



The GAB'er

The Newsletter of the Greater Albany Apple Byters

Volume 30, Number 9 - May 2014

Apple Updates the MacBook Air



Apple has indeed updated its MacBook Air, and while the updates aren't terribly dramatic, they are solid improvements that should come as welcome news to anyone who has been waiting in the wings for a reason to upgrade. The new models now start at \$899 for the 11-inch model, and \$999 for the 13-inch model. Now is definitely the time for Apple to be capitalizing on their strong Mac market position, coming out of a solid fiscal Q2 when it sold 4.1 million Macs, an improvement on the 3.9 million units it shipped during the same quarter last year.

Apple's new MacBook Airs gain processor improvements, using new Intel Haswell chips that push power up a notch, which should make for even faster, more efficient operation over the models introduced last year at WWDC in June. Storage options also get tweaked, with better baseline options. Everything from the base model to the top end gets improved processors, so regardless of your budget or needs you'll be getting more for your money.

May 2014 GAAB Meeting

This month we will be Tuesday, May 14, 2014. We will discuss using Keynote and PowerPoint.

**Meeting: May 14, 2014
7:00 PM**

**Panera Bread
161 Washington Ave Ext, Albany, NY**

A map can be found at the GAAB website at http://applebyters.com/index.php/meeting-information/meeting_map/



GAAB Meeting Agenda

- Greetings and Dinner
- Discussion: Using Keynote and PowerPoint to get your point across
- News from Apple including Updates
- GAAB Help Desk: Bring your questions to the meeting

Next GAAB Meeting
May 14, 2014

Keynote and PowerPoint
7:00 p.m.

Panera Bread
Crossgates Common, Albany

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The Greater Albany Apple Byters is an Apple Computer User Group. Meetings are held the second Wednesday of each month (except July and August) in Room 212 of Troy High School, located on Burdett Avenue, Troy, NY.

Annual membership fee is \$10.00. Membership privileges include this newsletter, access to a large public domain software and video/audio tape library, local vendor discounts, special interest groups, and other special offers.

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Apple Ambassador

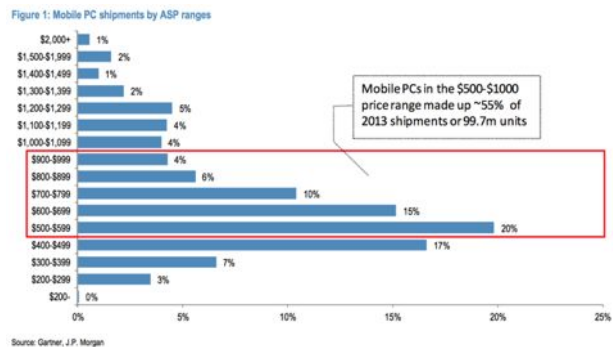
by John Buckley

If you are interested in a new Mac, you may want to check out the latest info from Appleinsider. See the following from Appleinsider and check out there the [Appleinsider Mac Price Guide](#).

\$899 MacBook Air Taps Apple into Massive \$63B-Per-Year Notebook Market

by Neil Hughes, AppleInsider

Apple's new entry-level 11-inch MacBook Air is the company's most affordable notebook in its history — an aggressive pricing move that one analyst has predicted will help the Mac further eat away at the largest segment of the existing Windows PC market.



