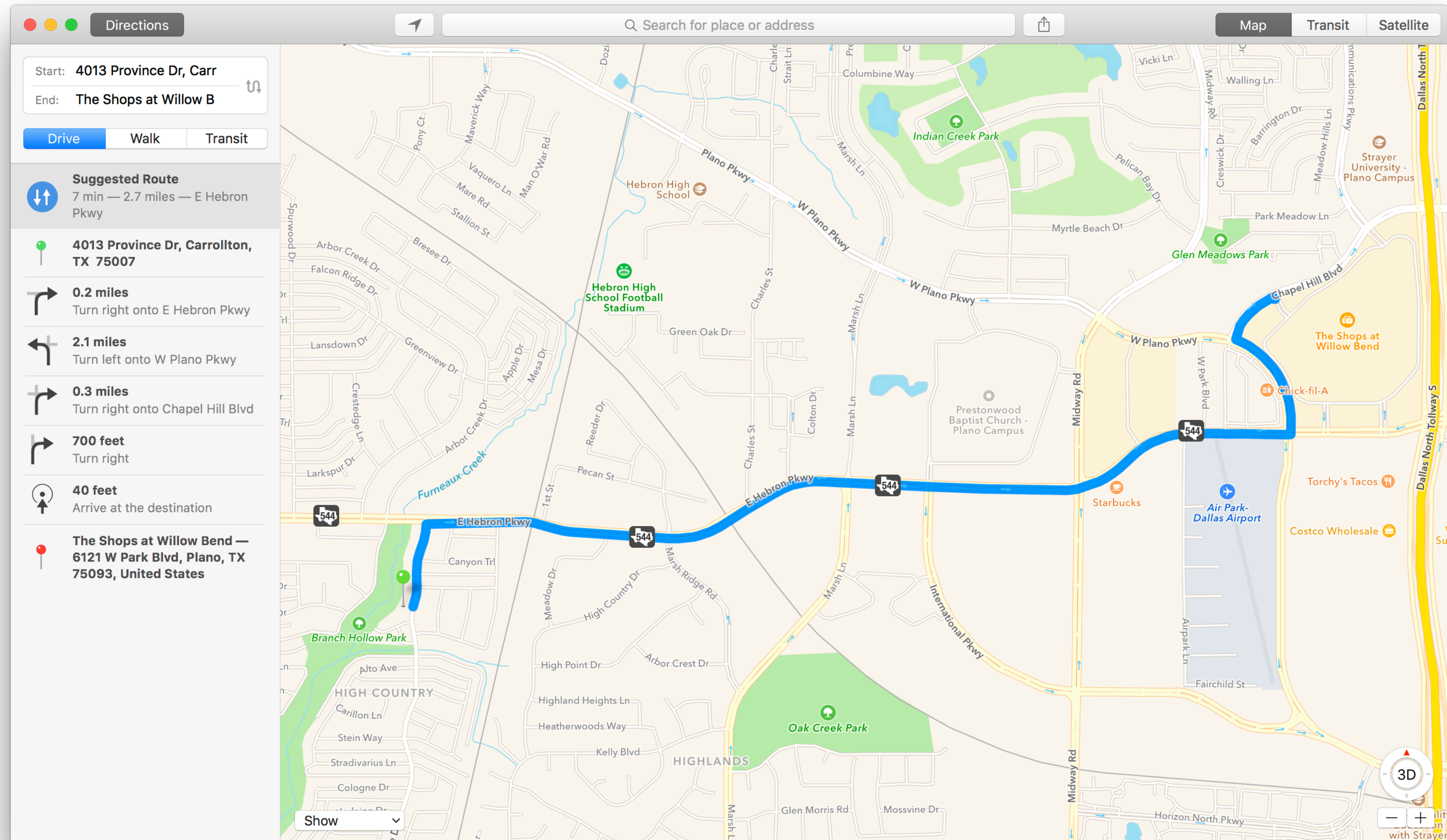


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  - Fast-growing suburban Dallas boomtown alongside a new high-speed connector expressway & semiconductor/telecom corridor



# Whooooohooooo!





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- Stores invested in education, seminars, hands-on setup. Product releases became events.



# Apple Retail: Today



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- Highest revenue-per-square-foot of any retailer: \$4,000 (Tiffany is \$2,300)
- Drove over \$20-billion in revenue in FY15
- Invests tens of millions in the construction of each store; Apple is often PAID to open a store in a center because of the traffic they draw





The Apple Store, Zorlu Center, Istanbul





The Apple Store, Amsterdam

























































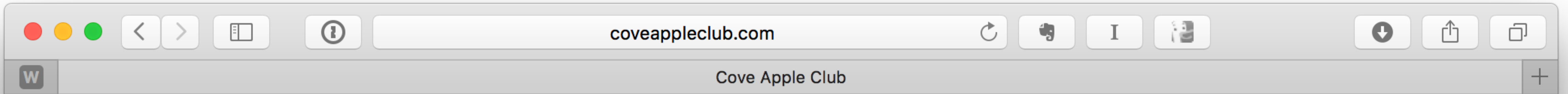


Support the Cove Apple Club









# COVE APPLE CLUB

Have fun & do more with your Apple gear!

[HOME](#)[MEETINGS](#)[EMAIL LIST](#)[SHOP](#)[ARCHIVES](#)

## SHARE. LEARN. LAUGH!

Join **over 100 Cypress Cove residents and members** in the Cove Apple Club, and you'll learn more and get a lot more fun and productivity out of all your Apple gear!

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.

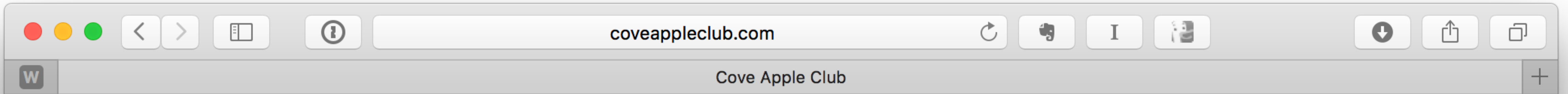
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## SUPPORT THE COVE APPLE CLUB WHEN YOU SHOP AT AMAZON.COM

The next time you need some new Apple or other tech gear (or anything else from the 20,000,000 items in stock!), start your online shopping session with our link to Amazon.com. 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!

### THREE EASY WAYS TO USE THE AMAZON SHOPPING LINK

1. Just click here — you'll be sent to the Amazon.com homepage.
  1. Once you arrive at the Amazon homepage, BOOKMARK that page:
    1. In Safari on Mac, type Cmd-D
    2. In Safari on iOS, tap the Share widget, then tap Add to Favorites or Add Bookmark.
2. Drag this link to your Favorites bar in your Web browser. Then it's handy anytime you want to visit Amazon.
3. Just click the Amazon banner ad below.





# 2016 YTD

Jan 01 2016 - May 24 2016 / [This Year](#) ▼ Tracking ID: [All](#) ▼

Last Updated: 00:00 May 24 2016 PDT | [Return to Classic Reporting](#)

Summary

\$715.43

Fees

\$715.43

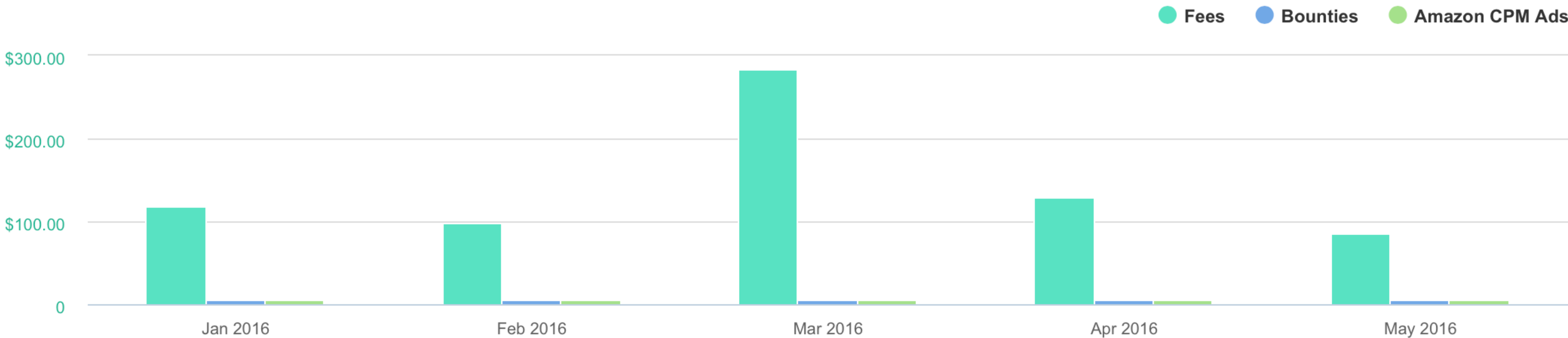
Bounties

\$0.00

Amazon CPM Ads

\$0.00

[Get Started with CPM Ads](#)





My Email Has Been  
Hacked!!!!!!!!!!!!!!!!!!!!  
!!!!!!!!!!!!!!!!!!!!!!!!!!!!

You're one of 164,611,595 people pwned in the LinkedIn data breach — Inbox

Have I been pwned?

To: Mike Sullivan

You're one of 164,611,595 people pwned in the LinkedIn data breach

Today at 9:21 PM

HI

--have i been pwned?

You've been pwned!

You signed up for notifications when your account was pwned in a data breach and unfortunately, it's happened. Here's what's known about the breach:

Breach:	LinkedIn
Date of breach:	5 May 2012
Number of accounts:	164,611,595
Compromised data:	Email addresses, Passwords
Description:	In May 2016, <a href="#">LinkedIn had 164 million email addresses and passwords exposed</a> . Originally hacked in 2012, the data remained out of sight until being offered for sale on a dark market site 4 years later. The passwords in the breach were stored as SHA1 hashes without salt, the vast majority of which were quickly cracked in the days following the release of the data.

You can also run a search for breaches of your email address again at any time to get a complete list of sites where your account has been compromised.

Check my email address again

**Why are you only hearing about this now?** Whilst the breach occurred in May 2012, sometimes there can be a lengthy lead time of months or even years before the data is disclosed publicly. "Have I been pwned?" will always attempt to alert you ASAP, it's just a question of how readily available the data is.

As with any data breach, the usual advice applies: go to the impacted site and reset your password immediately plus, of course, ensure that you're not reusing that password on any other sites.

If you don't want to receive any future breach notifications, just [click here to unsubscribe](#).

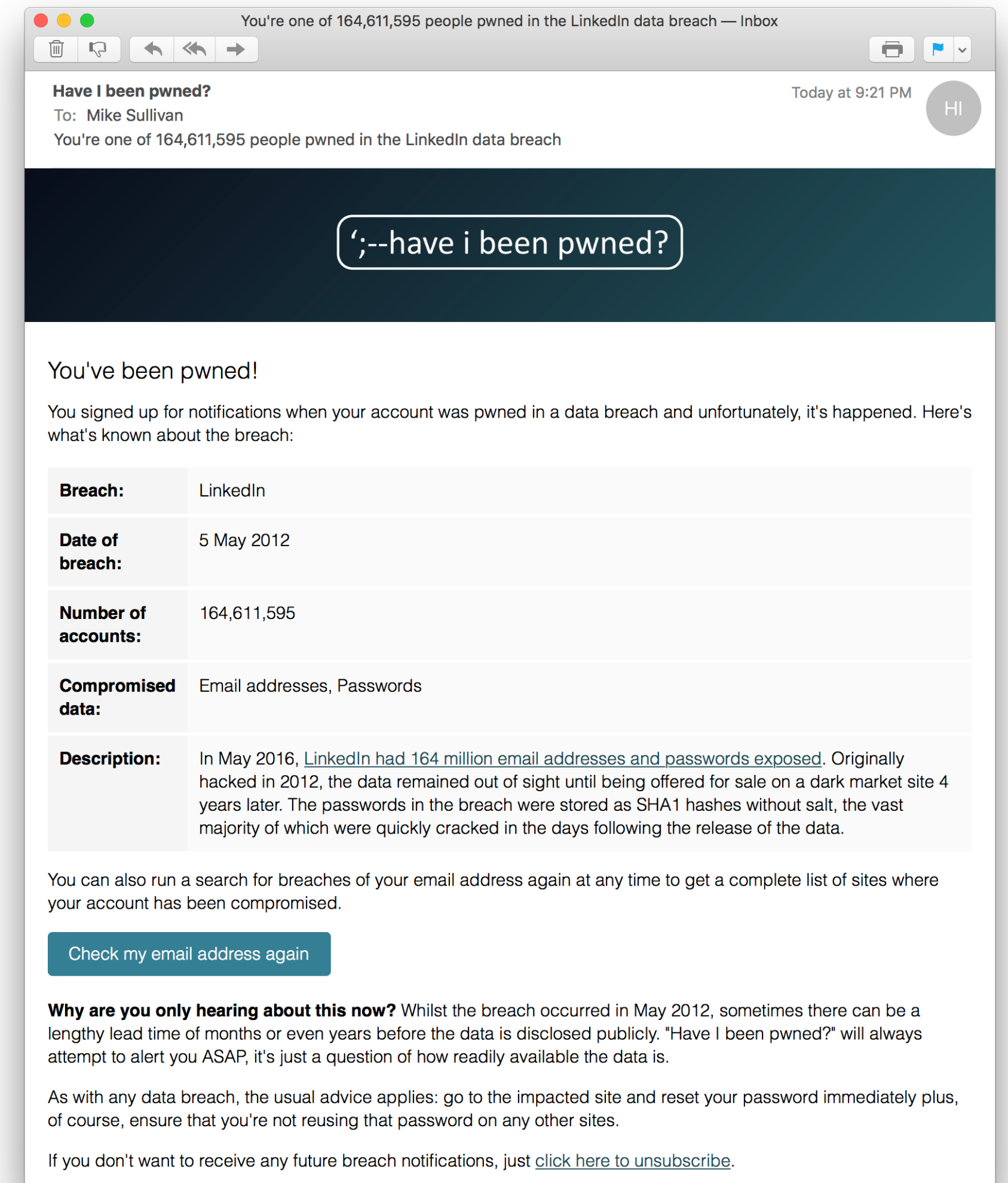


.....

The image is a screenshot of an email in a web browser. The browser's address bar shows the URL "You're one of 164,611,595 people pwned in the LinkedIn data breach — Inbox". The email header shows the subject "Have I been pwned?" and the sender "To: Mike Sullivan". The email body starts with "You're one of 164,611,595 people pwned in the LinkedIn data breach". Below this is a large dark blue banner with the text "';--have i been pwned?" in a white, rounded box. The main content of the email is a table with the following rows: "Breach:" with value "LinkedIn", "Date of breach:" with value "5 May 2012", "Number of accounts:" with value "164,611,595", "Compromised data:" with value "Email addresses, Passwords", and "Description:" with value "In May 2016, [LinkedIn had 164 million email addresses and passwords exposed](#). Originally hacked in 2012, the data remained out of sight until being offered for sale on a dark market site 4 years later. The passwords in the breach were stored as SHA1 hashes without salt, the vast majority of which were quickly cracked in the days following the release of the data." Below the table is a paragraph: "You can also run a search for breaches of your email address again at any time to get a complete list of sites where your account has been compromised." followed by a blue button labeled "Check my email address again". The email concludes with a section titled "Why are you only hearing about this now?" followed by text explaining the lead time of data disclosure and advice on password security. The final sentence is "If you don't want to receive any future breach notifications, just [click here to unsubscribe](#)."



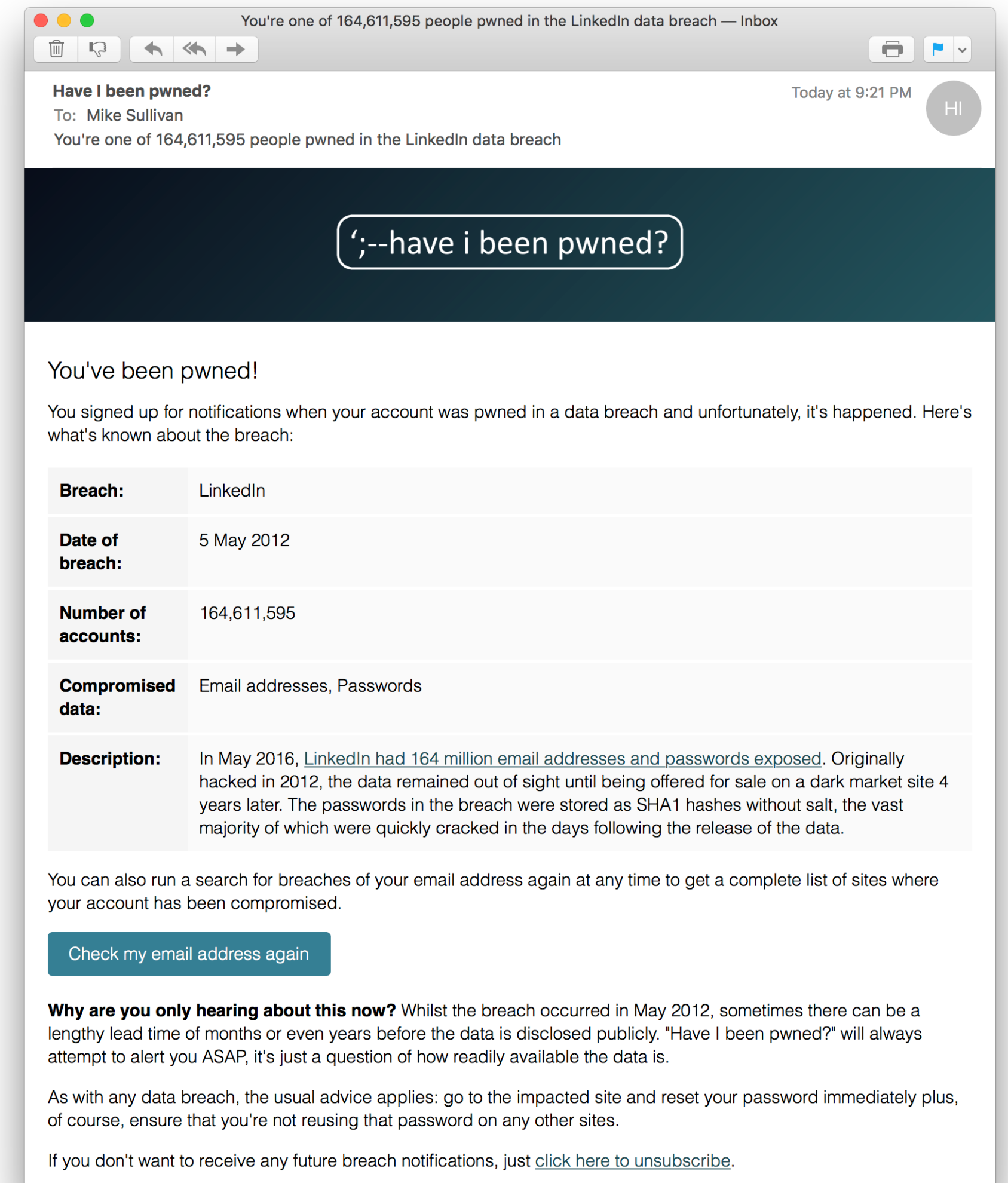
# My Email Has Been Hacked!





