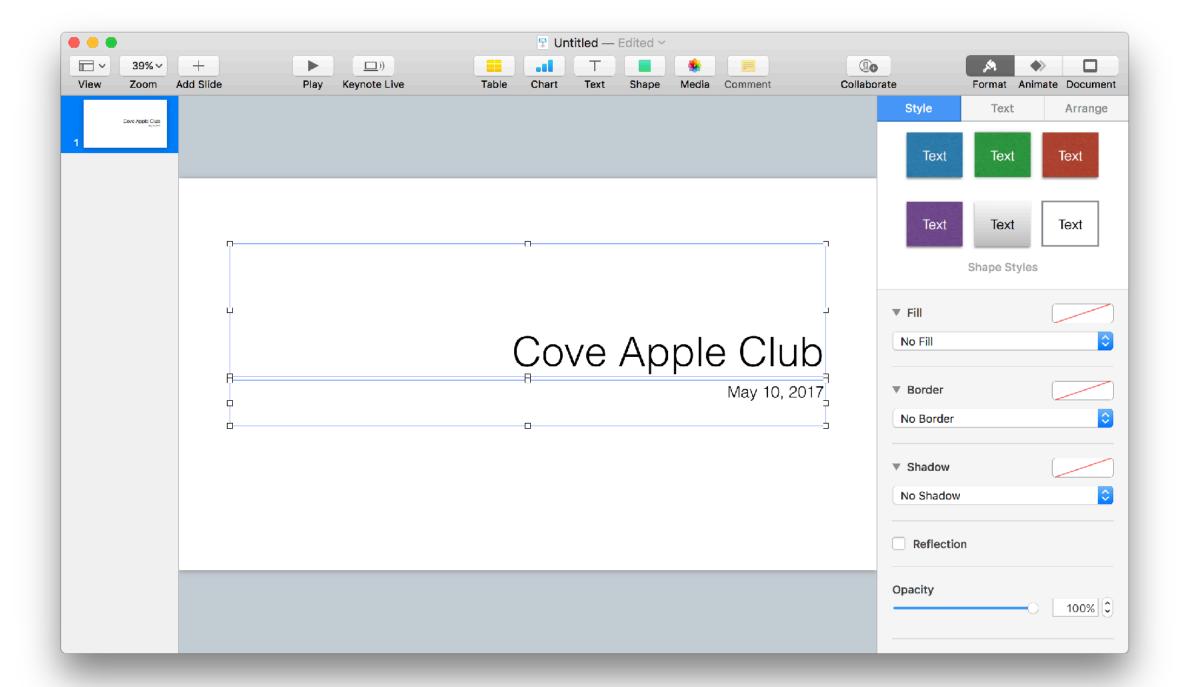






Cove Apple Club

May 10, 2017





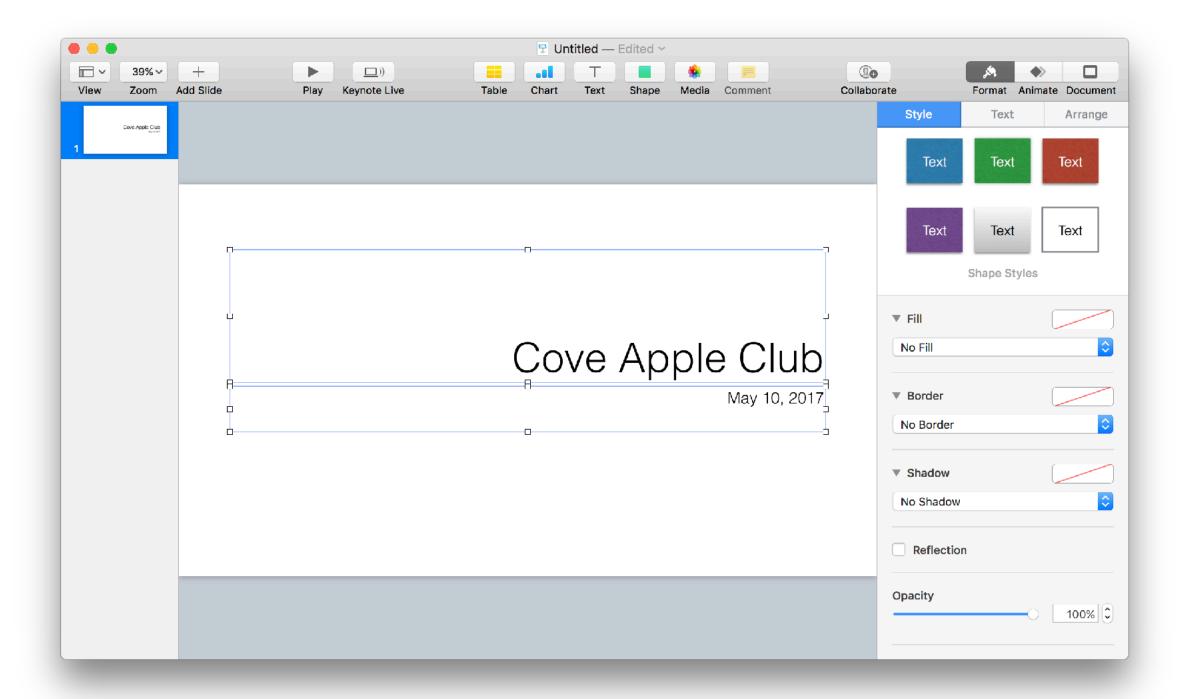






Cove Apple Club

May 10, 2017







Apple in the news

- Apple in the news
- WWDC Watch Party

- Apple in the news
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- Show Time

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- Show Time
- How the Sausage is Made

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- Announced a 10.5% increase in the quarterly dividend, from \$0.57/ share to \$0.63/share; payable next Thursday to SOR on Monday

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- Foot traffic in stores up 16% YOY, now operating 450 stores in 41 countries, and opening a new store every three weeks in 2017

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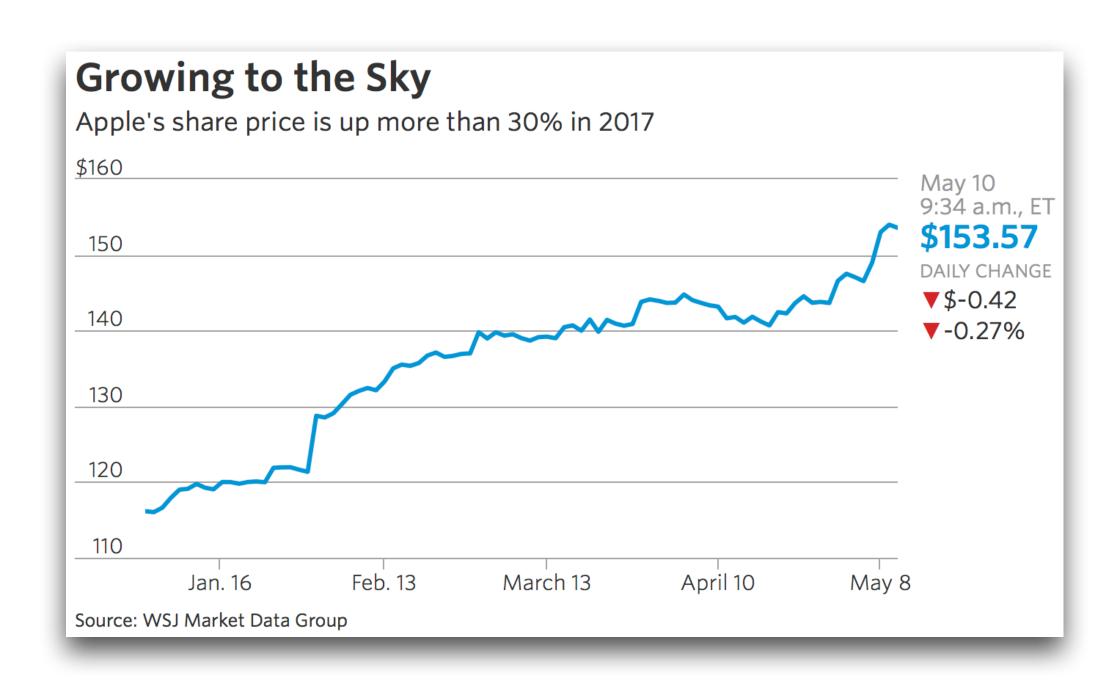
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- AAPL has gained \$193.9-billion of market cap in 2017

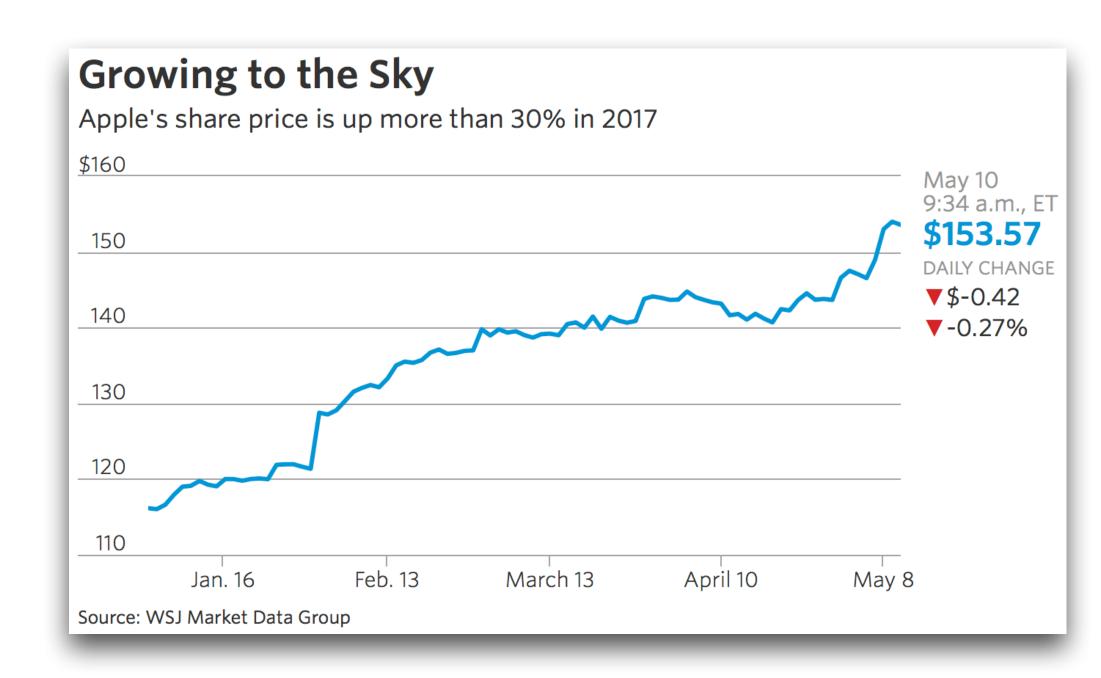
If You Had Bought AAPL When	Date	AAPL Price Then	AAPL Price Now	% Gain
Steve Jobs Returns to Apple	2/15/1997	\$0.58	\$153.26	26,324.14%
Original iMac Introduced	8/15/1998	\$1.44	\$153.26	10,543.06%
iPod Introduced	10/23/2001	\$1.26	\$153.26	12,063.49%
iPhone Introduced	1/9/2007	\$12.15	\$153.26	1,161.40%
Cove Apple Club Founded	1/21/2007	\$12.45	\$153.26	1,131.00%
M&M's Schwab Broker Told Us to Sell All Our	11/6/2008	\$14.16	\$153.26	982.34%
Post-Recession Low	11/20/2008	\$11.50	\$153.26	1,232.70%
iPad Introduced	1/27/2010	\$29.55	\$153.26	418.65%
Tim Cook Named CEO	8/24/2011	\$53.74	\$153.26	185.19%
Steve Jobs Dies	10/4/2011	\$54.04	\$153.26	183.60%
2012 Year-End Close	12/31/2012	\$57.86	\$153.26	164.88%
2013 Year-End Close	12/31/2013	\$80.15	\$153.26	91.22%
7-for-1 Stock Split Announced	4/23/2014	\$74.96	\$153.26	104.46%
Apple Watch, Apple Pay, iPhone 6	9/9/2014	\$97.99	\$153.26	56.40%
2014 Year-End Close	12/30/2014	\$110.21	\$153.26	39.06%
2015 China Shock Intra-Day Low	8/24/2015	\$92.00	\$153.26	66.59%
iPad Pro, New Apple TV, iPhone 6S/Plus	9/9/2015	\$110.15	\$153.26	39.14%
2015 Year-End Close	12/31/2015	\$105.26	\$153.26	45.60%
2016 Year-End Close	12/30/2016	\$115.82	\$153.26	32.33%
AAPL CAGR Since 1997		34.1	5%	

Apple's Road to \$1-Trillion



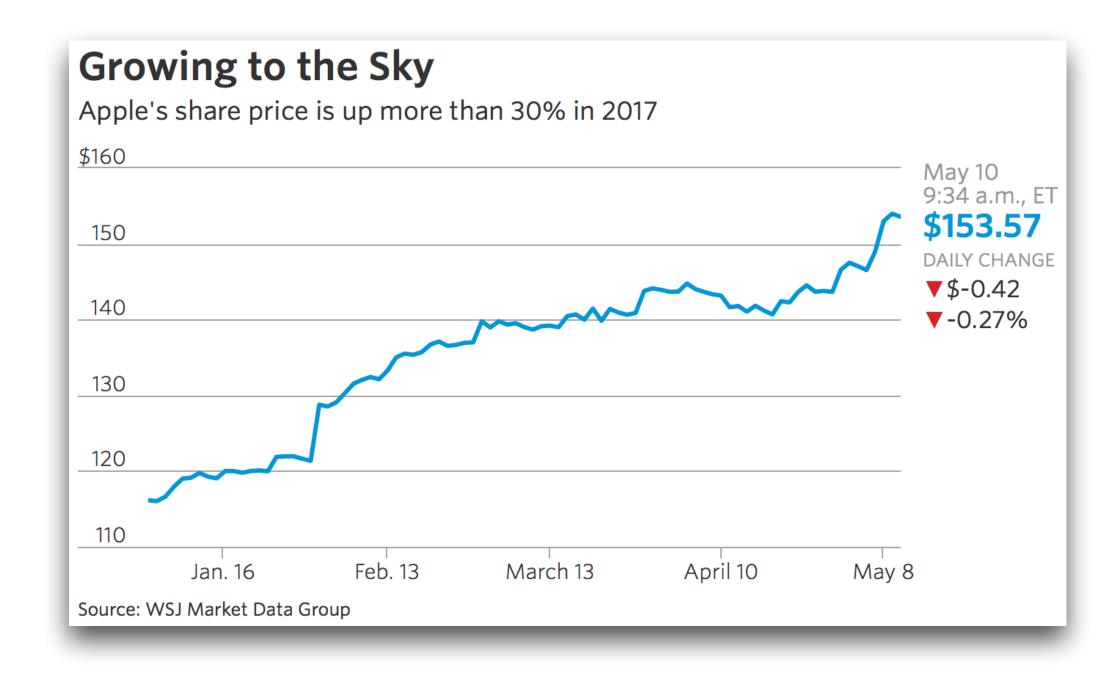
Apple's Road to \$1-Trillion

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Apple's Road to \$1-Trillion

- To close at a market cap of \$900 billion, Apple would need to close at \$172.62, implying a gain of 12% from today's close
- To close at a market cap of \$1 trillion, Apple would need to close at \$191.80, implying a gain of 25% from today's close

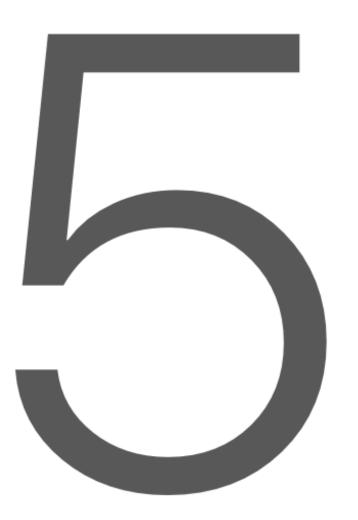




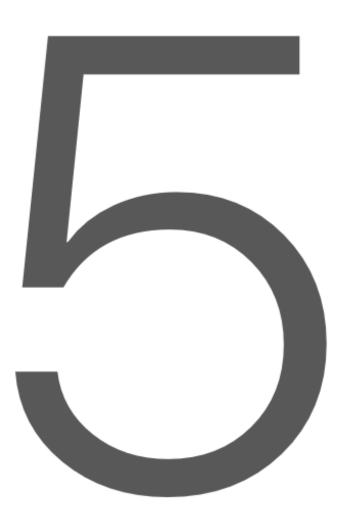
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- PLEASE RSVP if you plan to attend! Email info@coveappleclub.com before June 3!



