

Cove Apple Club

November 9, 2016



Cove Apple Club Holiday Party
Wednesday, December 21, 2016
Scuttlebutts Lounge & Lakeside Restaurant
Cypress Cove Nudist Resort & Spa

Admit One

Doors Open 5:30pm
Cocktails & Hors d'oeuvres
Dinner buffet 6:30
Clothing Optional



Tonight's Topics

- Apple In The News
- The Well-Tempered iPad
- Cove Apple Club Holiday Party
- ~~How the Sausage is Made~~
- WhatsApp

Amazon.com Inbox - iCloud Yesterday at 8:11 PM A

Get a \$5 gift card when you order a deal with Alexa

To: Mike Sullivan



[Your Alexa Devices](#)

"Alexa, what are your deals?"

Order an Alexa-exclusive deal, get a

\$5 GIFT CARD

Limited to the first 25,000 customers, restrictions apply.

ELECTRONIC GIFT CARD

Dear Mike Sullivan,

As a special offer for Prime members with an Alexa-enabled device, you can get a \$5 electronic gift card when you order one of Alexa's exclusive deals. To hear about current deals, just ask **"Alexa, what are your deals?"** on your Echo, Dot, Tap, or Fire TV. Alexa will offer two of the best available deals. Just say "yes" to buy. Ask every day, Alexa always has something new. You can also visit the [Alexa Shopping Holiday Deals Store](#) to see all of the deals available to Alexa device owners.

This offer is limited to the first 25,000 customers to buy one of these deals with Alexa voice shopping. We'll send

New MacBook Pros

- Apple refreshed the MacBook Pro line last month, and as usual Mac geeks were underwhelmed
- New TouchBar interface brings Touch ID & dynamic function keys to Macs — headed to desktop?
- ...but there is much whining in Geekdom.



Haters Gonna Hate

- “Only” 16Gb RAM & 512Gb SSD configs; 2.7Ghz Core i7 CPU
- Only hardwire I/O is via four ThunderBolt 3 (USB-C) ports & headphone jack
- ...yadda, yadda, yadda.



But There's Hope

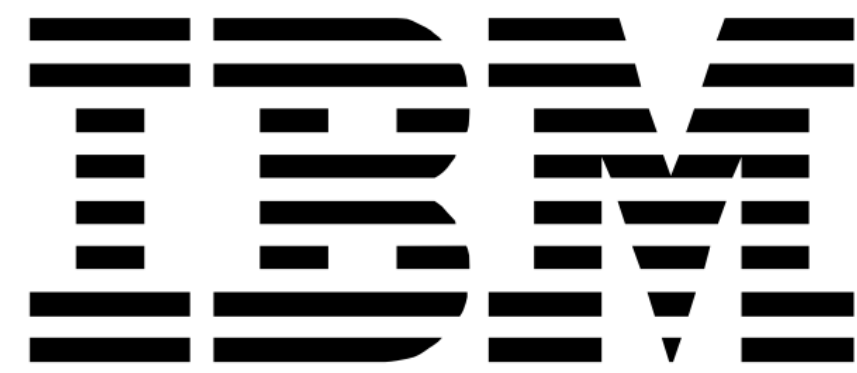
- iMac refresh expected before year-end
- Apple laptop performance is (at present) gated by Intel's mobile CPU roadmap, but...
- ARM-based Macs? MBP's new TouchBar is run by an Apple ARM-based chip — iPhone 7's 64-bit A10 Fusion chip said to out-perform desktop CPUs
- The changes to MacBook Pro are very Apple-like; haters need to re-read their history

Keep Some Perspective

- The Mac product line is in its **32nd year** of continuous production — longer than any other personal computing platform
- After 31 years of sales, Macs reached the top 5 of all PCs sold just **this year**, showing incredible longevity over all four decades of its existence
- The Mac is a \$23-billion/year business for Apple, and hugely profitable
- Estimated margin of \$5.5-billion makes Apple the world's most-profitable PC maker by far, capturing > 60% of all PC market profits
- MacBook Air is the world's #1-selling laptop by far; over 2,000,000 units/month for several years
- ASP has stayed at \$1,200 for more than a decade; PC ASP has fallen by half in the same period to just \$379
- Apple's Mac volume has doubled in 8 years; PC volume has shrunk 19%

What company, do you think, is
the world's largest corporate
buyer of Macs?





- Apple & IBM announced a strategic partnership in 2014:
- IBM creating over 500 industry-specific apps for iOS & macOS
- Mobile-centric customer service and support teams for iOS
- IBM to buy more than 50,000 Macs for internal use

IBM Says Macs Are Up to \$543 Less Expensive Than PCs Over Time

Thursday October 20, 2016 5:34 pm PDT by Juli Clover

At the Jamf Nation User Conference yesterday, designed for IT management professionals, IBM VP of Workplace as a Service Fletcher Previn talked about IBM's decision to start letting employees choose between Windows or Mac machines, the cost of PCs vs. Macs, and the [resulting changes to the company](#).

IBM began [adopting Macs for its employees](#) in mid-2015, quickly becoming one of Apple's largest corporate customers. In the first year, IBM deployed approximately 30,000 Macs, and with employees have continuing to choose Macs over PCs, IBM now has 90,000 deployed Macs supported by five admins.



There were assumptions early on that Macs would be significantly more expensive than PCs, but over the last year, IBM has found that it's actually PCs that are more expensive. Over a four-year lifespan, Previn says IBM saves up to \$543 per Mac compared to a PC.