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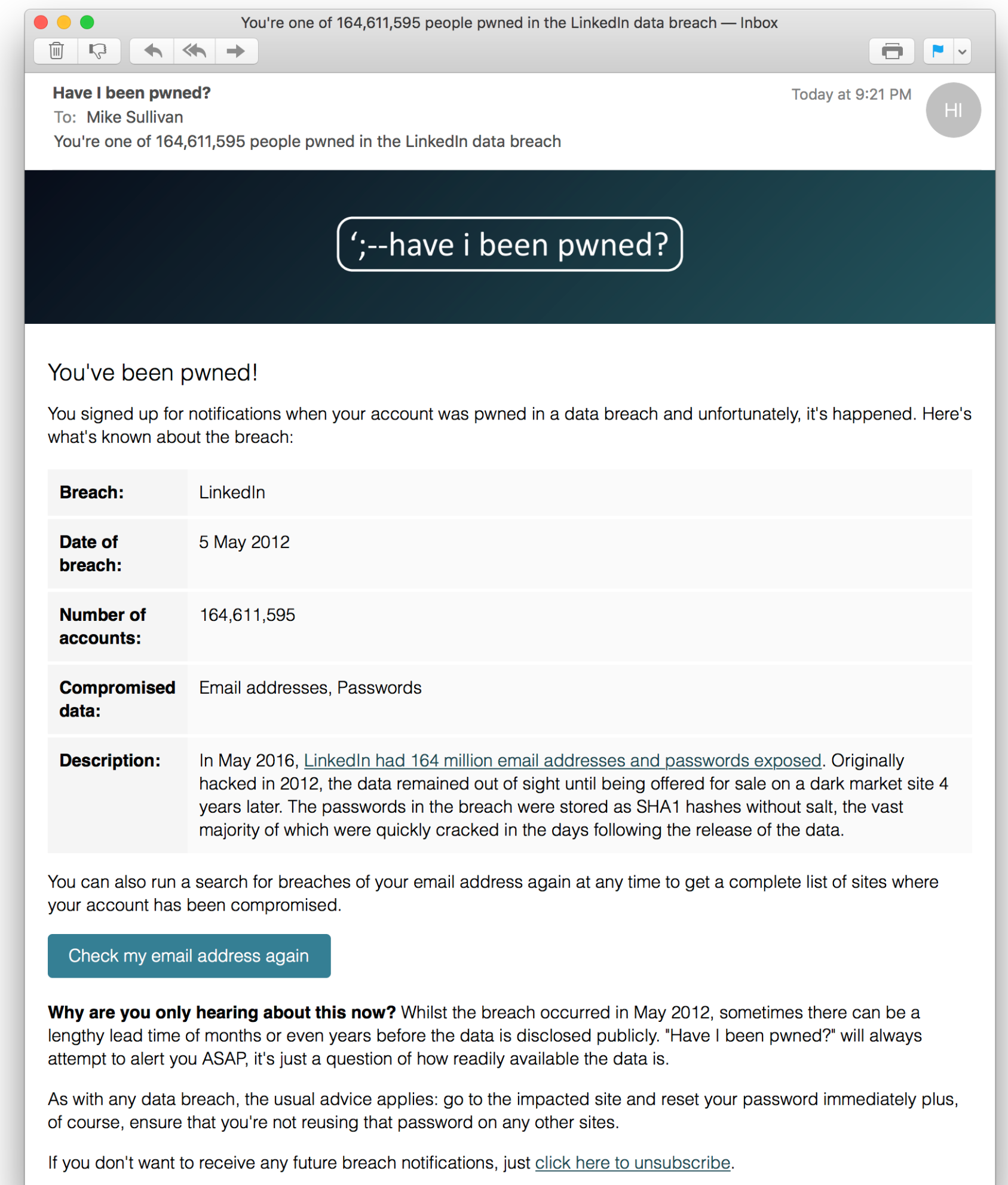
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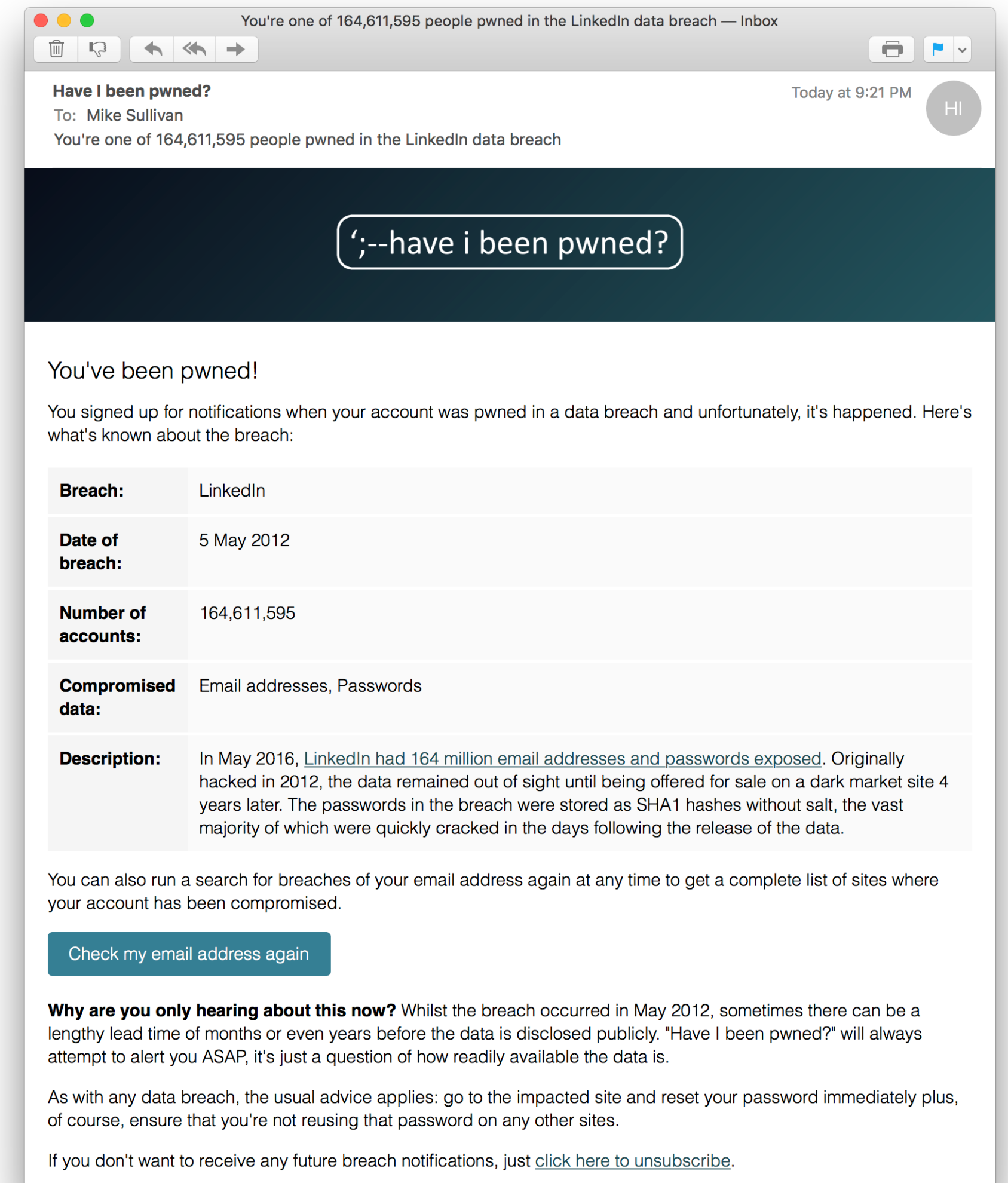
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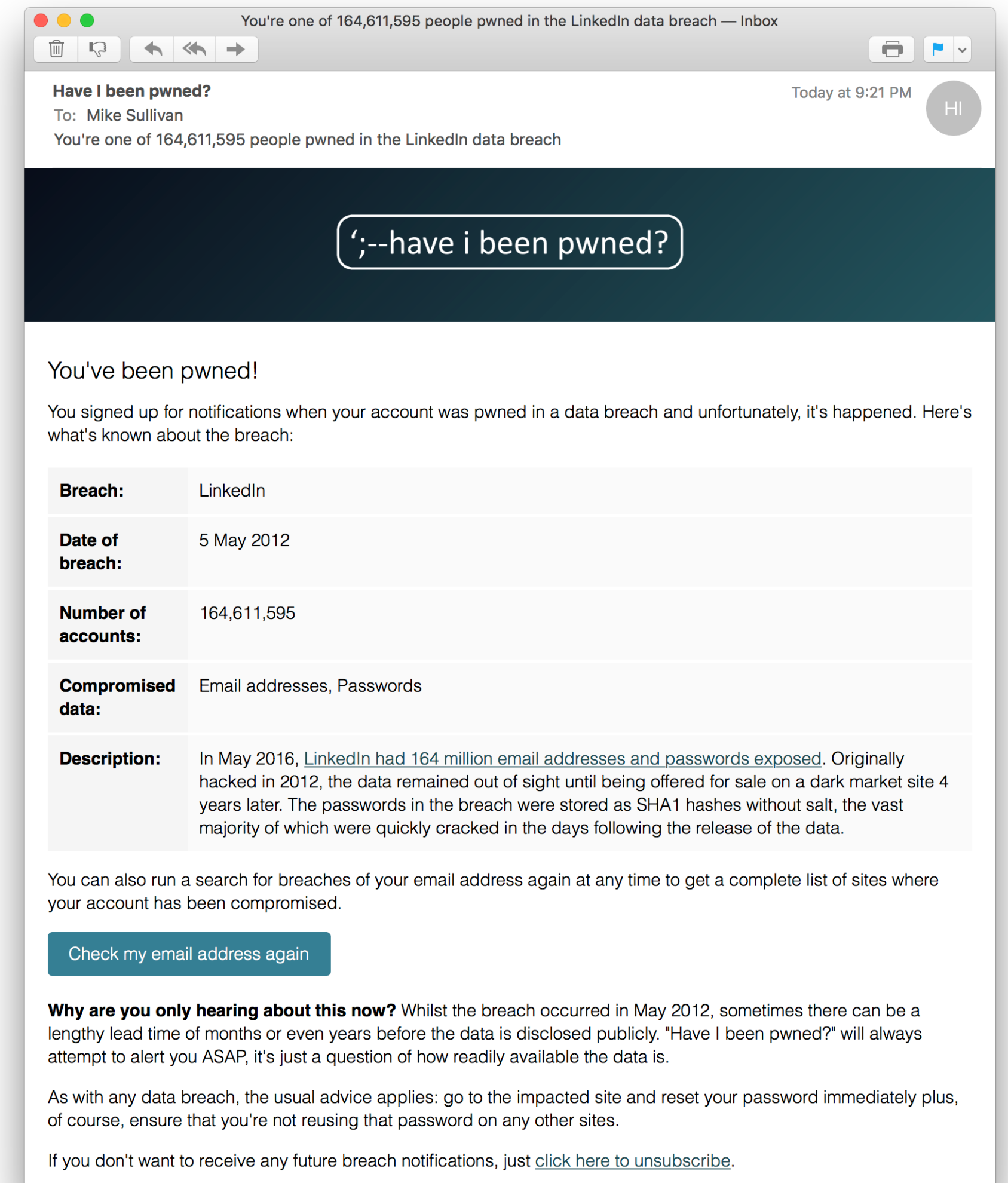
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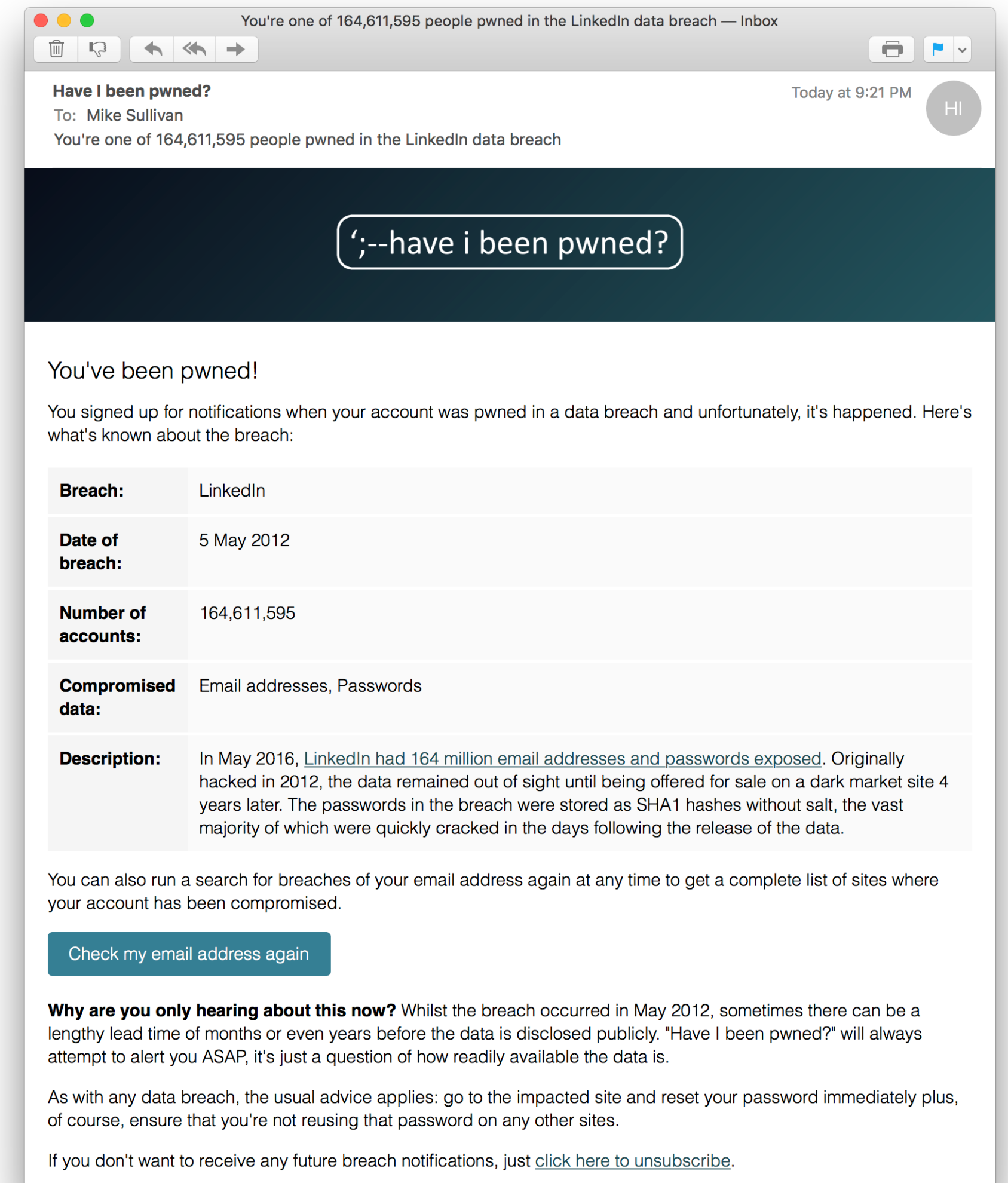
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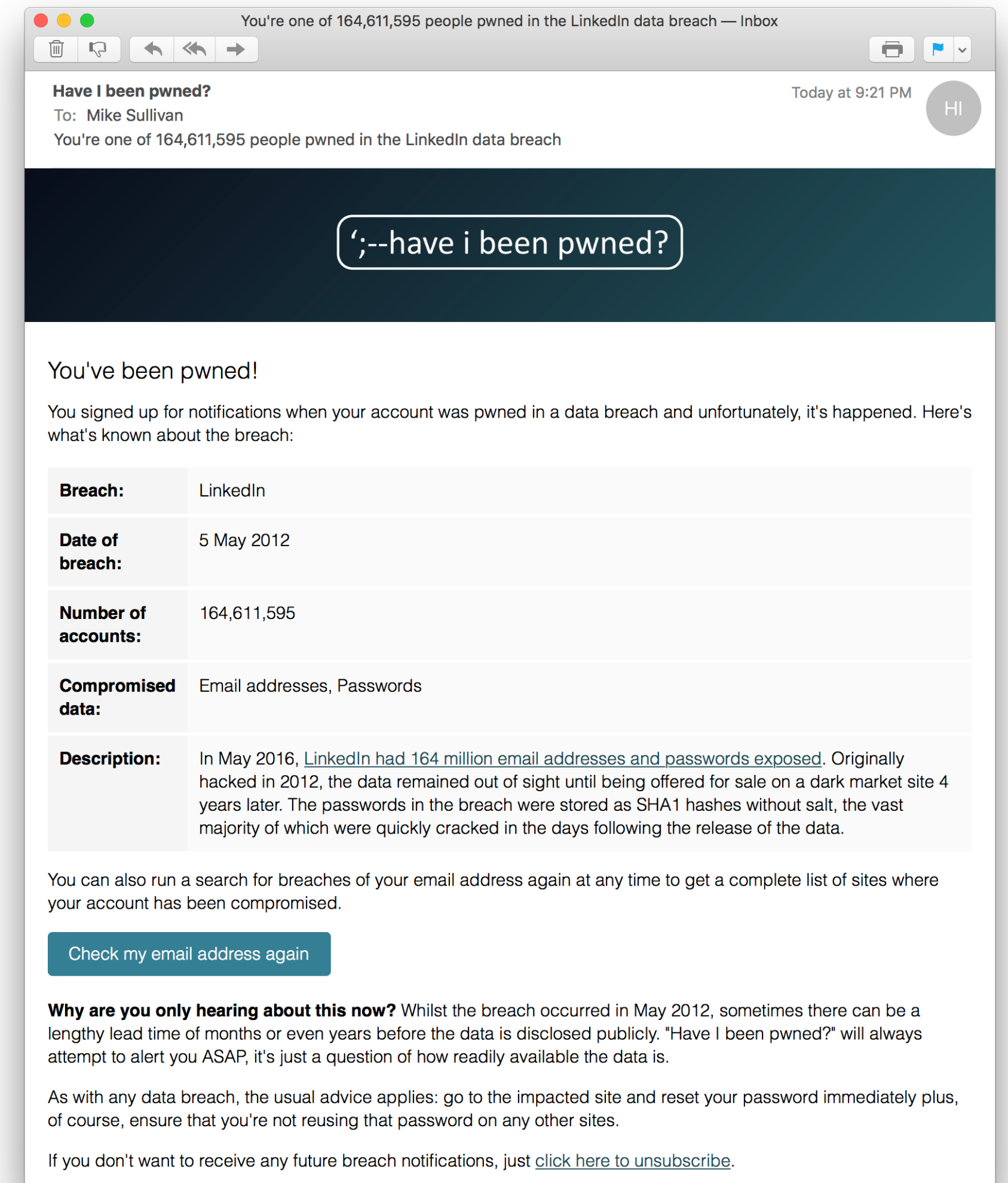
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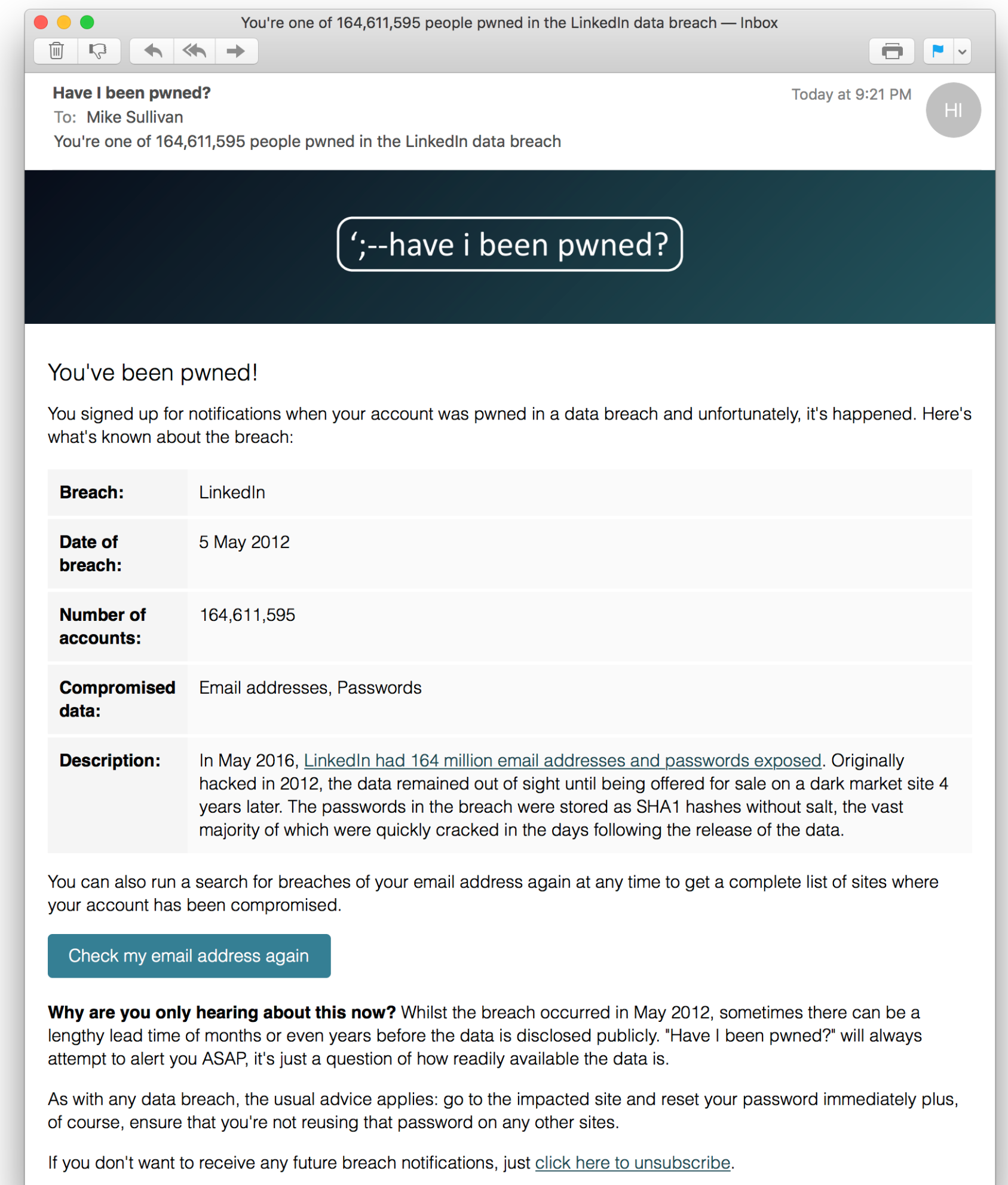
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- Well, it has been.





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Uh-oh?



# The History



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- Initial breach was widely reported when it happened in June, 2012



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- LinkedIn did almost nothing to notify their users except invalidate their passwords, requiring all users to recover their passwords via email



# The History

- Initial breach was widely reported when it happened in June, 2012
- LinkedIn did almost nothing to notify their users except invalidate their passwords, requiring all users to recover their passwords via email
- And then ... nothing



Panic? Nope.



# Panic? Nope.

- Mike uses 1Password to create, store, manage and fill-in his account logins



# Panic? Nope.

- Mike uses 1Password to create, store, manage and fill-in his account logins
- Therefore, every account has a unique, strong, long, unguessable password that won't be found in any other cracked hash of breached passwords







LinkedIn  
password  
taken in data  
breach



LinkedIn  
password  
taken in data  
breach





LinkedIn  
password  
taken in data  
breach



No other  
accounts  
vulnerable, since  
none share the  
same password  
as LinkedIn



All Items

772

Favorites

Categories

Logins

Secure Notes

Credit Cards

Identities

Passwords

Wireless Routers

Software Licenses

Reward Programs

Memberships

Bank Accounts

Passports

Social Security N...