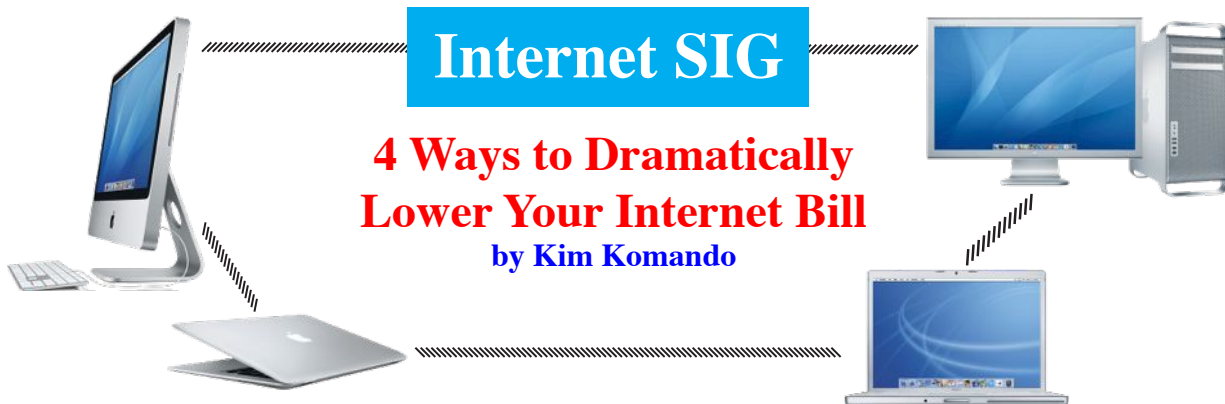
Traditional Windows PCs thrive in the price range between \$500 and \$1,000, where some 100 million units are sold every year. Analyst Rod Hall of J.P. Morgan pegs this market segment as worth \$63 billion per year.

With the launch of its updated MacBook Air models [on Tuesday](#) with a new, lower entry price of \$899 for the 11-inch model, Apple has firmly placed itself in that massive segment of the notebook industry. The 13-inch variety of the MacBook Air has also dropped to \$999, and both new models sport slightly faster Intel Haswell processors boasting all-day battery life.

Hall is encouraged by Apple's moves into the sub-\$1,000 PC market, as he sees the company's lower-priced options

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A few years ago, a cable technician was working on the lines outside my house. When I mentioned I was paying for the company's top-tier Internet service, he snorted and said, "Why? You can't get that tier of service with these lines."

It was a lesson to me: We have to always be on guard in dealing with these large cable and Internet companies. In this case, after I raised heck, the company ended up running a dedicated line to my house.

There are big legal battles in the news these days between these companies; and when there are big legal battles, it means big bucks are at stake.

Let's remember that we the customers are the ones generating those big bucks, and we have to be smart about what we're paying and why.

Leaving aside our cable TV bills, which are always going up, there's the costs we pay for simple Internet access. Those are high and always going up, too. [Several studies have noted that the U.S., among developed nations, pays more for Internet – and gets the slowest speeds.](#)

No wonder that a lot of us are trying to figure out a way to lower our Internet bills. I've got three suggestions.

1. Call your provider

Call your provider at least once a year to go over your bill to figure out what you are paying for and why, for both cable TV and Internet. Here's another true story: I recently found I had been charged for a big sports package over the previous two months – and got actual attitude from the customer-service rep when I said I wanted a refund.

It turned out that, in a previous upgrade, even though I hadn't asked for it, the company had slipped in the package free for a year. Why? Because the fine print said they could start charging for it after the year was up! Nice.

Check and see what exactly you're paying for each month, and make sure you're not paying for something you're not getting. Test your bandwidth speed to make sure you're getting something in the general area of what the company is promising. I have a tip on my site to help you figure it out that you can [find here](#).

2. Switch providers

Consider what alternatives you have available to you; if you can, threaten to take your business somewhere else and see if that nets you a discount of some sort.

But there's a catch: The biggest problem all of us have with our cable and Internet bills is that [there just isn't actual competition in most cities](#). We've got one choice for high-speed Internet – or nothing.

But there's a class of people who actually do have a choice. Not every household is sucking up multiple lines of Netflix at any given time. Nor does everyone have a streaming music service on eight hours a day.

If you're not in one of those categories, consider checking out a local service that almost always provides competition to a cable modem. It's good old DSL.

DSL was a hot new technology 15 or 20 years ago. Today, it's an also-ran. DSL speeds have increased in recent years. There are new innovations on the way, too. For a household that basically just surfs the Web and watches You Tube videos, it's plenty fast enough – and you might save \$30 or more on your Internet bill per month.

And in fact, if you read the Netflix and Pandora fine print, you'll see that the basic requirements are pretty low and should work decently with many DSL services.