How You React to Every Apple Keynote





From the Cove Apple Club Wayback Machine

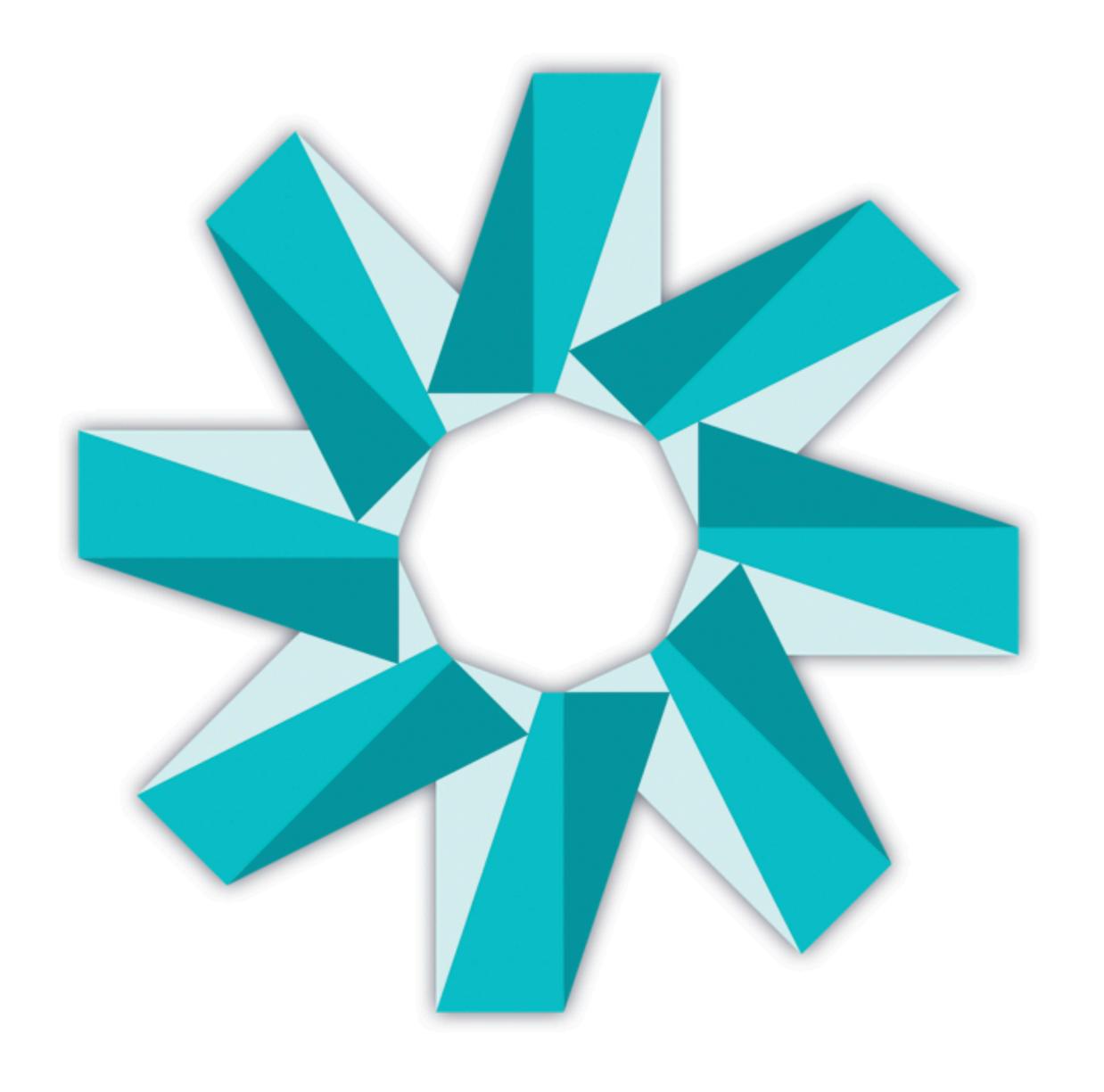
February 22, 2017

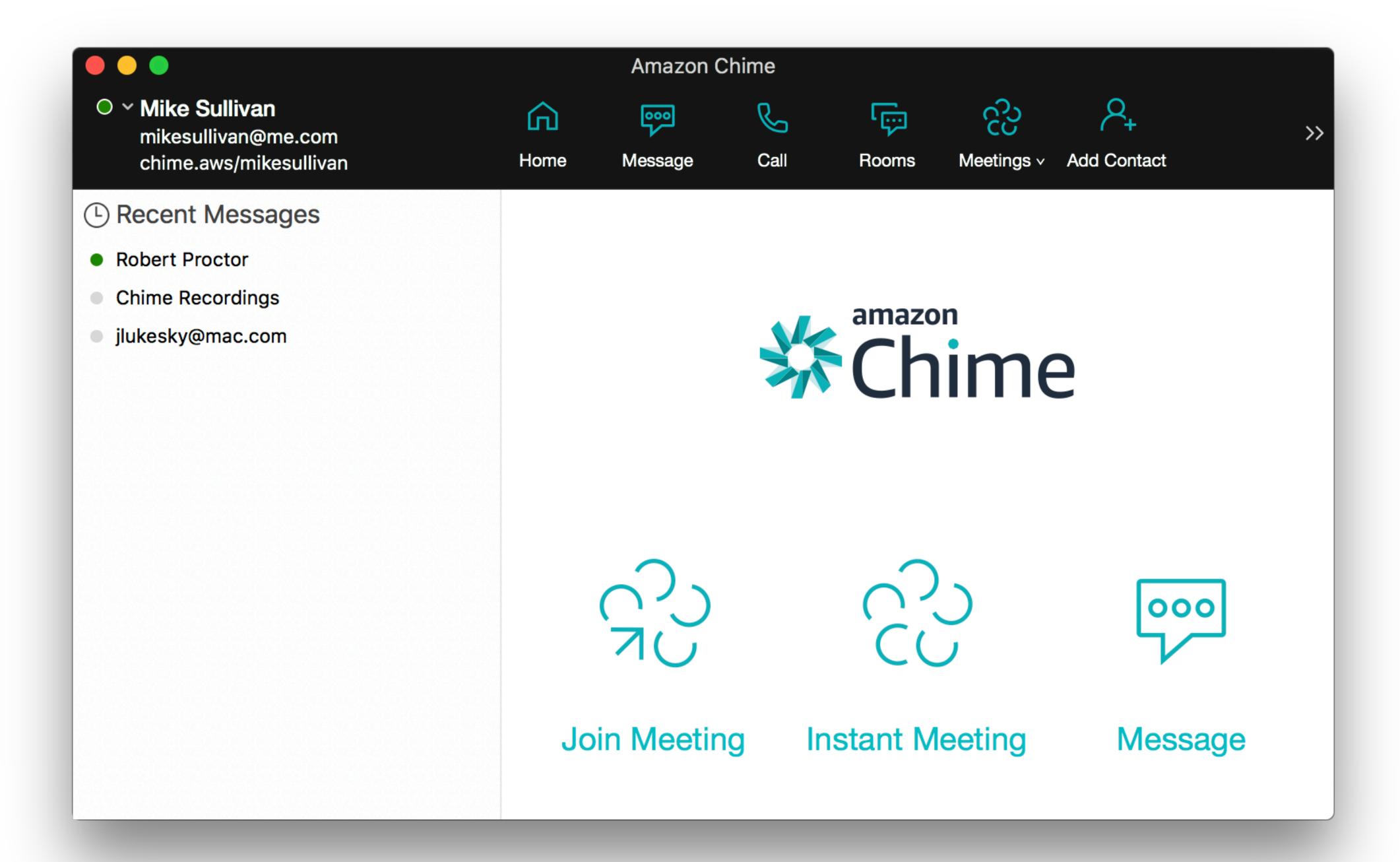
What's Next for Tap / Echo / Echo Dot?