Email Accounts

Servers

Driver Licenses

Folders

Tags

Apple Club

Cars

Credit Card

Cruises

LinkedIn

1 item

L

in

LinkedIn

mikesullivan@me.com

Expand Search to All Fields

in

LinkedIn

username

mikesullivan@me.com

password

.....

strength

website

https://www.linkedin.com/secure/login?trk=hb...

show web form details

show previously used passwords

last modified

May 23, 2016 at 9:56 PM

created

Apr 6, 2008 at 10:49 PM

Edit



# A Quick Reminder



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- Your email address is **not** secret. In fact, in order to be useful, you **MUST** disclose it to websites, businesses, friends, etc.

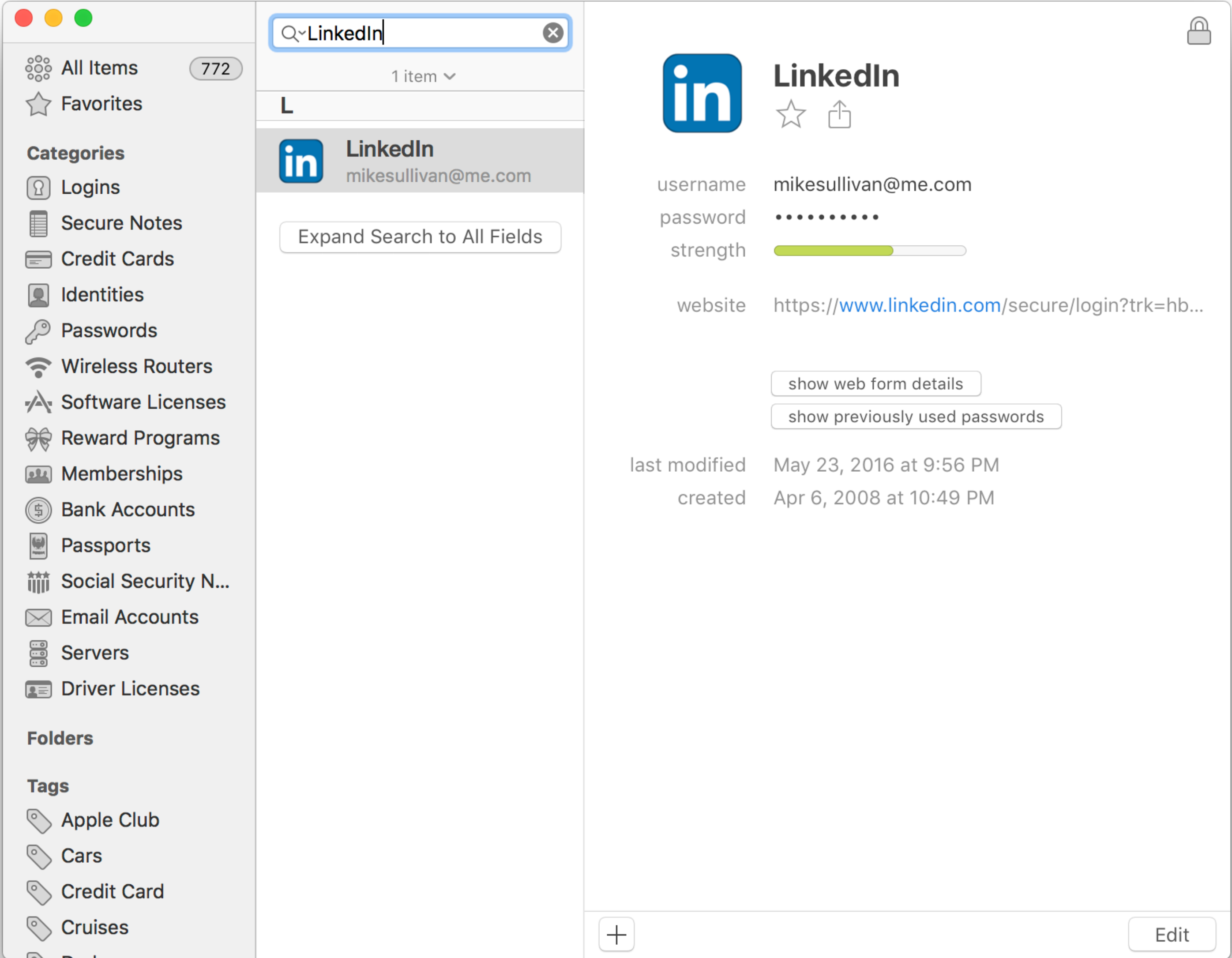


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- Your email password **is** secret. It should **ONLY** be used for your email account, and **NOT** re-used for **ANY** other purpose.



# Password changing demo in 1Password





A vending machine that  
fits in your pocket.



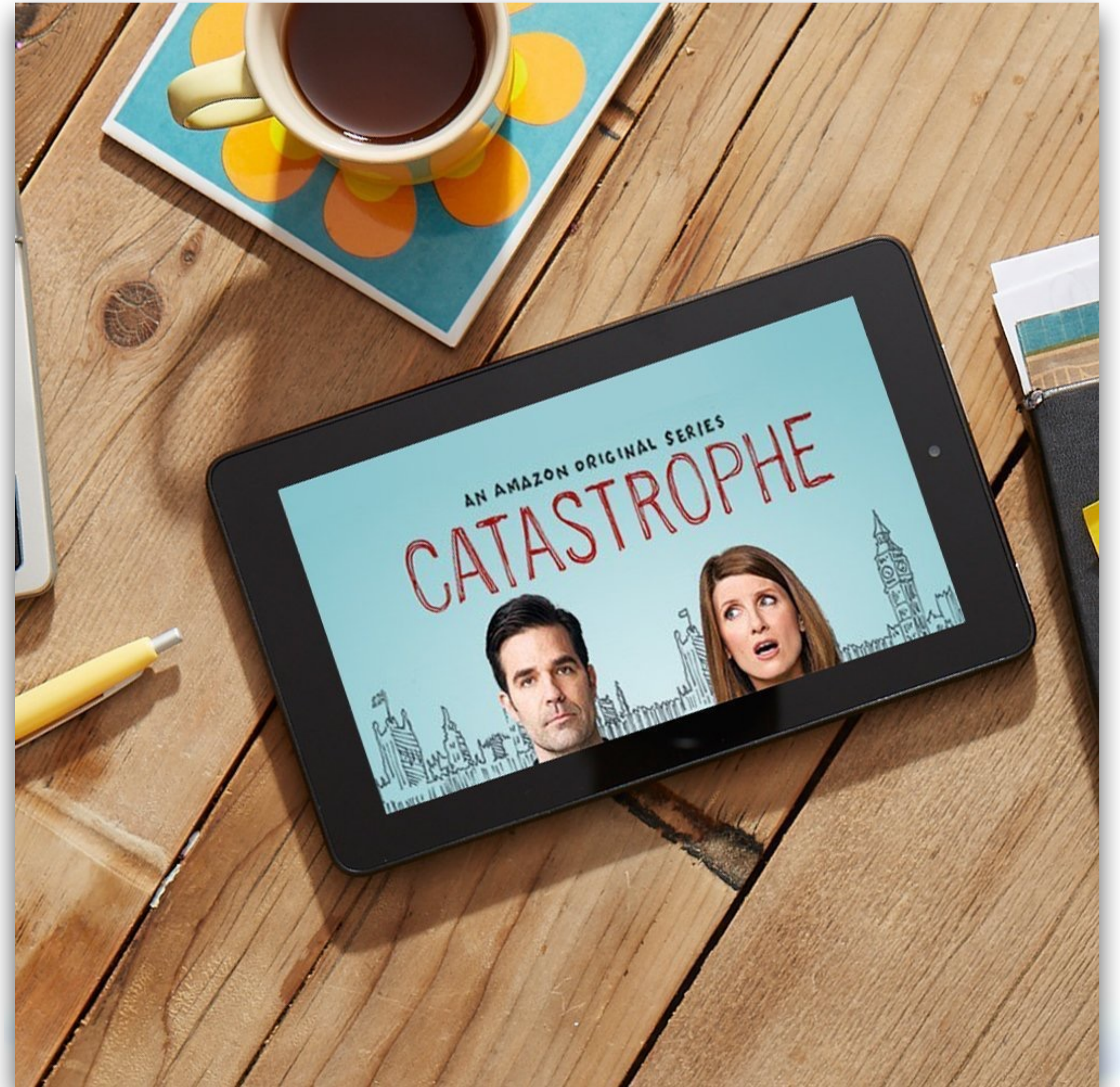
A ver

Amazon Fire Tablet

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# Kindle Fire





# Kindle Fire

- Amazon's entry-level tablet





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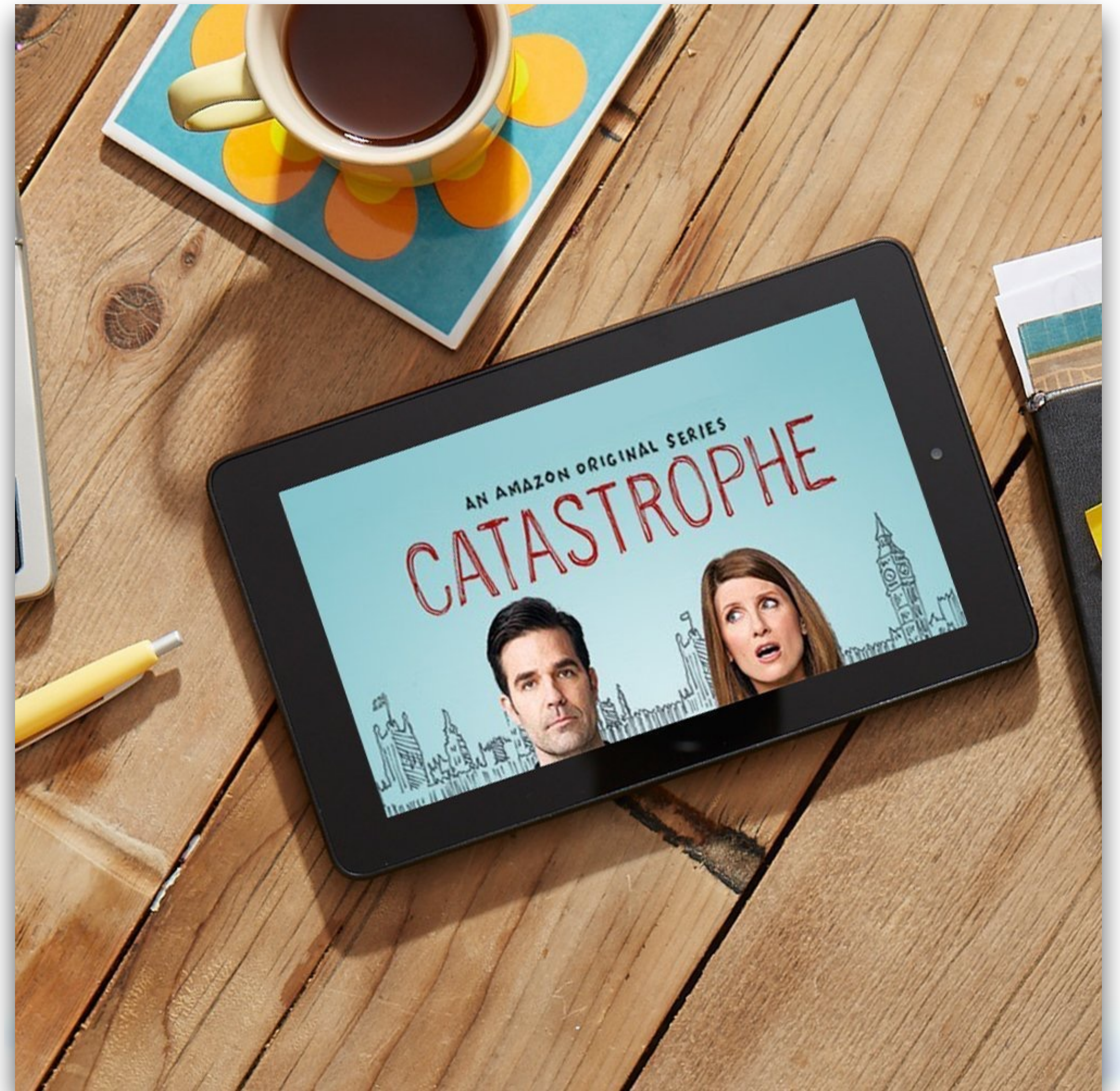
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- #1 best-seller in Electronics out of 1,300,000+ items





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- Amazon's entry-level tablet
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- 50,000 customer reviews (#2, behind Fire TV Stick)





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- Amazon's entry-level tablet
- #1 best-seller in Electronics out of 1,300,000+ items
- 50,000 customer reviews (#2, behind Fire TV Stick)
- Available in four colors





# Vending Machine?





# Vending Machine?

- Fire was created, priced and finely-tuned to be a portal into Amazon's shopping and consumption ecosystem





# Vending Machine?

- Fire was created, priced and finely-tuned to be a portal into Amazon's shopping and consumption ecosystem
- With Fire, you can shop





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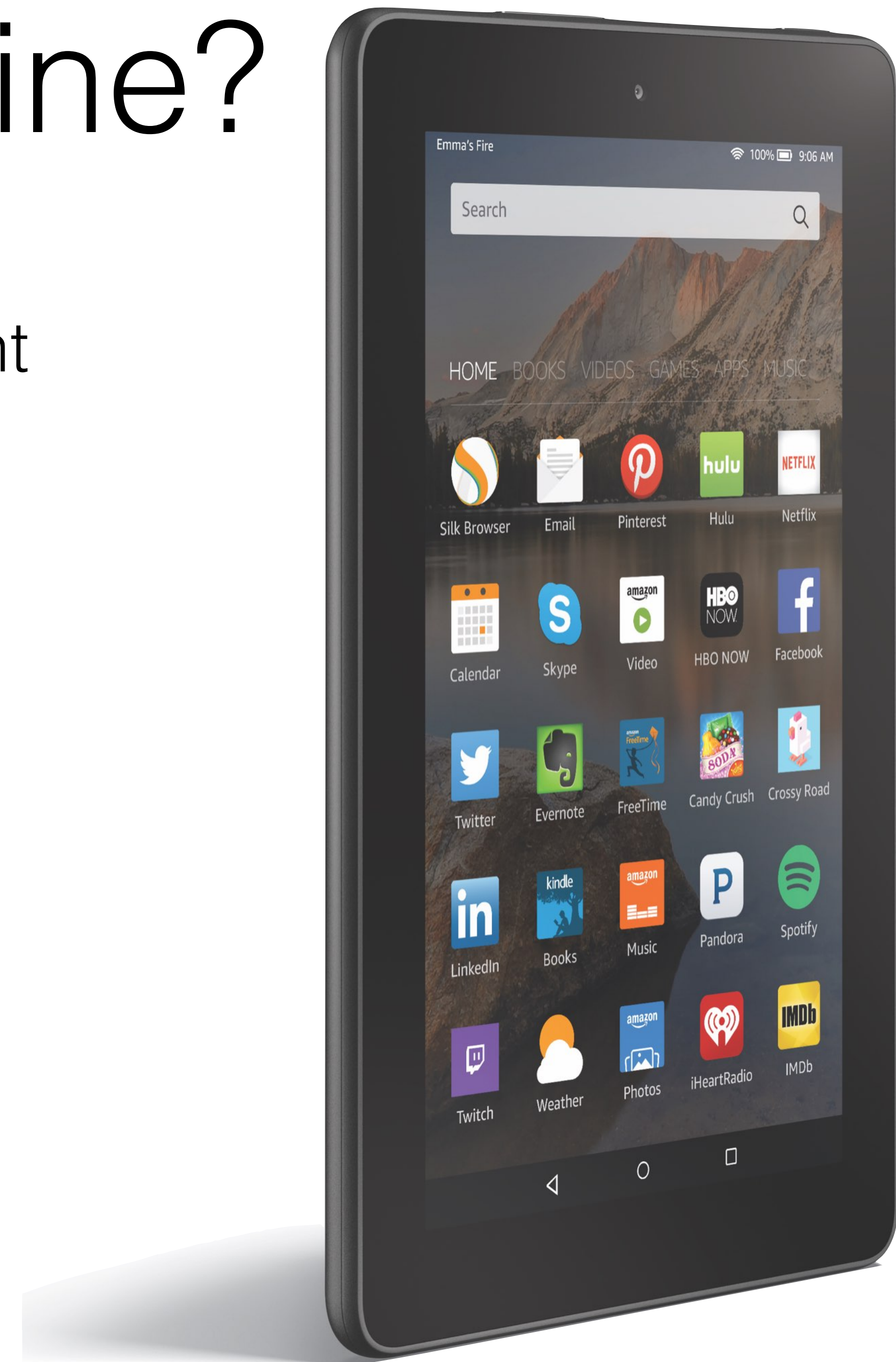
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  - Amazon (you can't log out!)





