



The GAB'er

The Newsletter of the Greater Albany Apple Byters

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Subscription Billing Comes to the App Store

Macosrumors.com reports that the recent release of *The Daily*, the first newspaper designed specifically for the iPad, also marks a much more significant shift for Apple's iOS platform. *The Daily* is also the first iOS App to feature native subscription billing, integrated with the iTunes store just like the in-app purchases that have been around since iOS 3.x was released back in 2009.

Like most content in the iTunes Store, and like most Apps in the App store, subscription content sales are final, and there are no refunds. Once you authorize the subscription, it will automatically bill you 24 hours before the next subscription period starts. So for instance if you choose to pay for *The Daily* on a weekly basis, you would be charged \$0.99 one day before the next week starts. In the event that the subscription price is raised by the content provider, automatic payments will be turned off by Apple until you have a chance to approve the new higher price.

Perhaps most importantly, Apple has built in a system for content providers to access your name, email address and the zip code of your billing address for marketing purposes, however you will be asked to authorize the release of your information before it is ever given out, and Apple specifically notes that if you decline to share your information with a content provider it will not affect your subscription or your purchase of that app.



Coordinator's Corner

by John Buckley

Hopefully, if the weather cooperates, we will start the new calendar year by looking at iPhoto '11, part of iLife '11. We will look at how you can share images using iPhoto



iPhoto '11

in conjunction with MobileMe and other web photo sharing sites.

As usual, check our website for the most current GAAB information. You will find a map and aerial photograph showing how to get to the meeting location.

In addition, we will set the schedule for the remaining demonstrations and then take a look at what is now available from Apple including the new Snow Leopard tips. In addition, we will take a closer look at what is available on your Mac without adding any software. We will also have a drawing for the prize from iFixit that we missed because of the weather last month.

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.

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Next GAAB Meeting
February 9, 2011
iPhoto '11
7:00 p.m.
St. Mary's Hospital,
Troy, NY

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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

If you have upgraded to Mac OSX 10.6.6, you may have noticed a new icon in your dock. The article below from Macworld tells you what its all about.

The Mac App Store: What You Need to Know



We answer your questions about Apple's new source for Mac software

The newly launched Mac App Store may sport a familiar, iTunes-like face. But there's still plenty to discover with Apple's new source for buying Mac software.

We asked if you had any questions about the Mac App Store and came up with a list of our own. Then, we spent Thursday diving into the Mac App Store to get some answers to those questions.

Here's what we've been able to find out so far.

The basics **How do I access the Mac App Store?**

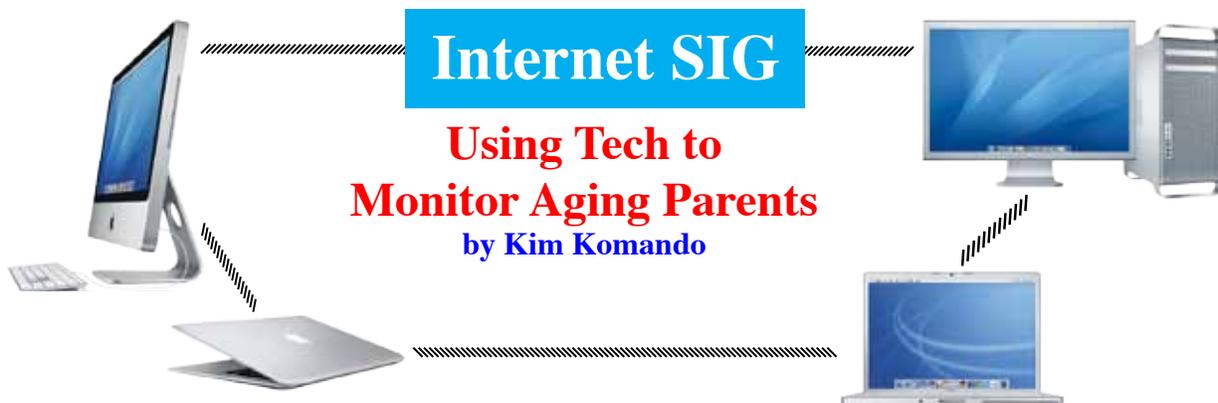
After you update, the App Store app will be in your Dock, next to the Finder.