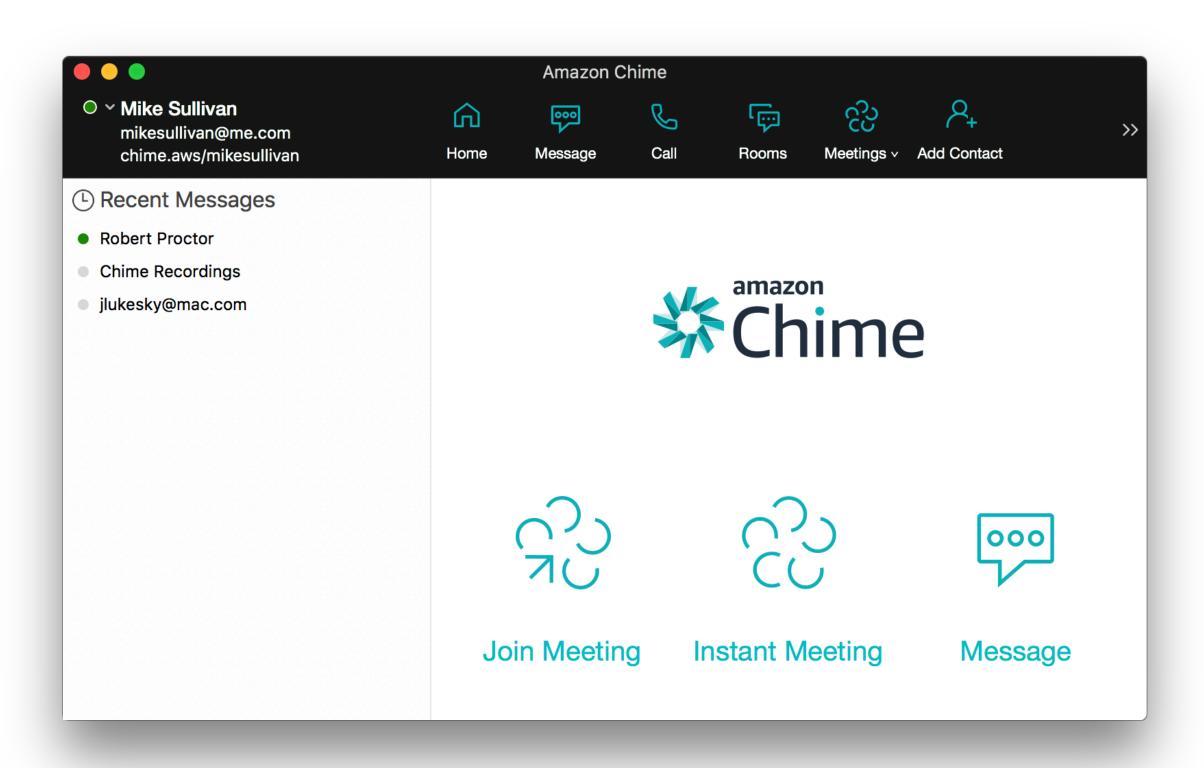


amazon

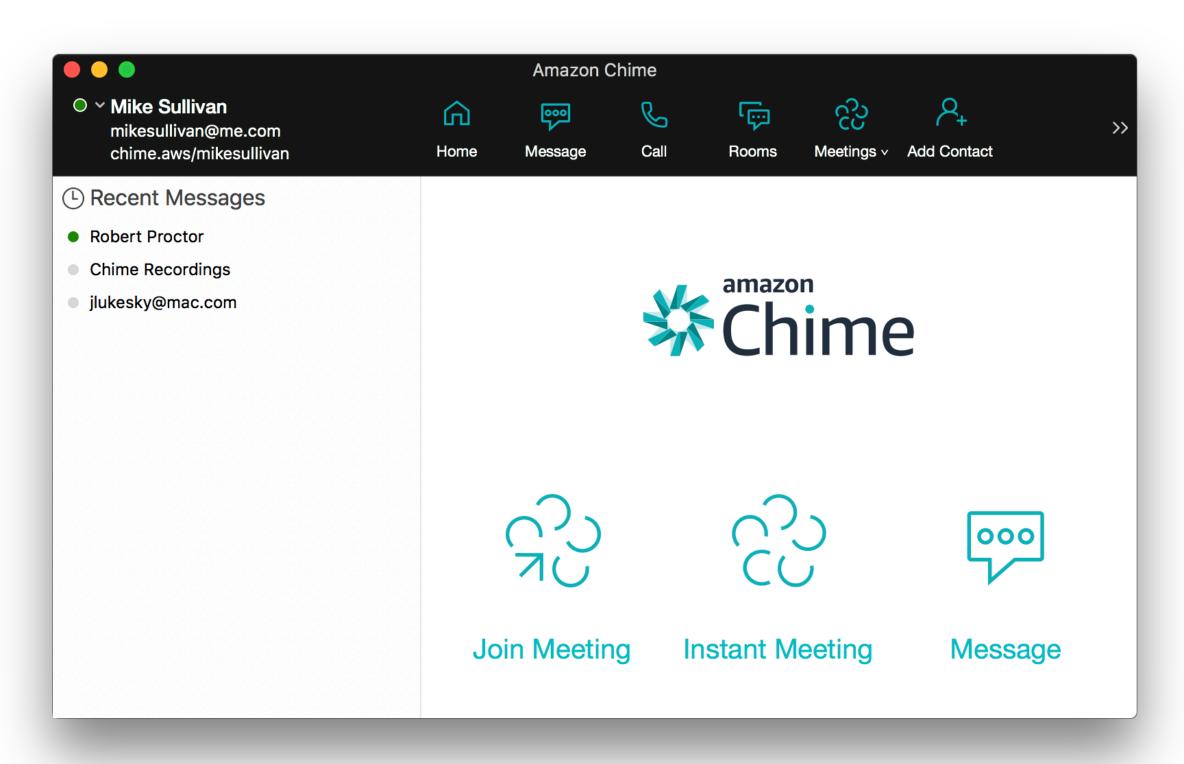
Chime



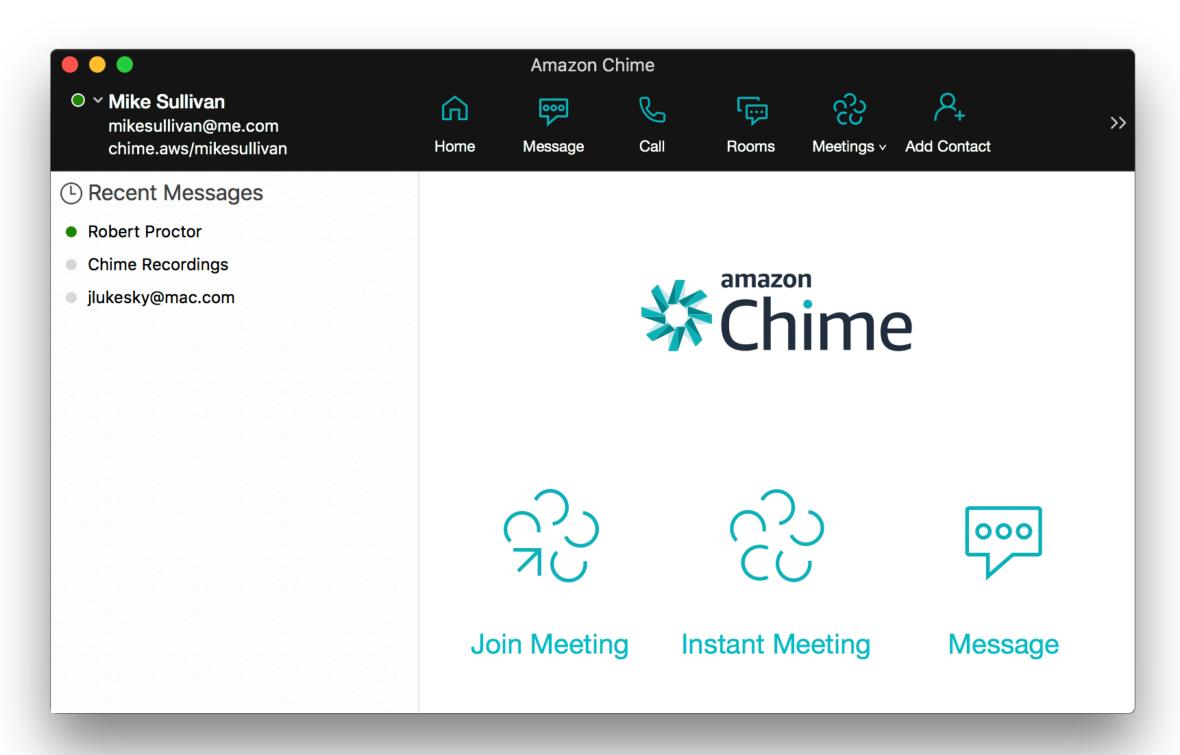




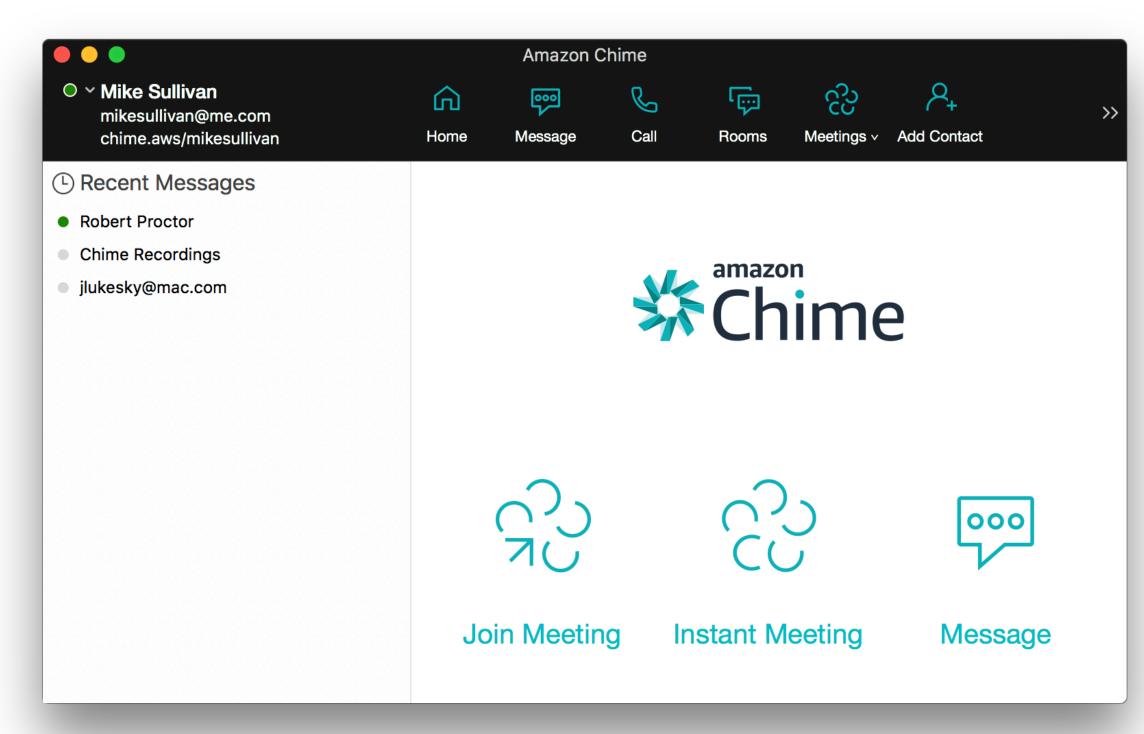
 Enterprise-grade instant meeting / conference calling / video conferencing / screen sharing app



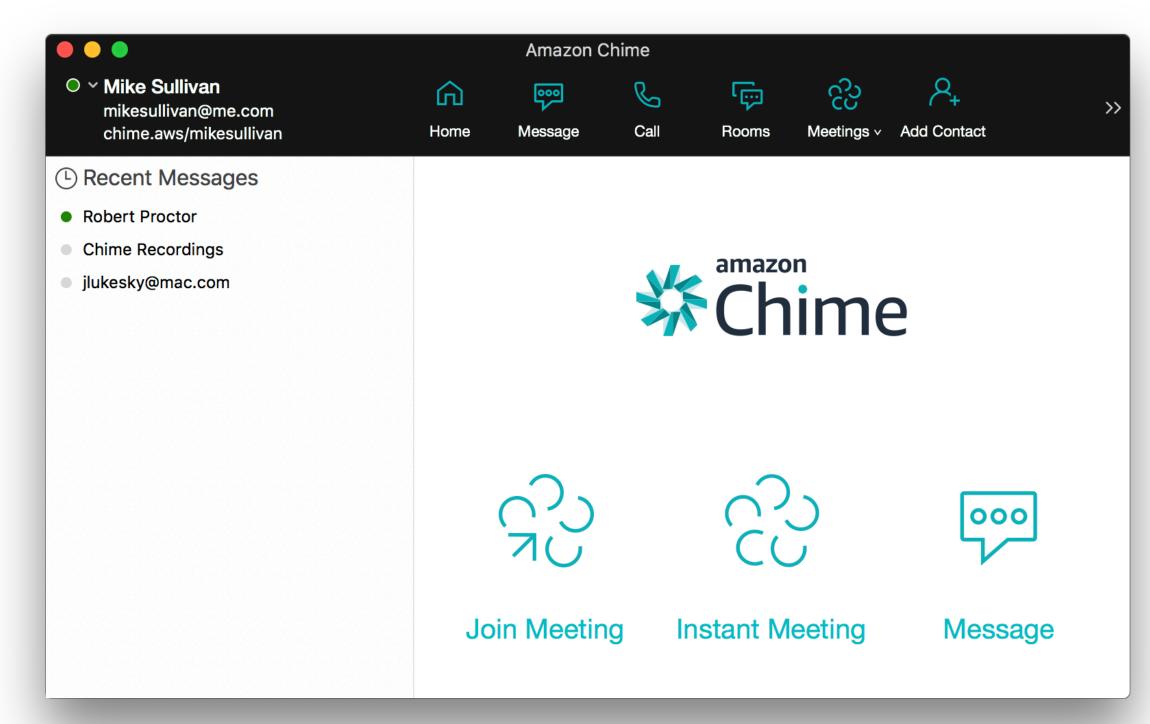
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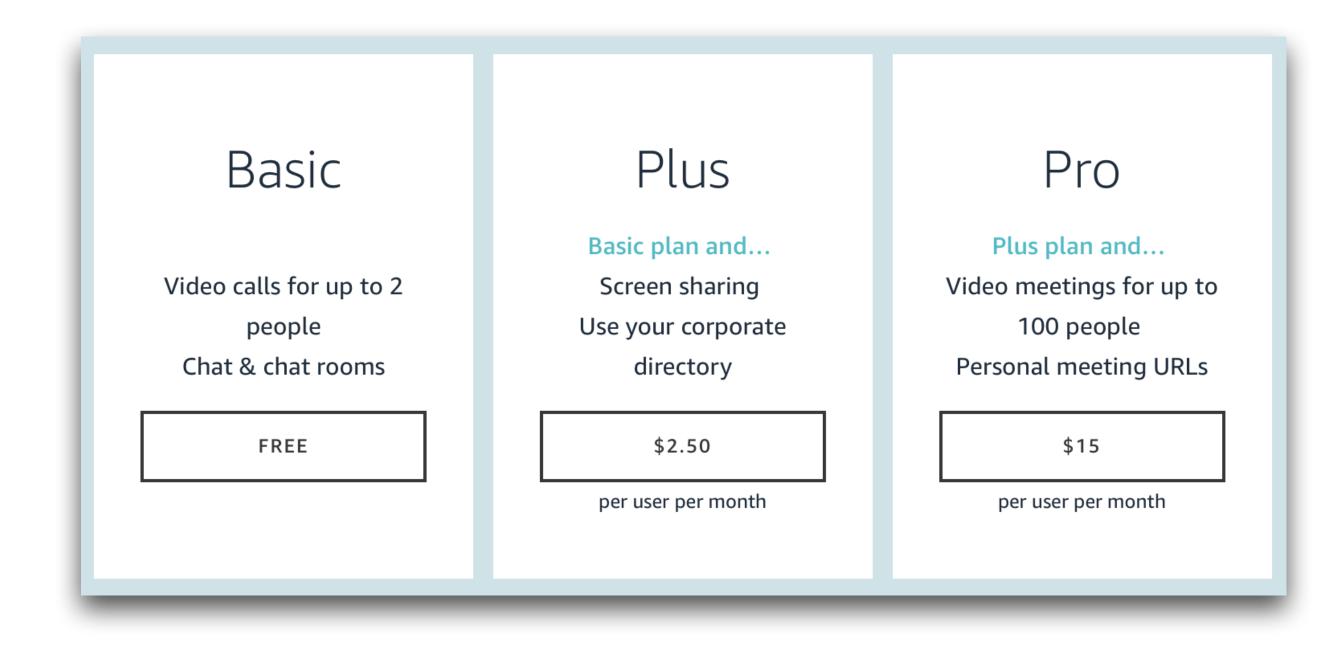


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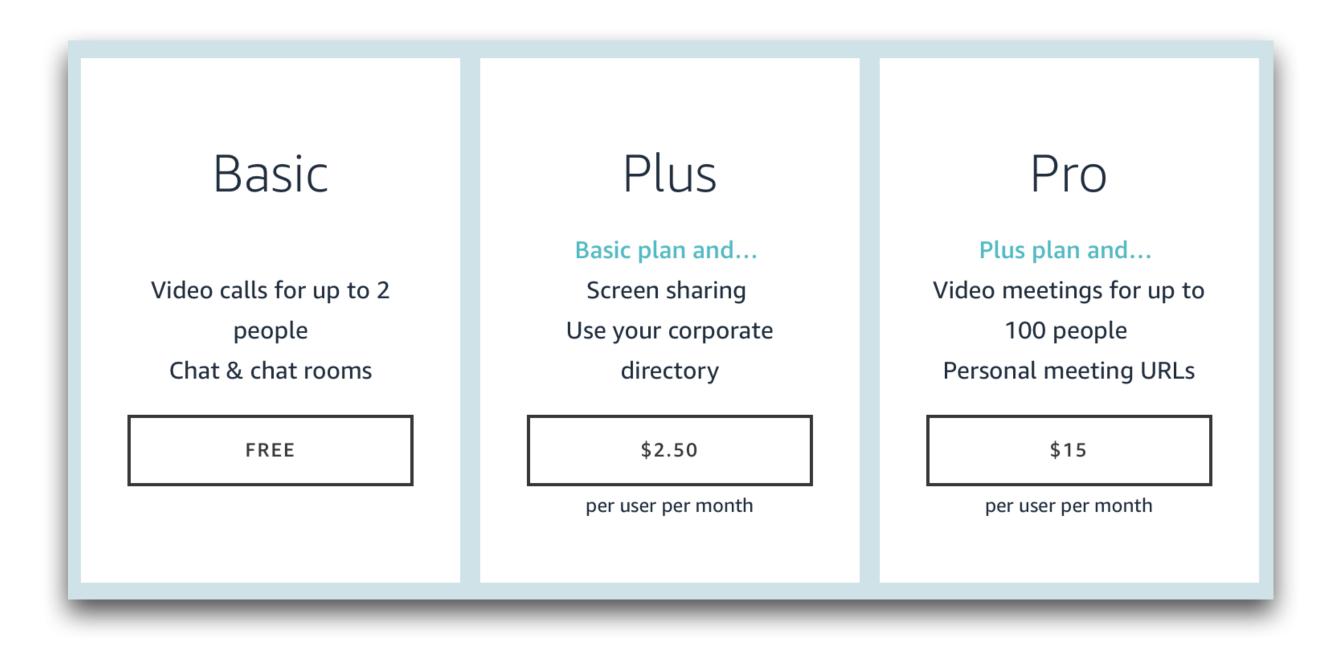


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- ...and Amazon is famous for continually dropping the price of AWS services over time; see: Moore's Law

