



The GAB'er

The Newsletter of the Greater Albany Apple Byters

Volume 26, Number 6 - February 2010

Apple's iPad Announced



Apple announced their latest gadget, the iPad.

The iPad comes in three pricing flavors, \$699 (64Gb), \$599 (32Gb) and \$499 (16Gb). Included in the price is a 30-pin Dock connector (can be used for keyboard accessory), a speaker, a microphone, Bluetooth, 802.11n WiFi and optional 3G, as well as an accelerometer and a compass. The power behind the device is a 1GHz Apple "A4" chip.

If you're an iPhone user, then the iPad will be very familiar in terms of use. it runs iPhone Apps which can be blown up in size to run on the 9.7 inch screen (about A4-A5 in size), and as it's Apple, it can sync up to your Mac just for good measure.

It doesn't come 3G-connected as standard but Apple has hooked up with AT&T, which is offering 3G packages at \$15 a month (250 Mb) or unlimited for \$30 but no details are available for outside of the US as yet. The browsing functionality is impressive. While demoing the iPad browsing the Internet, Jobs added: "It's the best browsing experience you've ever had."

The wireless version will be available in around one month and the 3G version within 3 months.

Coordinator's Corner

by John Buckley



The February meeting will a requested topic about a file type we have all come across, PDF's. We will look at how the Mac handles PDF's and two inexpensive programs that provide added features if you need them, PDFpen and PDFpenPro.



We will discuss the news from Apple including the new iPad. To find out what's happening, GAAB is the place to be. So be sure to be at our February meeting and every meeting to find out the best information about the Mac.

We have not had much success with trying to use video conferencing. Therefore, until I find a better method, coming to the meeting is your best way to learn what is happening with GAAB.

The February meeting will be held at St. Mary's Hospital in the Leonard Board Room on Wednesday, February 10, 2010. The meeting will begin at 7 p.m. St. Mary's Hospital is located at 1300 Massachusetts Avenue in Troy NY.

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**Next GAAB Meeting
February 10, 2010
PDFpen/iPad
7:00 p.m.
St. Mary's Hospital, Troy
Leonard Board Room**

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Serving the Apple Computer User Community Since May 1984

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

Apple introduces iWork for iPad

by Roman Loyola, Macworld.com

Apple announced a new version of iWork designed specifically for the iPad tablet device the company unveiled. The iWork for iPad application suite broadens the potential target audience for the iPad, turning what might have been cast as consumer device into one that business users could embrace.

iWork is Apple's productivity software suite, which includes Keynote (presentation slides), Numbers (spreadsheets), and Pages (word processing). The new iWork for iPad suite takes advantage of the iPad's multitouch input; for example, slides in Keynote, columns in Numbers, and text and graphics in Pages can be rearranged by tapping and dragging your finger.

At Wednesday's event, Apple senior vice president for worldwide product marketing Phil Schiller demonstrated each app on the iPad. All of the iWork apps launch to a library of documents that allow you to tap on the document you want to open. An on-screen keyboard appears when you need to type text.

Keynote runs only in landscape mode, since slides are designed horizontally. You can create new presentations with a tap, which brings up templates for the presentation software. Menu items appear at the top of the screen, while a slide navigator shows up on the left—you can scroll by moving your finger along the slide navigator, tapping whatever slide you care to edit. In addition to rearranging and dragging individual slides with your finger, you can move multiple slides around by tapping and holding. The iPad version of Keynote also lets you select animations with a tap.

Pages has a new iPad tool called Page Navigator. Hold your finger on the right of the iPad's screen to bring up a loupe that lets you skim through your pages. Tapping

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You use Facebook to stay in touch with family and friends. You probably also use it to keep in contact with business acquaintances. So, you need to strike the right balance between openness and privacy.

Facebook has long been known for its excellent privacy tools. But it recently made changes that expose more of your information. Search sites can find your Facebook pages. Coworkers may be able to see your photos. It's important to review your privacy settings.

Facebook considers certain items in your profile publicly available information. Your profile photo, location, fan pages and friends list are open to all. But you can make some of this private.

