Apple Pays Music Bigs $100M+

Apple will fork over between $100 million and $150 million in advanced payments to the four major music labels in order to get its iCloud off the ground, three separate sources told The Post. The tech giant has agreed to pay the labels between $25 million to $50 million each, as an incentive to get on board, depending on how many tracks consumers are storing. The size of the advance payments have been a major hold-up for Google, which had been negotiating with the music companies and now will likely have to pony up higher fees to get a rival cloud service into action, said music industry sources.

A Google cloud service could now be in the offing as soon as September, said sources familiar with the talks. Steve Jobs is expected to unveil Apple's iCloud service, a Web storage offering that frees space on hard drives and makes music available to Apple's many devices, on Monday at its developer conference. One executive explained that the cloud service will initially be free to people who bought their music from Apple's iTunes store, but Apple is said to be considering a $25 a year charge in the future.

The music companies will divide the fee with Apple, with the tech firm taking a 30 percent cut, 12 percent going to music publishers, and the rest to the labels to divide with their artists. Apple has finalized its cloud deals with all labels and their publishing units, according to sources.

Coordinator's Corner
by John Buckley

We are celebrating our 27th Anniversary as a Mac User Group. Members should set aside June 8th for our 27th Anniversary Dinner. Feedback from the membership chose the Plum Blossom for this years dinner. Sorry, the guy pictured won't be there, but he will be providing a lot of exciting Apple information in San Francisco at the WWDC.

The WWDC will provide plenty for discussion about the direction Apple is taking and what is new for the Mac.

The Greater Albany AppleByters is where you can find out all things Mac, so be at the June meeting and bring your questions and an appetite.

The meeting is at 6:00 p.m. on Wednesday, June 8, 2011 at the Plum Blossom (See map on page 9). See you then. We have 8-9 members signed up for dinner but can always add more. So if you want to attend, go to the website and complete the survey. I will not make reservations until early on June 8th.

Next GAAB Meeting
June 8, 2011

27th Anniversary Dinner

6:00 p.m.

The Plum Blossom
Troy, NY

Featured in this Issue

Serving the Apple Computer User Community Since May 1984

Officers & Special Interest Group Leaders

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Internet SIG
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Apple Ambassador

by John Buckley

The upcoming WWDC that Apple is putting on this week will be exciting for all Apple product users. The following is from Paid Content (http://paidcontent.org). The article can be found there with the active links you can use to find additional information.

Join us for a preview of the future of iOS and Mac OS X.

What To Expect At Apple's WWDC This Year

Apple's signature event of the year kicks off on Monday, when thousands of software developers descend on San Francisco to hear the latest from the company that defined the modern era of mobile computing four years ago this month with the launch of the iPhone.

This year proves to be interesting: not only because Apple already announced what they were going to talk about (a rare if not unprecedented move), not only because iconic CEO Steve Jobs remains on medical leave yet very much in the public eye, and not only because Apple's Web strategy appears to finally be ready for the 21st century. A preview of what to expect:

iOS: Forget all the hype about the iCloud: the single most important reason for WWDC remains iOS, Apple's mobile operating system for the iPhone, iPad, and iPod Touch. A series of coordinated leaks to Apple-friendly bloggers over the past few months would appear to indicate that we're not likely to see an iPhone 5 at this event. That also tracks with history: Apple has always shown off the next iteration of iOS a few months prior to launching new hardware.

Internet SIG

Five Facebook Privacy Settings to Check Now
by Kim Komando

Facebook is the most popular place for connecting with friends and family online. You share photos, opinions and personal details from your daily life. You don't want this data to fall into the wrong hands. But if you don't set your privacy settings correctly, that's exactly what will happen.

Facebook has a group of recommended settings. It only takes a couple clicks to select them. However, doing so will likely share more information than you would like. That's why you should customize your privacy settings.

Friend list, education and likes

You may not worry about sharing certain information on Facebook. For example, you may be sharing your friends list and your education. However, snoops can tell a lot about you from this information. And others can use it to trick you into friending them.

To hide your friend list, education and work and likes, click Account>>Privacy Settings. Click View Settings under Connecting on Facebook. You'll see the options for these items. Set each to Friends Only.