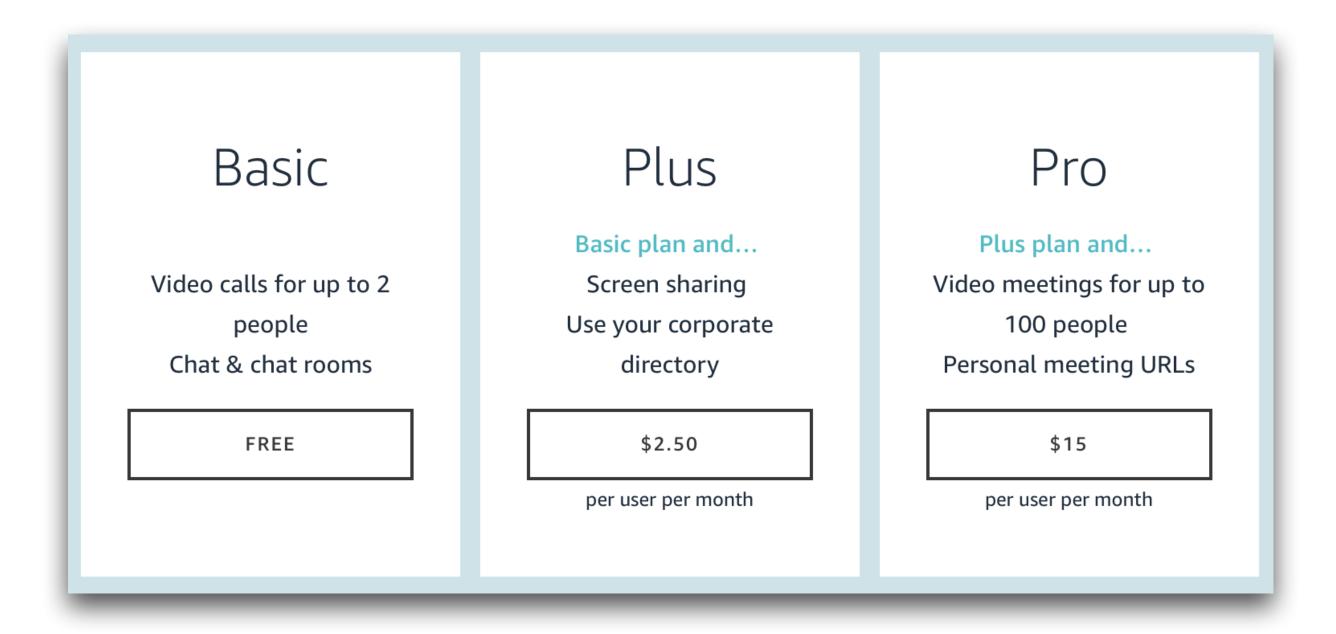




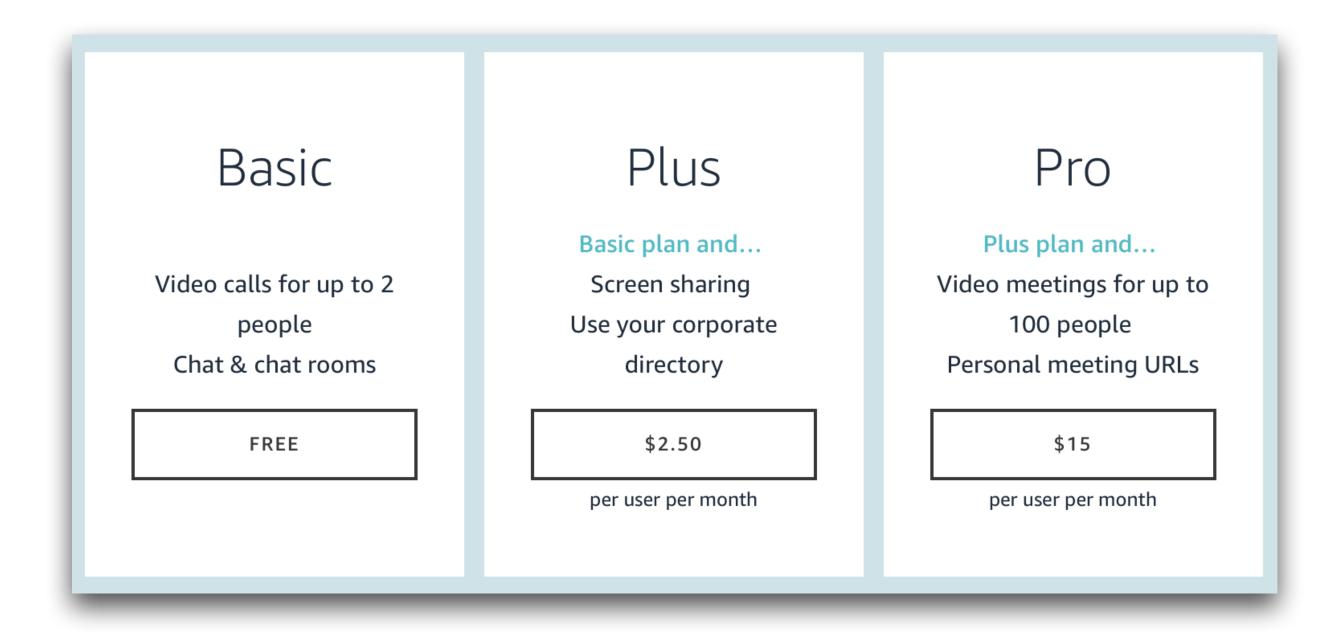
 They released a global, distributed, highly available, highly secure realtime voice, data and video messaging platform for desktop and mobile



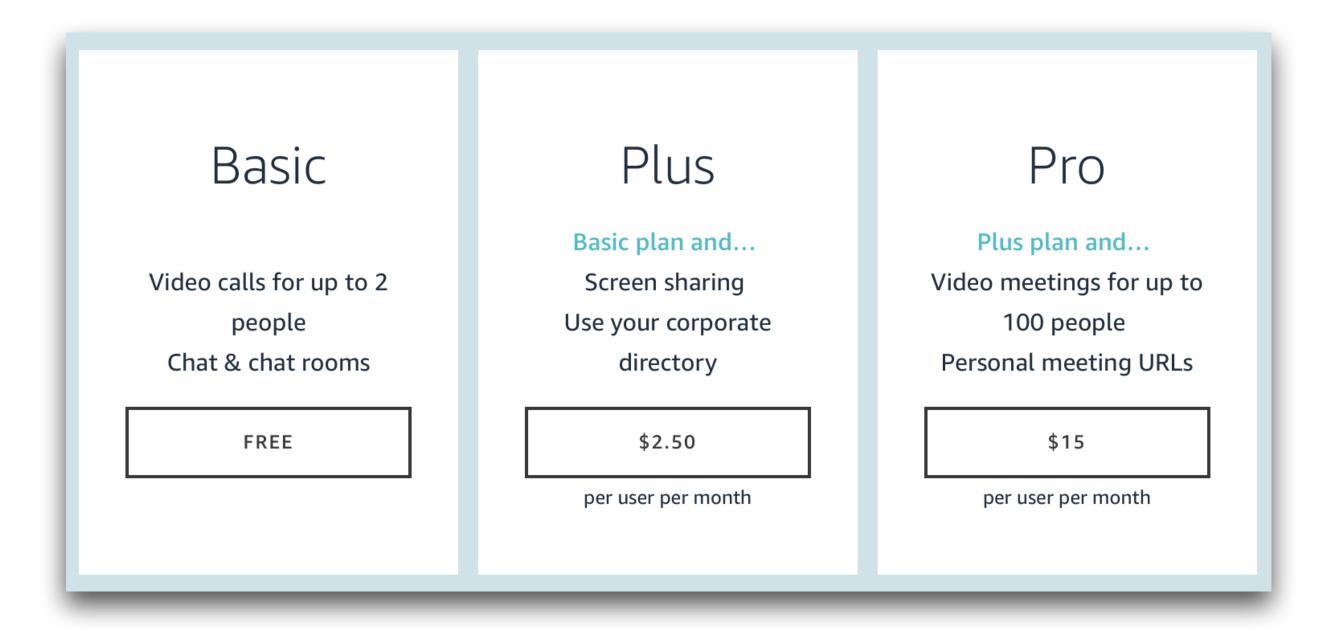
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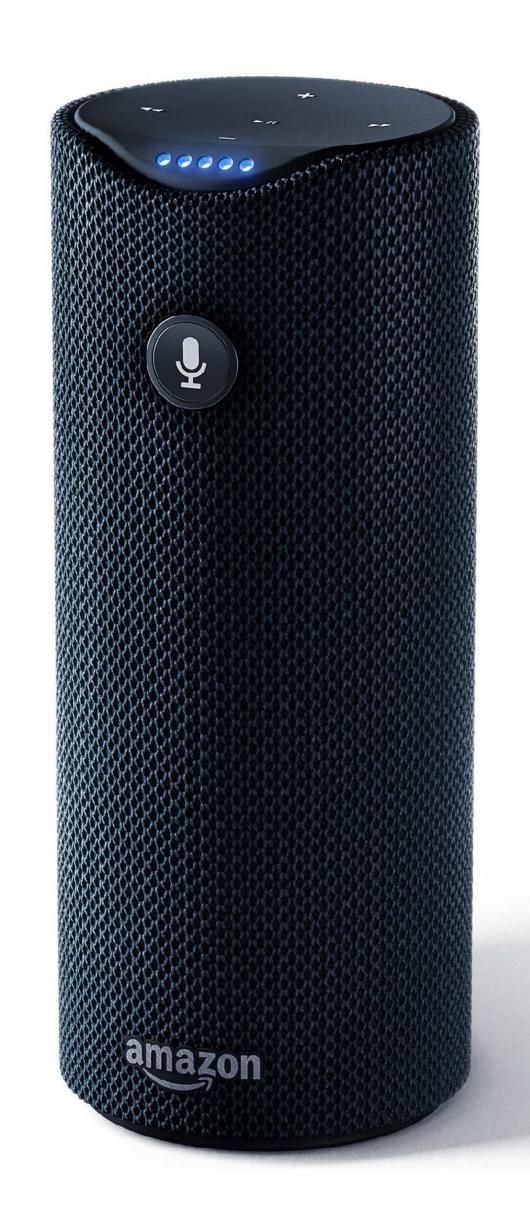


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- Does that sound anything like a telephone network?