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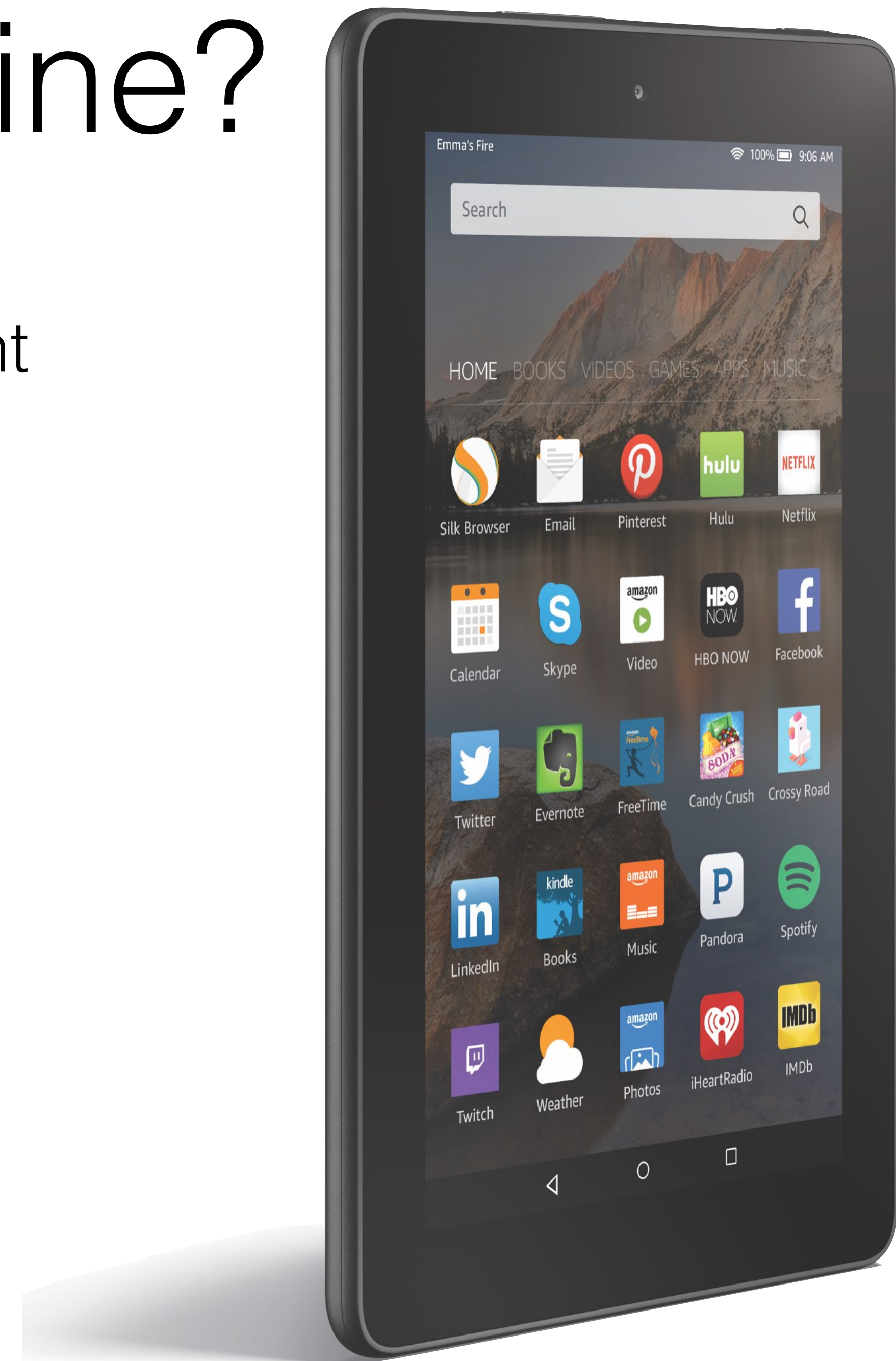
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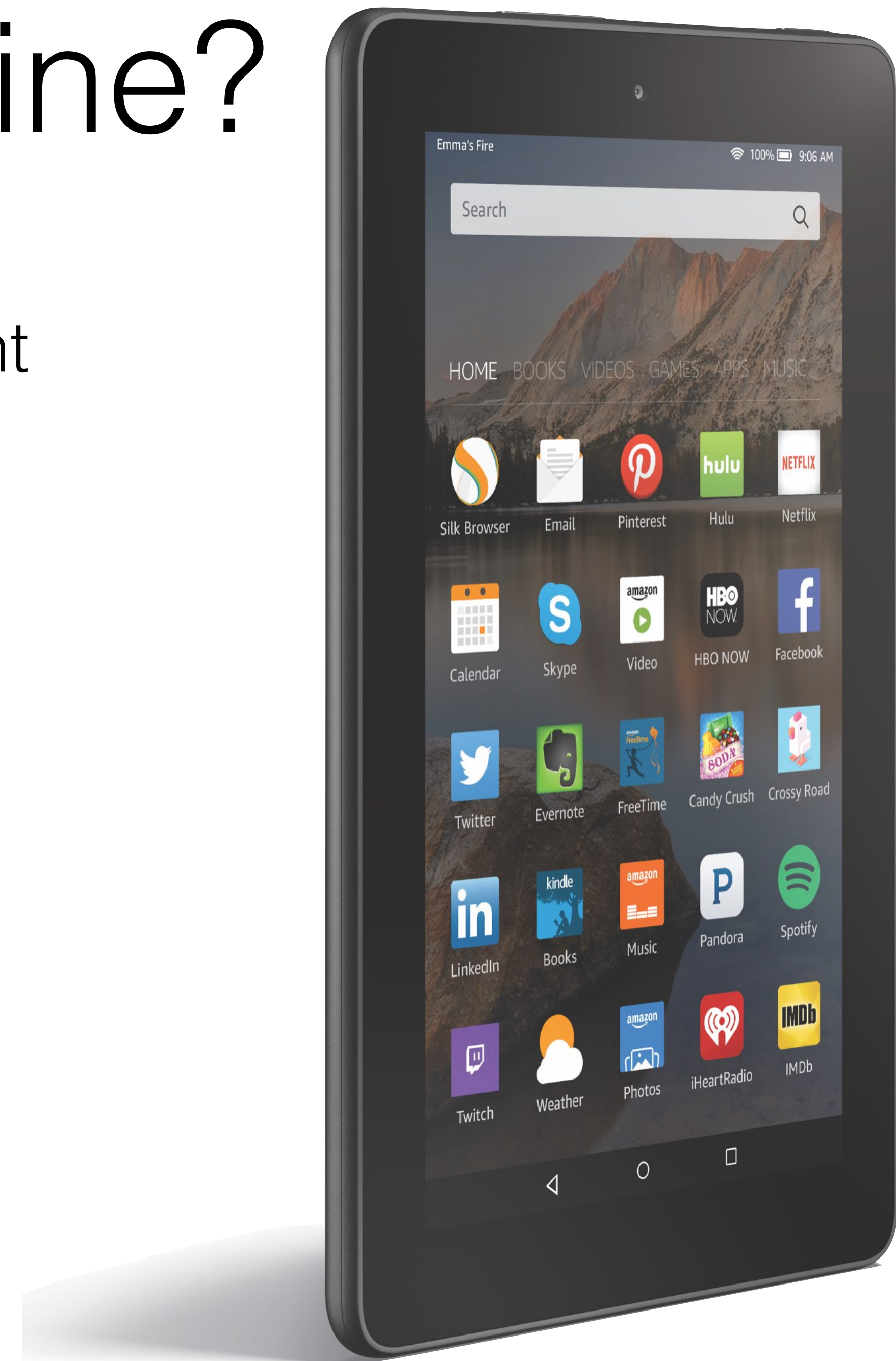
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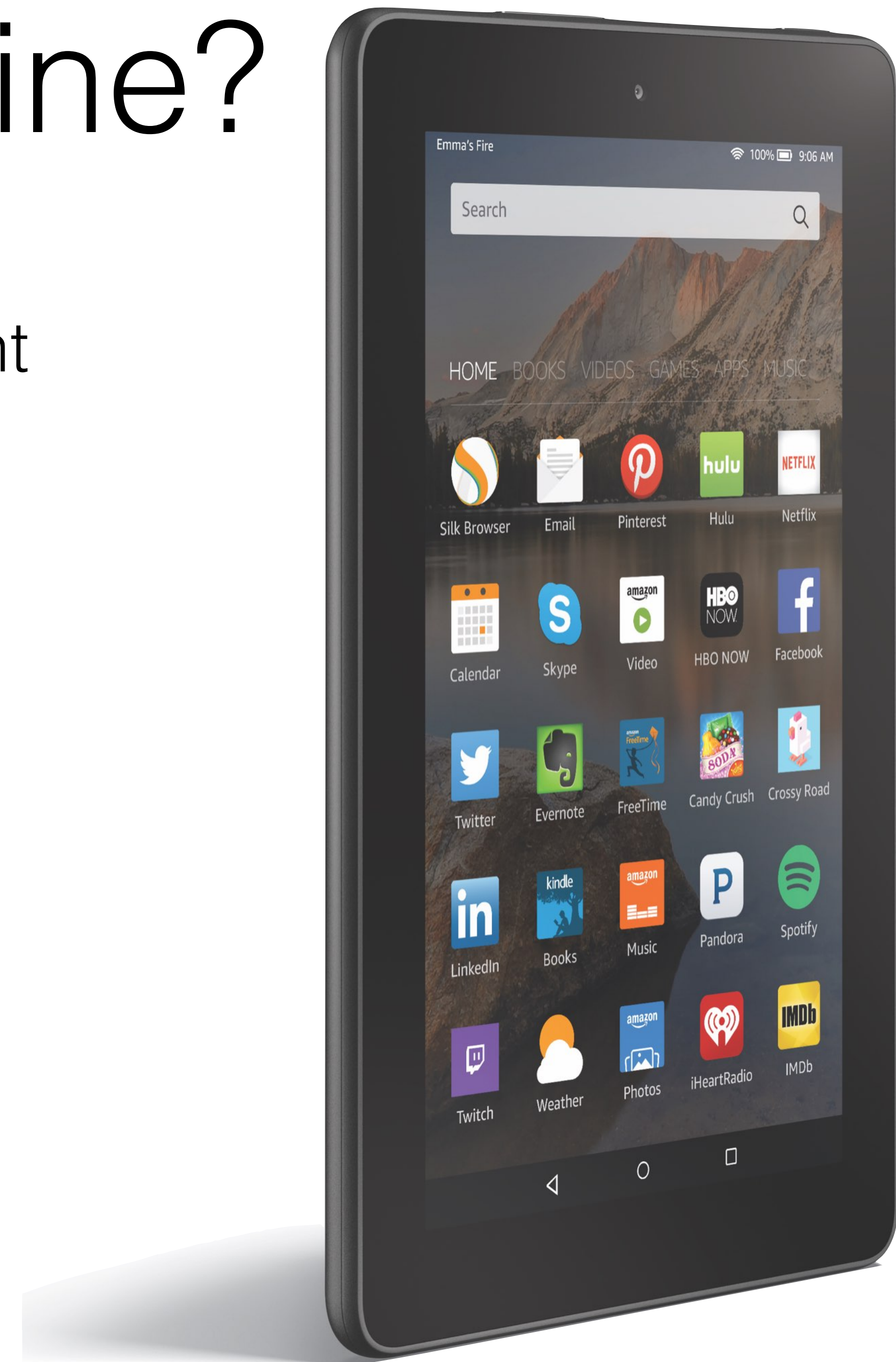
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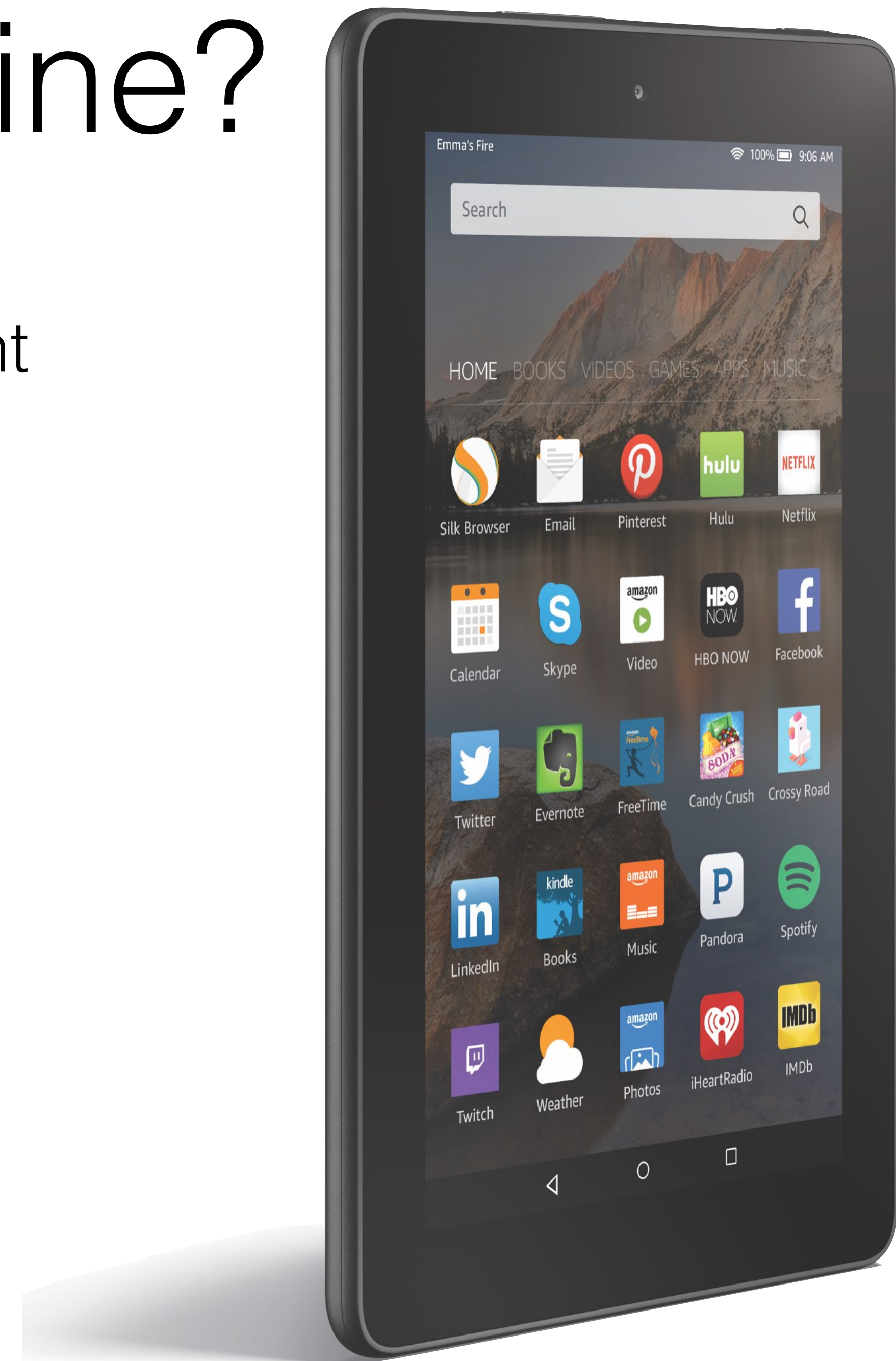
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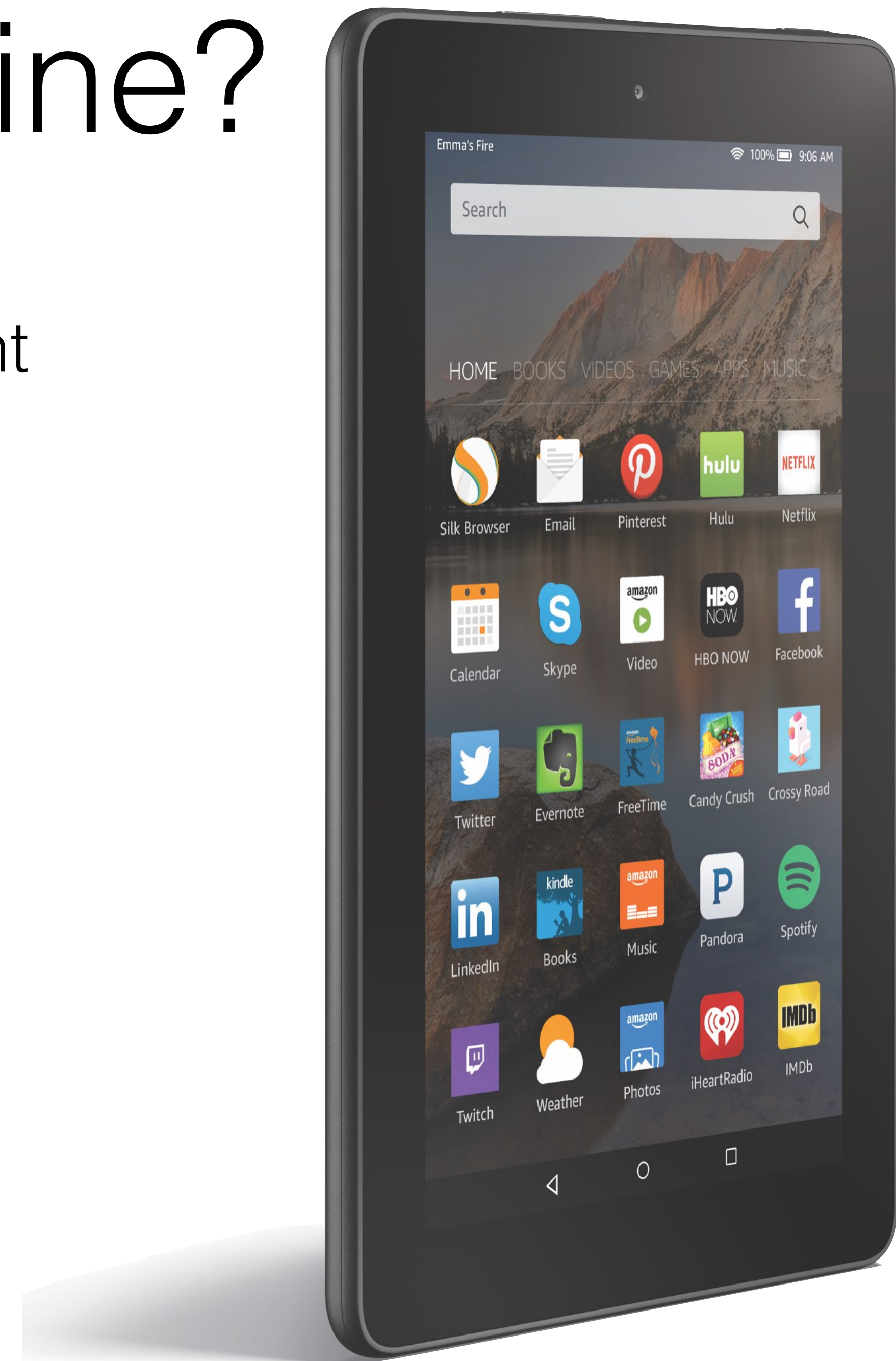
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- Music
- Photos





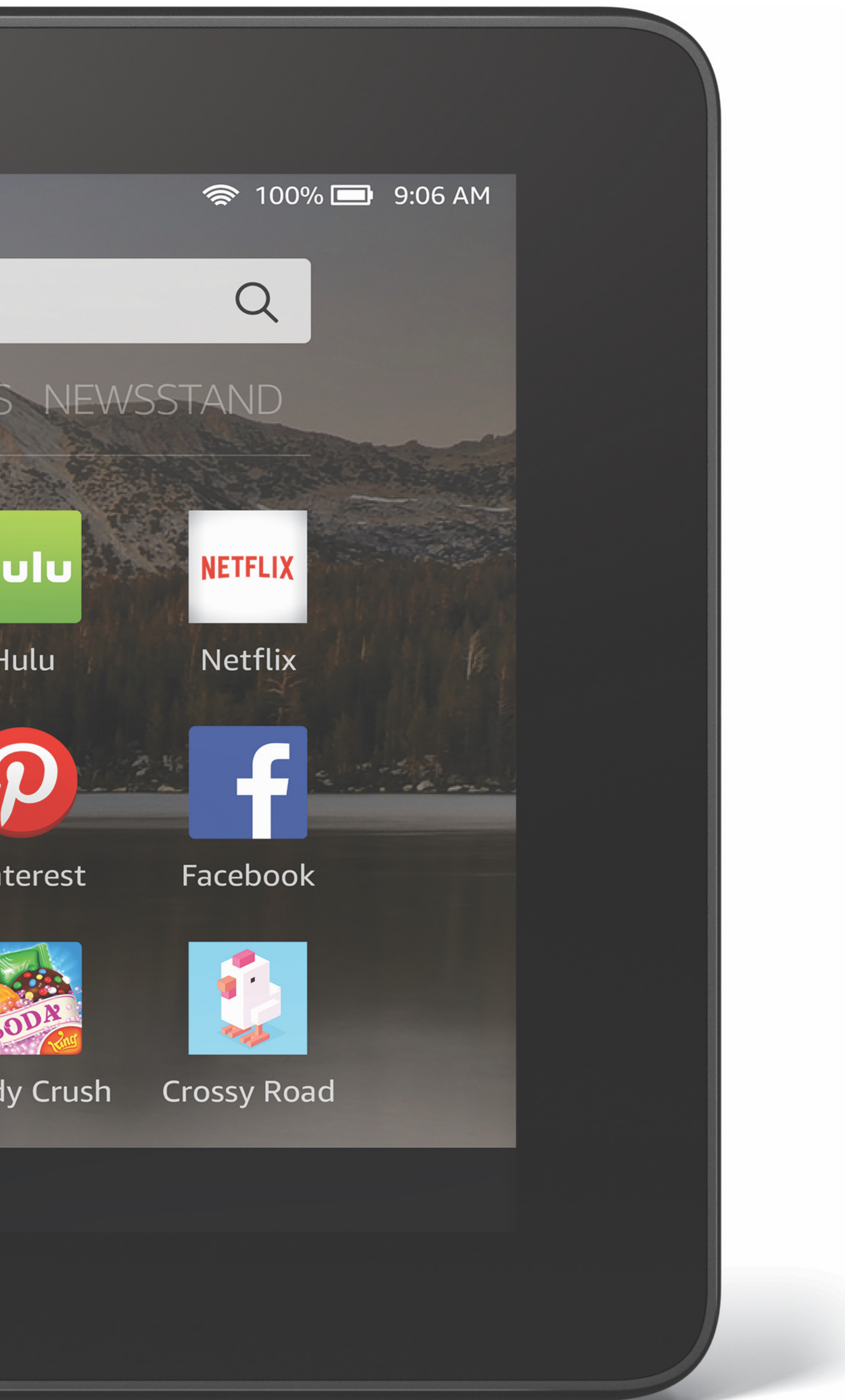
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- Kindle