To hide your friend list, click the blue pencil in your Friends box. Uncheck "Show Friend List to everyone." Only friends will see your list.

You can hide your location if you choose. You can also control who sees your other contact information. Click Settings>>Privacy Settings. Click Contact Information.

You'll see your contact information. Use the dropdown menus to select your privacy level for the items. To hide your location, leave Current City blank.

It is also important to set the privacy level for other elements that appear on your profile. Click Settings>>Privacy Settings and select Profile Information.

Each profile element is listed. You can opt to share individual elements with friends, friends of friends, friends and networks, or everyone. Use the dropdown menus to make your selections. In most cases, you'll want to avoid selecting Everyone.

Pay close attention to your photos. Each of your photo albums has its own privacy setting. Click Edit Settings next to Photo Albums. Make your privacy selection and click Save Settings.

You can also specify privacy on a per-post basis. For example, limit who sees your status updates. Just click the lock icon next to posts on your profile page. You'll get privacy options for the post.

Lists are a great way to control privacy. You can limit what members assigned to a specific list see. To create a list, click Friends>>All Friends. Click Create New List. Add contacts to the list. Then, select what elements of your profile they can access.

You'll also want to limit your profile's appearance in search results. I recommend preventing search sites like Google and Bing from indexing your profile. Otherwise, your publicly available information and anything you've chosen to share with everyone will appear.

Click Settings>>Privacy Settings and Search. Deselect Allow next to Public Search Results.

You can also limit searches done from within Facebook. Click the dropdown menu next to Facebook Search Results. Select who will be able to search for your profile.

Applications created for Facebook also pose privacy risks. The applications your friends use can see some of your data.

You can prevent your friends from sharing your information with applications. Just remember that they will still be able to see your publicly available information.

Click Settings>>Privacy Settings. Click Contact Information. Click Edit Settings next to "What your friends can share about you." You'll see a list of information that can be shared. I recommend deselecting all of them. Click Save Changes.

Also think about the e-mail address you use with Facebook. Marketers can upload e-mail addresses to find associated Facebook profiles. This means they can learn a lot about you.

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Education SIG

The USS Enterprise Classroom

This past week we saw the fruition of another Star Trek development way before the 23rd Century. When Star Trek crew members used communicators to talk to each other in the original 1960's Star Trek series, we could not have envisioned growth of the use of cell phones over the past 20 years. And now we have the iPad, something very similar to the Data Pads Star Trek crew and students on board the Enterprise used in their classrooms.



After months of rampant speculation, Apple announced a touch-screen tablet computer, the "iPad" for consumers who want to take their movies, TV shows, music, games and reading with them, be it around the house or on the go. Pricing starts at \$499, and it should be available in 60 to 90 days.

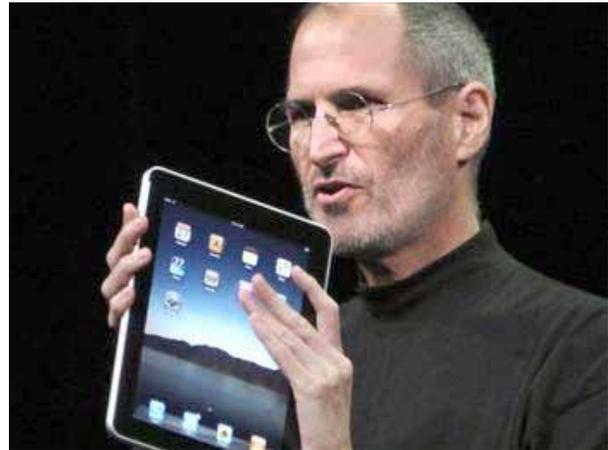
"We want to kick off 2010 with a truly revolutionary and magical product," CEO Steve Jobs told a packed audience at the Yerba Buena Center for the Arts in San Francisco.

While Steve Jobs is not the head of Star Fleet research, he has managed to produce a number of products that seem to follow the Star Trek dream. The iPad and the iPod Touch as well as the iPhone are devices right out of the Star Trek future that exist today.