Birthday, address and phone number

It is more obvious why you want to hide other information on Facebook. These are items that can be used to steal your identity. They can also invite unwelcome contact from strangers or casual acquaintances. I'm talking about items like your birthday, address and phone number.

To hide this data, click Account>>Privacy Settings. Click Customize Settings. A list of information appears. Delete what isn't necessary. You should set most of this to Friends Only. In some cases, you will want to restrict items to You only. For example, you may not feel like sharing your religion.

Places and photos

There are two settings to watch particularly closely. The first relates to Facebook's Places feature, which lets you check in to real-world locations. Facebook contacts will be able to see where you are. By default, friends can check you in without your permission.

The other item you need to watch is photo and video tagging. You probably don't want everyone to see photos and videos you're tagged in. This can lead to embarrassing moments at work.

Click Account>>Privacy Settings and click Customize. Find "Friends can check me in to Places" under "Things others share." Click Edit Settings. Select Disabled and click Okay. Next, click Edit settings beside "Photos and videos you're tagged in." Set it to Friends Only. Click Okay.

Games and apps

Facebook games and apps you use can access your information. You can't revoke access entirely. But you can block access to certain items. Click Account>>Privacy Settings. Click Edit under Apps and Websites. Click Edit Settings under "Apps you use." Select an app to specify what it can access.

You also have to worry about your friends' apps. By default, they see everything that your friends can. Click Account>>Privacy Settings. Click Edit under Apps and Websites. Click Edit Settings under "Info accessible through your friends." You should make much of this information unavailable. Click Save Changes when done.

Creating lists

Facebook lets you limit postings and photos to friends, friends of friends and everyone. You may want more control over who can access your information. You can do

Education SIG

The iPad in the Classroom

The following articles from eSchoolnews at (http://www.eschoolnews.com) where you can find active links for more information, show how the iPad is changing the educational scene with the introduction of more and more technology. Both schools and publishers are moving away from the textbook and to the use of technology to both appeal to the more graphical learning styles of our students and to save money in the long and short run.

Educators have long known that in order to reach students, we have to appeal to how students learn. Today's students are much more visual and graphic in their view of the world. The use of devices such as the iPad provides this approach for the classroom.

Five Ways Readers Are Using iPads in the Classroom

"Kids have grown up their whole lives with computers, but they need to be taught how to harness the technology for education," says Mitchell Salerno, principal of the Master's Academy in Florida.

Whether you think it's hot stuff or just fluff, the iPad has caught the eye of many educators. Here's a list of five ways that eSchool News readers say they're using iPads in the classroom.

How are you using iPads in your own schools or classrooms? We'd love to hear from you. Tell us your own experience in the comments section of this story.

1. For intervention.

Gabrielle Smith from Etna Elementary has been using her iPad 2 in her fifth-grade classroom for roughly two months. Smith purchased the iPad with her own money and without reimbursement to test the device as a model for delivering Response to Intervention (RtI).

"I found an app called Math Drills, to help students with their math facts. After a school-wide math fact program, there were a certain number of students that still didn't know their addition facts. Essentially, they had trouble with 'at a snap' recall of facts," she explained.

"I put those few students on the iPad app, which gave them the opportunity to practice and then to test themselves. It kept track of their scores and showed their improvement.

I've had students BEG me to allow them to practice their facts—under normal circumstances, what fifth-grader do you know [who] WANTS to practice their facts? I'll take it! Each student has showed improvement in the quick recall of facts, and they want to. It can't get much better than that."

2. For enrichment.

Smith also wanted to use her iPad for students identified as "gifted," as well as to enrich her own life.

"There are several apps out there for the 'smart kids.' I found one for the iPhone, which I use on the iPad, called Miss Spell's Class," she said. "It gives students a series of challenging vocabulary words, and they need to decide if it's spelled correctly or incorrectly. I've seen my gifted kids get so frustrated (it shows them that they're not always No. 1), and consequently, so proud of themselves because they've finally conquered it. The success is made much sweeter when you have to work for it."