It's as simple as upgrading to Mac OS X 10.6.6, an update to Snow Leopard that Apple released Thursday. Once you've installed the 10.6.6 update, you'll find an App Store icon in your Dock, right next to the Finder. (You can also access the store from the Apple menu.)

That's a different approach than what Apple used with its iOS App Store, which you access through iTunes. But the layout of the Mac App Store is similar to what you've become accustomed to with Apple's retail outlet for mobile apps.

Continued on page 7.





Your elderly parents value their independence. But you worry about their health and safety. Is dad taking all of his medication? What if mom falls in the middle of the night?

Thanks to new technology, you can have peace of mind without curtailing your parents' autonomy or privacy.

Monitoring your parents

You want to keep watch over your parents. There are several options for this. You can set up your own system using Webcams or security cameras. Webcams start around \$50 and connect to a PC; get two so you can communicate with your parents. Use a free program like Skype for video chats.

Security cameras start around \$100 and connect directly to a wired or wireless network. You can monitor your parents' home from any browser. Point the cameras at high-traffic areas like the kitchen. You can get e-mail or text alerts when motion is detected. Choose cameras with a two-way intercom for communicating.

You'll want immediate notification if your parent falls. Wellcore's personal emergency response system (\$200 plus \$50 monthly) clips to a belt or clothing. It is about the size of a cell phone. It detects when the wearer falls. A specialist contacts the wearer. The specialist sends help and notifies family. Or the wearer can press a button to request help.

You may prefer a complete monitoring service. Sonamba (\$550 plus \$40 monthly) monitors sounds and movements. It sends periodic messages to caregivers. Sensors connect wirelessly to a small box that looks like a digital photo frame. The box reminds parents of appointments and to take medication. A portable panic button summons caregivers or emergency services.

Other services to consider are Healthsense, SimplyHome and QuietCare.

Your parents should have a cell phone. You can check in periodically or contact them with reminders. It also helps in an emergency. The Just5 cell phone (\$90) is ideal for seniors, thanks to large buttons and simple features. An SOS button dials five

pre-programmed numbers until the call is answered. Unlimited calling and text runs \$40 for 30 days.

Monitoring your parents' vitals

Microsoft's HealthVault can help monitor your parents' health. It downloads logs from a variety of manufacturers' gadgets. For example, it works with some Omron blood pressure monitors (starting around \$65), Bayer blood glucose monitors (starting around \$30) and Tanita scales (starting around \$210). View the logs yourself or share them with doctors.

Another option is Honeywell HomMed's Sentry Telehealth Monitor. It guides users on measuring vitals and transmits the data to a health care professional. Speak to your parents' doctors before investing in a system. Not all doctors will monitor the data.

Help with medications

It's easy to forget to take medications. And, if your parent takes multiple medications, things become more confusing.

The TabSafe smart pillbox provides visual and auditory reminders to take medication. Press a button to dispense the correct pills. It sends text messages to confirm pills have been dispensed. TabSafe calls your parent and two others if a scheduled dose is missed.

TabSafe connects via landline to a Website where prescription data can be tracked. It also helps with refills. TabSafe can also keep a log of vitals like weight, blood sugar and blood pressure. TabSafe isn't cheap; it is \$1,100 to buy or \$50 to \$100 monthly to rent.

Validity's GlowCaps attach to standard pill bottles and connect to a cellular network. When it's time to take medication, they flash and play a sound. They also connect to wireless reminder light plugs and can call a phone. Additionally, they order refills when necessary. Finally, they send a weekly report to the user and their doctor.

A GlowCaps starter kit runs \$100. This includes one pill cap, a night light and a six-month subscription. Subscriptions are \$15 monthly thereafter.





Education SIG

Apple in the Classroom

by D.C. Denison, Boston Globe

We are beginning to see more and more uses for devices like the iPad in schools. As textbook publishers move into the arena, we will see a larger number of innovative approaches to expanding the use of technology in the classroom. The following article from the Boston Globe discusses such possibilities. Perhaps the overloaded backpack will give way to a simple iPad case.