DSL is generally provided by your local phone company. It comes in to your house over their copper lines. Try giving that company a call and ask to hear their DSL pitch. If you're

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Education SIG

Science, Technology, Engineering and Mathematics

from Edudemic

The following two articles from Edudemic provide some insight into STEM education and online education. Edudemic provides a connection between education and technology. Many of these articles are short and to the point.

How STEM Can Save The World (Or At Least Help A Bit)

by Katie Lepi

STEM is still a big deal these days. There's still a push to [get more students interested in STEM](#), and there's still a lot of discussion happening around the ever-present '[gender divide](#)' [in STEM subjects](#).

The Current STEM Landscape

- Only 44% of 2013 high school graduates were prepared for college level math
- 36% of 2013 high school graduates were prepared for college level science
- Only 32% of 8th graders (in 2011) were proficient in science at the 8th grade level
- 35% of 8th graders (in 2011) were proficient in math at the 8th grade level
- Students who go through at least algebra II in high school are twice as likely to finish a four year degree
- As of 2009, about 35% of people aged 25 and up had degrees in science or engineering
- As of 2009, 87% of bachelors degrees in science or engineering belonged to men over the age of 25
- Only 4% of US bachelors degrees are in engineering
- 31% of bachelors degrees in China are in engineering
- By 2018, 92% of STEM jobs will require postsecondary education
- The number of research papers written by US scientists has dropped 11% in recent decades
- The number of women with Bachelor's degrees in computer science rose by 11% since the 90s

6 Things To Consider For Online STEM Learning

by Matt Vangalis

From millions in White House grants to private tech companies' awareness programs, the push is on to engage students in the critically important fields of science, technology, engineering, and mathematics ([STEM](#)) career possibilities.

It's a hot button issue. The demand for well-educated students, especially in the STEM fields is growing with no signs of slowing down. Still, according to the National Math & Science Initiative, 54 percent of high school graduates are not ready for college math, while an astounding 70 percent are unprepared for college-level science.

A main issue that prevents students from becoming engaged in STEM is a lack of access to the courses, the content and the right teachers they need to succeed. Many schools lack the resources to fully push STEM to all students. The good news is that students don't need to be in a brick-and-mortar school to effectively learn STEM concepts.

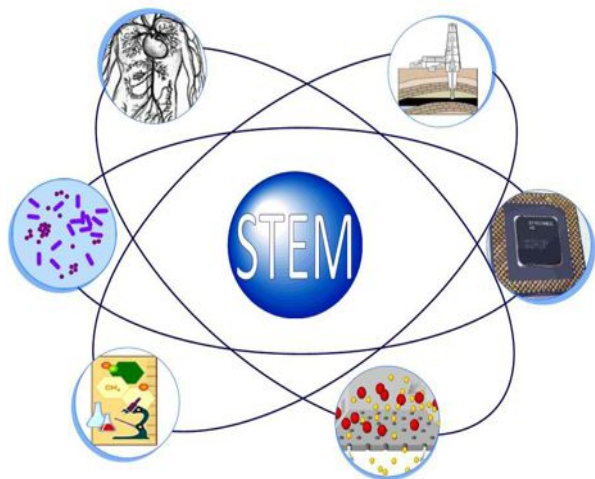
Online learning is a critical tool because it gives more students access to [STEM education courses](#) and resources that might otherwise be unavailable to them. Students who don't have access to STEM offerings at their schools can access high-quality courses online. It also serves as an outlet for schools and districts to augment their STEM offerings, which are often only offered as electives.

A [2013 report from STEMConnector](#) said close to 60 percent of the nation's students who begin high school interested in STEM change their minds by graduation. Schedule flexibility and the ability to work at your own pace can take away some of the intimidation factor that many students face in a STEM curriculum – a factor that often leads to a loss of interest.



STEM Should Be Hands-On

Studies show that STEM education is most successful when there's a multi-prong approach, including coursework, applied activities and career connections. In addition to quality courses, a good online STEM program will offer [hands-on opportunities](#) for students to apply what they learn.



Online schools with year-round enrollment have a more flexible academic calendar, so online educators can better incorporate hands-on experiences, assignments and even internships into the curriculum.