She continued, "Apps like Penultimate keep track of notes that I take on students. In my RtI groups, I take pictures of the work kids have done and put it into a file with their name on it, and notes for future teaching. The 2Do app helps me organize groups that I'm working with during class, and what we're doing that day. I assign due dates and stay on track. Then, I know if someone is absent because they're shown as overdue. TeacherPal helps me make my seating chart without erasing every quarter. Teacher's Assistant allows my students on behavior plans to mark their own progress as they meet (or don't meet) their goals.

They are responsible for it, and are eager to earn points during the day simply so that they can enter it on the iPad. Regardless of the motivation, I'll take it, since I've seen an improvement in behavior, especially … of fifth-grade [students]."

3. For assistive technology.

One reader, Eva, said she uses the iPad to help a boy in her classroom who has autism. Supposedly, the iPad was the only tool that could engage him for any length of time with his speech therapist.

"Upon first seeing it, he stared at it for a few seconds then reached for it," she explained. "We gave him the iPad and he immediately started mimicking us by pushing all the right buttons to see the interactive app. We love it so much that his mother, with the help of a therapist, wrote a mini-grant to one of the local organizations so that he could have one of his own."

4. For digital literacy.

A reader identified as "drthomasho" noted how every one of the 270 students at the Master's Academy in Oviedo, Fla., will receive a school-issued iPad next school year.

The Christian school is paying for the iPads, because school officials hope to teach students to "engage the digital world productively," said Mitchell Salerno, the high school's principal, in an interview with the Orlando Sentinel. School officials hope to give students the skills expected of them both in college and in the workplace.

The iPads will not replace all textbooks, but they will allow students to do much of their school work online, reduce reliance on paper, and give teenagers access to resources not available in class.

"Kids have grown up their whole lives with computers, but they need to be taught how to harness the technology for education," Salerno said.

It's important to note that before making the iPad decision, Salerno visited a private school in California that had purchased iPads for all its students to learn how the devices might improve education. The staff then spent a year working on the project.

5. For organizing resources—and for reading.

Beau Barrett, a teacher at Crestview Elementary School, writes on his blog how to organize the iPad's various resources for classroom use with students, and the teacher, in mind.

"The way I create folders on my classroom iPad is by organizing them with a student focus in mind. For example, I created folders labeled 'Free Write' and 'Free Math' so students know what they are allowed to use when they are finished with their writing or math assignment," he explains. "I also create specific folders for lessons or units of study. The folder labeled 'Earth' on our classroom iPad was created for small group work. Students had the task of answering the question, 'Why are we able to live on Earth?' The apps in the 'Earth' folder were the only apps they could use to find an answer."

He continued, "However, the most important folder I have is my personal folder. Naming this folder 'Personal' tells my students 'hands off!'… None of my personal apps give any personal information away to the students. If an app does have personal information, it is password-protected."

Barrett also notes that sometimes folders are not necessary.

"I placed iBooks, Kindle, and USA Today on the bottom bar of my iPad, not in a folder. I put these apps here [because] reading on our iPad is one of the most popular things the students use the iPad for. This way, students are able to easily locate the reading apps with no searching necessary. In a nutshell, I organize our classroom iPad for the convenience of student use and somewhat my own. This way, the students feels more like the iPad belongs to them, rather than something the teacher lets them use."

New Jersey District Plans iPad-Only Algebra Course

The HMH Fuse app provides students with step-by-step animated instruction and access to over 400 video tutorials.

New Jersey's Edison Township School District will be the first in the state to implement an entirely iPad-based Algebra 1 curriculum.

The program will pilot the Houghton Mifflin Harcoiurt (HMH) Fuse: Algebra 1 application with 60 students this fall, said Richard O'Malley, Edison Township School District's superintendent.

O'Malley has only been the district's superintendent for about four months, but he said the addition of iPads in the classroom helps him get closer to his personal targets.

"I really wanted to bring as much technology into the curriculum as possible; that's one of my goals for the district," O'Malley said. "I really believe that this type of technology integration is the future of teaching and learning."

HMH Fuse is currently being piloted in California as well, where teachers are reporting dramatic gains in student engagement, Houghton Mifflin Harcourt says.