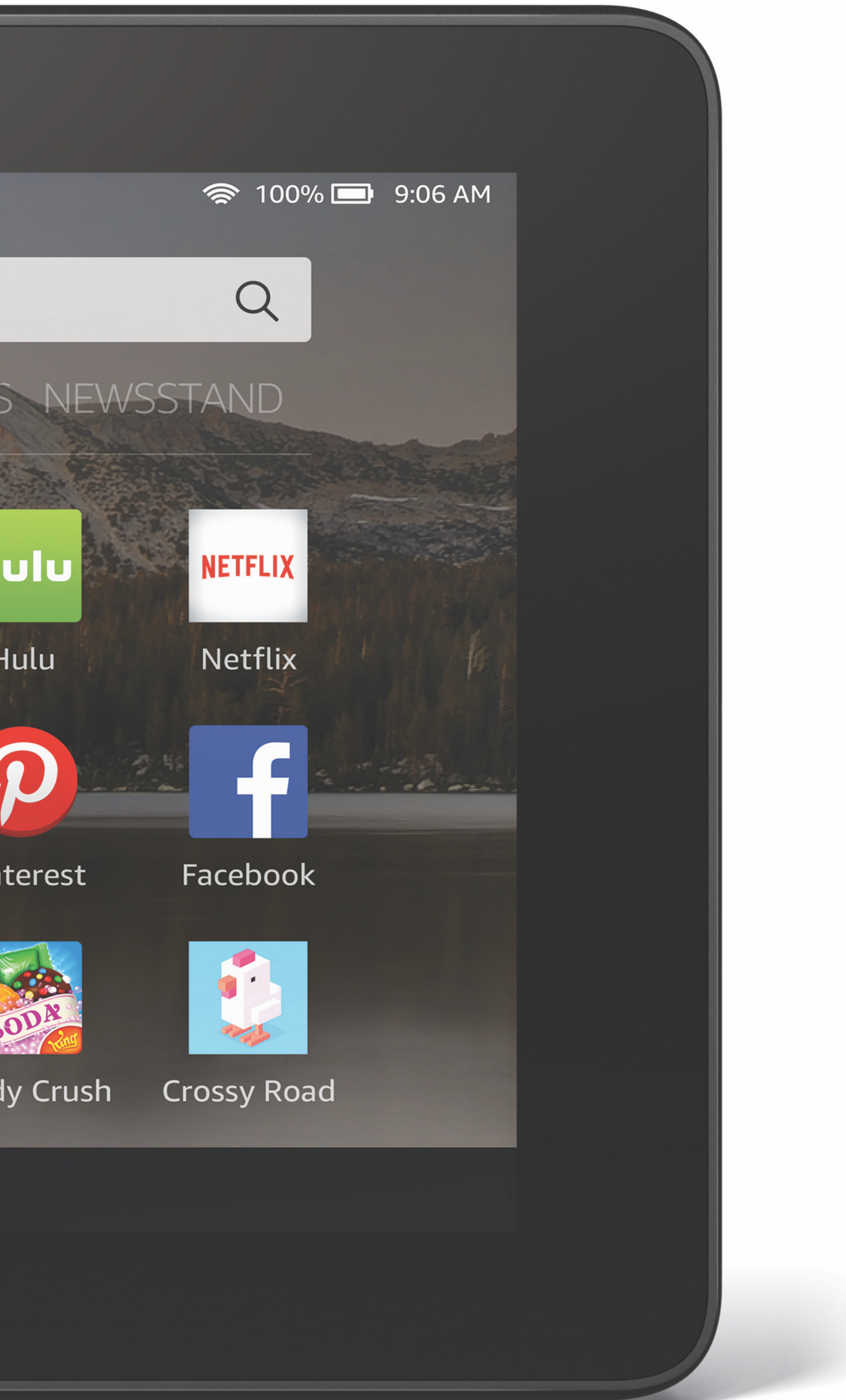
# The Basics





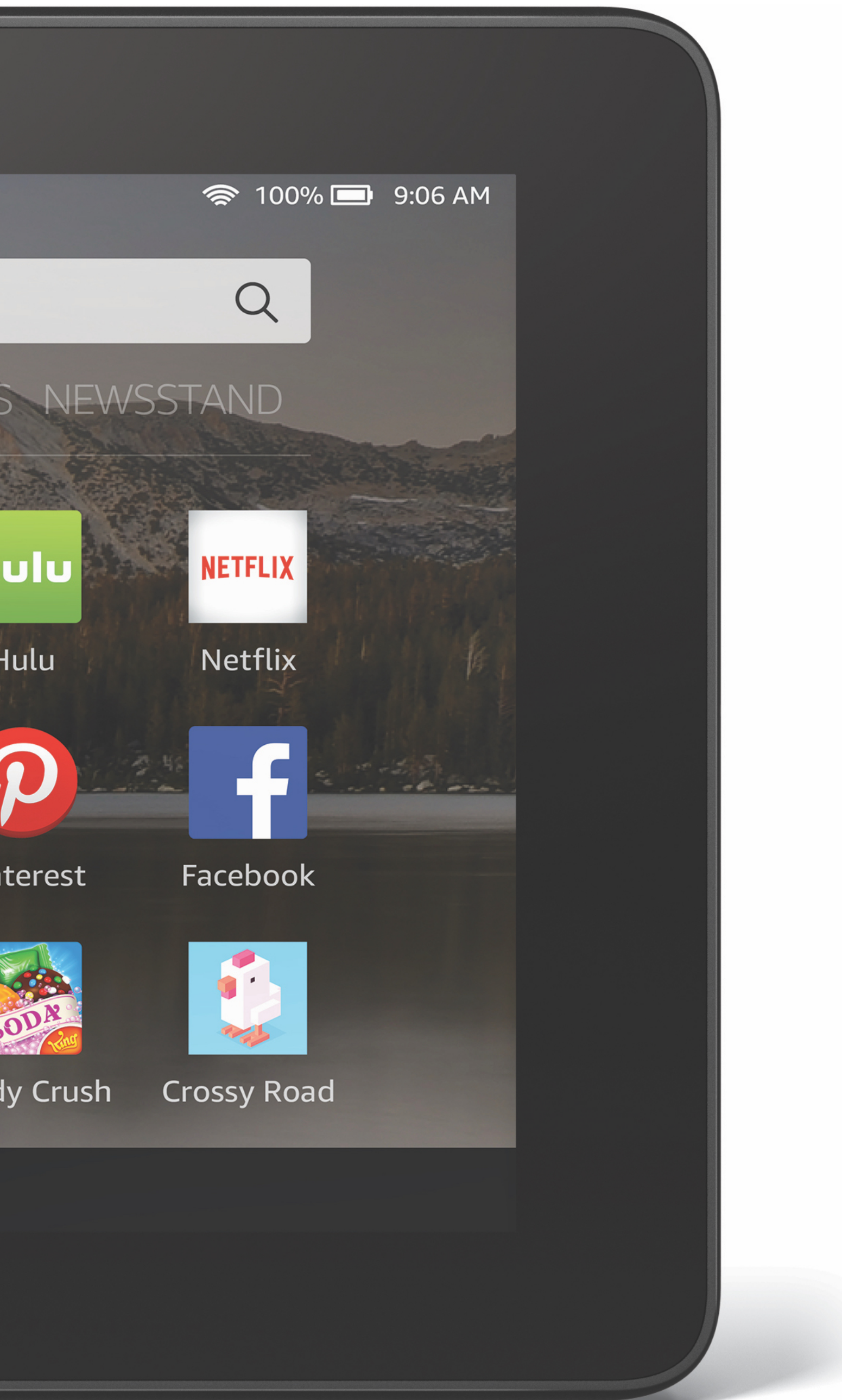
# The Basics

- 7" 1024x600  
touchscreen display





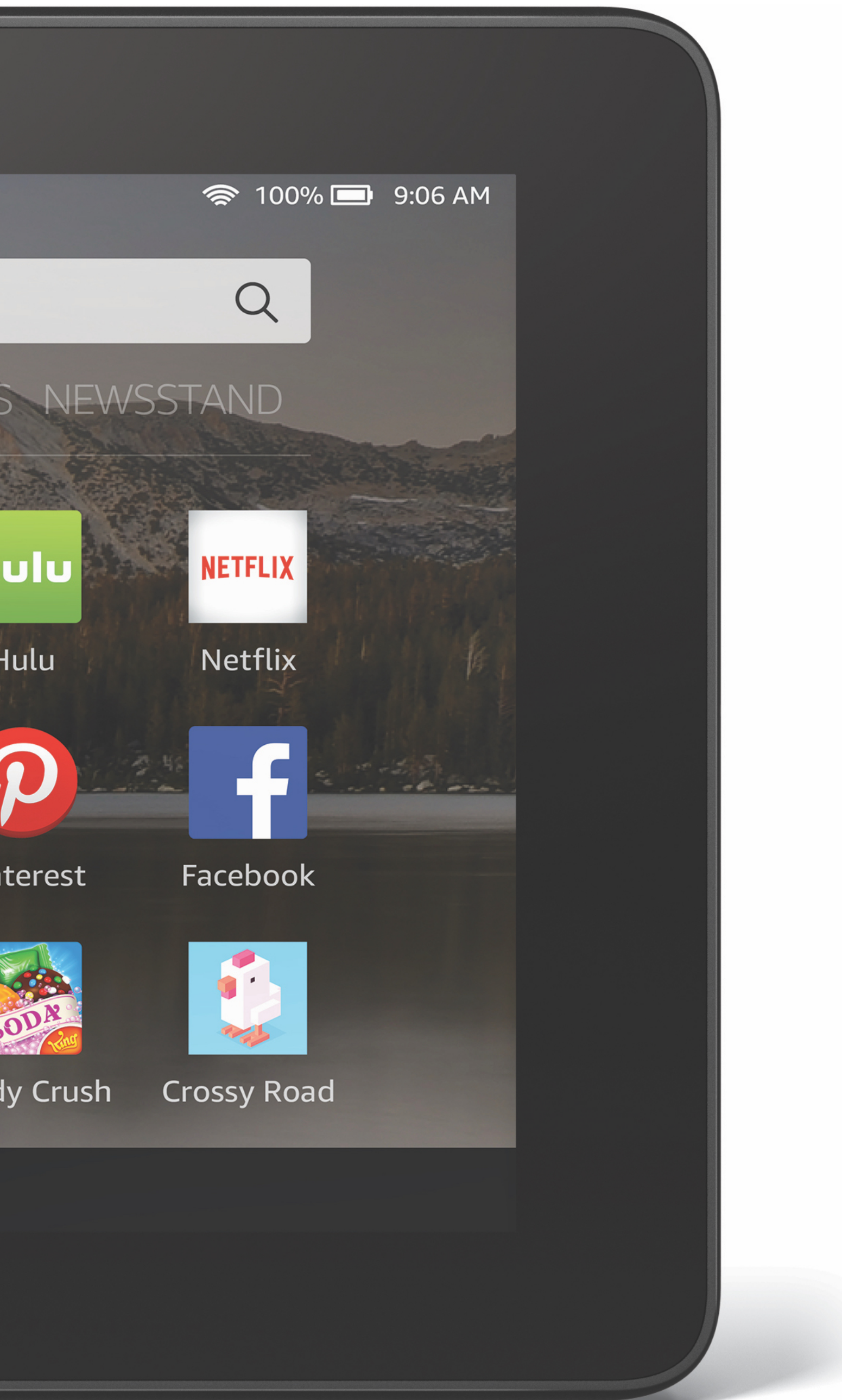
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- 7" 1024x600 touchscreen display
- Quad-core 1Ghz CPU



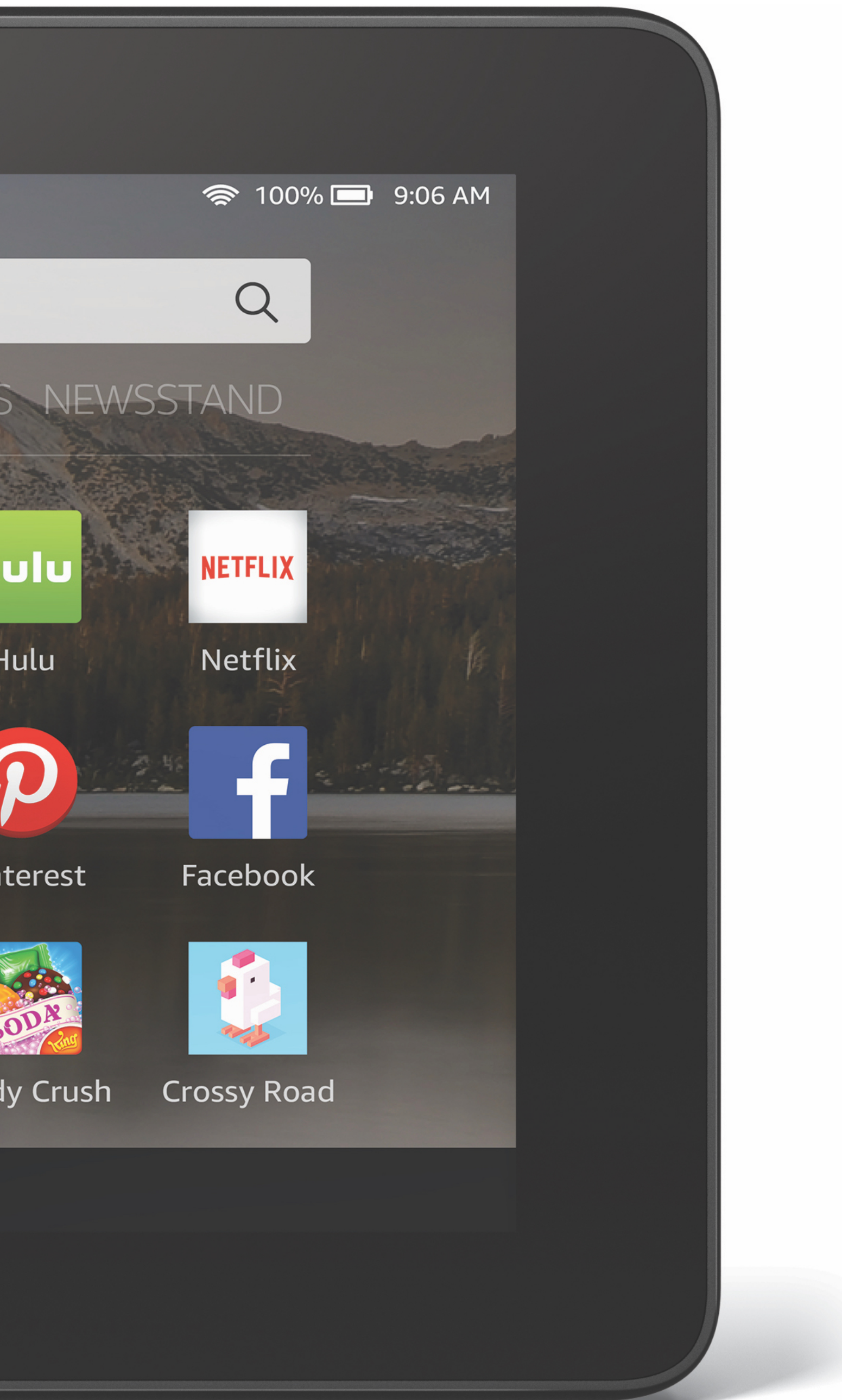
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- 7" 1024x600 touchscreen display
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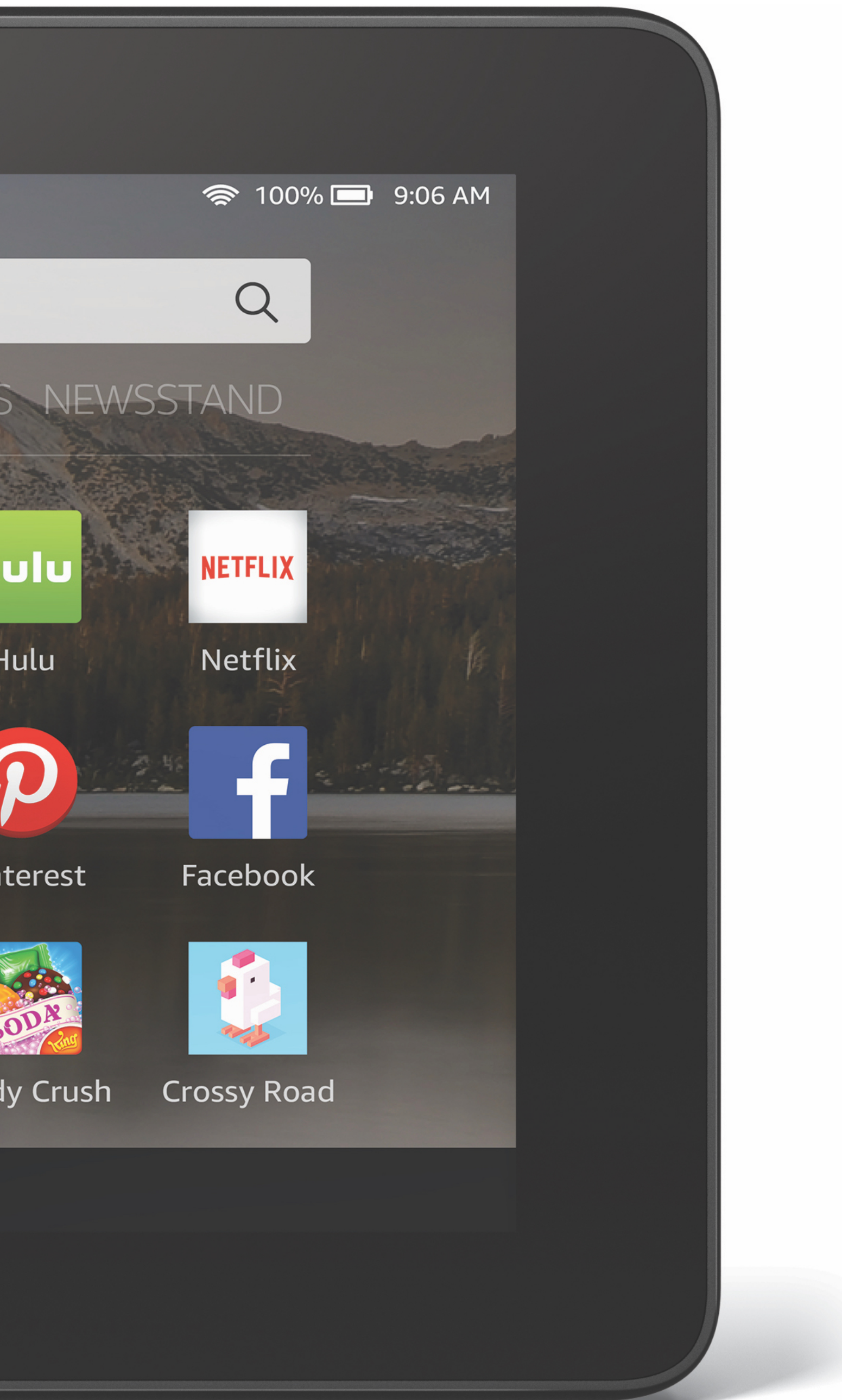
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- 7" 1024x600 touchscreen display
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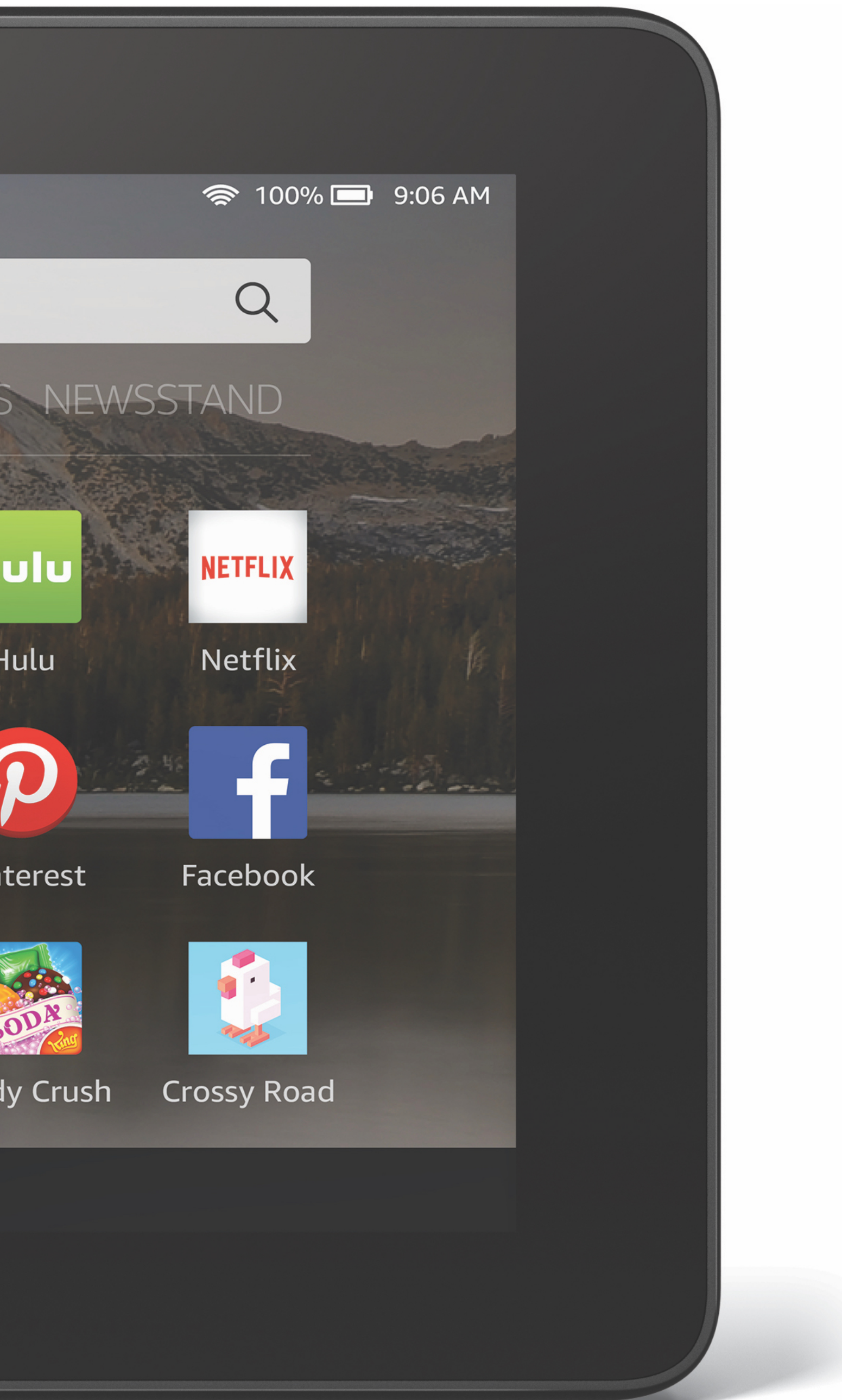
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- Quad-core 1Ghz CPU
- 8 or 16Gb RAM, expand via microSD slot
- Wi-Fi, Bluetooth, audio jack, microUSB port
- 2-megapixel rear camera, VGA front camera
- Comes with USB adapter, charge/sync cable



# What It Does Well





# What It Does Well

- Find, browse & buy from Amazon





# What It Does Well

- Find, browse & buy from Amazon
- Read Kindle books & magazines





# What It Does Well

- Find, browse & buy from Amazon
- Read Kindle books & magazines
- Watch Amazon videos





# What It Does Well

- Find, browse & buy from Amazon
- Read Kindle books & magazines
- Watch Amazon videos
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- Play games from the Amazon AppStore
- Browse the Web with Silk browser
- Email





# What It Does Well

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- Read Kindle books & magazines
- Watch Amazon videos
- View photos stored in Amazon Cloud Drive
- Play games from the Amazon AppStore
- Browse the Web with Silk browser
- Email
- Weather / clock / calculator