Such activities are important learning tools, but are also critical in inspiring kids to think about STEM careers. Participation in internships, job-shadowing experiences and other hands-on experiences in research labs, zoos and museums are critical in helping students determine their interest and increasing their knowledge.

Personalized Instruction

[Personalized instruction](#) is recognized as a priority in STEM education. Teachers with online schools are often able to offer more personalized instruction based on the student's needs. The online format allows teachers to work one-on-one with students in a way that typically is not possible in a traditional school.

Also, students are able to work at their own pace, taking the time needed to master the information, as opposed to moving on to a new topic before they are ready. For example, a student who is highly motivated and wants to master Algebra as fast as possible in order to tackle the next level of math does not have to wait for those students who might need to take extra time in mastering concepts.

Students also have more choices in how they demonstrate what they've learned in a medium that best fits their style of learning. Using technology, they may choose to create projects beyond writing a paper, such as creating videos, audio recordings, websites and more – whatever medium best fits their style of learning.

6 Things To Consider

1. As with any education choice, do your homework! Here are some items to take under consideration when looking at online STEM offerings:
2. Is the program a recognized educational institution? What credentials do teachers hold? How many teachers hold graduate or post-graduate degrees? Is the school accredited?
3. What kind of approach to STEM does the program take? Are students exposed to STEM merely through school courses or are STEM-related extra-curricular clubs and assignment activities available.
4. Does the program require students to apply STEM content knowledge beyond tests? Students should have an opportunity to apply their lesson concepts to develop projects.
5. Is there a focus on interpersonal skills? The more successful and inclusive STEM programs encourage problem-solving and interpersonal skills, which help students be more adaptable and successful in the real world.
6. Where does computer programming fit in? Computer science is often overlooked as a common denominator in STEM, but FLVS Global School is seeing mounting evidence that interest in computer science is a gateway to a wide variety of STEM careers. An understanding of computer science helps connect the dots among science, technology, engineering and mathematics. Results also indicate that CPI students who transition to the AP Computer Science (APCS) course have a higher average score and are less likely to withdraw than students who begin APCS with no prior programming experience.

The most important thing for parents and students to keep in mind is that choosing online learning is not taking the easy way out. Despite the flexibility they offer, online courses often require more work than what may be necessary in a traditional classroom. However, when the work is engaging and connects with students' individual learning styles, students are less likely to get discouraged, more inclined to enjoy what they learn and more likely to stick with STEM.



Apple Ambassador

Continued from page 2.

potentially chipping away at Windows-based computers. The analyst has been pushing for Apple to target the \$500-to-\$1,000 market segment for some time.

Previously, Hall had suggested Apple should create a more [full-featured version](#) of iOS that would essentially bring keyboard and mouse support to Apple's mobile operating system. On Wednesday, Hall admitted that Apple's price cut on the MacBook Air lineup is a more "simple" method of addressing the huge sub-\$1,000 market, as opposed to his own "more technically complicated" suggestion.



Hall previously said that about 55 percent of total notebook shipments in 2013 were estimated to have come from the price range between \$500 and \$1,000. That's equivalent to about 100 million of the 180 million laptops that were shipped last year.

AppleInsider [has gone through](#) the entire history of Apple's most affordable notebook models, revealing that the new \$899 MacBook Air is in fact the cheapest portable Mac ever sold by the company. Apple has garnered a reputation for being a more premium-priced electronics maker than the rest of the PC market, and its Mac lineup has a long history of being priced well above \$1,000.

Apple's first-ever battery-powered portable computer was the short-lived Macintosh Portable, which carried a hefty \$6,500 starting price when it launched in 1989. In 2014 dollars, the 1989 Macintosh Portable would cost \$12,386.

Apple did technically achieve an \$899 price point with its legacy polycarbonate MacBook [in 2011](#), but that device was only made available to education buyers and reflected discontinued hardware. Apple's new \$899 MacBook Air is an updated model with a faster processor, and it's available for anyone to buy.