The iPad application gives students step-by-step animated instruction, instant feedback on practice questions, the ability to write, record, and save notes, and access to more than 400 video tutorials. Teachers can monitor performance via Wi-Fi, with real-time, student-specific feedback.

"We're downloading this application, which is the equivalent of the 950-page book that we would've given students, and what we're trying to do is offer this Algebra 1 course in a digital media teaching environment and compare it to the traditional method where we just use a textbook," said O'Malley.

Edison Township School District plans to evaluate the program's success through a variety of baseline tests and formative assessments, as well as analyzing the results of New Jersey's state standardized tests and scores on the High School Proficiency Assessment (HSPA).

"We're going to look at all the data to see if there was any dramatic increase in student achievement by offering this curriculum in a digital format," O'Malley said.

If there seems to be a positive correlation between the use of HMH Fuse and test scores—which O'Malley is fairly certain there will be—Edison Township plans on expanding the program.

"We'd want to expand it throughout both of our high schools, if not our middle schools as well," said O'Malley. Houghton Mifflin Harcourt is also exploring adding to its own course offerings.

O'Malley is enthusiastic about the possibility of bringing iPads and HMH Fuse into the classroom. "This kind of cutting-edge technology has the ability to really personalize teaching," he said.

HMH earlier this year launched a year-long pilot project with 400 eighth grade students in the San Francisco, Long Beach, Riverside, and Fresno school districts in California. One group of students used the HMH Fuse app, while the other group was taught traditionally. Each teacher in the pilot project randomly selected one class section to use the app and another to be taught via textbook. The test results from that pilot should be available in fall 2011, but early results are encouraging.

Jay McPhail, Riverside Unified's director of instructional technology, said 90.5 percent of students using iPads are testing as proficient or above on benchmark tests, compared with 60 percent in other classes.

In Fresno Unified School District, where 100 students at Kings Canyon and Sequoia middle schools are part of a four-district pilot program, the results appear promising, spokeswoman Susan Bedi said.

"The iPads have created excitement about learning algebra, which indicates that students are more engaged in the classroom," she said, "and that will equate to higher achievement."

Apple Ambassador
Continued from page 2.

But while Apple certainly takes a lot of pride in its hardware design teams, the software is arguably more important, the basis for an army of mobile developers who consider Apple's iOS their biggest priority when it comes to application development. iOS 5 will be shown off at the keynote, and it's likely to contain hooks into iCloud (more on that later), a new push-notifications system, and a deeper level of integration with Twitter. There's also likely to be something geared specifically toward tablets, in line with Jobs' declaration that 2011 would be "the year of the iPad" the day he introduced the iPad 2.

OS X Lion: Just because Apple now gets more revenue from the iPhone than any other segment doesn't meant the company has forgotten about the Mac, which has always been the soul of Apple. It has been quite some time since OS X Snow Leopard was released, which itself was only a nominal upgrade over OS X Leopard, first launched in 2007. Much is already known about OS X Lion, but expect Apple to devote significant time to demonstrations of the new operating system and its ties between iOS and iCloud.

iCloud: Apple is a bit notorious for having trouble grokking the Web. A disastrous MobileMe launch in 2008 resulted in a vintage dressing-down of company executives by Jobs, according to a recent Fortune article on Apple, and iCloud is expected to be the most modern take on Internet services that Apple has yet to attempt.

Details regarding what iCloud will enable are still a bit sketchy, but it is sure to have prominent ties to Apple's twin computing operating systems: one of Apple's core brand promises is that if you invest in all of its gear, those components will work better together than pieces from other companies that are mixed and matched. (That's the pitch, anyway.) Of course, it will also contain the underpinnings for a Web-based music service, the details of which Apple might be ready to announce following the completion of deals with four major record labels.

Lodsys: Apple may be constrained in what it can say about the lawsuits filed by Lodsys against iOS developers, claiming that their in-app purchasing system within iOS infringes on Lodsys. Pending litigation has a way of making official statements few and far between. But the issue is certain to be on the minds of developers gathered at the conference, and Apple could assuage some fears by making further commitments to those affected by the legal uncertainty.