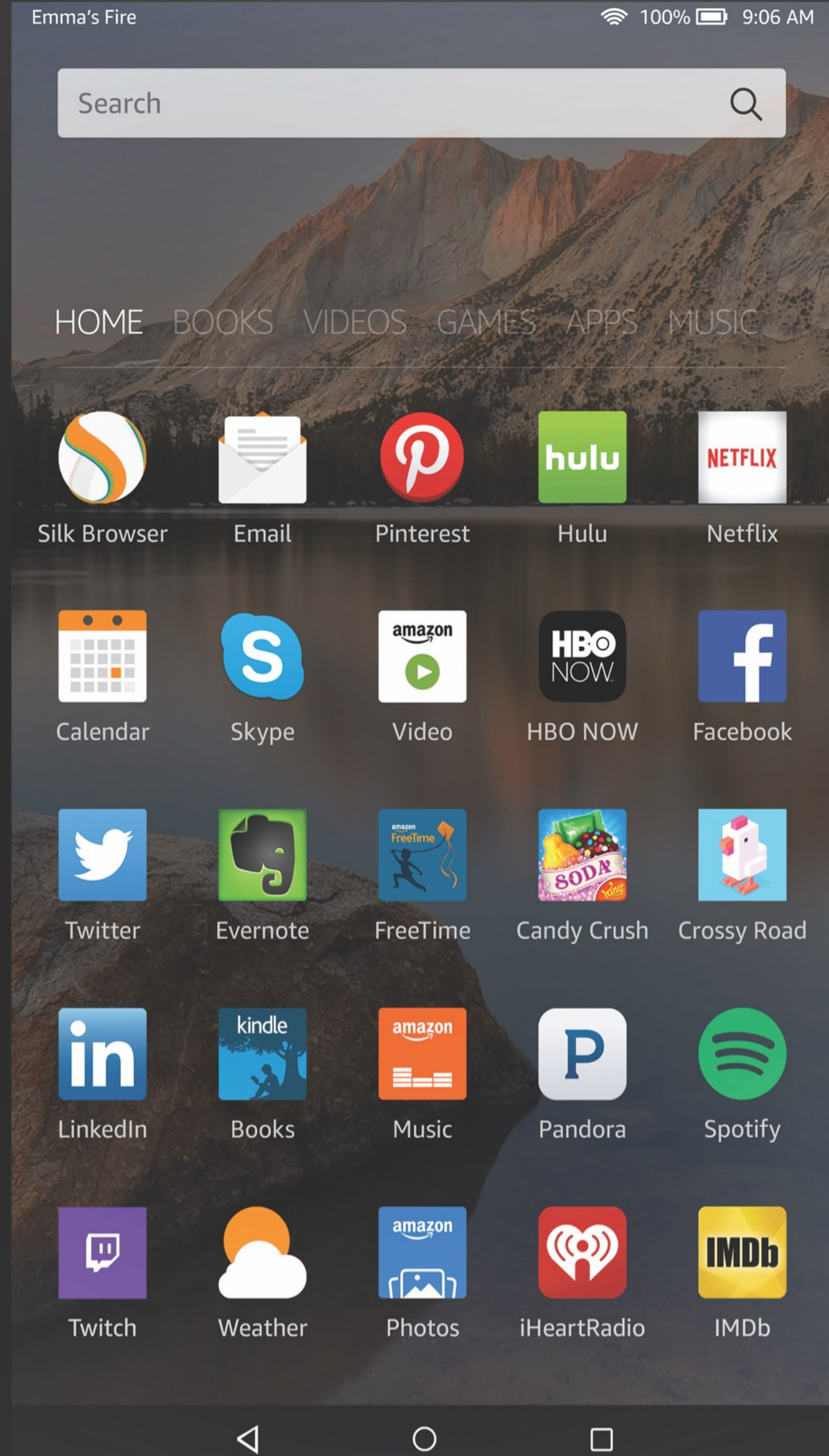
# Nice touches





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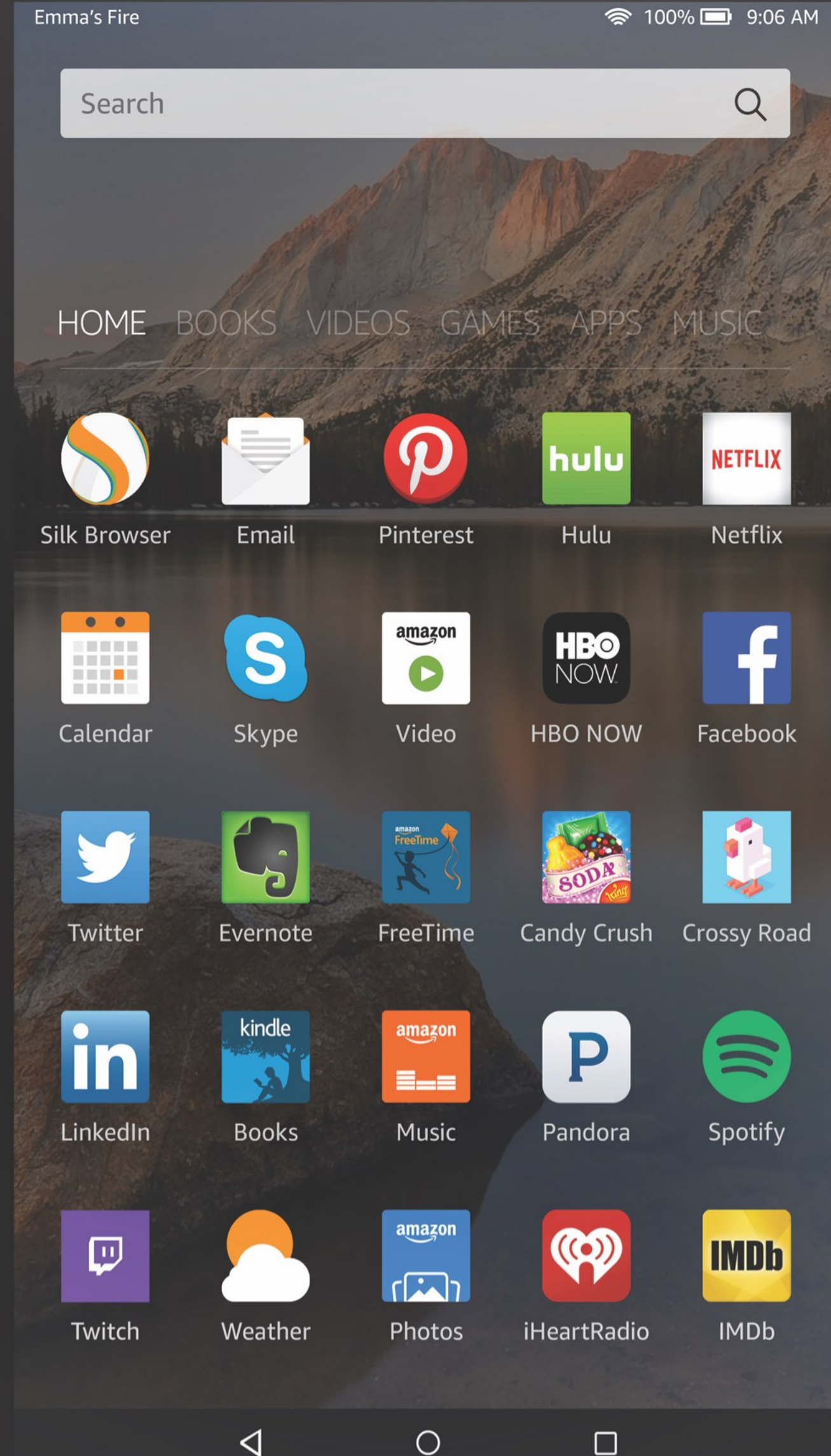
- Comes pre-registered & signed in to your Amazon Prime account





# Nice touches

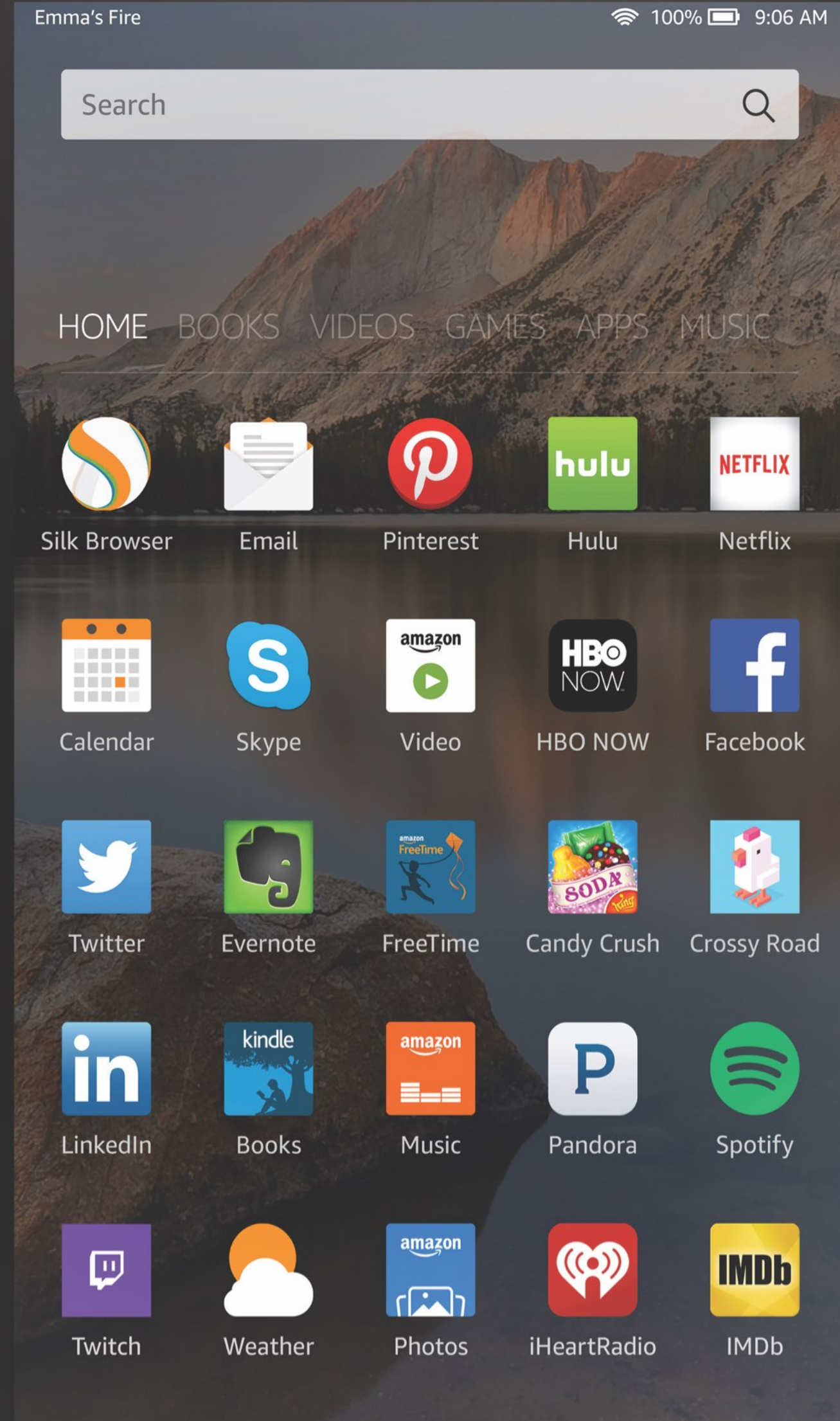
- Comes pre-registered & signed in to your Amazon Prime account
- Easy setup & built-in help





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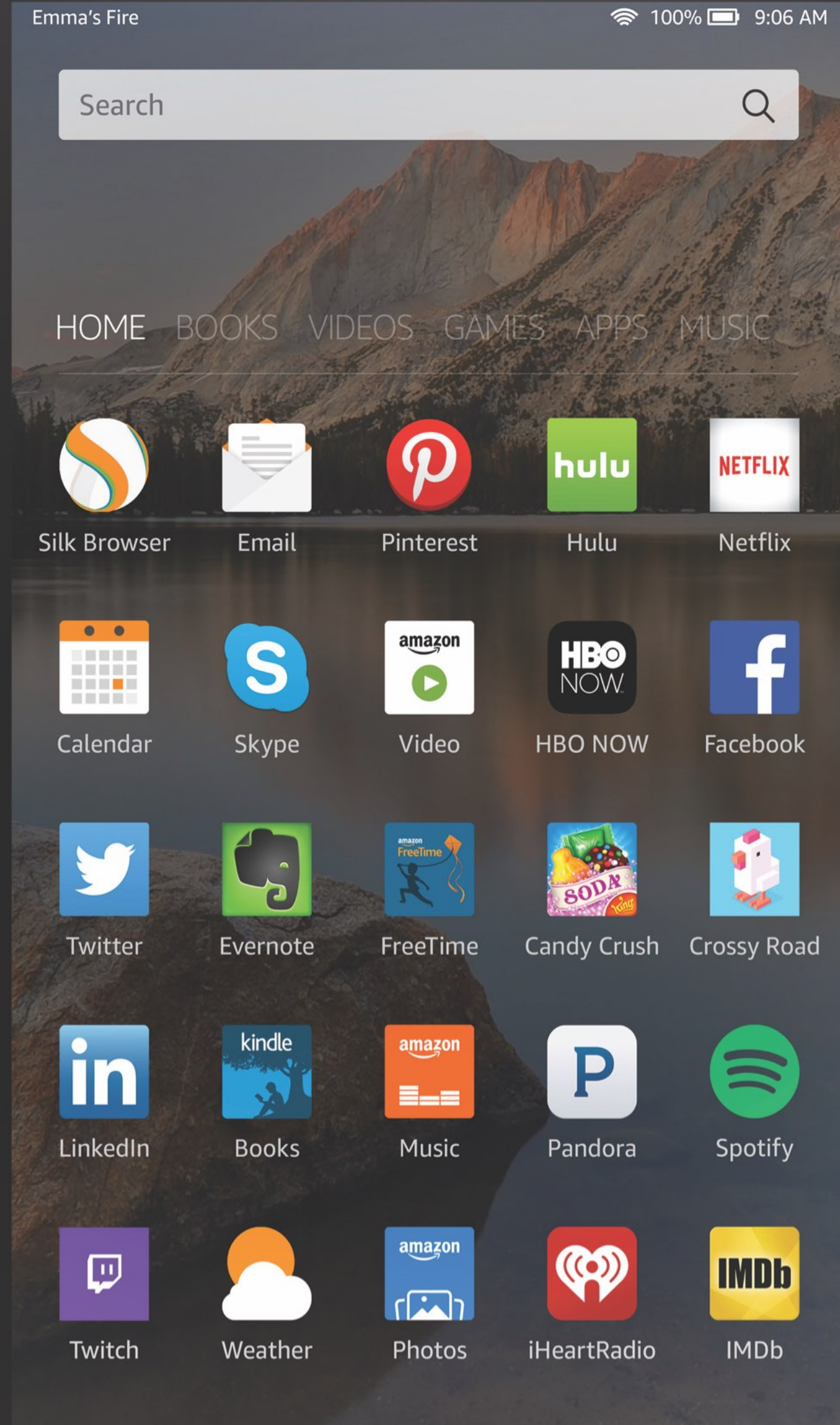
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- Easy setup & built-in help
- Easy email setup





# Nice touches

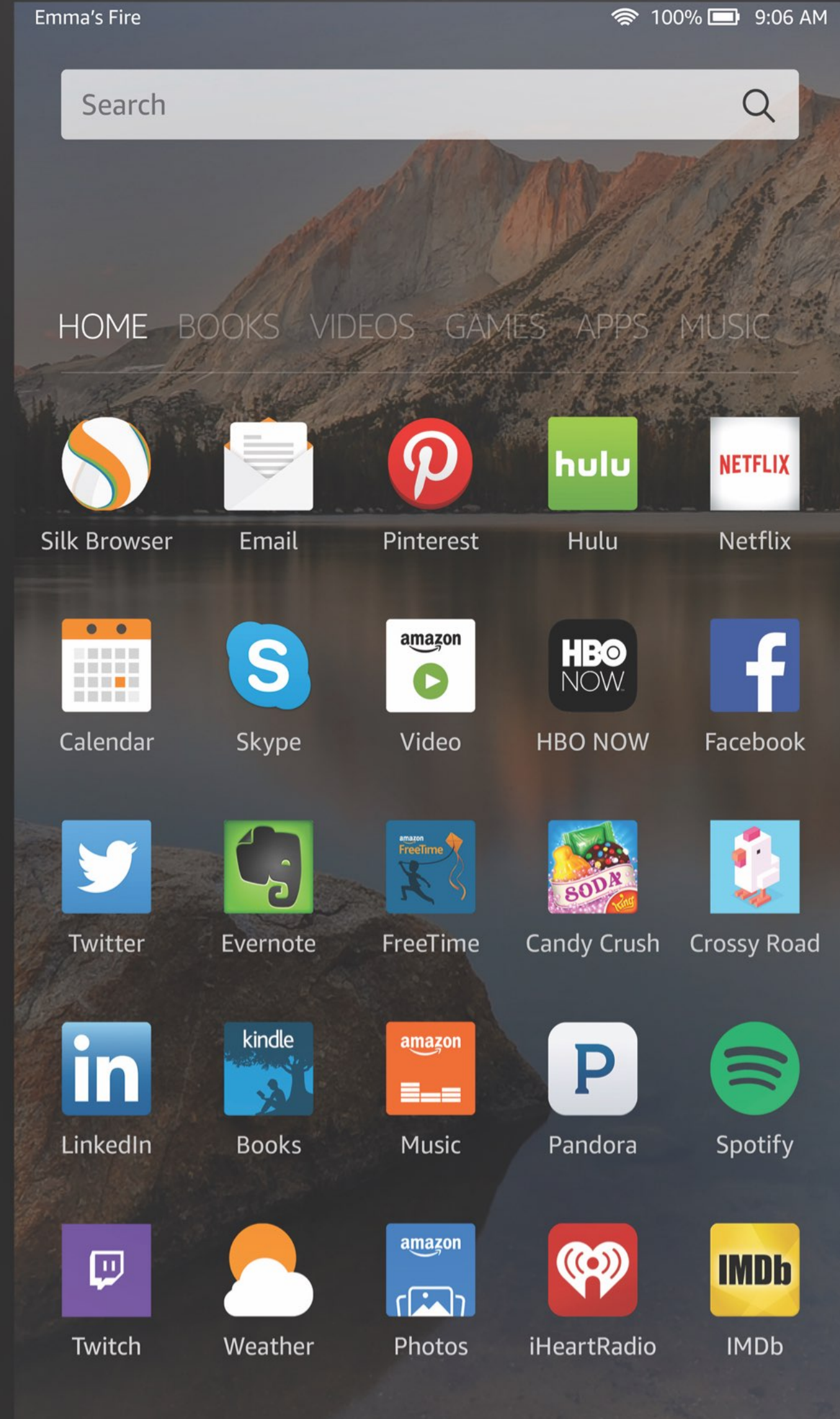
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- Easy email setup
- Amazon special offers shown on lock screen