“ But isn't it expensive, and doesn't it overload IT? No. IBM found that not only do PCs drive twice the amount of support calls, they're also three times more expensive. That's right, depending on the model, IBM is saving anywhere from \$273 - \$543 per Mac compared to a PC, over a four-year lifespan. "And this reflects the best pricing we've ever gotten from Microsoft," Previn said. Multiply that number by the 100,000+ Macs IBM expects to have deployed by the end of the year, and we're talking some serious savings.

source: IBM, 10/19/16

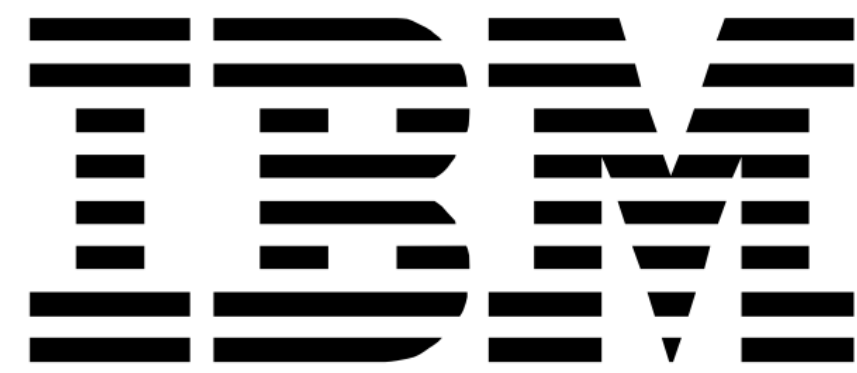
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source: IBM, 10/19/16

“Macs are Expensive!”

	PCs Deployed : Admins	Macs Deployed : Admins
Epson America, 2001-2004	1,100 / 40 (1:28)	240 / 1 (1:240)
Epson America, 2005-2008	1,100 / 44 (1:25)	550 / (1:550)
IBM, October 2016	178,000 / 1600 (1:110)	5 / 90,000 (1:18,000)