Best Buy Now Offering Lowest Pre-tax Prices on Apple's 2013 & 2014 MacBook Airs, Starting at \$759 by AppleInsider Staff

With last week's release of new and cheaper MacBook Air models, authorized Apple reseller Best Buy has undercut those prices, offering discounts on the latest refresh, as well as deep price cuts on the previous-generation models, which now start at just \$759 plus tax.

For example, the new entry level 11.6-inch MacBook Air, which retails for \$899, is currently being [offered by Best Buy](#) for \$854.99, the cheapest price currently available from Apple resellers. The low-end 13-inch model is also being offered [at a discount](#) for \$949.99, matching Apple's own education pricing on that model.

Legacy models are also being offered at some of the lowest prices ever for a new Mac laptop. For example, a 2013 11.6-inch MacBook Air with a 1.3-gigahertz processor and 128 gigabytes of flash storage is [just \\$759.99](#) through Best Buy, while the same model with twice the capacity [is \\$949.99](#).

These prices are currently the lowest available, before taxes, among any of the companies found in *AppleInsider's Mac Price Guide*. It should be noted that Best Buy charges tax on all orders placed in the U.S. In contrast, other authorized resellers listed in the Price Guides such as B&H Photo only charges tax in New York, or [MacMall](#), which only charges taxes in Calif., N.Y., Ill., Wisc., Minn., Colo., Tenn., N.C., and Ga. MacMall also offers an additional 3% discount with coupon/promo code APPLEINSIDER01. Therefore, in most cases, Best Buy's final net prices are typically a bit higher than those from other resellers that offer tax and/or coupon savings.

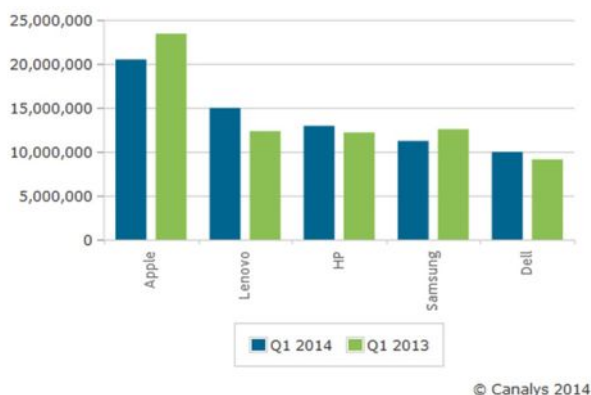


Apple Dominates Worldwide Computer Market Despite iPad Drop

by Nathanael Arnold, wallstcheetsheet.com

Apple continued to dominate the global PC market in the first-quarter of calendar 2014 despite a sharp drop in iPad shipments, according to the latest data from market research firm Canalys. It should be noted that, unlike most other market research firms, Canalys includes desktops, notebooks, and tablets in its worldwide PC market calculations.

PCs including tablets, Worldwide, units by vendor, Q1 2014 and Q1 2013



Based on Canalys' methodology, Apple was the largest PC vendor in the world during the March quarter, with over 20 million units shipped for a 17 percent share of the market. Chinese PC maker Lenovo ranked second with 15 million units shipped for a 12 percent share, while HP took third place with 12.9 million units shipped for an 11 percent share. Meanwhile, Samsung slipped to fourth place and Dell saw slight year-over-year gains to take fifth place with 10 million units shipped.

Apple's share of the PC market declined from the 20 percent share it held in the year-ago quarter, primarily due to a drop in iPad shipments. According to Canalys, Apple's worldwide iPad shipments declined 16 percent year-over-year to 16.4 million units. The decline in the U.S. market was even more severe, where iPad shipments fell by 40 percent. Apple's overall PC market performance is largely determined by its iPad sales. According to Canalys, the iPad accounted for approximately 80 percent of Apple's total PC shipments last quarter.

However, the decline in North America was offset by significant growth in several other regions, including "the Middle East (100 percent), Greater China (74 percent), and Central and Eastern Europe (47 percent)." In China — Apple's second biggest market — iPad shipments increased by 20 percent last quarter.