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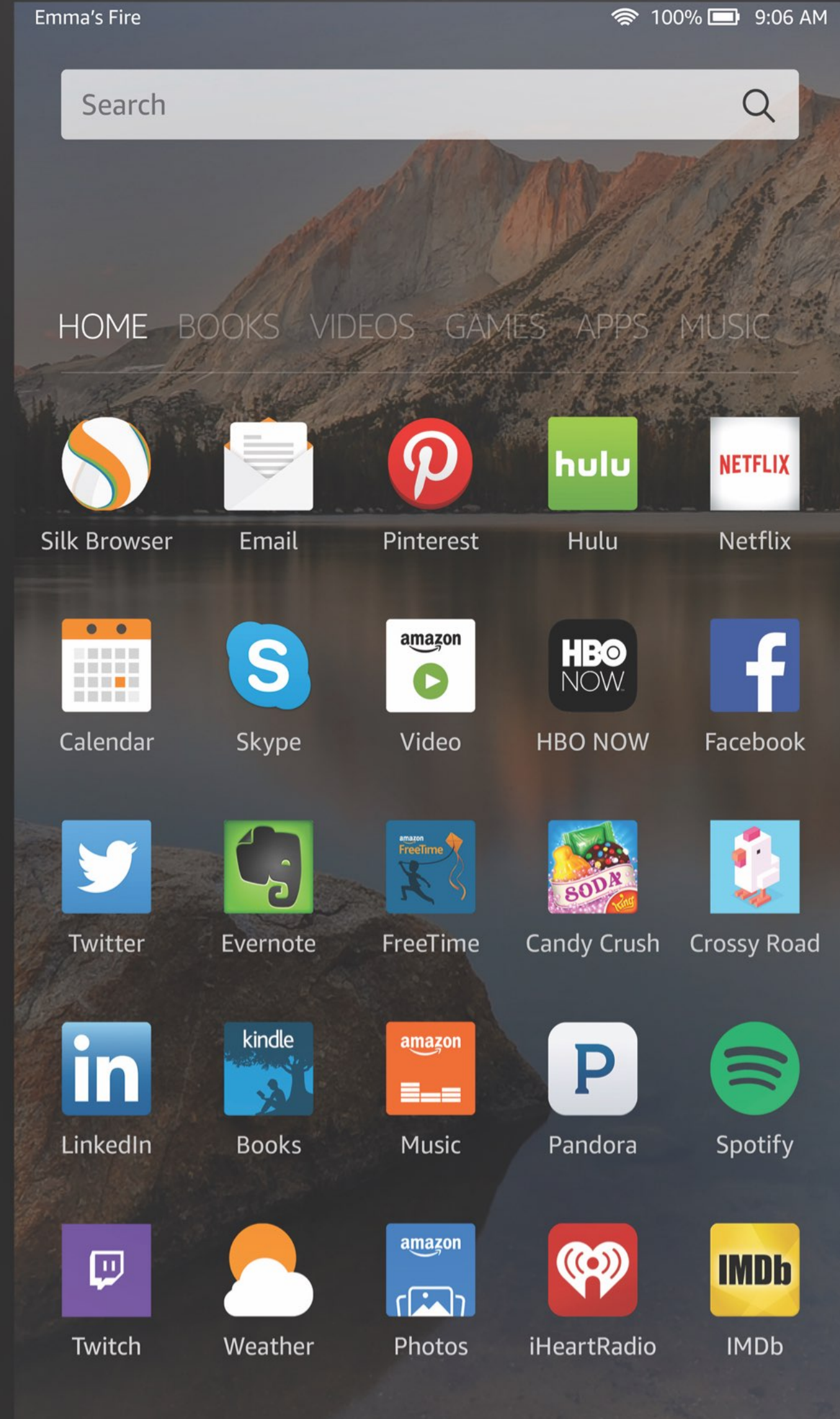
- Comes pre-registered & signed in to your Amazon Prime account
- Free 6-month subscription to Washington Post (owned by Bezos)
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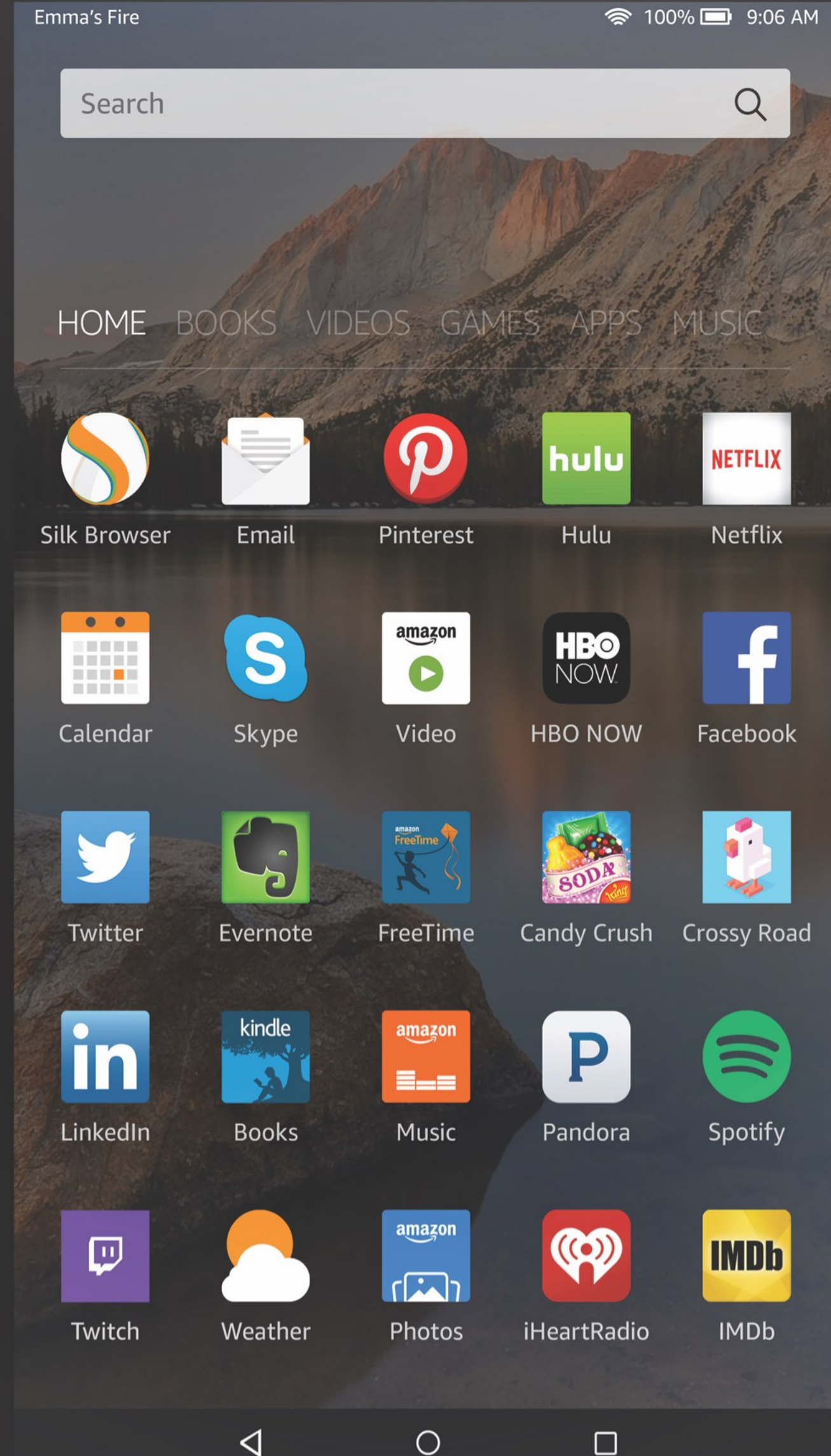
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- Easy, cheap storage expansion via microSD





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- Easy setup & built-in help
- Easy email setup
- Amazon special offers shown on lock screen
- Free 6-month subscription to Washington Post (owned by Bezos)
- Easy, cheap storage expansion via microSD
- Comes pre-loaded with your Kindle library, photos, Prime music, videos, games, etc.







# Photos & cameras





# Photos & cameras

- Free, unlimited cloud storage for all photos taken on Fire





# Photos & cameras

- Free, unlimited cloud storage for all photos taken on Fire
- Rear camera is not great, about where iPhone camera was 6 years ago





# Photos & cameras

- Free, unlimited cloud storage for all photos taken on Fire
- Rear camera is not great, about where iPhone camera was 6 years ago
- Front camera is crap, barely adequate for Skype video calls — but it's there

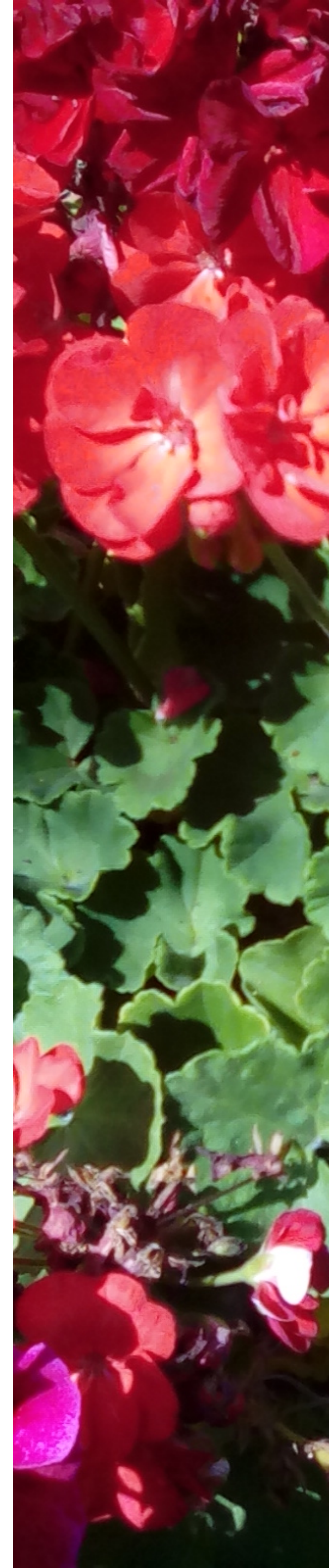




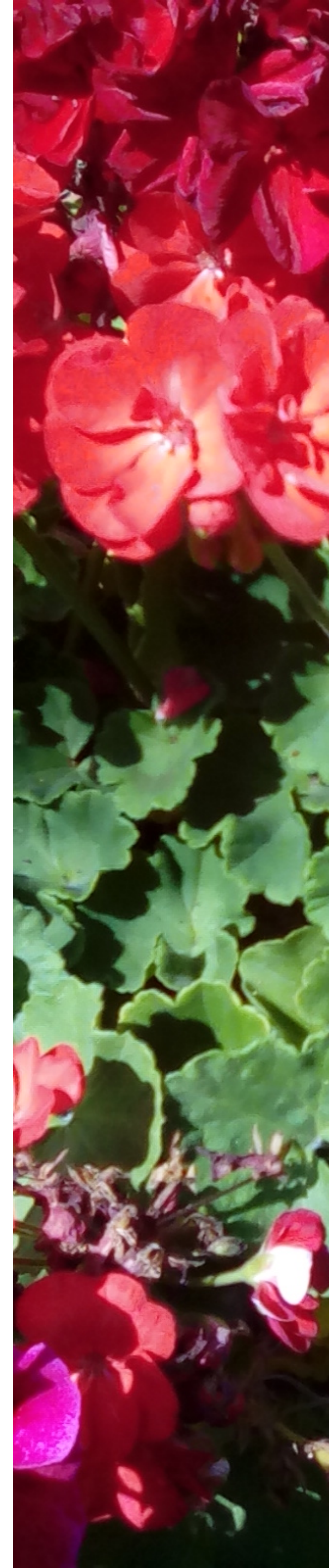


































# How Much?





# How Much?

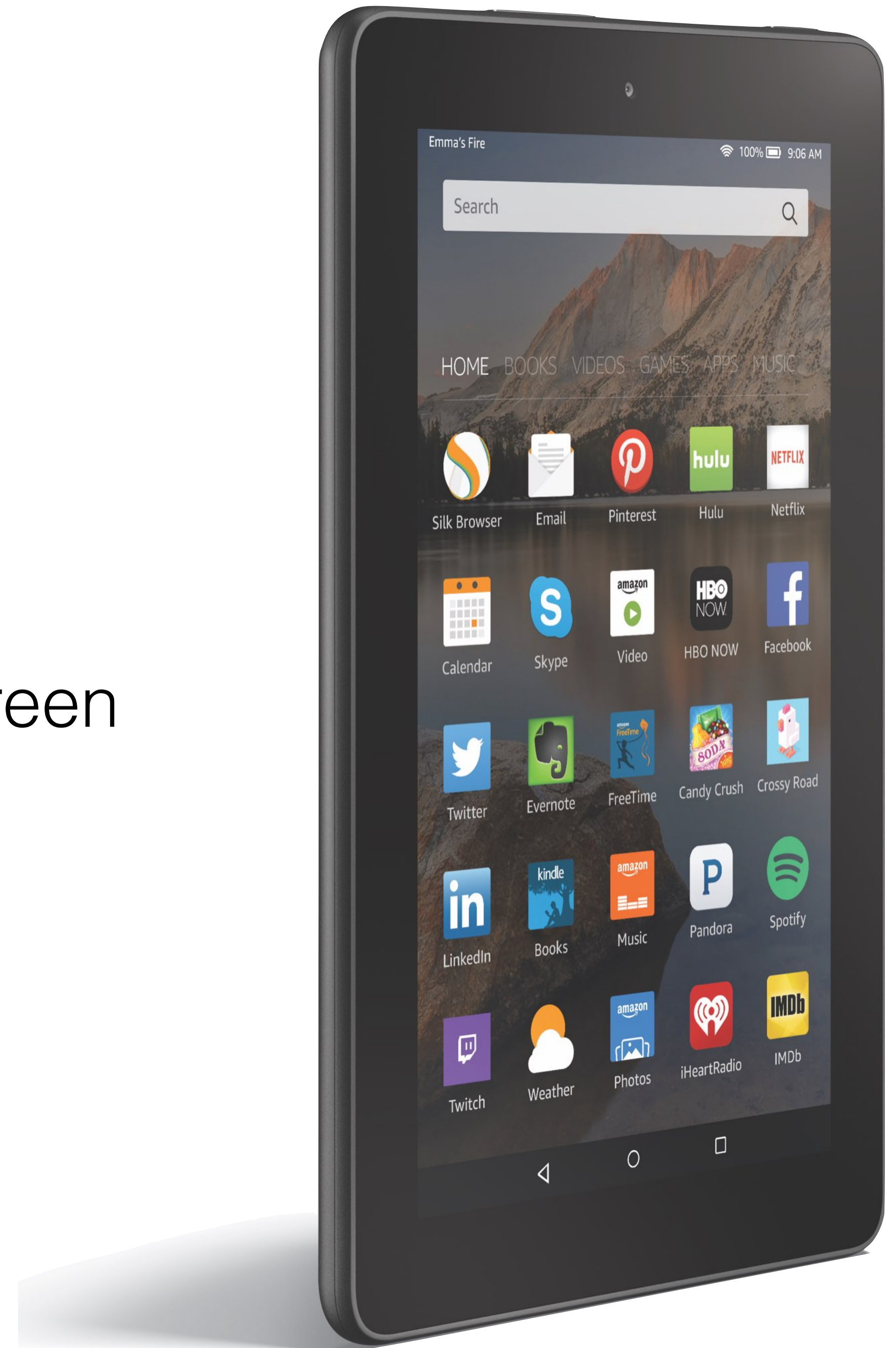
- \$49.99, with free shipping





# How Much?

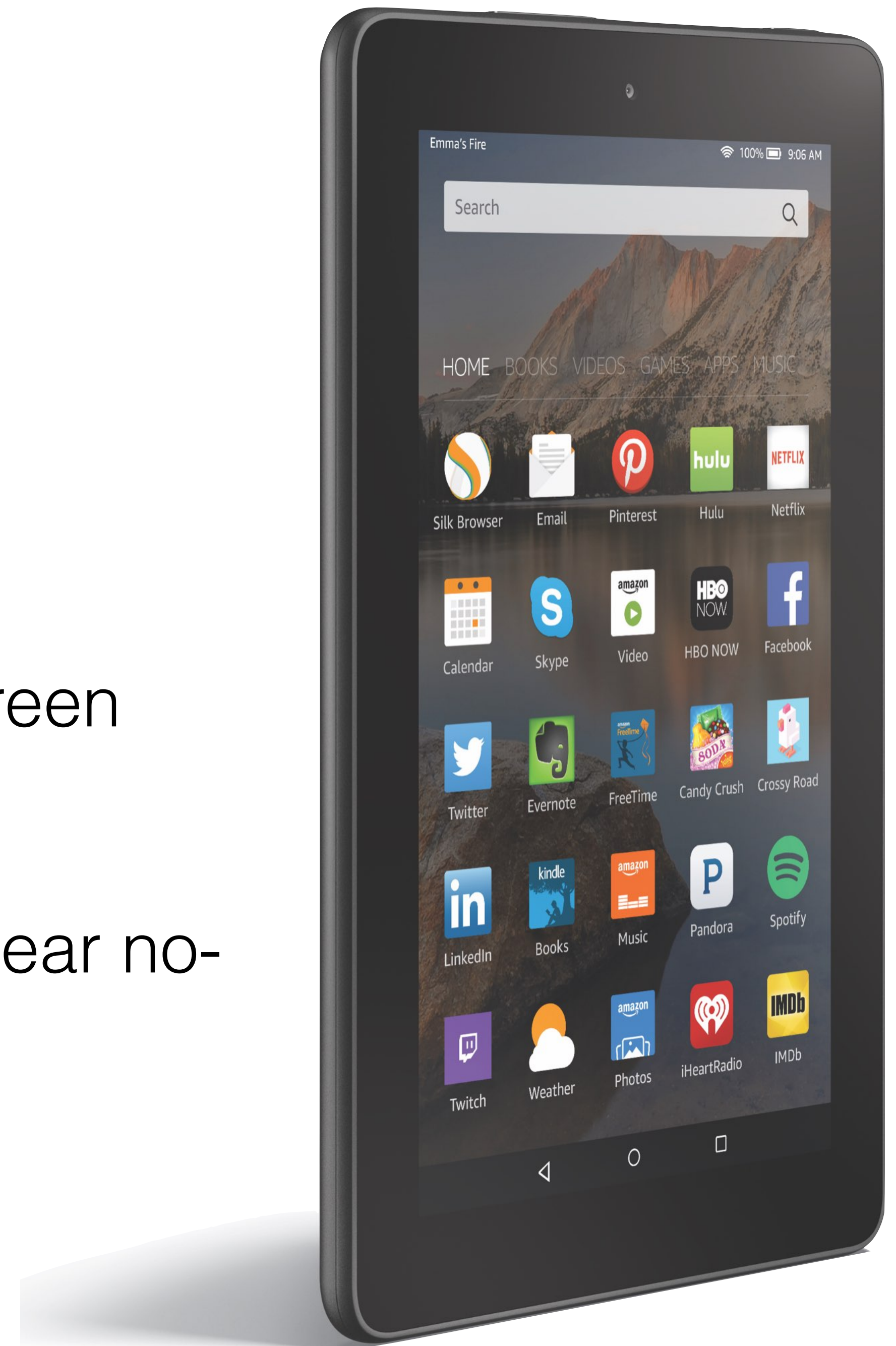
- \$49.99, with free shipping
- Bundle deals include 2-year warranty, screen protectors, Origami case





# How Much?

- \$49.99, with free shipping
- Bundle deals include 2-year warranty, screen protectors, Origami case
- Kids Edition: \$99, with special case & 2-year no-questions-asked replacement





# App-athetic

Many popular apps are not available on Fire

App	Workaround
Dropbox	None
1Password	None
Scanbot	Lots of poor-quality AppStore apps
Facebook Messenger	Use Messenger sidebar in Facebook app
WhatsApp	None
Gmail	Use Gmail Web
FitBit	None



# What's the catch?



# What's the catch?



# What's the catch?

**You can't**

**...but:**



# What's the catch?

**You can't**

**...but:**

Use Apple Messages, FaceTime, contacts, calendar, bookmarks, reminders, notes, iCloud services, etc.

It's \$50



# What's the catch?

**You can't**

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Use Apple Messages, FaceTime, contacts, calendar, bookmarks, reminders, notes, iCloud services, etc.

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Install Dropbox to sync 1Password

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Install Dropbox to sync 1Password

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Install 1Password

It's \$50

Install YouTube

It's \$50



# What's the catch?

**You can't**

**...but:**

Use Apple Messages, FaceTime, contacts, calendar, bookmarks, reminders, notes, iCloud services, etc.

It's \$50

Install Dropbox to sync 1Password

It's \$50

Install 1Password

It's \$50

Install YouTube

It's \$50

Install most Google services / apps

It's \$50



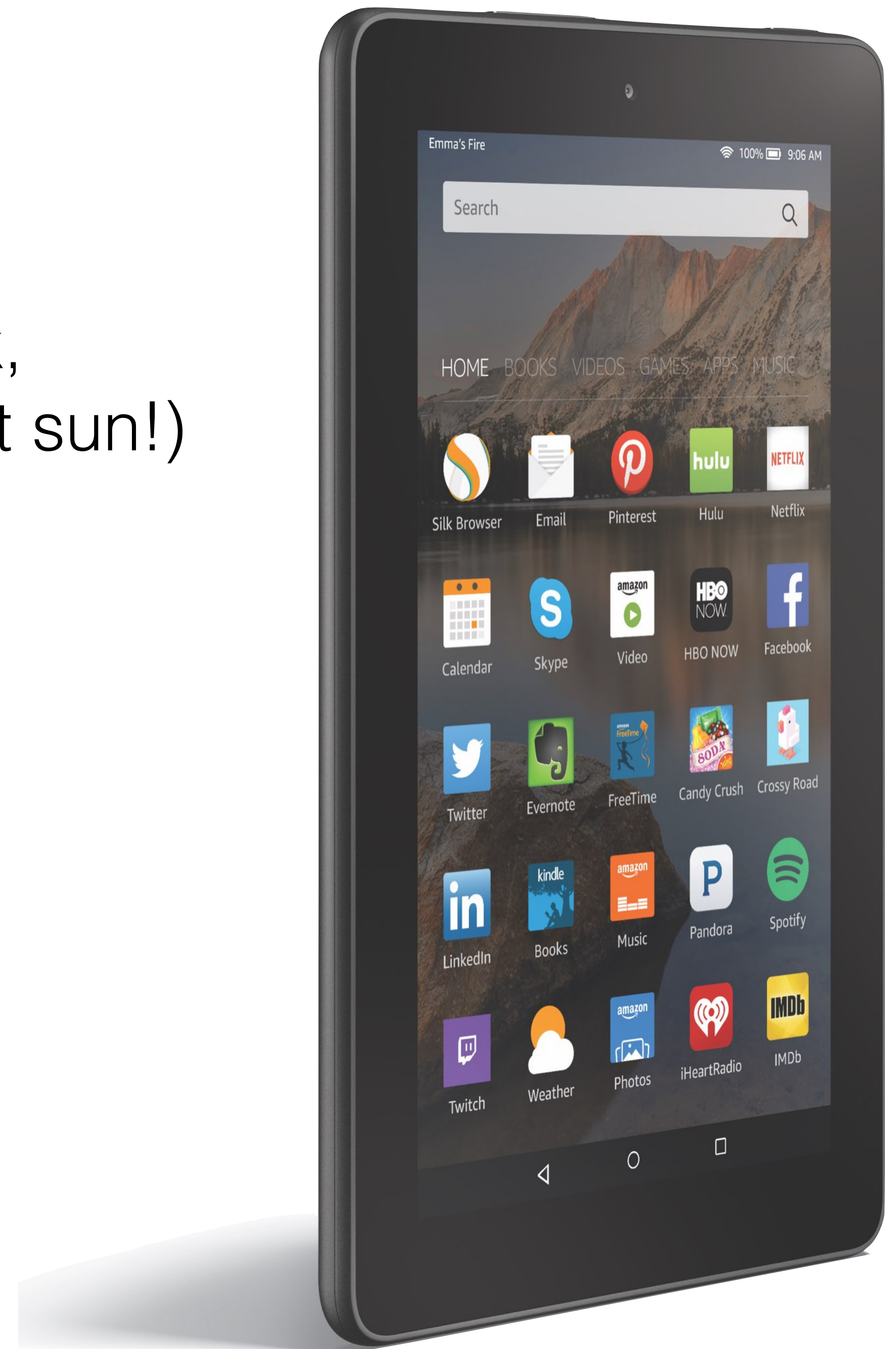
# Who is this for?