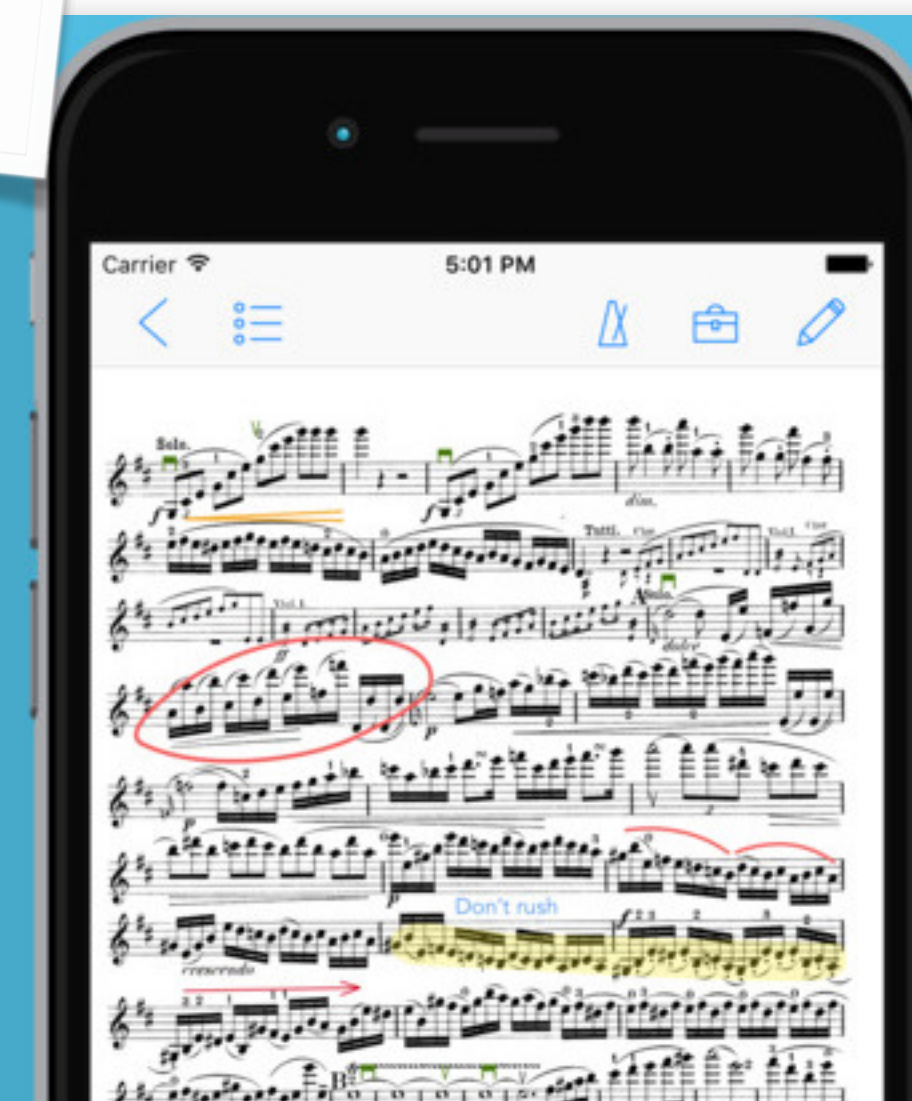
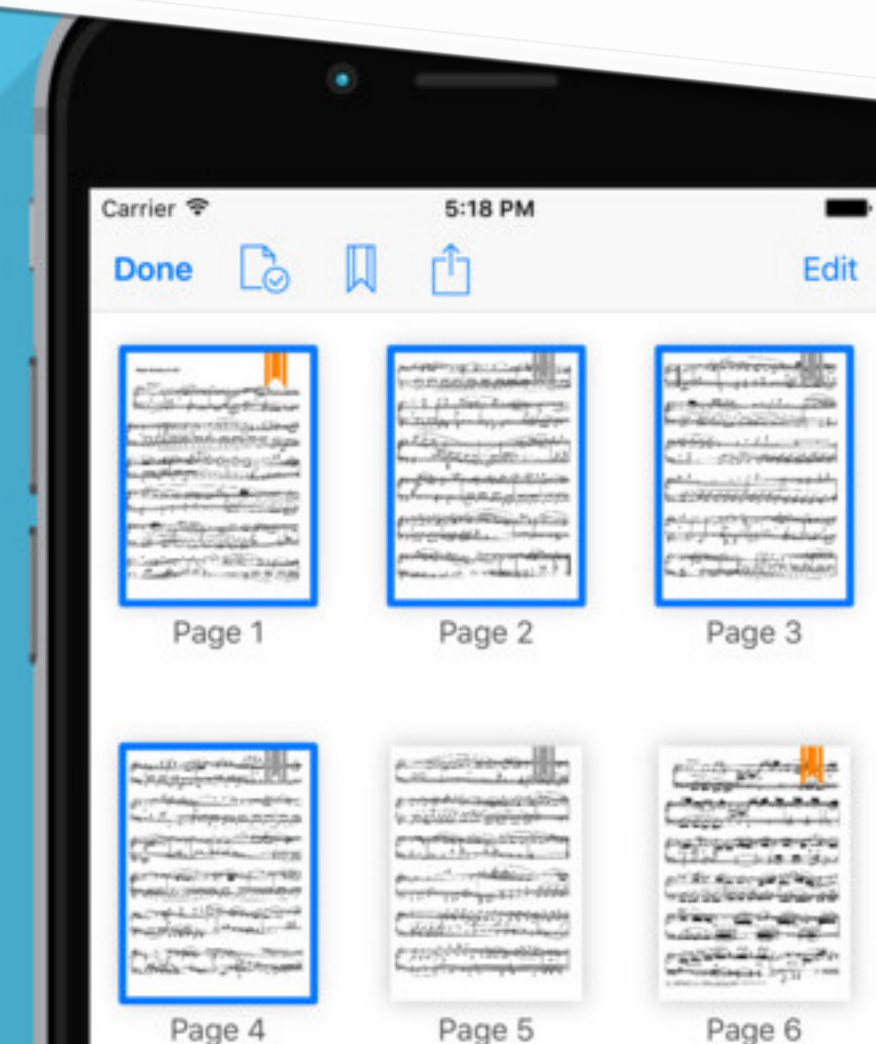
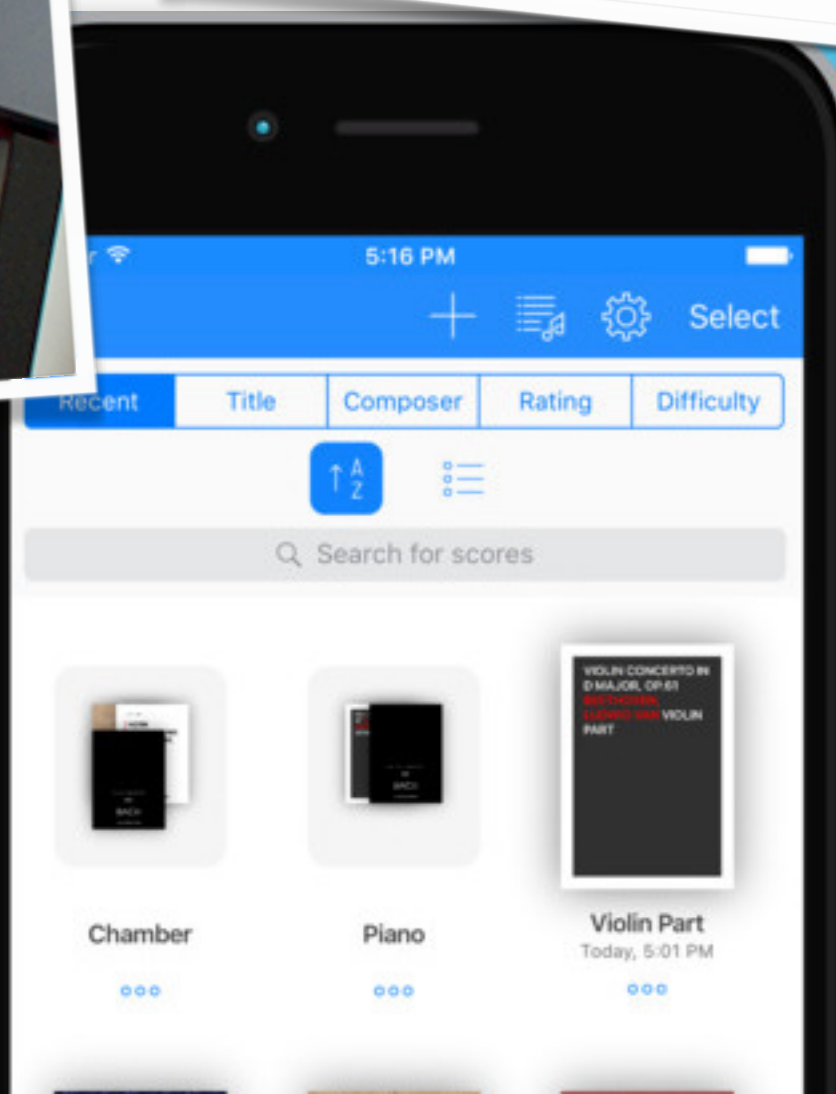


- IBM is deploying 1,300 new Macs **every week** to internal users; 73% of IBMers say they want their next machine to be a Mac
- IBM says they save \$273 - \$543/Mac vs. PC over 4-year life (using best-ever Microsoft pricing)
- IBM is saving between \$6.7-million and \$13.5-million **per year** with Macs based on their 100,000+ installed base

Mike's Apple Adage

“Macs are only expensive if your time is worth nothing.”