"The fall in iPad shipments in Q1 was the sharpest ever," said Canalys senior analyst Tim Coulling. "Apple took action during the quarter to run down its iPad inventory, a smart move as tablet stock in the channel rose due to strong seasonal shipments in the previous quarter." Apple CEO Tim Cook noted the iPad inventory adjustments during the company's last quarterly earnings call. "[I]n the March quarter last year, we significantly increased iPad channel inventory, while this year we significantly reduced it," stated Cook according to an earnings call transcript provided by Seeking Alpha.

Despite the recent decline in iPad shipments, Canalys doesn't believe that the drop is a symptom of a faltering tablet market. "Longer term, we do not believe Apple's Q1 performance points to a decline in the tablet category, despite growing pressure from larger-screen smart phones," noted Coulling. "Consumers, and increasingly businesses, are continuing to adapt, with tablets acting as disruptors and finding their place as desktop and notebook replacements. Apple's ecosystem and the recent launch of Office for iPad should ensure it is well placed to remain a leader for some time."

Internet SIG

Continued from page 3.

a potential defector to DSL from a big local cable-modem provider, I'll bet you can get a pretty good deal.

Also take the time to check out a number of other new Internet services being rolled out through the country. One is Verizon's FIOS service; another is [AT&T's U-Verse](#). Both of these are trying to bring the promise of fiber closer to actual consumers, though in a somewhat jury-rigged system. Because it costs too much to run fiber to every household, the companies are using copper phone lines, DSL style, for the so-called "last mile" to customers' homes. Since these services are designed to compete with local cable providers, you should find some good sign-up options.

3. Low-cost Internet

Here's a tip that some families with kids might not know about. Most cable companies offer a basic and no-frills [\\$10 a month Internet connection to certain families](#). The qualifier: You have to have a child who is enrolled in the National School Lunch Program. The idea is that this helps low-income families with kids not be left on the bad side of the so-called "digital divide."

Need more tips on saving money on your cable bill? [I've got them right here.](#)



Help Extend the Life — and Lifespan — of Your iPhone Battery from apple.com

Thermal Considerations

It is important to keep your iPhone out of the sun or a hot car (including the glove box). Heat can significantly degrade your battery's performance. iPhone works best from 32° to 95° F (0° to 35° C). You should store it in environments of -4° to 113° F (-20° to 45° C). Keeping your iPhone as near room temperature as possible (72° F or 22° C) is ideal.

Update to the Latest Software

- Always make sure your iPhone has the latest software.
- If you are running iOS 5 or later, check to see if an update is needed at Settings > General > Software Update.
- You can also update using the latest version of iTunes.

Terms to Know

- “Battery life” is the time your iPhone will run before it must be recharged.
- “Battery lifespan” is the amount of time your battery will last until it must be replaced.

Optimize Your Settings

Depending on how they are set, a few features may decrease your iPhone battery life. The tips below apply to an iPhone running iOS 7.0 or later.

- **Enable Wi-Fi:** Having Wi-Fi enabled helps consume less power when doing activities that access data. Go to Settings > Wi-Fi and log in to a Wi-Fi network.
- **Adjust brightness:** Dim the screen or turn on Auto-Brightness to extend battery life. Turning on Auto-Brightness allows the screen to adjust based on lighting conditions. To enable Auto-Brightness go to Settings > Brightness & Wallpaper and set Auto-Brightness to On. Adjust your brightness when indoors in a non-bright environment. You can do this by going to Settings > Brightness & Wallpaper and dragging the slider to the left to dim. After making this change, turn Auto-Brightness off and then on again to reset to the default behavior.
- **Fetch new data less frequently:** The more frequently email or other data is fetched, the quicker your battery may drain. To fetch data manually: Go to Settings > Mail, Contacts, Calendars > Fetch New Data and tap Manually. To increase the fetch interval, go to Settings > Mail, Contacts, Calendars > Fetch New Data and tap Hourly. Note: This global setting applies to all applications that do not support push services. If you receive a lot of email, you can turn off push email to save your battery. Go to Settings > Mail, Contacts, Calendars > Fetch New Data. Set Push to Off. Messages sent to your push email accounts will now be received on your phone based on the global Fetch setting rather than as they arrive.
- **Turn off push notifications:** Apps with Push Notification alert you of new data, which may impact battery life. To

disable, go to Settings > Notifications, choose the app you want to disable, and do the following:

- Change Alert Style to None.
- Turn Badge App Icon off.
- Turn Sounds off.