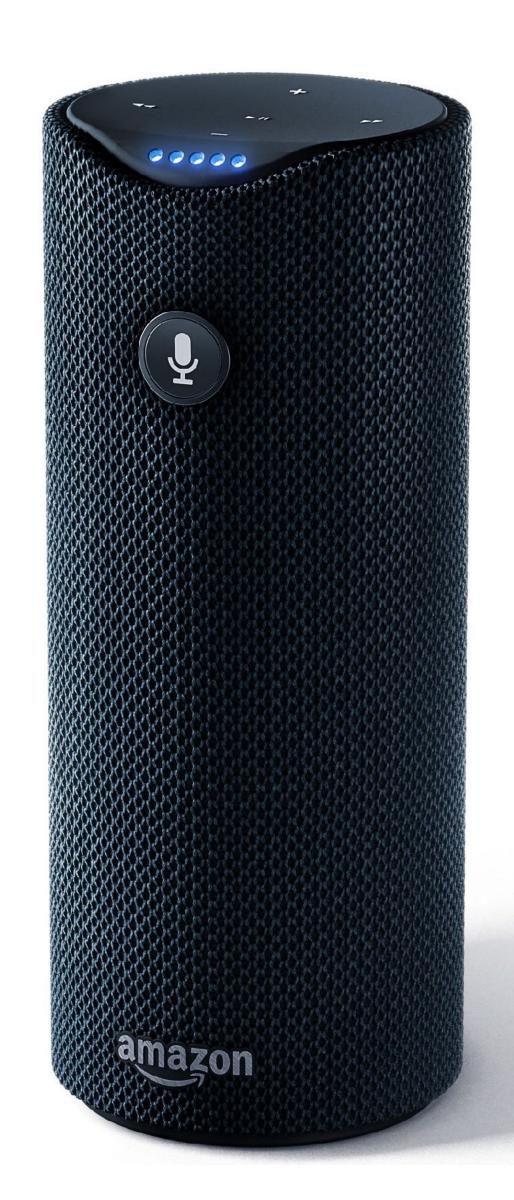
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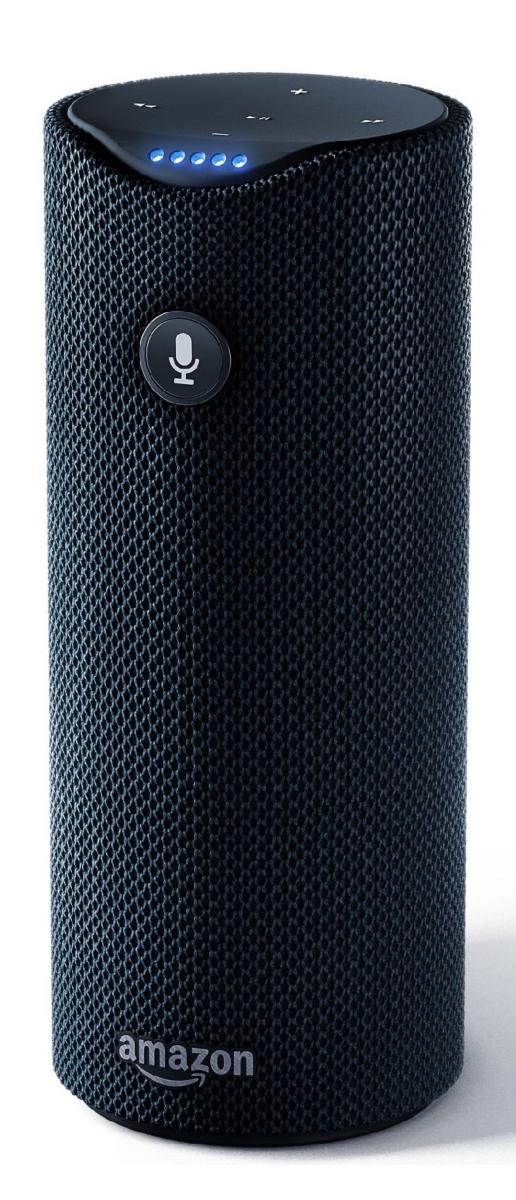
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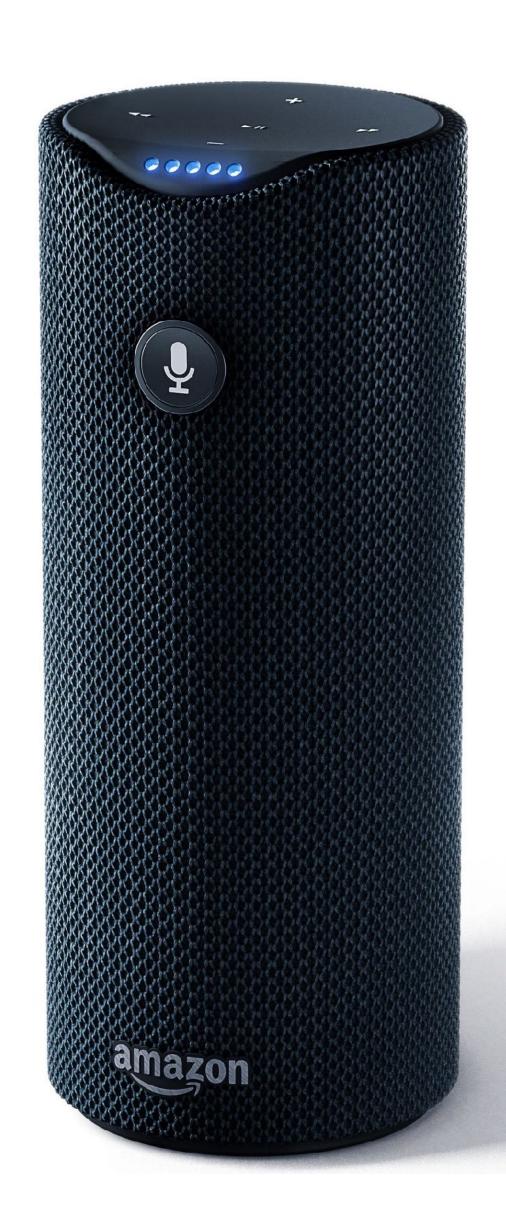
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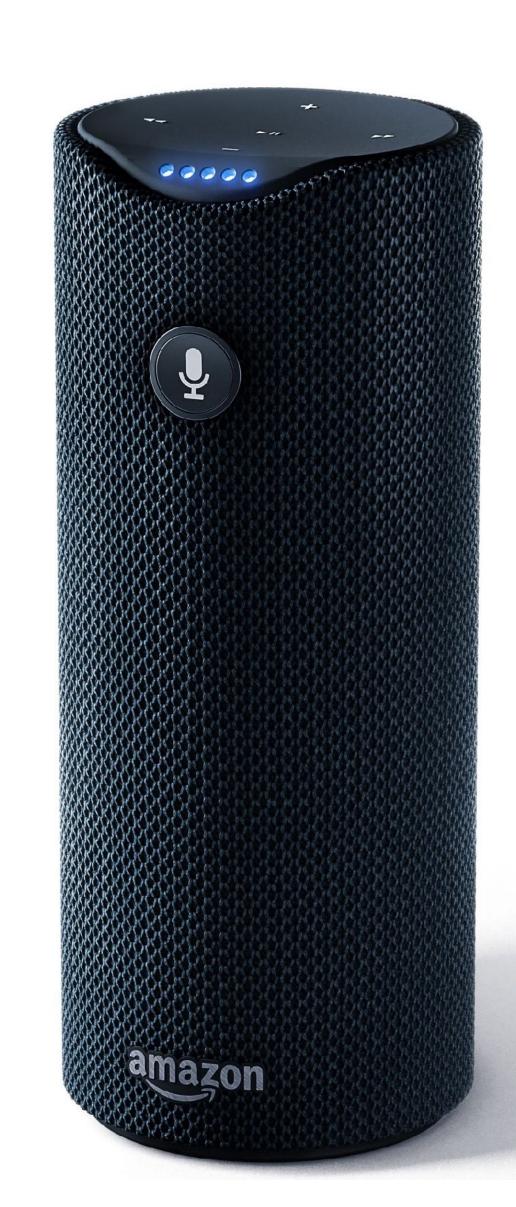
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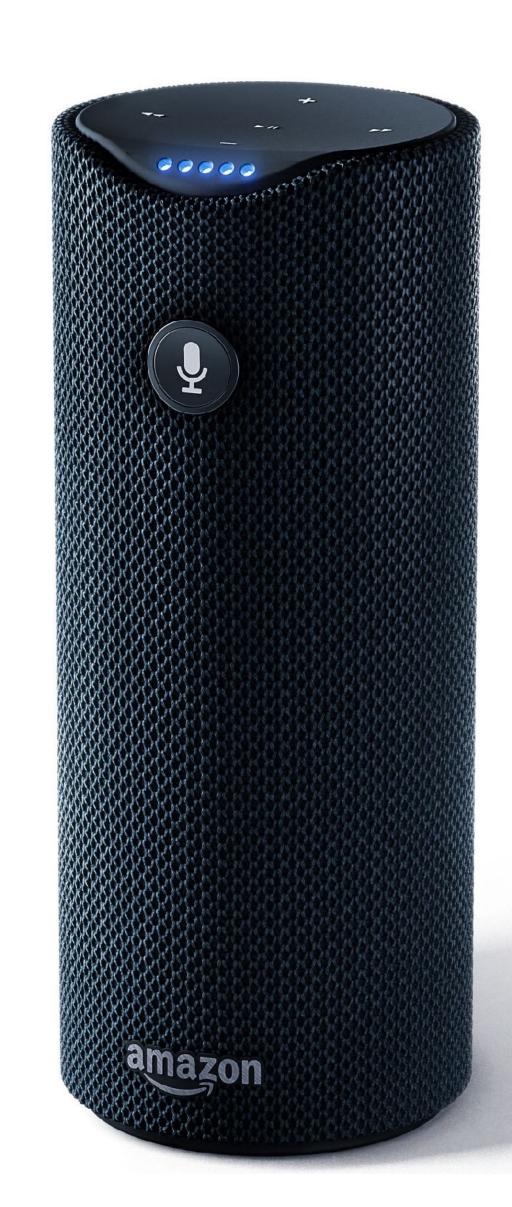
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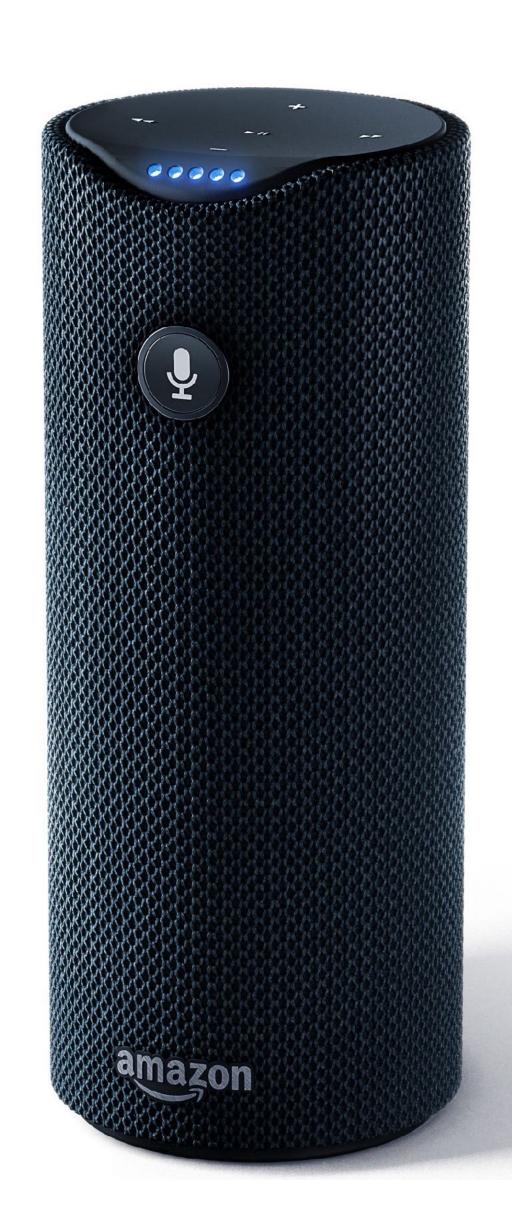
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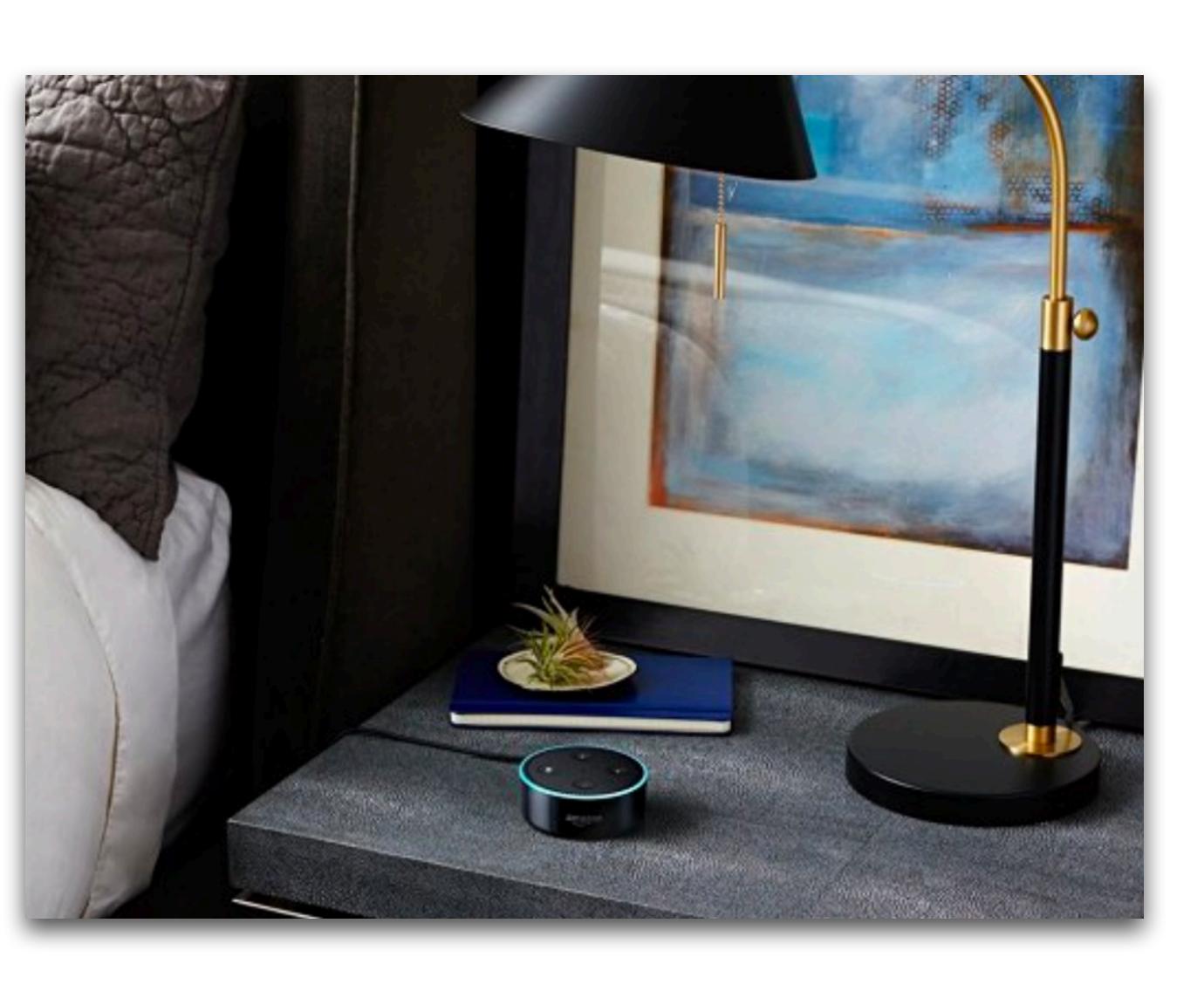


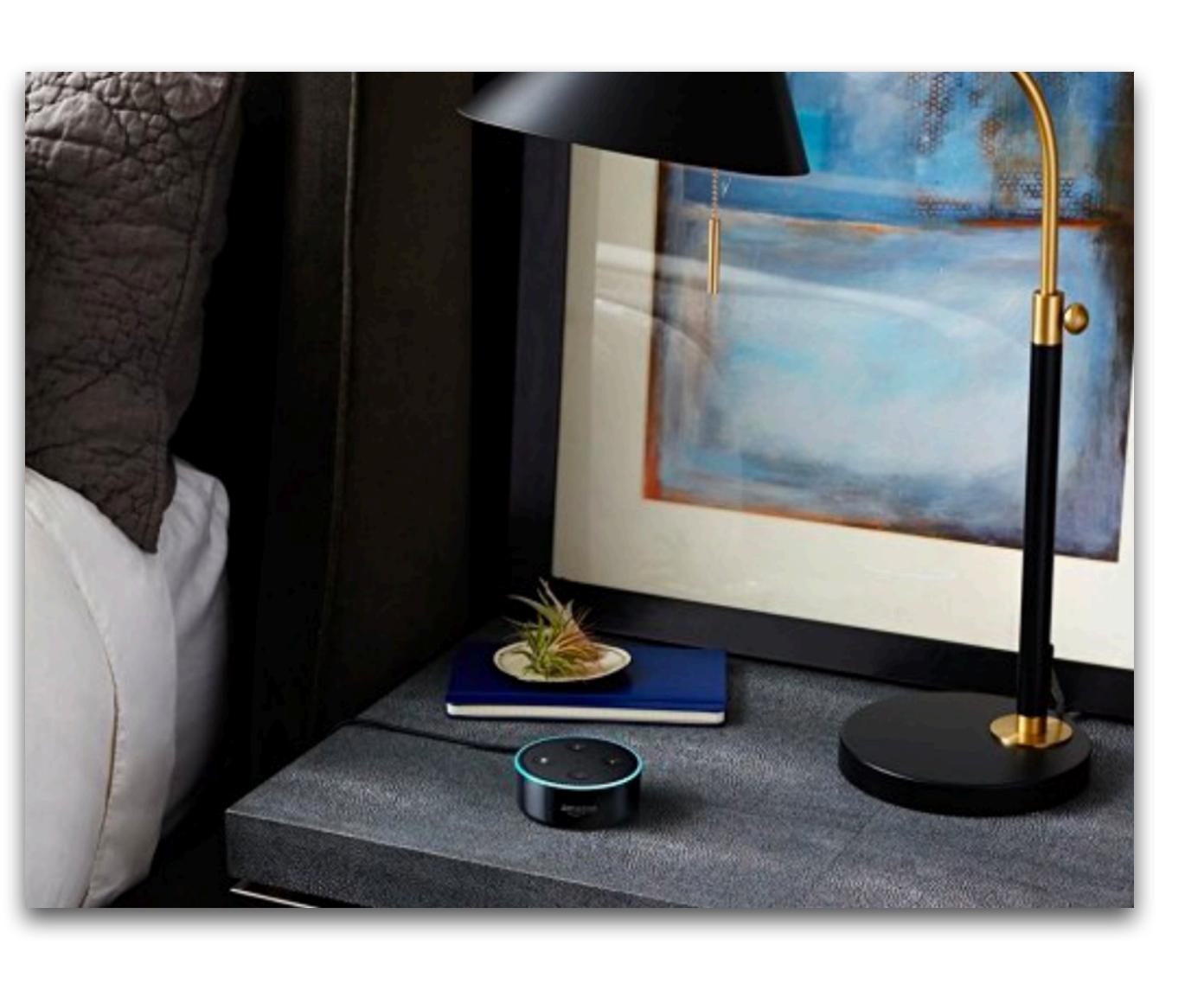
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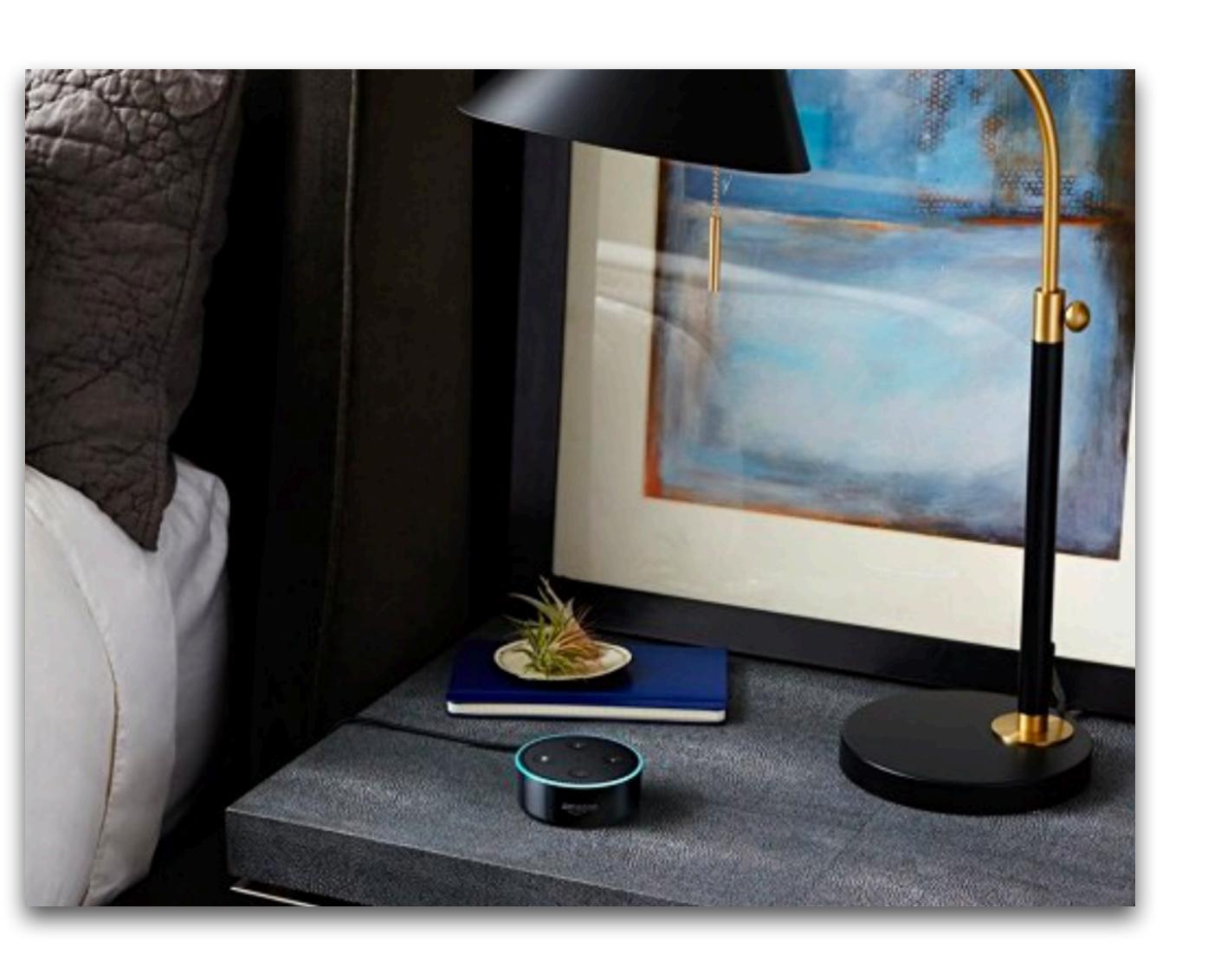
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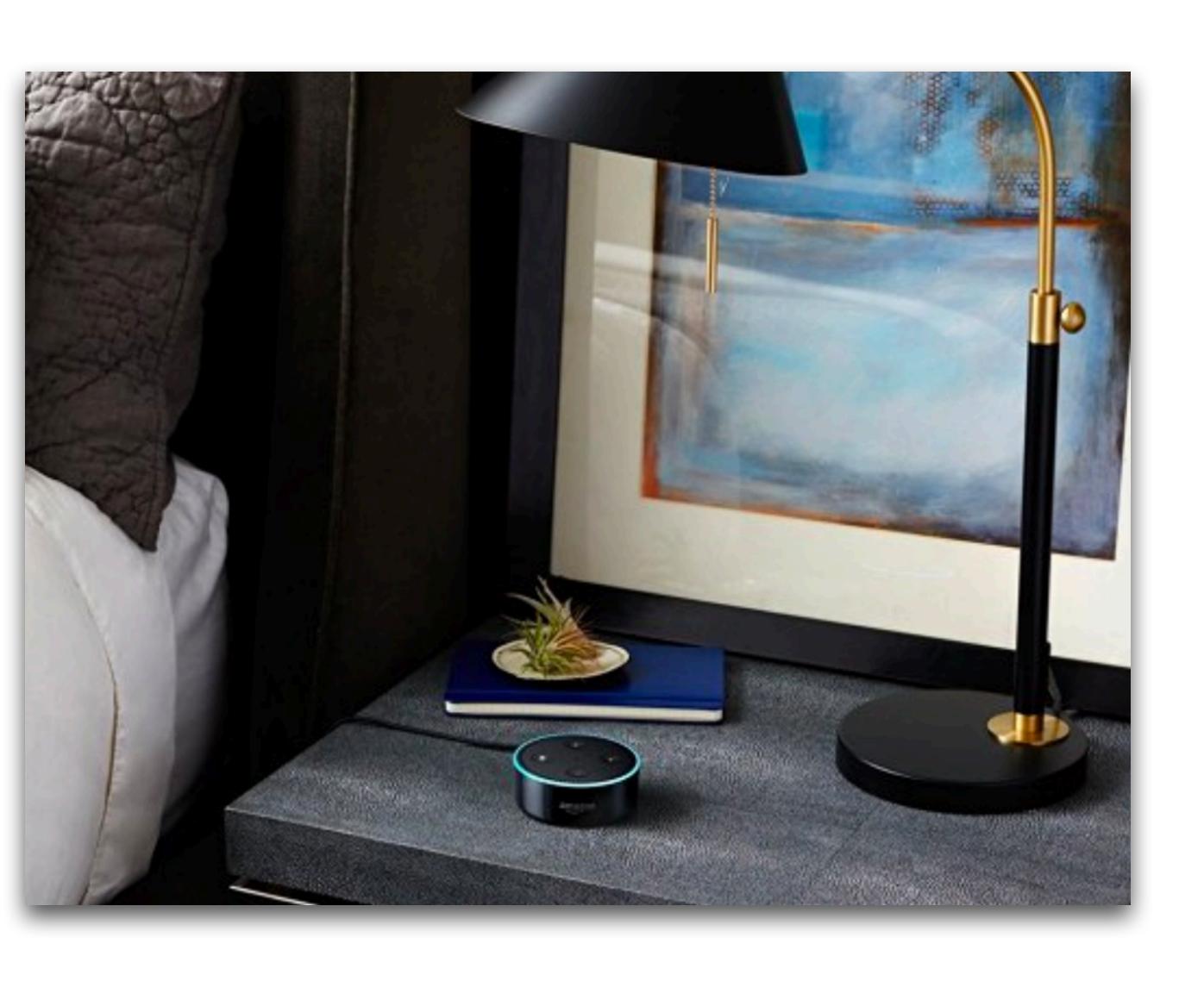