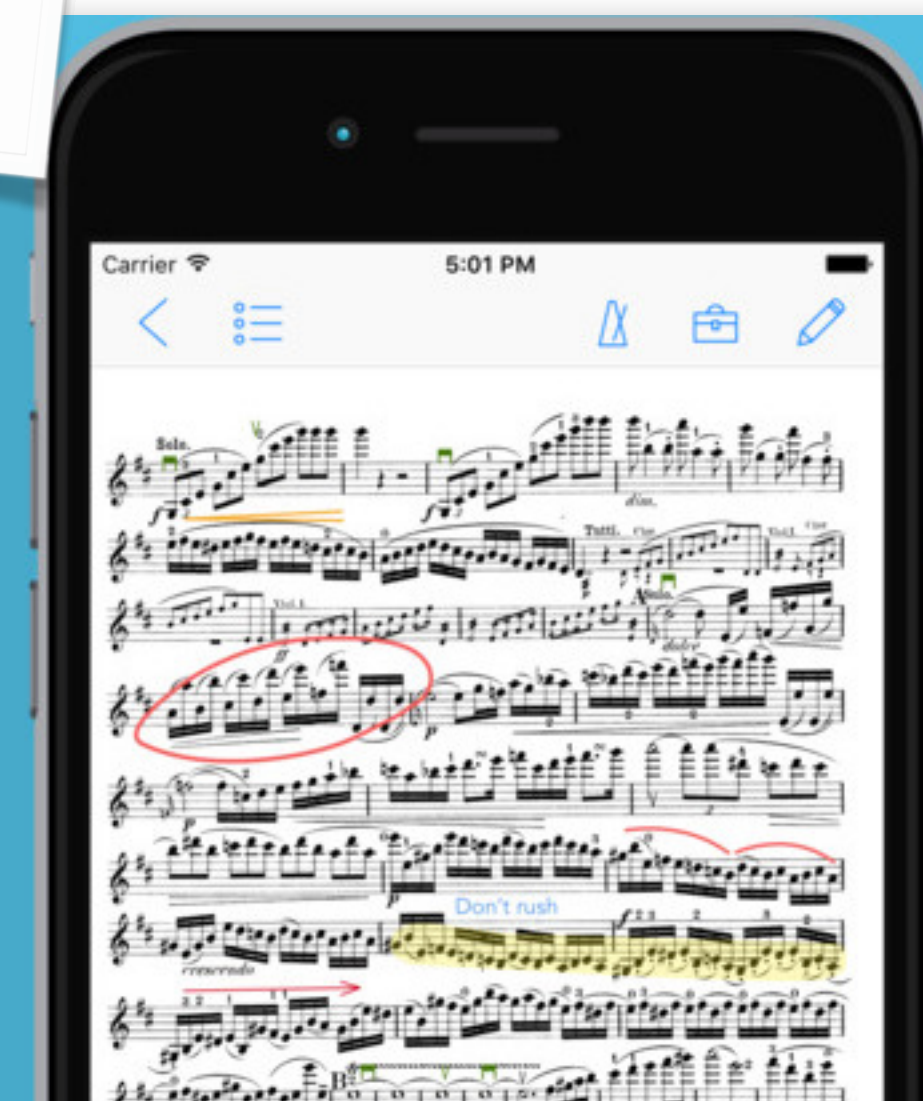
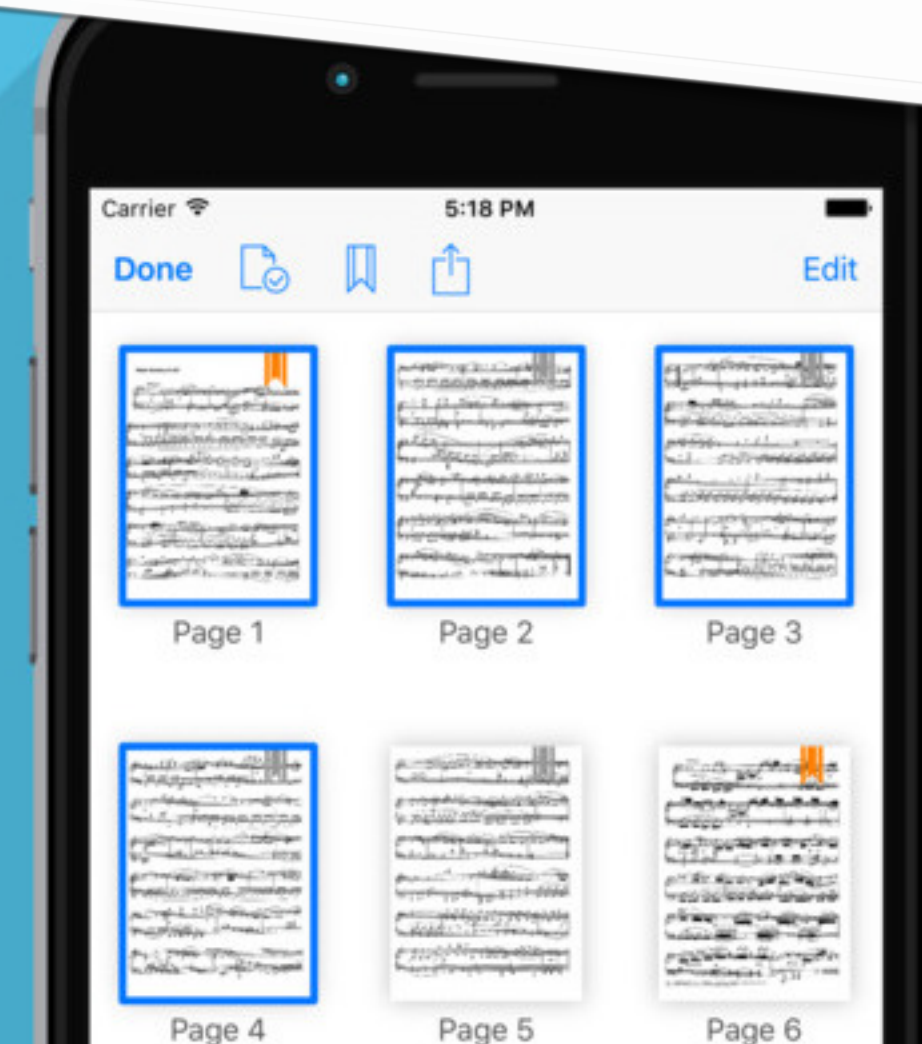
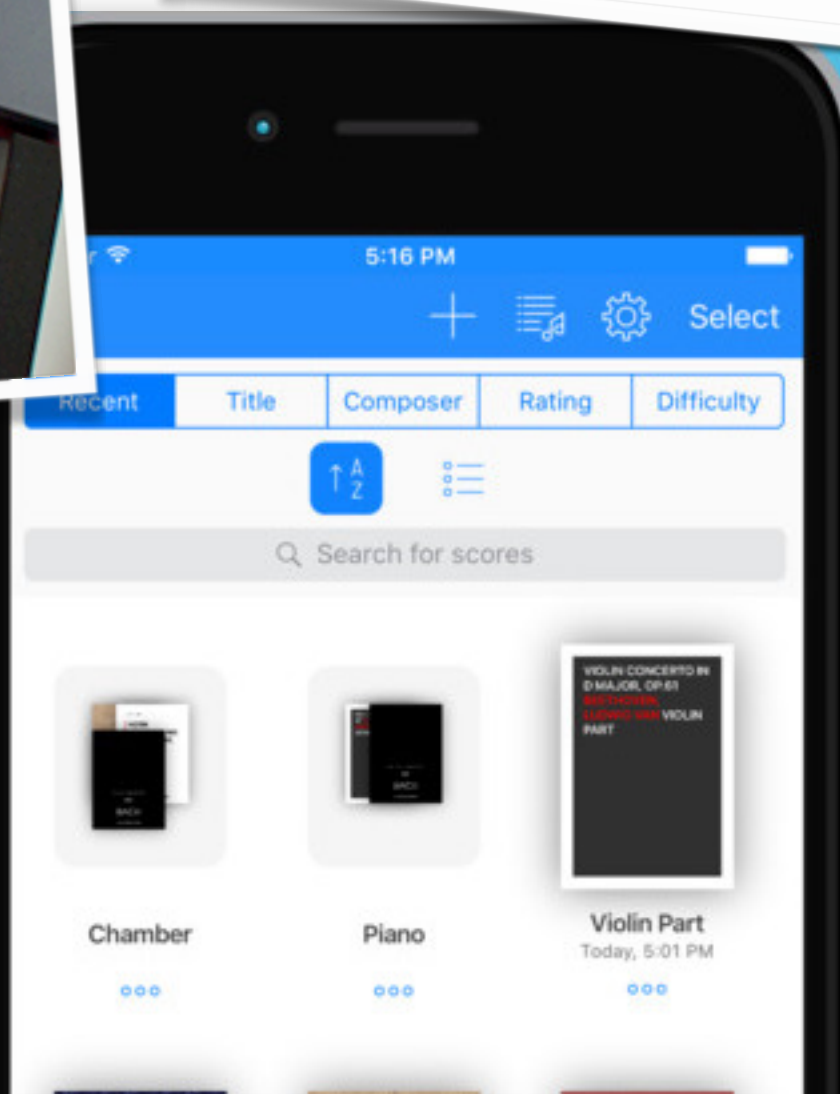
The Well-Tempered iPad