Note: New data will be received when you open the app.

- **Minimize use of location services:** Apps that actively use location services, such as Maps, may reduce battery life. You can see which applications have recently used location services by going to Settings > Privacy > Location Services. Apps that have recently used your location will have an indicator next to the app's on/off switch. If you see an app that you do not expect to be using location services, you can disable it by toggling the switch to Off. To disable location services completely, go to Settings > Privacy > Location Services.
- **Use Airplane Mode in low- or no-coverage areas:** Your iPhone always tries to maintain a connection with the cellular network, which may use more power in low- or no-coverage areas. Turn on Airplane Mode to increase battery life in these situations. Go to Settings and set Airplane Mode to On. Note that you will be unable to make or receive calls with Airplane Mode on.

Viewing Usage Statistics

Knowing and understanding your iPhone usage can help you better manage your battery life. To view your iPhone usage statistics, go to Settings > General > Usage. Under “Time since last full charge”:

- **Usage:** Amount of time iPhone has been awake and in use since the last full charge. iPhone is awake when you're on a call, using email, listening to music, browsing the web, or sending and receiving text messages, or during certain background tasks such as auto-checking email.
- **Standby:** Amount of time iPhone has been powered on since its last full charge, including the time the phone has been asleep.

Lock Your iPhone

You will still receive calls and text messages when your iPhone is locked, but nothing happens if you touch the screen. To lock iPhone, press the Sleep/Wake button. You can also set the Auto-Lock interval so your iPhone will lock after a period of inactivity. Go to Settings > General > Auto-Lock and set the interval to a shorter time, such as 1 Minute.

Extend Battery Life if Storing Your iPhone

If you will not be using your iPhone for a while, charge the battery up to 50 percent before storing it.



How to Record Sound on a Mac the Easy Way with QuickTime from OSXDaily.com

If you need to record some simple sound or audio on a Mac, you can do so easily using a bundled app that comes with OS X, without having to download any third party utilities. That app is QuickTime, which may come as a surprise to some users as it's typically thought of as a movie viewing application, but believe it or not it has video, [screen](#), and audio recording capabilities as well, making it surprisingly powerful if you look beyond the initially obvious functionalities.



QuickTime can easily capture sound input from a microphone and save it as a lightweight m4a file, making it perfect for recording quick voice notes, capturing conversations, recording sound effects, making simple ringtones, or whatever other possible reason you'd like to record some audio. Because the Mac doesn't have a bundled Voice Memos app like the iPhone does, this really is the simplest free way to capture some audio rather quickly.

Recording Sound in Mac OS X with QuickTime Player

Open QuickTime Player, found in the /Applications/ folder
Pull down the "File" menu and choose "New Audio Recording"



Click the red (o) Record button to start recording audio from the default microphone source*



When finished, hit the same button to stop recording sound
Go to the "File" menu and choose "Save", name the file and choose the output somewhere convenient



The recorded sound will be an m4a file, a high quality compressed audio format that is widely recognized, allowing it to be played on just about anything, whether it's a Mac, iTunes, Windows PC, iPhone and iPad, or an Android phone.

There is no apparent limit on how much audio you can record with this feature, just remember that media files can grow quite large, so if you're looking to record many hours of sound you may want to be sure you have adequate disk space ready ahead of time. QuickTime also supports limited audio editing features, so if you have an unnecessarily long segment in the front or beginning of the file you can [trim it](#) or even break the sound into multiple files.

While this method captures and records audio from a mic, it's not really intended for more advanced purposes, and users wishing to [record all system audio output should follow this guide instead](#), which will direct system audio



output directly into the line-in, without having to go through a microphone.