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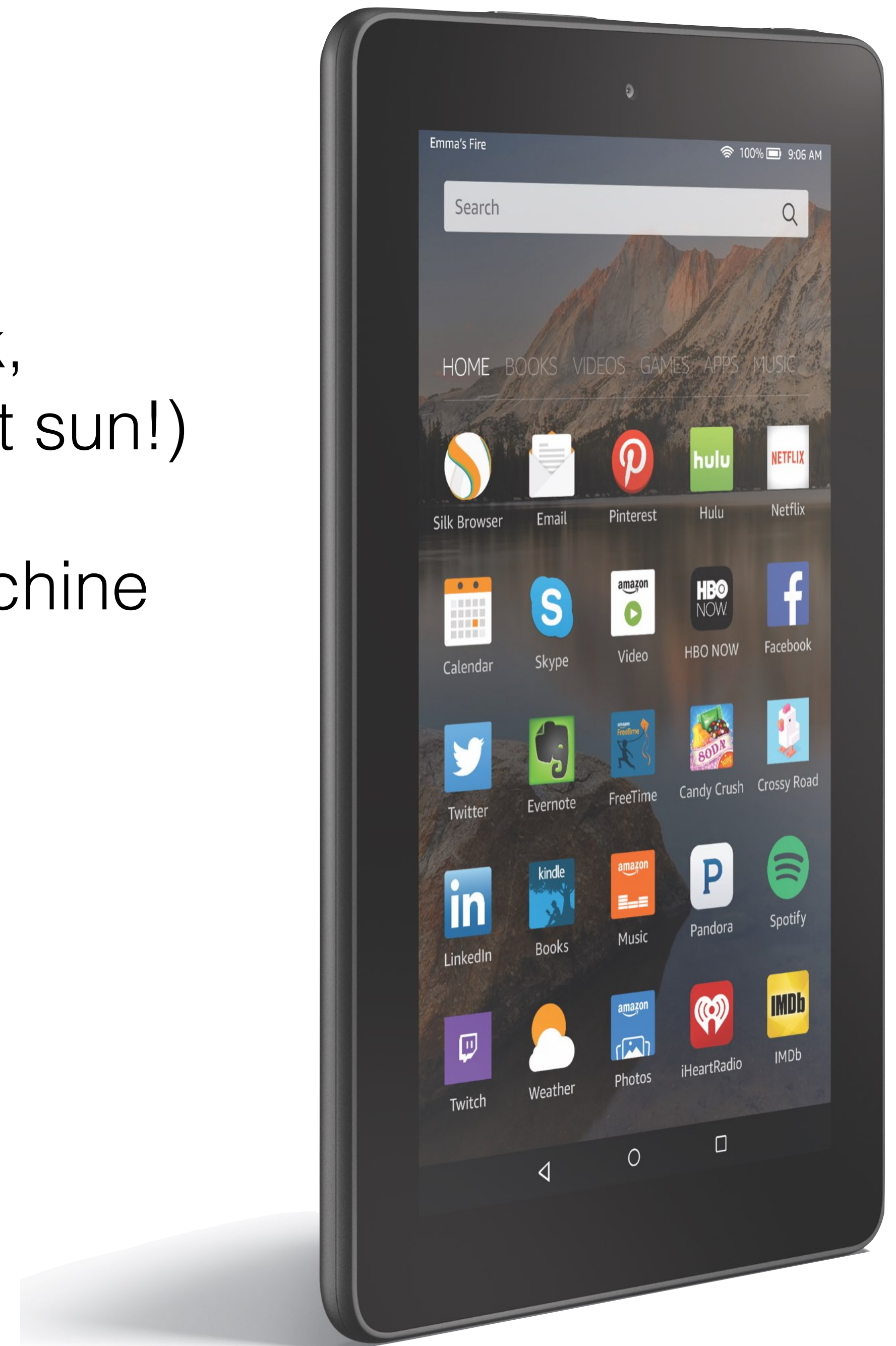
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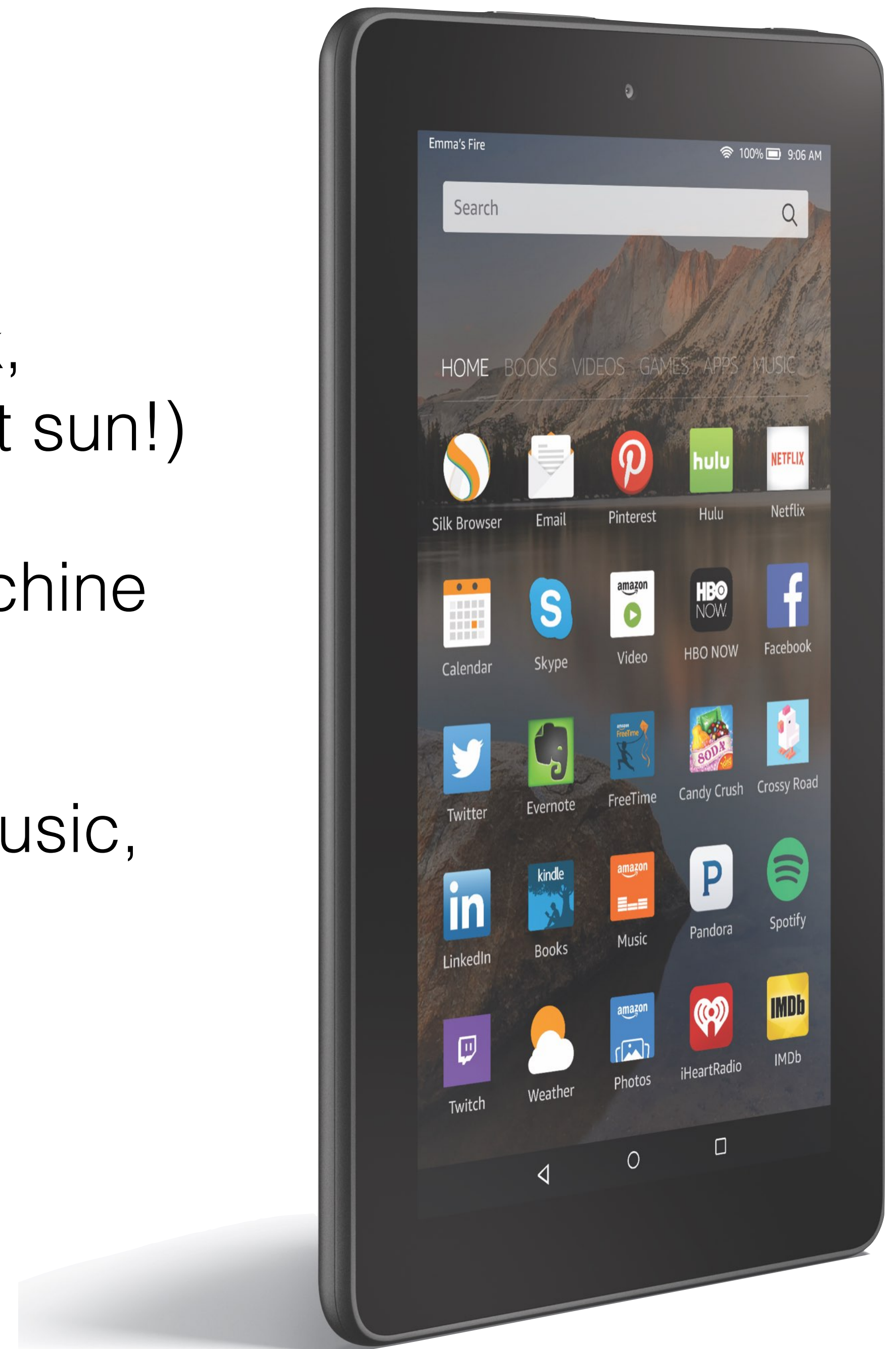
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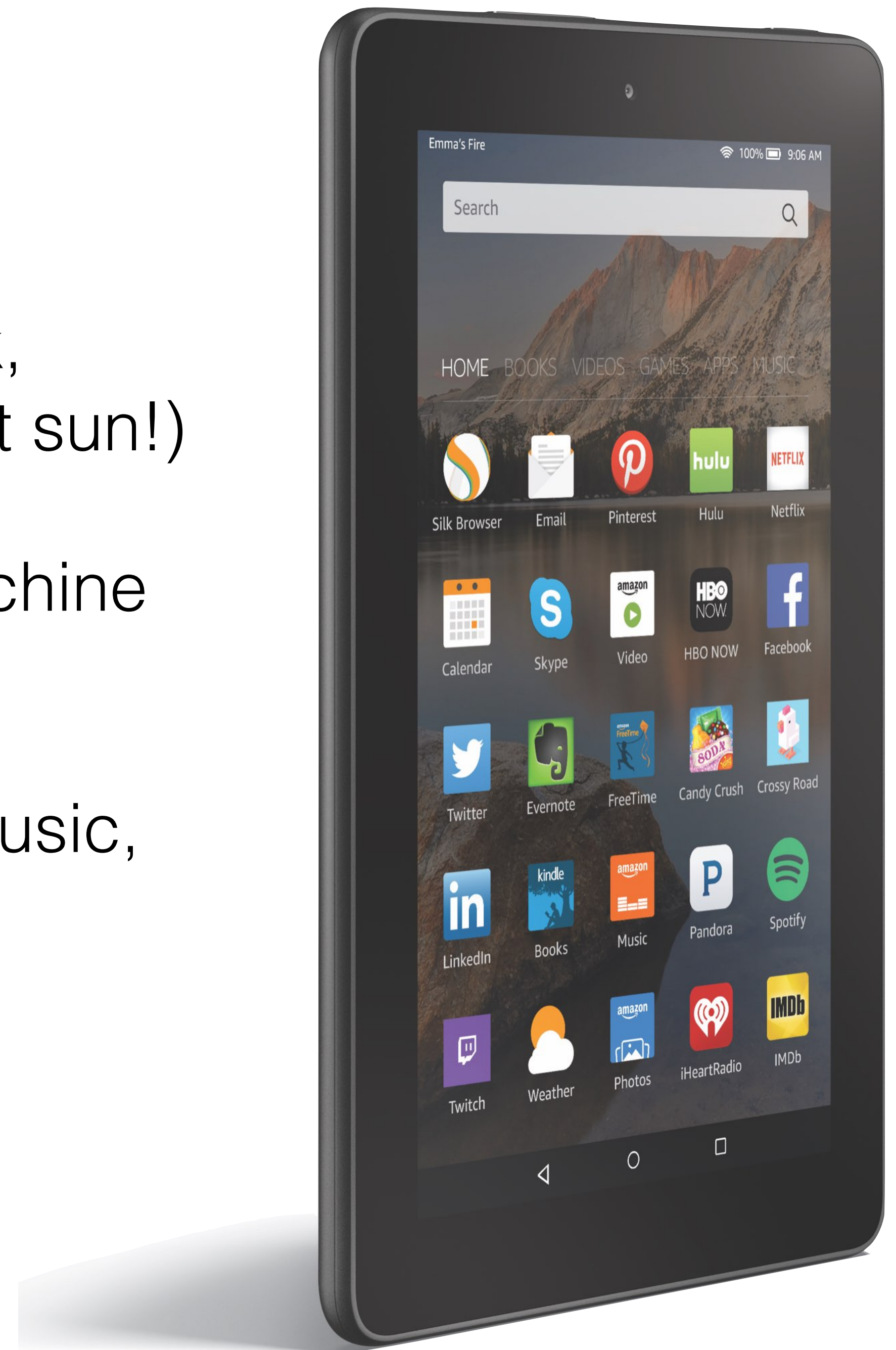
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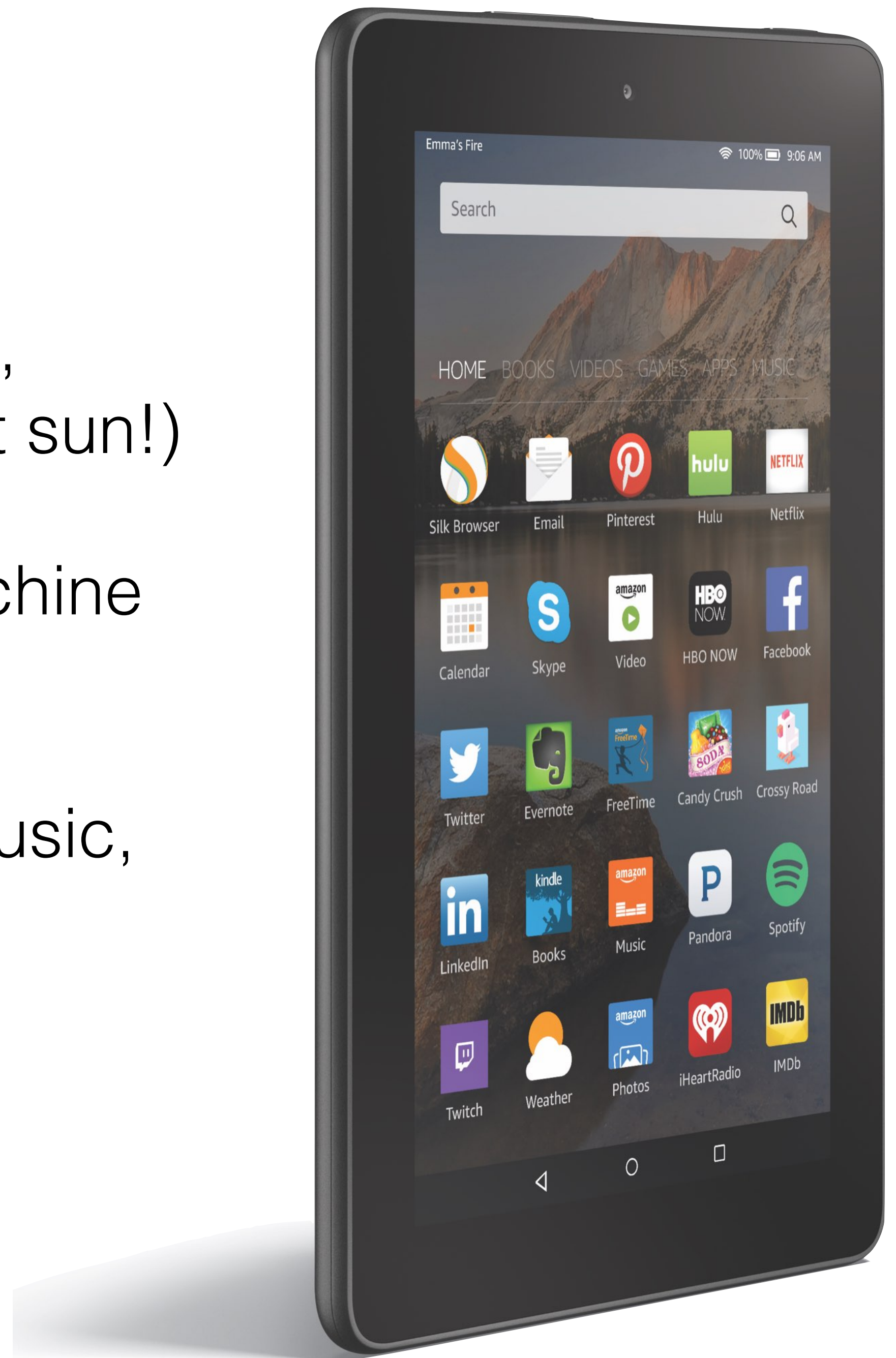
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- KIDS!





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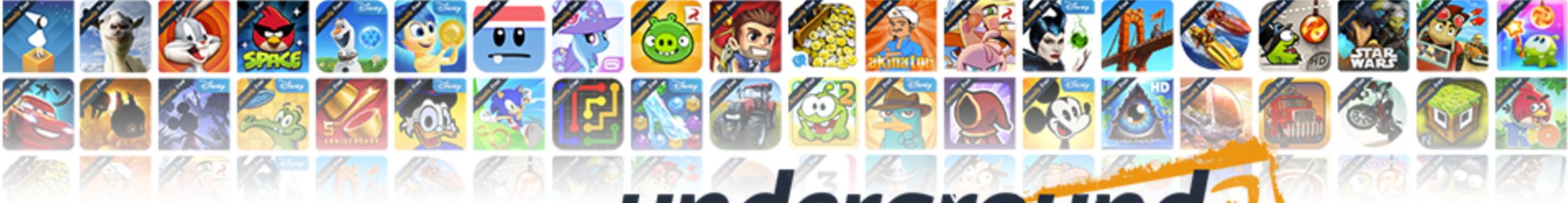








# Two kid-friendly features



WELCOME TO AMAZON *underground*

The same games you love. With Amazon Underground, they're *actually free*.


**Apps and games that are actually free.**

Amazon Underground has a great selection of premium apps and games for free and all in-app purchases are free too. Imagine if you had unlimited lives, levels, upgrades—everything. Good news, you do with Amazon Underground. Amazon Underground apps and games are 100% free. There's no more waiting for more lives or time, no more getting friends to sponsor your next level, and no more downloading a game only to have to pay for extras. All the lives, levels, time and “extras” you want are free. Just fun, continuous play.

**The apps and games you love. Now 100% free.**


Get popular paid apps for free like Goat Simulator, Office Suite Pro 8, Monument Valley, DuckTales: Remastered, and Castle of Illusion Starring Mickey Mouse. For apps and games like Looney Tunes Dash!, Frozen Free Fall, Angry Birds Slingshot Stella, and Star Wars Rebels: Recon Missions, that are already free to download, you now get all your in-app purchases for free.

There are hundreds of titles from top developers like Disney, Gameloft, Rovio Entertainment, and more. Just look for the ‘Actually Free’ sash on apps and games that would cost money in other app stores, but are actually free with Amazon Underground. [See the apps](#)



Jetpack Joyride on *underground*

VS.



Jetpack Joyride on Google Play

FREE	Download the game	FREE
FREE	25 Quick Revives	\$2.39*
FREE	Flying V Jetpack	\$3.99*
FREE	COLLOSATRON	\$4.78*
FREE	Coin Ultimate Pack	\$29.99

Actually Free

PRICE

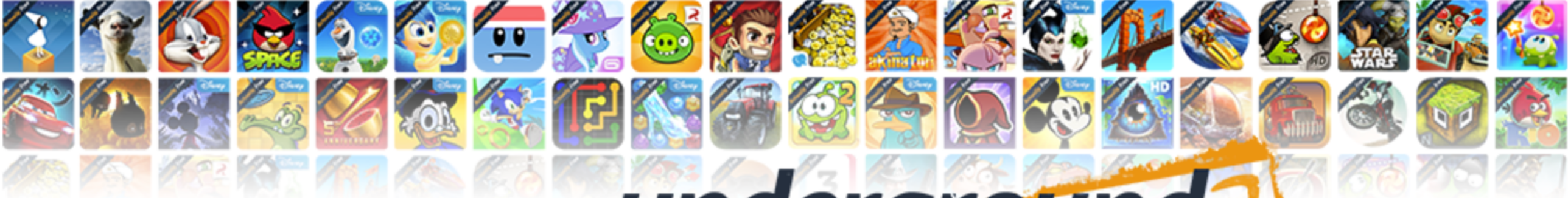
\$41.15

\*Costs are estimated based on a 50,000 Coin Pack purchase.



# Two kid-friendly features

- Amazon Underground: thousands of actually free games, many especially for kids.



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# Two kid-friendly features



**amazon**  
**FreeTime**  
**unlimited**

Unlimited access to 10,000 kid-friendly books, movies, TV shows, educational apps, and games. Starting at just \$2.99 per month.

[Start your 1-month free trial](#)

Requires a compatible device - Fire tablet, Fire TV or Kindle

By clicking the button above, you agree to the [Amazon FreeTime Unlimited Terms and Conditions](#). To subscribe to FreeTime Unlimited, you will need to set up an Amazon child profile and a 1-Click credit card. At the end of any applicable free trial period, you authorize us to charge your 1-Click credit card or another available credit card on file the monthly fee (see pricing details below) plus applicable tax until you cancel. You may cancel your subscription at any time from within the FreeTime section of Settings on your Fire tablet, Kindle e-reader or Amazon Fire TV.

## Endless kid stuff. No grownup stuff.

**Amazon FreeTime Unlimited** is an all-in-one subscription for kids that offers unlimited access to thousands of kid-friendly books, movies, TV shows, educational apps, and games.

3 to 5



6 to 8



9 to 12



... and thousands more



# Two kid-friendly features

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### 3 to 5



### 6 to 8



### 9 to 12



... and thousands more



# Two kid-friendly features

- Amazon FreeTime Unlimited: \$2.99/month
- Unlimited access to thousands of kids-only games, videos, apps, TV shows and books



The advertisement features a child holding a blue tablet displaying various kid-friendly content. The Amazon FreeTime Unlimited logo is prominently displayed in the top right corner. Below the logo, text describes the service: 'Unlimited access to 10,000 kid-friendly books, movies, TV shows, educational apps, and games. Starting at just \$2.99 per month.' A yellow button labeled 'Start your 1-month free trial' is positioned below the text. A small disclaimer at the bottom of the button area states: 'Requires a compatible device - Fire tablet, Fire TV or Kindle'.

By clicking the button above, you agree to the [Amazon FreeTime Unlimited Terms and Conditions](#). To subscribe to FreeTime Unlimited, you will need to set up an Amazon child profile and a 1-Click credit card. At the end of any applicable free trial period, you authorize us to charge your 1-Click credit card or another available credit card on file the monthly fee (see pricing details below) plus applicable tax until you cancel. You may cancel your subscription at any time from within the FreeTime section of Settings on your Fire tablet, Kindle e-reader or Amazon Fire TV.

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**6 to 8**

**9 to 12**

... and thousands more



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- Amazon FreeTime Unlimited: \$2.99/month
- Unlimited access to thousands of kids-only games, videos, apps, TV shows and books
- Strong, flexible parental controls



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**3 to 5**

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... and thousands more



Hook them when they're young.



# Our Next Meeting



# Our Next Meeting

JUN

8

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



# WWDC Watch Party!



# WWDC Watch Party!

JUN

13

WWDC Watch Party  
12:30 PM - 2:30 PM



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- Worldwide Developer Conference Keynote  
livestream watch party!





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- AKA: our excuse for day-drinking, watching TV, eating pizza and loafing on a perfectly fine summer day





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- RSVP email coming next month





See you at  
Cheeks!