The Gear

- **Casio CGP700 Compact Grand Piano**; full-88, 550 full MIDI voices, six built-in 40W speakers, touchscreen control, etc. - \$599
- **Apple 12.9" iPad Pro 128Gb** w/AppleCare - \$999
- **Apple Pencil** - \$99
- **AirTurn Ped** - Bluetooth-enabled foot pedal - \$79
- **iClassical Scores** app for iPad - \$5.99

The Well-Tempered iPad



Support the Cove Apple Club





COVE APPLE CLUB

Have fun & do more with your Apple gear!

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[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.

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.

Find out more about the club, our meeting schedule and how you can get in on the fun. Click the links below for details, and be sure to join our [email list](#) for all the latest updates.





COVE APPLE CLUB

Have fun & do more with your Apple gear!

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

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.

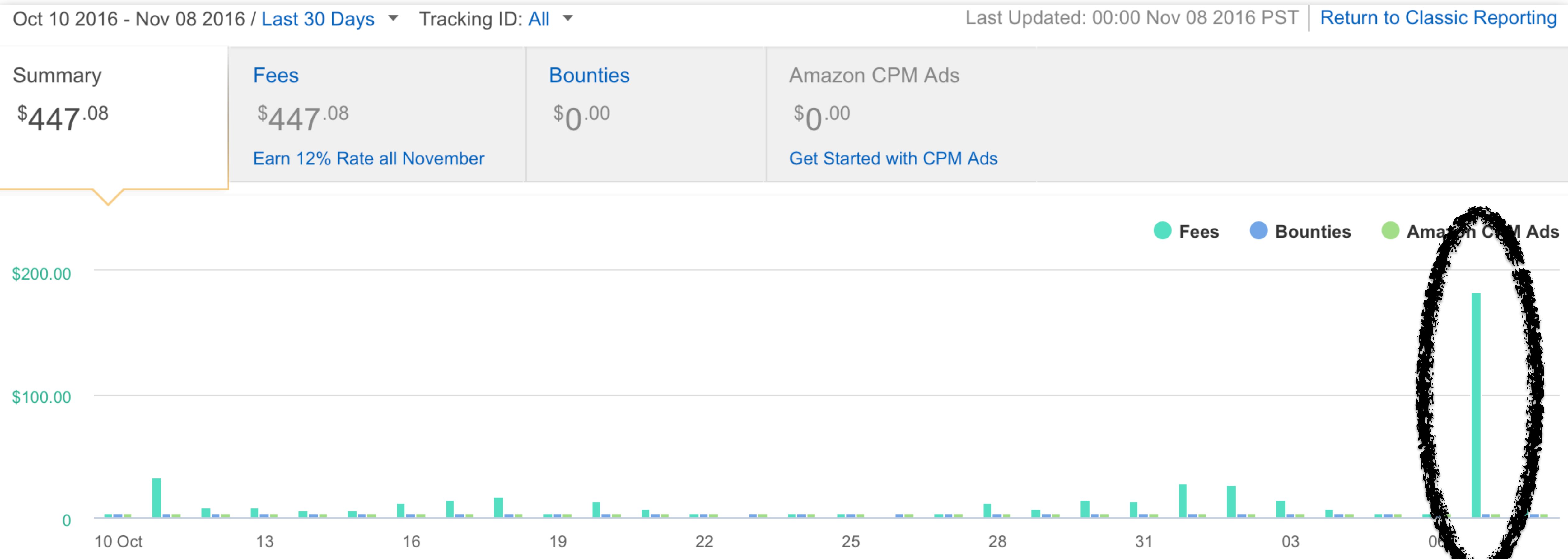
So be sure to click the Amazon logo below when you need to shop for Mac products online...and “give back” to the Cove Apple Club -- without costing you an extra cent! Thanks!