Steve Jobs: Apple's famous CEO is still technically on medical leave, his second in the last three years. However, Apple confirmed he would deliver one of his signature keynote addresses on Monday, just as he oversaw the launch of the iPad 2 in February. It seems hard to believe that Apple wouldn't use the occasion to provide an update on Jobs' role at the company, such as whether or not he's ready to return to full-time duties (which he's likely been doing this whole time anyway).

Some interesting details have emerged in the last month or so, however, regarding Apple University: the program Apple announced back in 2008 but barely acknowledged in the intervening years. Thanks to the same Fortune article mentioned above, we now know that Apple University is a project to capture as much knowledge as possible related to Apple's strategies and decision-making processes under Jobs' second term at the helm. Might Apple finally be ready to make public a succession plan? It's a wild card, but an intriguing one nonetheless.

Internet SIG
Continued from page 3.

this by creating friend lists. You can then grant or block access to specific information by list.

To create a list, click Friends and then Edit friends. Click the Create a List button. Enter a descriptive name for the list. Next, select the friends to include on the list. Finally, click Create List.

Once you've created lists, you can specify them in privacy settings. Just click the button beside a privacy option and select Customize. To grant access to a list, select Specific People under "Make this visible to." Type the name of your list. To block access to a list, type the list name under "Hide this from." When you're done, click Save Setting.

On the Internet, Trust No One

by Ted Landau, Macworld

On the Internet, trust no one. Or at least, as President Reagan famously said, "Trust, but verify." In particular, whenever an unusual and unexpected message appears on your computer, be suspicious of its authenticity.

The most recent example supporting this advice is the MAC Defender Trojan horse. As previously covered here at Macworld, after clicking a link to a site that comes up in a Google search, a message may pop up claiming that your computer is "infected." At the same time, a ZIP file is downloaded to your Mac. If you're using Safari, the file is automatically launched, unless you disabled the option to 'Open "safe" files after downloading' in Safari's Preferences. The downloaded file turns out to be an installer for a supposed piece of software named MAC Defender. You are asked to purchase this software so as to fix the "infection."

It's all a scam. There is no actual program to install. The goal of the creators of this con is simply to get your money and credit card number.

After reports of the scam began circulating on the Web, the package was modified with a new name: MAC Security. It's just as phony.

This is merely the latest in a series of similar scams. For example, as reported in an Apple Support Communities thread posted in January, Skype users may receive a false alert claiming: "ATTENTION! Security Center has detected malware on your computer."

How can you tell if these warnings are phony? What should you do if and when you receive one?

For starters, assume that all such unfamiliar messages are scams. Better safe than sorry. There are no legitimate error messages in Mac OS X or Safari (or any other Internet-connected software that I have ever used) that directly link to unrelated third-party sites. If the third-party site requests any personal information, from an email address to a credit card number, be even more suspicious (if that's possible).

Don't click on any links included in such messages. Don't install any software that accompanies the message. Don't provide any personal information at all. In fact, don't do anything that the message requests that you do. Just ignore it and discard it.

Similarly, beware of phishing scams in emails that you receive. If you get an email, even from a website that you frequent (such as Facebook or PayPal), that includes a link to login to the site: beware. It could be a fake message taking you to a phony site—all designed to trick you into giving scammers your username, password, and/or credit card number.

As a rule, whenever I receive any such messages from known vendors, if I think there is any chance that the message is legitimate, I separately log in to the site, ignoring the provided link. If I truly need to perform the requested action, I should be prompted to do so.

The same rule applies to e-mail attachments. Be especially suspicious of unsolicited attachments from unknown senders. In this regard, Microsoft recently posted Security Bulletin MS11-036, describing a vulnerability in Microsoft PowerPoint that could "could allow remote code execution if a user opens a specially crafted PowerPoint file. An attacker… could gain the same user rights as the logged-on user." You could be at risk by opening a suspect PowerPoint file that you received in an e-mail. On a Mac, the danger is limited to Microsoft Office 2004 and 2008 (not the latest 2011 version). An update to patch the security hole is in the works, and should be available soon.

This is the world we live in—where being skeptical typically pays off and being trusting too often leads to disaster. Still, I suppose it's always been that way, at least as far back as when P.T. Barnum is purported to have said "There's a sucker born every minute." The technology keeps getting updated; the dangers stay the same.

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