While many of the tablet's functions — Web surfing, movie watching, music listening — can be handled on netbooks, lighter and relatively inexpensive laptops, Apple isn't viewing its tablet as a laptop without a keyboard, McQuivey said. "Apple sees this as a personal media experience that they can create." Plus the iPad even has its own version of iWork which includes word processing, spreadsheets, and presentation apps.

The tablet's "most revolutionary impact is on the way people consume media in the home," Jobs said. "You take it from room to room, you dock it next to your bed, it becomes your alarm clock. You dock in the living room, it's a photo frame and a video server for your TV; you dock it in the kitchen, and it displays your recipes for you."

Can you imagine a classroom that has this mobile and instantaneous sharing of information?



One of my primary goals as an instructor is to combine a good course with a good book and good technology in an effort to assure that students both learn how to learn and to help them think like a scientist. For the last month the potential of Apple's new technology (iPad) as a teaching tool has been a subject of discussion at many school faculty lunch tables. Those involved in these discussions assumed the new device would be based on iPhone/iPod touch technology and would connect to the internet via wifi (lucky guess). The value of the device would depend on how students responded to the device. Most of the students I know do not want to by our use a kindle or any of the other digital readers on the market. Some polls of college students ahead of the release showed 1/3 expected to buy Apple's new 'netbook' within 6 months, sight unseen.

In short the iPad has tremendous potential as a teaching tool in higher ed as well as the k12 market. Students will buy it and use it, it is an excellent digital textbook reader, it offers faculty flexibility in selection of course materials including



education Apps. Teachers are thinking about partnering with faculty in other schools to start an interdisciplinary courses that would pair students in different areas at the college level to develop education Apps for use in introductory courses. Think of the potential if other campuses use the same model.

One teacher who taught in a school system in NC had experiences where every student from 4th - 12th grade was given an Apple laptop. The younger students took very good care of their laptops / the older one did not.

As for using them in the classroom, well if the system would have spent the money for software to monitor the students screens from the teachers laptop it would have been useful; however they did not. So he never was able to see the students' faces and their screen at the same-time.

As for using the iPad in the classroom, he believes it will replace the textbook. Most schools in his area do not allow students to take the book home anyway. Besides when you think about it \$500 is not that bad, newer textbooks cost about \$45 - \$55 a pop and if each students has 5 different books you are in the same price range. He feels the price will drop in a few years anyway.



One teacher is definitely a Trekkie. He's surprised people aren't getting it. Do you really want to spend \$1000+ per classroom on interactive whiteboards that do one trick with the skill of an Apple IIe? You can put an iPad at the front of the class, attach a LED projector to it and let your class go at it. When the lesson's done, teacher can take roll, plan lessons, send emails, and share apps with other teachers. Teachers will be able to afford the apps - why jump to the conclusion that every student will have to have one? I can think of dozens of ways for a teacher to use an iPad in the classroom, and by the time it hits, there will be thousands. It doesn't need wireless, or flash, or even a camera. It just needs to be like an iPod, a tool with endless potential.

When Steve Jobs was quoted, "This is the most important thing I've done in my life", I suspected he wasn't just referring to the fact that the upcoming tablet would be a grand fad as the iPhone.

If my hunch is correct, Apple wants everyone to own a tablet powered by Apple. In fact, they want tablets to become just as ubiquitous as they were in every episode of Star Trek, The Next Generation.

What's the selling point if not the specs? Why, becoming a part of the first generation to herald the beginning a paperless world, of course. No more waste generated by piles of drafts which further cuts down on the demand for pulp; something that suits the environmentalists quite nicely (a tertiary market for Apple).

One of the problematic issues with Macbooks and iPhones is their inflexibility as portable devices when passed from person to person.

When you want to show someone something on a laptop, they have to physically take your seating place or angle their bodies to see your work. If you pass a notebook over, the recipient has to make accommodations by clearing space in front of them. Very inconvenient when you think about it.