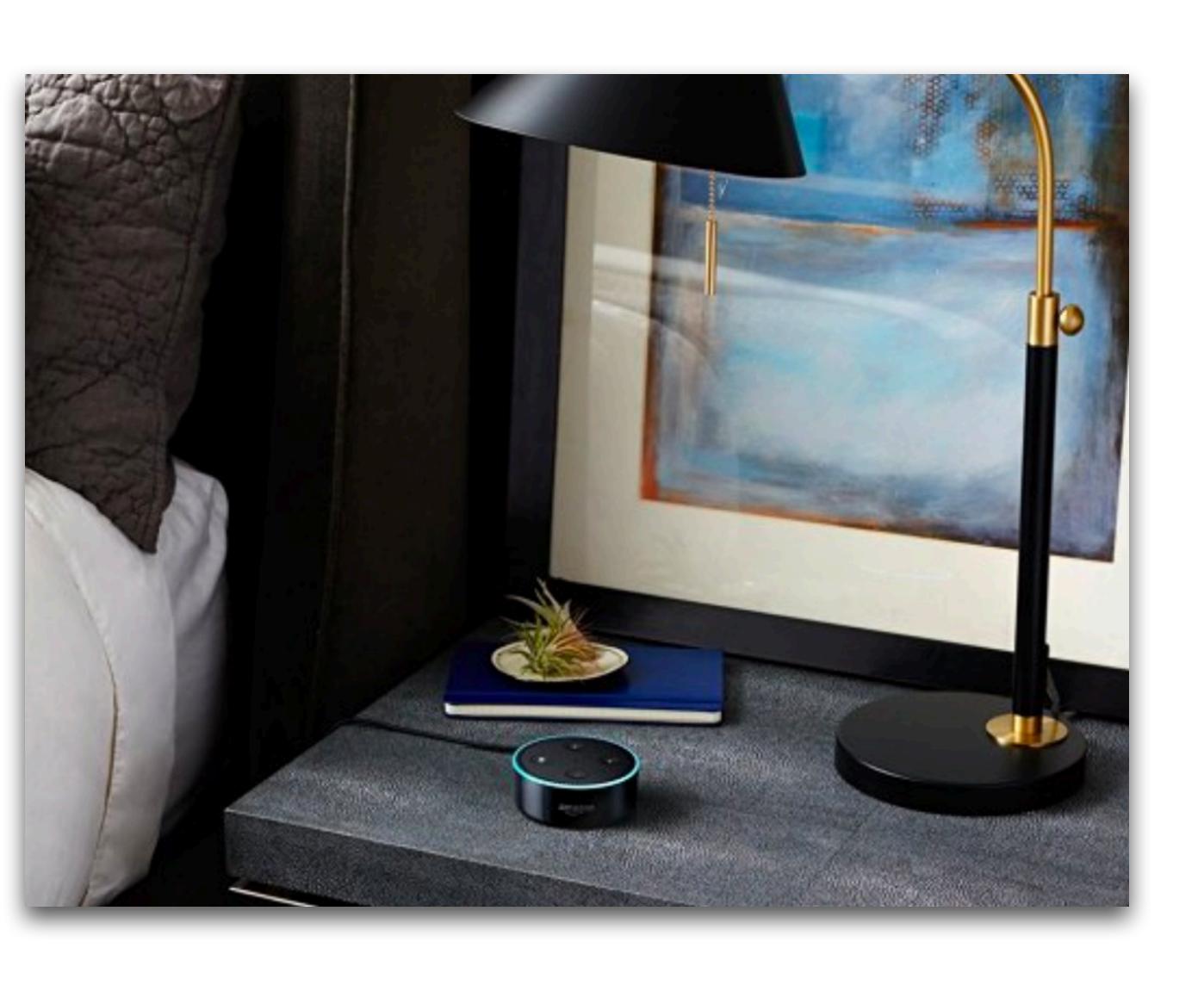
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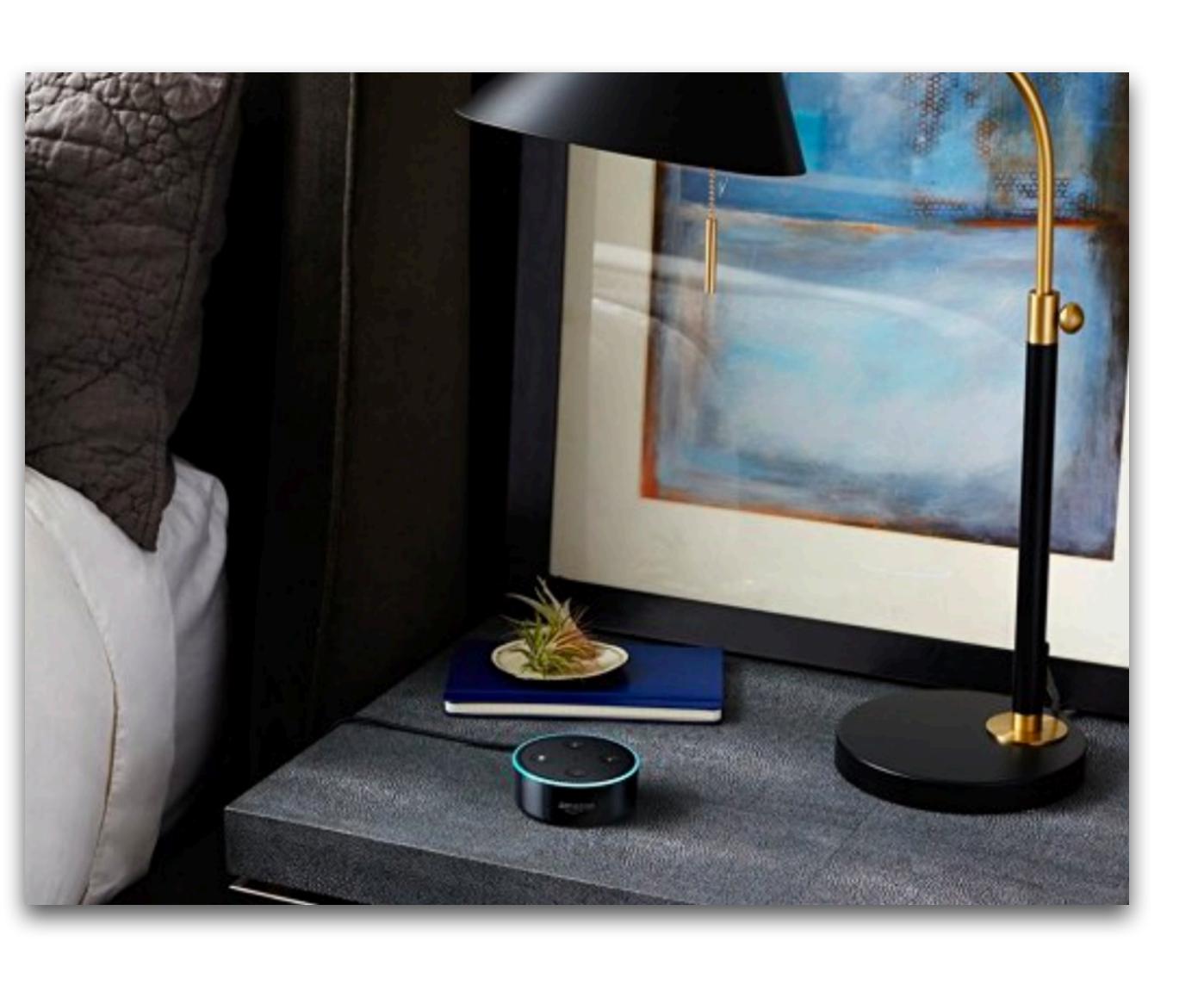
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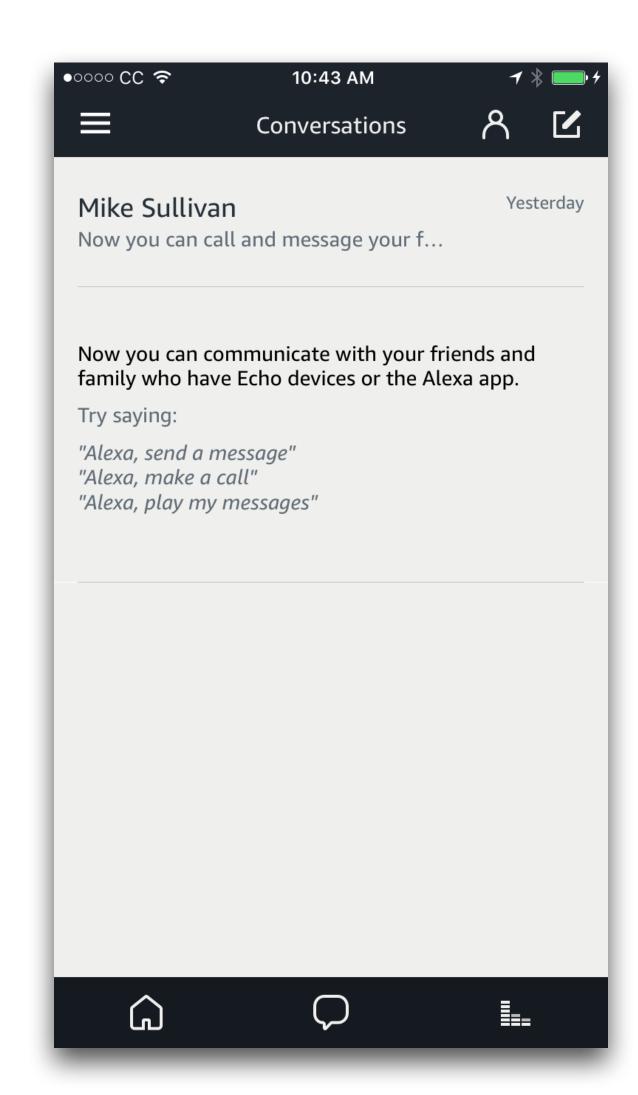
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- Criminy Pete.

It landed yesterday...

- Yesterday, Amazon added free voice and video calling to Echo and Dot devices, plus the Alexa iPhone app
- "Alexa Calling"
- Coming soon to Fire TV, Fire tablets?