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.



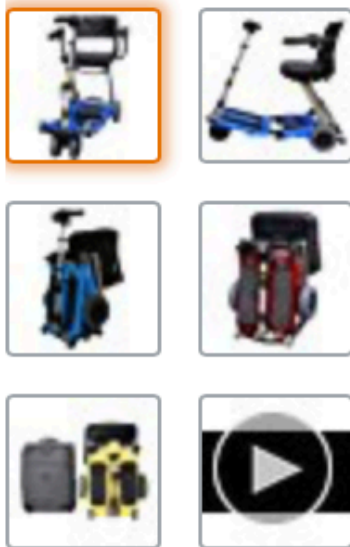
Since We Last Met



FreeRider USA FR168-4IT Elite Luggie with Charger and Armrest Set, Blue

by [FreeRider USA](#)

★★★★☆ 4 customer reviews | 12 answered questions



Commission of \$168.94!

About the Product

- Folds easily in 3 quick steps
- 320 pound weight capacity
- 14 mile range per full charge

Price: **\$2,599.00** ✓Prime

Only 2 left in stock (more on the way). Ships from and sold by Amazon.com.

6 Colors: Sunny Blue




			
\$2,599.00	\$2,500.00	\$2,599.00 ✓Prime	

Get it within **28 mins** and choose **Two-Day**

Ship to: Mike - Cove - 34746 ▾

Note: Signature required upon delivery due to high value of this item.

Qty: ▾ [Turn on 1-click ordering](#)



Add to Cart

Add to List ▾

Other Sellers on Amazon 3 new from **\$2,599.00**

\$2,599.00 + Free Shipping	Add to Cart
Sold by: Medical Department Stores	
\$2,599.00 + Free Shipping	Add to Cart
Sold by: Vidacura	

2016 YTD

Jan 01 2016 - Nov 08 2016 / [This Year](#) ▾ Tracking ID: [All](#) ▾

Last Updated: 00:00 Nov 08 2016 PST | [Return to Classic Reporting](#)

Summary

\$2,006.⁸⁶

Fees

\$2,003.⁸⁶

[Earn 12% Rate all November](#)