Obviously, the iPhone is physically smaller and less bulky but impractical to read lengthy documents with due to the screen size and constant need to flick your finger to view the next page. Try reading a large PDF file sometime on your iPhone; believe me, it sucks.

These gadgets simply don't have the versatility of a printed page. You can't simply hand them off to someone and you can't curl up with them like a good novel in your reading chair or bed.

The Apple tablet could be a perfect compromise to become the first e-book reader to get everything right while still being powerful enough to work with commonly used applications whose documents you can then show to colleagues in a more casual manner.

I can see corporate editions of the tablet being offered in a wafer thin format as dumb terminals with limited storage space connected wirelessly to a server (Apple's Xserve perhaps?). A damaged or lost tablet will therefore not constitute a loss of any data and can be disassociated from the server for security reasons.

This could also be the key to Apple re-establishing its dominance in the educational sector by providing students in select schools with their own tablet.

The concept is nothing new by any means, but this could be the first product of its kind to be widely adopted.

I fully expect this to be the natural evolution that Steve Jobs wants the tablet to follow - just as seen on Star Trek.



How Apple Does Controlled Leaks

by John Martellaro, the Mac Observer

Monday's article at the Wall Street Journal, which provided confirmation of an Apple tablet device, had all the earmarks of a controlled leak. Here's how Apple does it.

Often Apple has a need to let information out, unofficially. The company has been doing that for years, and it helps preserve Apple's consistent, official reputation for never talking about unreleased products. I know, because when I was a Senior Marketing Manager at Apple, I was instructed to do some controlled leaks.

The way it works is that a senior exec will come in and say, "We need to release this specific information. John, do you have a trusted friend at a major outlet? If so, call him/her and have a conversation. Idly mention this information and suggest that if it were published, that would be nice. No e-mails!"

The communication is always done in person or on the phone. Never via e-mail. That's so that if there's ever any dispute about what transpired, there's no paper trail to contradict either party's version of the story. Both sides can maintain plausible deniability and simply claim a misunderstanding. That protects Apple and the publication.

In the case of yesterday's story, Walt Mossberg was bypassed so that Mr. Mossberg would remain above the fray, above reproach. Also, two journalists at the WSJ were involved. That way, each one could point the finger at the other and claim, "I thought he told me to run with this story! Sorry."

Finally, the story was posted online late Monday, eastern time, so no

one could ever suggest there was any attempt to manipulate the stock market.

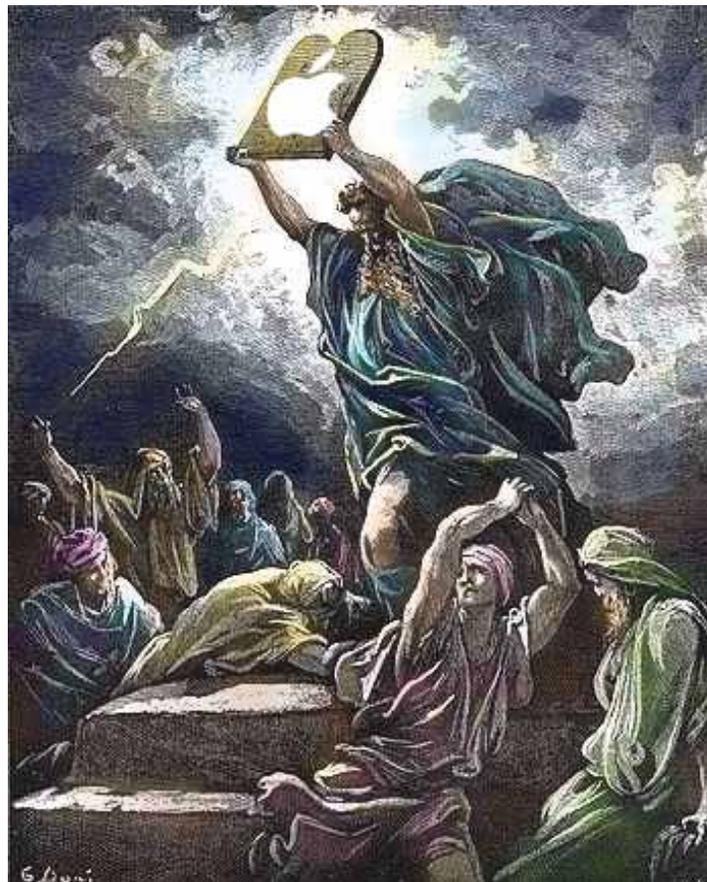
The net result is that Apple gets the desired information published by a major Wall Street news outlet, but can always claim, if required, it was all an editorial misunderstanding. The WSJ is protected as well.