Amazon Echo Show



 Alexa-enabled intelligent assistant with 7" color touchscreen display & 5MP front-facing webcam



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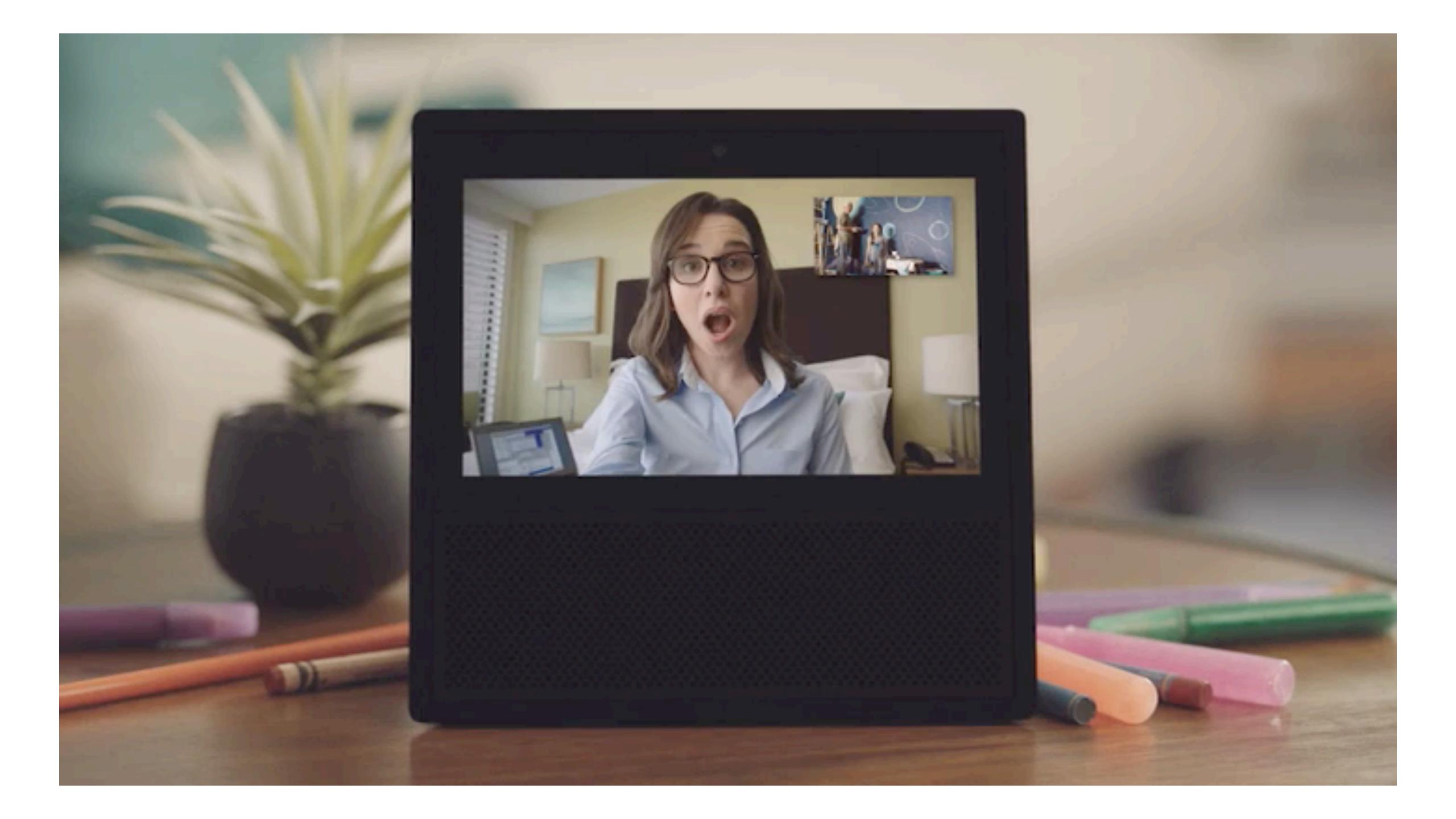


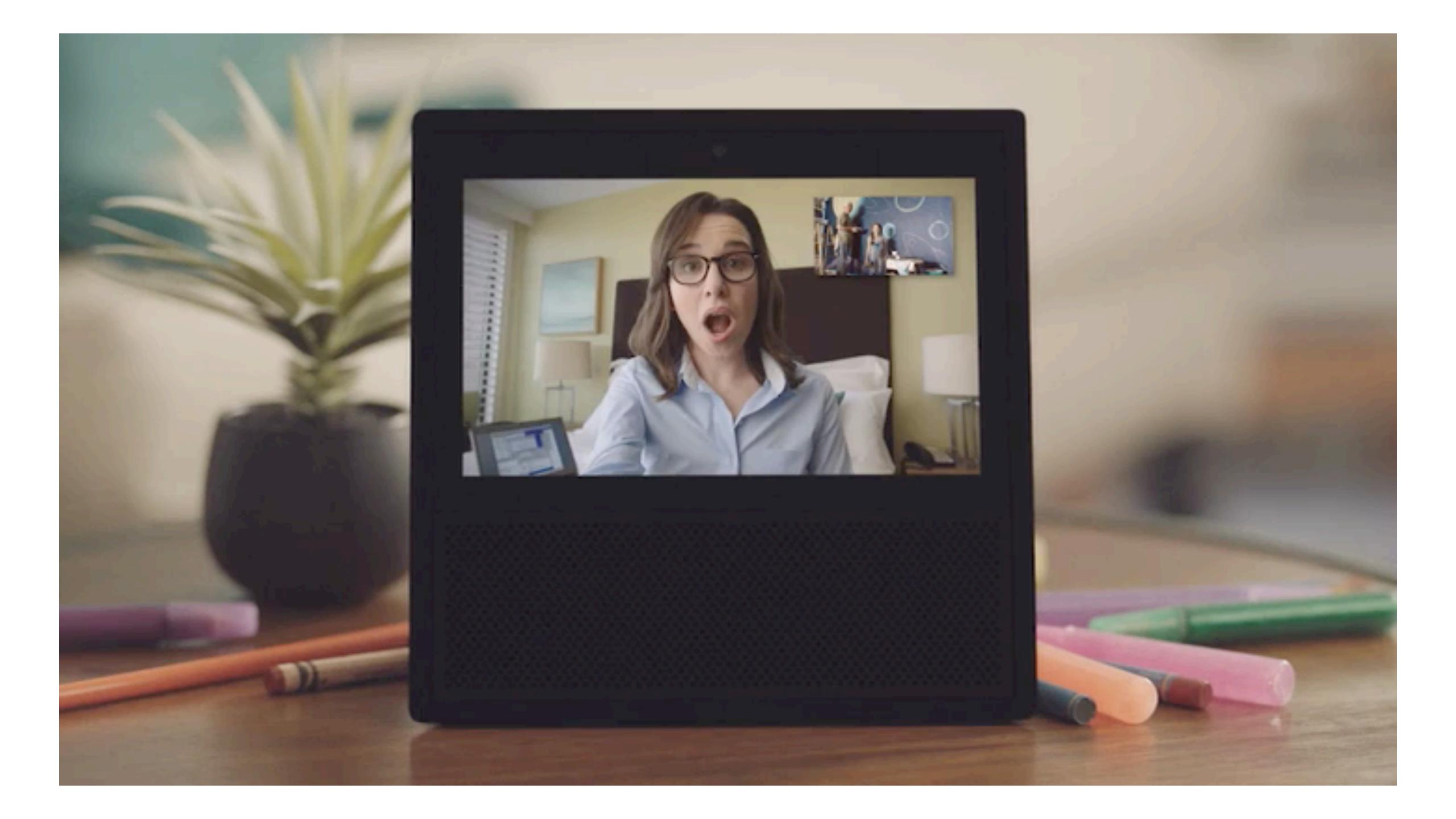
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- Ships about June 28th, pre-order now with Prime

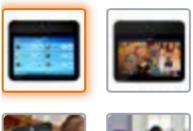




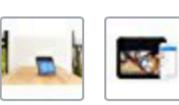


Nucleus Anywhere Intercom with Amazon Alexa Nucleus

★★★☆ ▼ 298 customer reviews | 238 answered questions









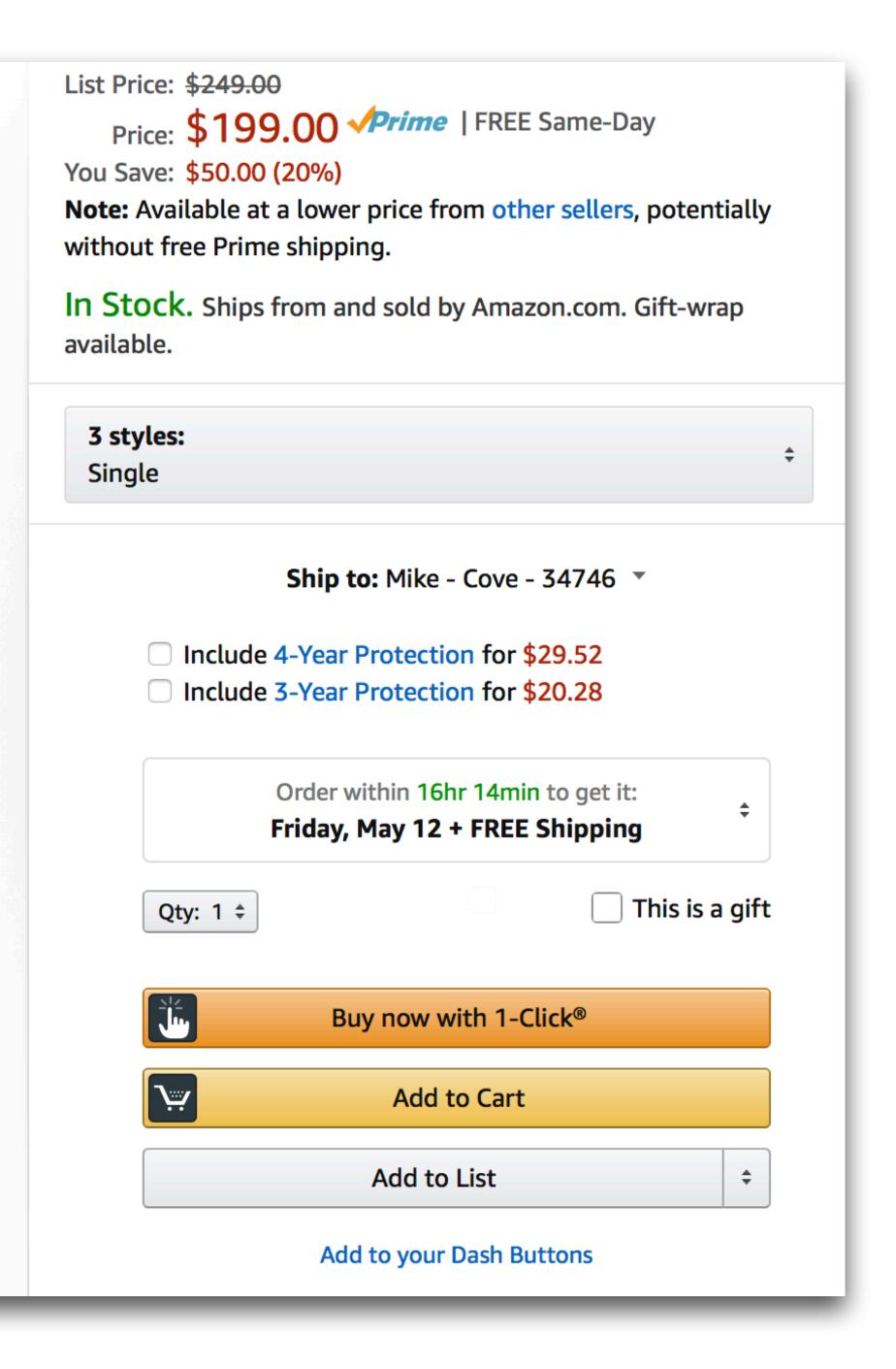




About the product

- Nucleus is a family communication device that connects you with the people you love, whether they're downstairs or across the country.
- Make audio and video calls by simply asking Alexa. Plug Nucleus into power using the included DC adapter or Power over Ethernet (PoE). If you're connecting with standard etherent, plug in the ethernet cable as well the power cord.
- Connects to the internet via WiFi, Ethernet, or Power over Ethernet





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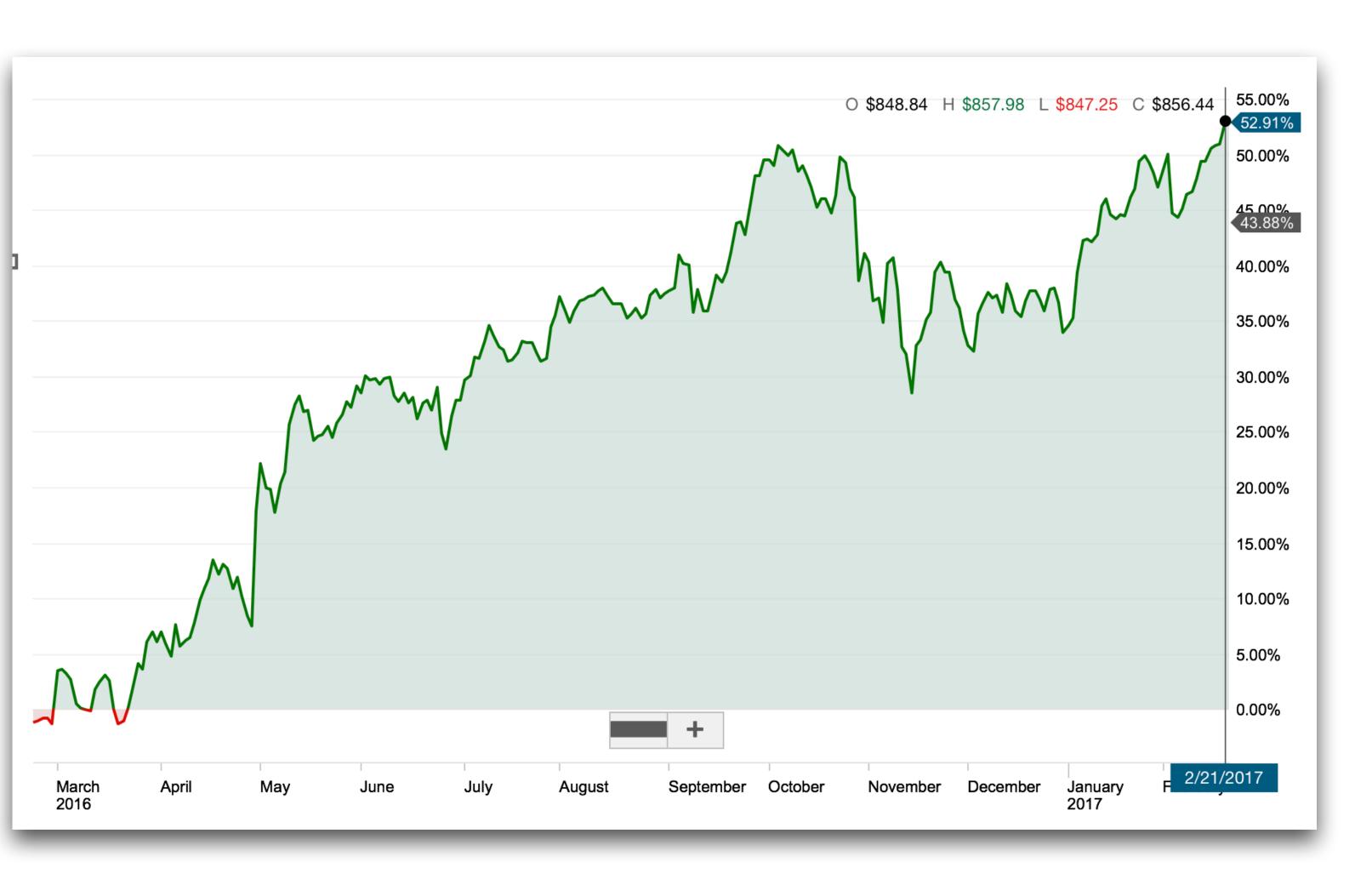
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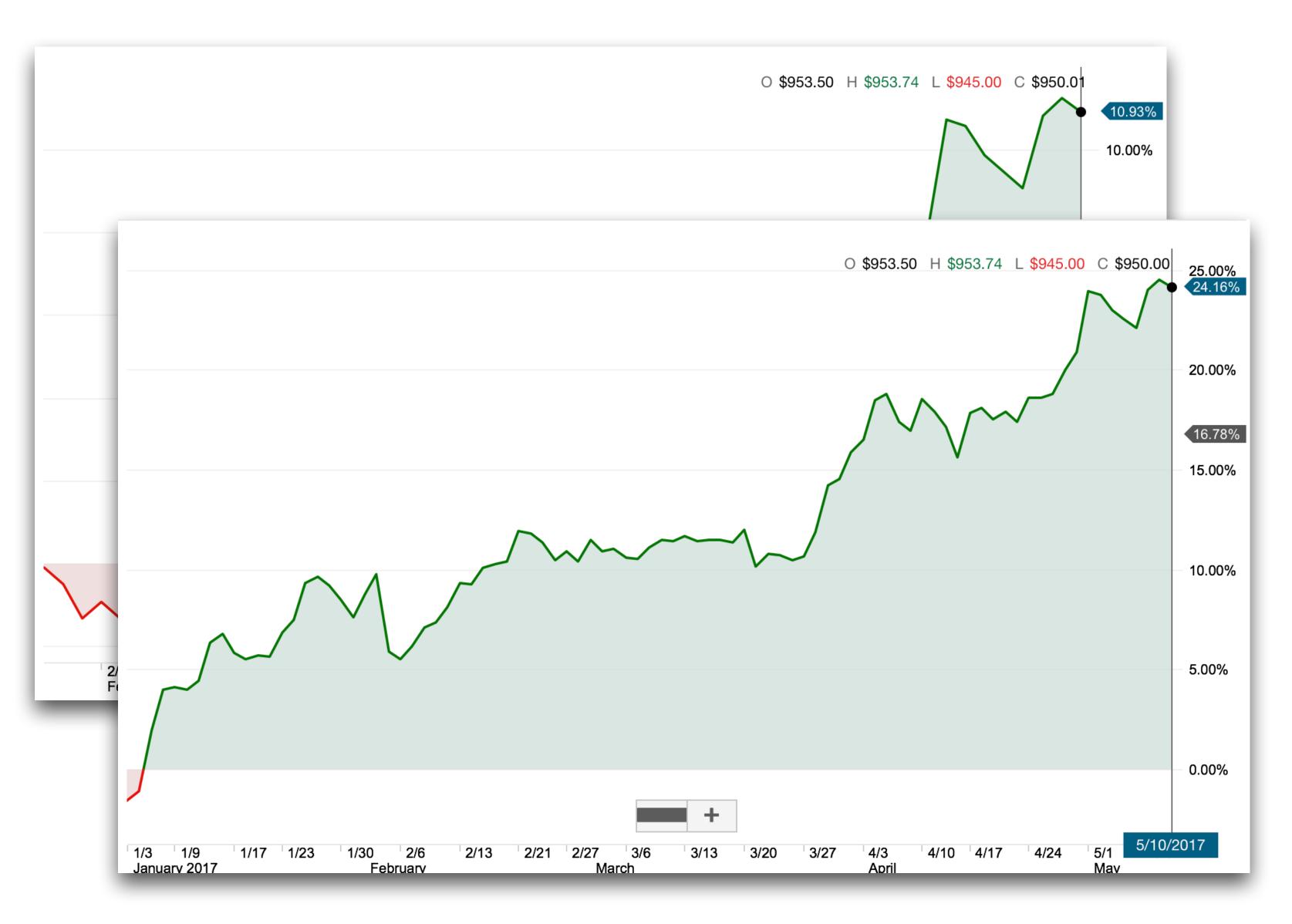