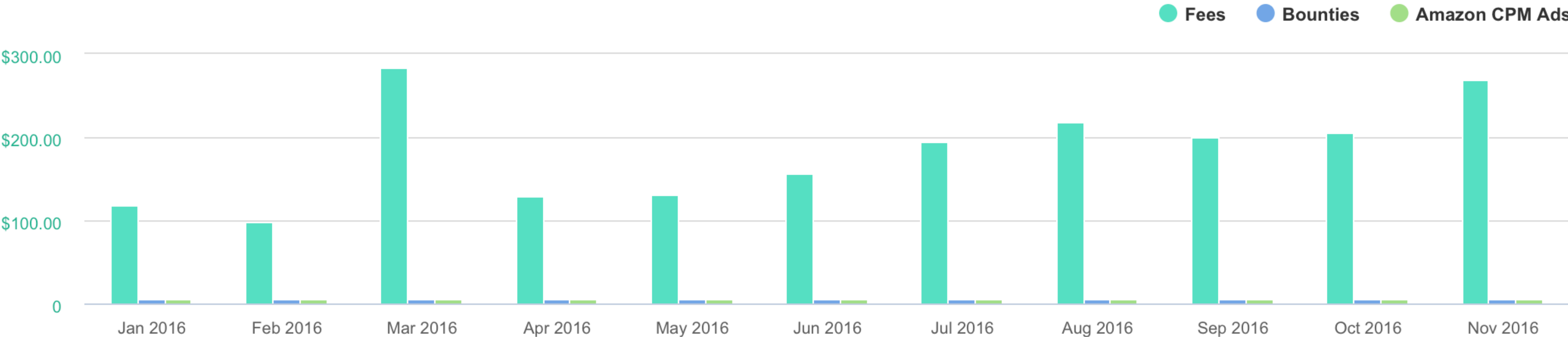
Bounties

\$3.⁰⁰

Amazon CPM Ads

\$0.⁰⁰

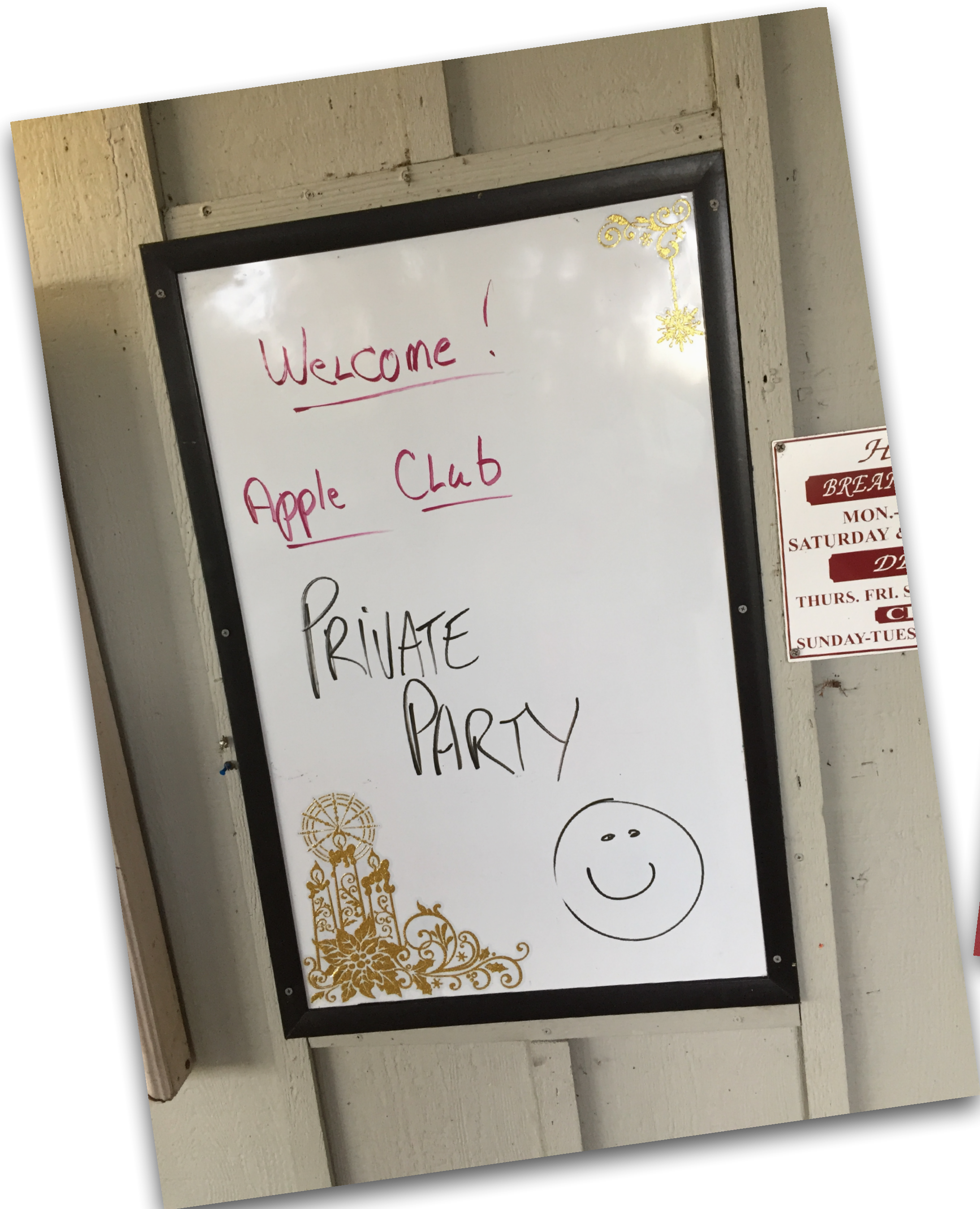
[Get Started with CPM Ads](#)



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Cypress Cove Nudist Resort & Spa

Admit One

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Cocktails & Hors d'oeuvres
Dinner buffet 6:30
Clothing Optional











This Year's Dealio



- \$15 per person gets you in the door, dinner, and one drink ticket: beer, wine, well or soft
- Non-CAC members \$35 per person
- Additional drinks on your own account
- Hors d'oeuvres (appetizers), hot and cold dinner buffet & dessert
- Door prizes and games
- Music & dancing!
- Clothing optional, of course!

Buy Your Tickets TONIGHT!



- \$15 cash or check accepted here **tonight.**
- ***Or pay online!***
- Get your raffle & admission ticket
- Pay Mike anytime between now and December 18th
- Reservation deadline is Monday, December 18th
- **No one admitted without pre-purchased tickets**

Tickets On Sale Tonight!

DEC

21

Holiday Party
5:30 PM - 9:30 PM

WhatsApp



WhatsApp



- World's #1 instant-messaging app
- Facebook paid \$19-billion to buy WhatsApp in 2014
- Over 1,000,000,000 users worldwide
- Launched on iOS first in 2009; added BlackBerry, Android; desktop app for Mac & PC added in 2015

What's What with WhatsApp

- You must have a working **phone** and phone number: setup flow requires you to receive confirmation message via SMS to the device with the phone number
- Incorporates very strong end-to-end privacy using the OpenSignal protocol
- Send/receive texts, files, and **voice calls** over cellular or Wi-Fi



Why WhatsApp?

	WhatsApp	Facebook Messenger	Skype	Apple Messages
Mobile on iOS	✓	✓	✓	✓
Mobile on Android	✓	✓	✓	
Mobile on Windows Phone	✓	✓	✓	
Mobile on BlackBerry	✓	✓		
Desktop on Mac	✓	✓	✓	✓
Desktop on Windows	✓	✓	✓	✓

A Billion Users Can't Be Wrong?

- WhatsApp is free*
- WhatsApp works well on even the lowest-bandwidth connections — great for low-end Android phones in developing markets
- End-to-end encryption
- Easy sign-up
- ***Cross-platform***



Demo!