Controlled leaks are almost always the solution to a problem. In this case, it could have been that Apple needed to release the tablet information early because they wanted:

- to light a fire under a recalcitrant partner

- to float the idea of the US\$1,000 price point and gauge reaction
- to panic/confuse a potential competitor about whom Apple had some knowledge
- to whet analyst and observer expectations to make sure the right kind and number of people show up at the (presumed) January 26 event. Apple hates empty seats and demands SRO at these events.

Of course, if Wall Street draws the right conclusions, and AAPL goes up, as it has, then everybody benefits. But the manipulation of stock is never the purpose. It's simply a favorable outcome of the process. Again, Apple is protected.



10 Reasons Why Most Apple Rumors Are False

by [Don Reisinger](#), [eweek.com](#)



Apple products and services, not much ends up being the truth.

As we prepare for Apple's big announcement Jan. 27, rumors are swirling. Will the tablet feature applications? Will it have iTunes integrated into the software? Will it offer e-reader functionality to challenge devices like the Kindle?

At this point, we just don't know. But that hasn't stopped the rumor mill from working overtime on speculation that the device will be the most appealing product on the market for everyone from hard-core computing experts to stay-at-home parents.

Unfortunately, the Apple tablet probably won't be the be-all, end-all that the rumors suggest it will. Even saying Apple will release a tablet feeds the rumors. We just don't know. But rumors aren't anything new in the Apple ecosystem. The company is so secretive, its products are so compelling and its CEO is so dynamic that Apple has become the epicenter of rumors in the industry.

Resource Library:

And in truth the unceasing speculation is often wrong. So as the rumor mill goes into overdrive, attempting to dredge up anything related to Apple's tablet, it might be a good time for a reality check. Let's take a look at why we should take all these Apple rumors with more than a single grain of salt.

1. They're usually wrong

The first thing to know about Apple rumors is that they're rarely entirely true. For months now, rumors have been swirling that Apple would add a touch display to the iMac. So far, the company hasn't, even though it recently refreshed its iMac line. Another rumor that won't go away:

gaming coming to the Apple TV. So far, that device is still just a "hobby."

2. They're never from Apple

Apple is arguably the most secretive company in the tech space. Apple has made it its personal mission to severely penalize anyone at the company who divulges anything about an upcoming product. Consider this: The iPhone was a revolutionary device and yet, prior to its announcement, Apple was able to keep it a secret. Impressive.

3. Not even analysts know

Often, analysts will make predictions about what Apple will be doing in the near future. For the most part, analysts are speculating about products just as much as any media outlet is. Analysts do get in touch with manufacturing partners and other stakeholders to support their predictions a little better, but for the most part, they have no clue what Steve Jobs has up his sleeve until he's ready to announce it.

4. Apple is a hardware company

Let's not forget that Apple is first and foremost a hardware company. Earlier today, reports surfaced on the Web, claiming Apple is planning to move into car-parking assistance, of all things. Although it's possible, the chances of that happening are probably not that great. Apple is a hardware company that builds devices for consumers. Why would it suddenly shift strategy after generating so much revenue from its current ventures?

5. Apple gives hints

When Apple announces a press event, it gives some hints to the media and consumers. For example, Apple's announcement for the company's press event next week says it plans to show off its latest "creation." Does that mean it will be announcing the new tablet? It's certainly plausible. But anything other than that probably isn't. Regardless, the rumor mill continues to cook up ideas that have little or nothing to do with Apple's hints.