Another option to record sound is to use Garageband, which has many more audio editing features, but being geared towards music making it can appear overly complicated for the casual user who simply wants to capture a quick sound bite or a conversation. Additionally, while Garageband is bundled free on some Macs, it is a paid program for others, making QuickTime a more consistently free option for using a mic to record sound on any Mac.

*By default, QuickTime will record audio from the built-in Mac microphone, or whatever is chosen as the line-in audio source. This means the sound quality will depend largely on the microphone, and rather than talking directly

into the Macs microphone you may be better off using the white earbuds that come with an iPhone, which also include a microphone in them. You can change the line-in microphone source by pulling down the triangle menu and selecting another attached mic.

How to Record Sound on a Mac the Easy Way



Apple's \$3.2B Beats Buy Would Make Dre Rap's Richest Man from forbes.com

Dr. Dre leapfrogged Jay Z in FORBES' latest rankings of hip-hop's richest artists, claiming the number two position as his net worth soared to an estimated \$550 million. Now it looks like the Beats cofounder could lay claim to the top spot in a matter of days.

Late Thursday night, the Financial Times reported that Apple was in talks to buy Beats for \$3.2 billion; the deal would be the computer giant's largest acquisition ever. Dre's stake in Beats currently stands at somewhere around 20-25%; we valued the company at \$2 billion in our latest round of estimates.

A sale for \$3.2 billion would nearly double the value of Dre's holdings, though capital gains taxes could take a bite out of his big payday, likely leaving him with a net worth in the neighborhood of \$800 million. It's not quite enough to land on the Forbes 400, but it would easily make him hip-hop's richest man, topping current champion Diddy by \$100 million.

"Beats has a unique brand—it speaks to a nice young demographic, which is really interesting to marketers,"

said Peter Csathy, former president of Musicmatch, an early digital music purveyor acquired by Yahoo in 2004 for \$160 million. "When I think about Beats, I think about it as a lifestyle, I think of it as a media company, not just a hardware and music-focused company."

The value of that brand would also make a handful of other wealthy entrepreneurs even wealthier if the Apple deal goes through. Beats recently raised \$60 million in funding from current investors including Dre, cofounder Jimmy Iovine and billionaire Len Blavatnik, via his company Access Industries.

A sale would also nix the possibility of a Beats IPO, which some speculated could be in the offing after the company hired chief financial officer An De Vooght, who spent 16 years in a similar role at Red Bull after stints at Sony and Price Waterhouse, in March.

Apple's Beats buyout is still not official, and could certainly fall through. In the meantime, though, Dre appears set to break new ground in the business of music yet again.



Convert Images Using Preview in OS X

by [Topher Kessler, CNET.com](#)

Apple's Preview program can be used to quickly convert any supported image or PDF into one of several formats.

There may be times when you might need to convert an image from one format to another on your Mac, either because of some requirement for a specific format, or to compress batches of images to save space.

Regardless of the specifics, if you need to convert images then you might find yourself considering expensive tools like Photoshop, or perhaps free open source projects like The Gimp as options for converting images; however, in doing so you will be overlooking a built-in option for doing this in Apple's included Preview program.



Single-image conversion

Holding the Option key when clicking this menu shows additional formatting.

Preview is Apple's utility for viewing images and PDF files, and one of the options it has is the ability to export an image to a different file format. To do this, first open an image in Preview, and then follow these steps:

Choose "Export" from the File menu

Select a desired format from the drop-down menu

Supply a name and location for the new file, and click Save



By default, the format selection menu in Preview contains options for JPEG, JPEG-2000, OpenEXR, PDF, PNG (default selection), and TIFF; however, in addition you can choose from GIF, ICNS, Microsoft BMP, Microsoft ICON, Photoshop, SGI, and TGA by holding the Option key when you open this menu.

Batch-image conversion

These routines can be applied to batches of images, so instead of converting one image at a time, you can apply these changes to a number of different files all at once. To do this, simply make a selection of the desired files in the Finder, right-click them, and then choose the Open option so they are all opened in the same Preview window.

Note that the images are shown in a list next to the displayed one. Click this list to bring it into focus, and then press Command-A to select all items in the list. Now choose the option to Export the images, and follow the instructions listed above.



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