Get WhatsApp

- Free download for iPhone from App Store
- Free download for Mac & PC at [WhatsApp.com](https://www.whatsapp.com)
- Use in-browser with WhatsApp Web at [WhatsApp.com](https://www.whatsapp.com)



November Meetings

NOV

23

NO Cove Apple Club 🙄

7:00 PM - 8:15 PM

December Events

DEC

12

Mission: Mothership
10:00 AM - 1:00 PM

Mission: Mothership 2016

- Monday, December 12, 2016
- Depart the Cove at 10:30am
- Arrive Apple, Mall at Millenia
- Drool, paw, sniff, stare at all the cool stuff
- Group lunch at 1pm
- RSVP to Mike so we have a count of noses!
- **info@coveappleclub.com**

December Events

DEC

14

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

December Events

DEC

21

Holiday Party
5:30 PM - 9:00 PM

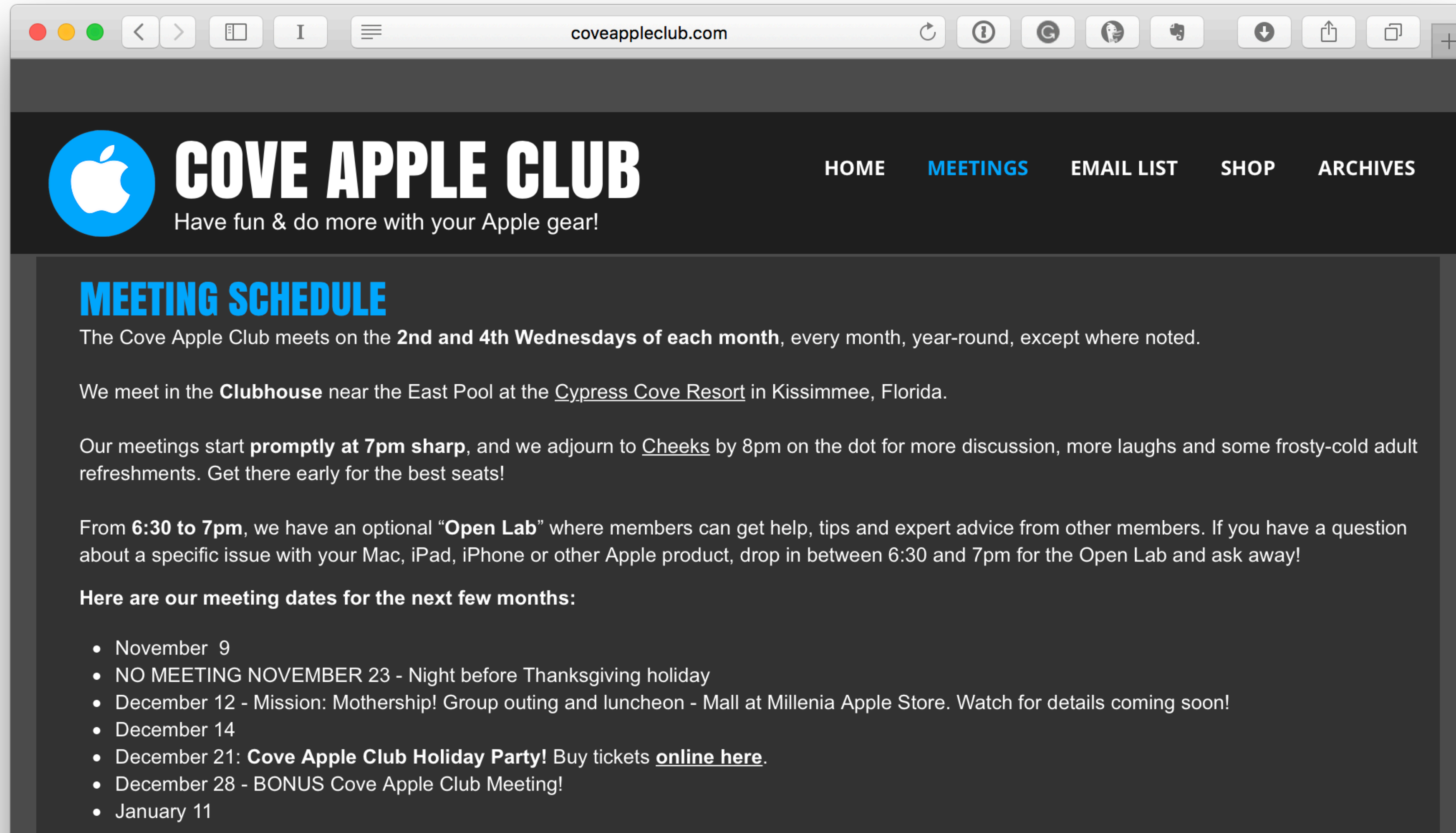
Bonus Meeting!

DEC

28

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

Meeting & Events Schedule Always Online at **coveappleclub.com**



The screenshot shows a web browser window with the URL coveappleclub.com. The website has a dark grey header with the Cove Apple Club logo (a blue circle with a white Apple logo) and the tagline "Have fun & do more with your Apple gear!". The navigation menu includes links for HOME, MEETINGS (highlighted in blue), EMAIL LIST, SHOP, and ARCHIVES.

MEETING SCHEDULE

The Cove Apple Club meets on the **2nd and 4th Wednesdays of each month**, every month, year-round, except where noted.

We meet in the **Clubhouse** near the East Pool at the [Cypress Cove Resort](#) in Kissimmee, Florida.

Our meetings start **promptly at 7pm sharp**, and we adjourn to [Cheeks](#) by 8pm on the dot for more discussion, more laughs and some frosty-cold adult refreshments. Get there early for the best seats!

From **6:30 to 7pm**, we have an optional "**Open Lab**" where members can get help, tips and expert advice from other members. If you have a question about a specific issue with your Mac, iPad, iPhone or other Apple product, drop in between 6:30 and 7pm for the Open Lab and ask away!

Here are our meeting dates for the next few months:

- November 9
- NO MEETING NOVEMBER 23 - Night before Thanksgiving holiday
- December 12 - Mission: Mothership! Group outing and luncheon - Mall at Millenia Apple Store. Watch for details coming soon!
- December 14
- December 21: **Cove Apple Club Holiday Party!** Buy tickets [online here](#).
- December 28 - BONUS Cove Apple Club Meeting!
- January 11

Shall we adjourn
to Cheeks?