6. Some are ridiculous

Sometimes, rumors will hit the wire that make those who follow Apple scratch their heads. Unfortunately, that happens more often than you would expect. Apple won't



become an online company. Steve Jobs won't be selling Apple to the highest bidder. And although it might seem like a good idea to some, the hardware company has no plans to license its software to other vendors.

7. Hope reigns supreme

In many Apple rumors, hope reigns supreme. After the iPhone was first released, there were rumors that Apple would be adding copy-and-paste support sooner rather than later. It didn't come for two years. Oftentimes, folks want to see specific features offered in Apple devices and they allow those to become the story. Don't be fooled by hope.

8. Many are unsubstantiated

Following that, it's important to realize that many rumors have no substantiation. As I mentioned above, analysts are at least talking with component partners to see what Apple has been ordering lately. Others have sources that can provide some reasoning for why the company might be following a particular strategy. But in several other cases, a person brews up a rumor and makes up a fake story that spreads across the Web.

9. They lead to disappointment

Because so many rumors are based in the hopes of those who start them, Apple's announcements generally fail to live up to the hype. Save for the iPhone, most of Apple's announcements over the past few years paled in comparison with the rumors that preceded them. The iMac touch screen is nowhere to be found. A full-featured iPod Nano isn't so full-featured. And even a new iPhone with many of the features it's lacking—a favorite rumor—has yet to be announced. Simply put, Apple can't move as fast as the rumor mill wants it to move.

10. They never end

Perhaps the most important thing to remember about Apple rumors is that they never end. Even though they are at a boil right now, rumors will continue to hit the Web after Steve Jobs makes his big announcement. Apple is one of the most riveting companies in the tech industry. Its secrecy and the quality of its products combine to make it fantastic fodder for rumors. That won't change any time soon. So get ready for more rumors in 2010.

Apple Ambassador

Continued from page 2.

and dragging images around the page-layout application automatically reflows text.

Numbers on the iPad offers a library of spreadsheets and templates. Thanks to a tabbed interface, one document can hold many spreadsheets. If you move a column to the end of the table—again, by tapping and dragging—Numbers automatically updates your linked chart.

According to Apple, the iWork for iPad apps can import iWork '09 and Microsoft Office documents. When creating documents in iWork for iPad, you can send documents in iWork '09 and PDF formats.

At the iPad event, Schiller said that iWork documents are synced between your Mac and the iPad using iTunes, but no other file-saving specifics were mentioned.

Apple says that the iPad will work with a Dock Connector to VGA adapter so you can connect the iPad to a projector and display Keynote slides on a screen during a meeting.

The iWork for iPad apps are \$10 each and will be available at the iTunes App Store. The iPad is slated to ship at the end of March.

Internet SIG

Continued from page 3.

I recommend using a new e-mail address when signing up for Facebook. Acquaintances won't find you using your e-mail address. But marketers can't gather your information.

You can change the e-mail address associated with your profile. Just click Settings on your profile page. You'll see your current e-mail address. Click "change" to edit it.

Making changes to your settings will go a long way to protecting your privacy. But if you're looking for a job, you're not done yet. Anything in your profile can potentially be found by an employer.

So, job hunters will want to do some cleanup. You should remove any questionable or offensive posts and photos. Remove anything you wouldn't want an employer to know about you.



GAAB Internet Addresses

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To start or renew your GAAB membership, see Cecilia MacDonald or send your fees payable to her at the following address:

Cecilia MacDonald
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Delanson, NY 12053



Program Coordinator

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However, the best route to take from the Northway is the following:

Merge onto NY-7 East from the Northway.
Follow Route 7 to Troy where it becomes Hoosick Street.
Turn left on Oakwood Avenue (10 Street/NY-40), which is the first light after the bridge and bare right.
Turn right on Sausse Avenue. Turn left onto Lindenwood Court. When you come to the first entrance to the hospital parking lot, turn left and park.



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