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- It's risen 2,000% in the past decade
- ...and get this:
- AMZN stock has risen an average of 1% every 11 days for the past 20 years

source: NASDAQ, schwab.com



 AMZN stock has risen 11% since February 22, 2017



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- AMZN stock has risen 24% so far this year
- AMZN stock has risen an average of 1% every week this year

Support the Cove Apple Club





MEETINGS **EMAIL LIST** ARCHIVES

SHARE. LEARN. LAUGH!

Join over 200 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! The Cove Apple Club has been meeting every month for over a decade, and the fun just keeps getting better and better!

We meet twice a month, year-round. Check our <u>upcoming meeting schedule</u> 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.

Come join us and learn how to DO MORE and HAVE FUN with your Apple gear!



Everyone is welcome at our club meetings. We warmly welcome curious or frustrated PC, Windows and Android users, as well as anyone interested in anything Apple-related. There's a little something for everyone at each and every Cove Apple Club meeting, so don't miss out!



MEETINGS





EMAIL LIST





MEETINGS **EMAIL LIST** ARCHIVES

SHARE. LEARN. LAUGH!

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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: Amazon 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.





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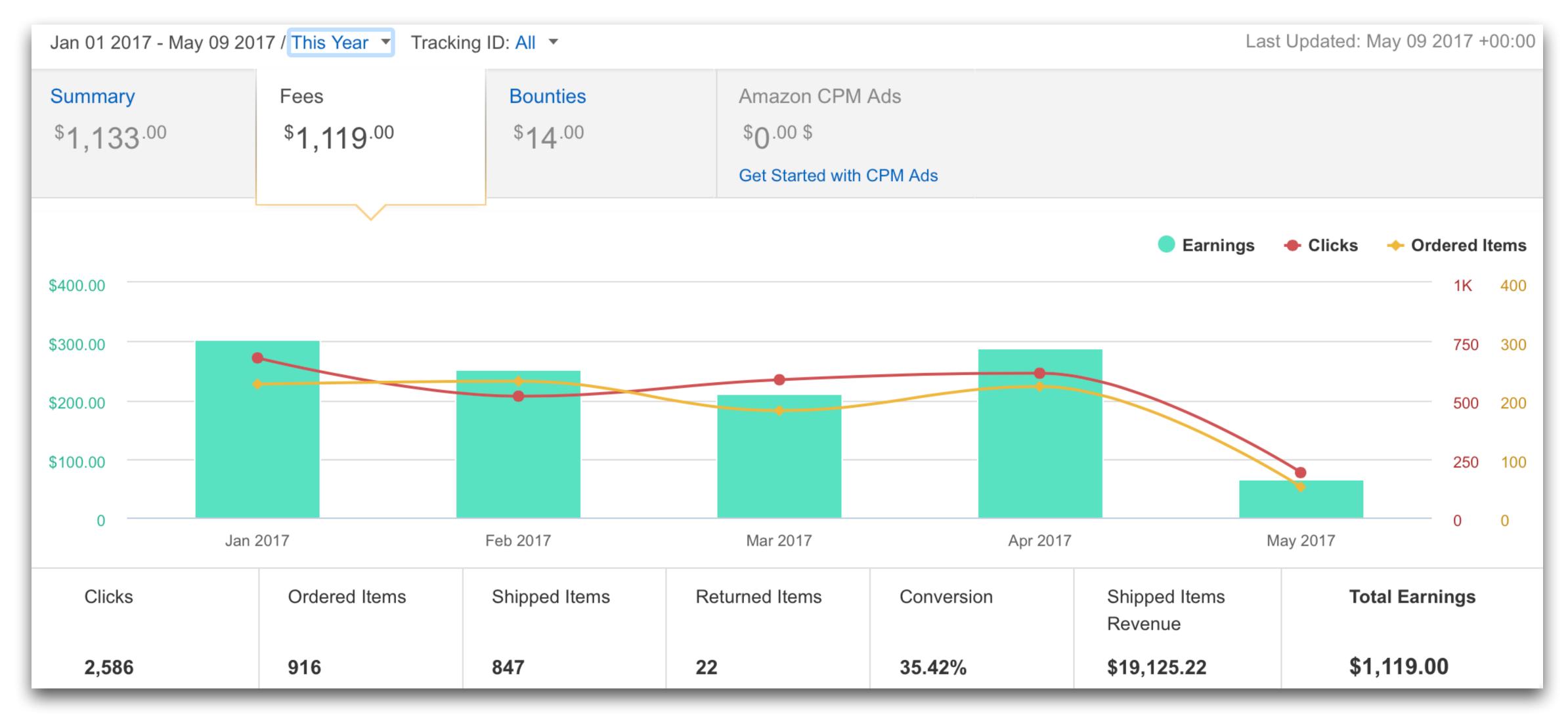
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- 1. <u>Just click here</u> you'll be sent to the Amazon.com homepage.
 - 1. Once you arrive at the Amazon homepage, **BOOKMARK** that page:
 - 1. In Safari on Mac, type Cmd-D
 - 2. In Safari on iOS, tap the Share widget, then tap Add to Favorites or Add Bookmark.
- 2. Drag this link: **Amazon** 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.



2017 YTD

2017 YTD



How The Sausage Gets Made



How The Sausage Gets Made





Twenty times a year, about every 15 days, Yours Truly has to come up with *something*, regardless how trite or nonsensical it may be, to fill an hour at these silly "meetings"



- Twenty times a year, about every 15 days, Yours Truly has to come up with *something*, regardless how trite or nonsensical it may be, to fill an hour at these silly "meetings"
- And usually, it's helpful to have some kind of "visual aid" to keep your attention and aid your understanding



- Twenty times a year, about every 15 days, Yours Truly has to come up with *something*, regardless how trite or nonsensical it may be, to fill an hour at these silly "meetings"
- And usually, it's helpful to have some kind of "visual aid" to keep your attention and aid your understanding
- ...and also, to help land the jokes.



The Tools











The Tools

Safari



Safari

Web browser





Search engine



- Search engine
- Research



- Search engine
- Research
- Image search



- Search engine
- Research
- Image search
- One-step access to top reference sites



- Search engine
- Research
- Image search
- One-step access to top reference sites
- Free & private





 Digital catch-all for everything worth keeping: articles, bookmarks, notes, videos, graphics, reminders, topic ideas



- Digital catch-all for everything worth keeping: articles, bookmarks, notes, videos, graphics, reminders, topic ideas
- Used with the Safari Web Clipper extension



- Digital catch-all for everything worth keeping: articles, bookmarks, notes, videos, graphics, reminders, topic ideas
- Used with the Safari Web Clipper extension
- Free for basic accounts; I have been a paid Premium user since 2011 & wouldn't dream of living without it now





Screenshotting app for Mac



- Screenshotting app for Mac
- Integrates with Evernote, or can be used standalone



- Screenshotting app for Mac
- Integrates with Evernote, or can be used standalone
- Runs from a menubar icon



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- Free





Video downloader



- Video downloader
- Used with the Downie Safari extension for one-click downloads of videos on web pages



- Video downloader
- Used with the Downie Safari extension for one-click downloads of videos on web pages
- \$20 paid app, worth the money the first day you use it





Presentation app



- Presentation app
- It pulls together everything you see in our prezzos, except the live demos

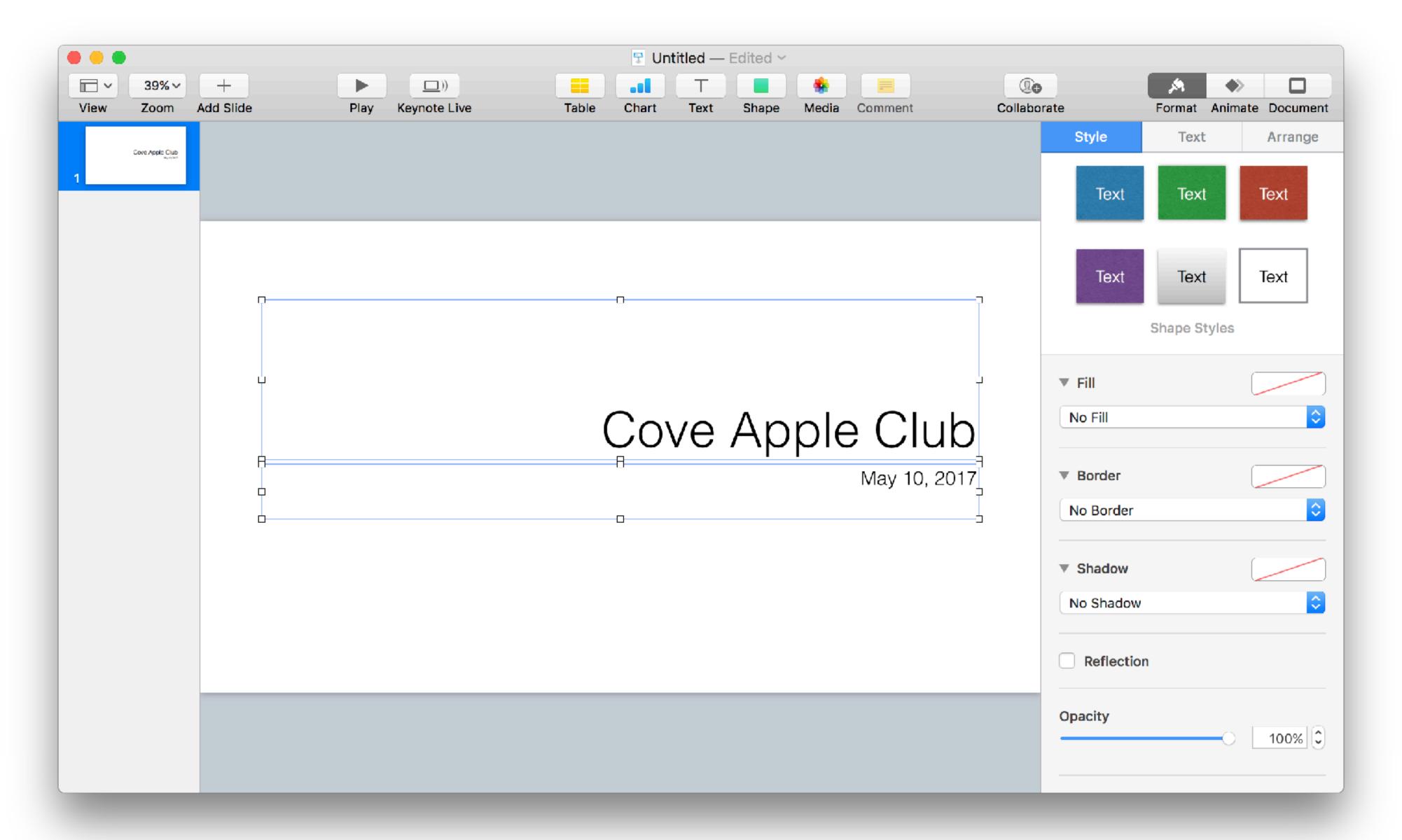


- Presentation app
- It pulls together everything you see in our prezzos, except the live demos
- Makes even a no-talent hack like me look good



- Presentation app
- It pulls together everything you see in our prezzos, except the live demos
- Makes even a no-talent hack like me look good
- Free & awesome





The Process

Our Next Meeting

MAY

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

June Meetings?

June 20)17					< Today >
Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	Jun 1	2	3
4	5	6	7	8	9	10
11	12	13	• Cove Apple Club	15	16	17
18	19	20	21	22	23	24
25	26	27	• Cove Apple Club	29	30	Jul 1

June Meetings?

June 20)17					< Today >
Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	Jun 1	2	3
4	5	6	7	8	9	10
11	12	13	14 • Cove Apple Club	15	16	17
18	19			22	23	24
25	26	27	28 • Cove Apple Club	29	30	Jul 1

July Meetings?

July 201	17					< Today >
Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	Cove Apple Club	29	30	Jul 1
2	3	4	5	6	7	8
9	10	11	• Cove Apple Club	13	14	15
16	17	18	19	20	21	22
23	24	25	• Cove Apple Club	27	28	29

July Meetings?

July 201	17					< Today >
Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	Cove Apple Club	29	30	Jul 1
2	3	4	5	6	7	8
9	10		Cove April Culb	13	14	15
16	17	18	NON	20	21	22
23	24	25	26 • Cove Apple Club	27	28	29

See you at Cheeks!