Last fall, Rebecca Allen distributed brand-new Apple iPad tablet computers instead of books to her fourth-grade class at the Rich Acres Elementary School in Martinsville, Va. The students went wild. “It was like Christmas in October,” the teacher said.

“It was fun watching the kids jump right in,” Allen added. “They are so used to technology, they took to them right away.”

The iPads are part of an ambitious pilot program by the state of Virginia, targeted to a generation that has grown up surrounded by computer screens and digital gadgets. The devices offer a digital platform for longtime print textbook publishers like Pearson

Education Inc., the British publishing firm with large divisions in Boston. Last fall, the company launched what it claims is the nation’s first-ever complete social studies curriculum for the iPad, in partnership with Virginia officials.

Houghton Mifflin Harcourt Publishing Co. has also redesigned a classic textbook to take advantage of the iPad. Since early September, around 400 students in California have been learning algebra via a new iPad-only program designed by the Boston company.

Although both publishers have been aggressively moving from paper textbooks to digital and networked products for years, the two iPad pilot programs indicate that they’re eager to explore whether such devices are the next phase for textbooks.

For the publishers, these iPad explorations are crucial initiatives. As school districts demand more technologically sophisticated teaching materials, platforms like the iPad

serve as high-profile initiatives for publishers seeking valuable educational contracts. Programs that incorporate devices like the iPad can also open the door to public and private grants that are designed to encourage innovation.

Many states, like California and Virginia, are also now encouraging school districts to experiment with digital textbooks as a way to save money.

Why start on the iPad, as opposed to competing tablets and electronic reading devices?

“Because this is a sexy device,” said Bethlam Forsa, executive vice president for content development and publishing operations at Houghton Mifflin. “Students are no different than consumers. They are excited to work with something like this.”

The size of the educational market justifies significant outlays for such experimentation. The “educational materials” market was worth \$8.1 billion in revenue in 2009, according to Simba Information, a media market research firm in Stamford, Conn. Pearson, which sells materials for levels from pre-kindergarten through college, is the largest educational publisher in the world, with global education revenues of \$5.9 billion in 2009. Houghton Mifflin, which concentrates on the pre-kindergarten through 12th-grade market, had 2009 revenues of \$1.7 billion.

Kathy Mickey, an analyst with Simba, said that the iPad has “a wow factor right now that’s attractive to everybody: students, teachers, and publishers.”

In addition, Mickey said, “The whole concept of apps has changed how educational publishers are looking at how they are using the content they have now.”



Houghton Mifflin's yearlong pilot iPad program, launched in September, is an Algebra 1 app for sixth- and seventh-graders. The user interface has interactive screens that alternately challenge and reward the users. The 400 students using the app will be able to receive feedback on practice questions, write and save notes, receive guided instruction, and access video lessons taught by Edward Burger, a Williams College mathematics professor.

A control group of students is using Houghton Mifflin's traditional Algebra 1 textbook. A third-party research organization will compare the two groups in the areas of student achievement and attitudes about learning.

"It allows users to go from being passive receivers of information to active learners," Forsa said.

She touched the iPad's screen, and an animated series of steps unfurled. "What I really like about it is how it will show you the steps in solving an equation, one step at a time," she said.

Forsa said her company is "measuring every single activity" on the iPads that the students in their pilot program are using, to determine whether the platform inspires "a higher level of engagement, a higher level of interactivity."

Pearson's Virginia iPad program includes electronic texts and iPad apps for seventh-grade US history and ninth-grade world history, part of a commitment by Virginia and Henry County to explore the iPad as an educational device.

"From what I've seen, the iPad is going to be a transformational platform for textbooks," said Anthony Jackson, superintendent of the Henry County Public Schools.

Jackson said that the school system was so impressed when the first iPads arrived last summer that it used federal stimulus funds to expand the initial Pearson pilot program from 20 devices to 1,700. Now every fourth- and fifth-grade student in the county has an iPad.

Both publishers — Pearson and Houghton Mifflin — have already discovered that the iPad has shortcomings as an educational device. iPads are expensive (\$499 retail for the least expensive unit); they are fragile, with glass screens; and Apple doesn't support Adobe's multimedia Flash product, a format that many educational publishers have been using for years.

But with a dozen competing tablets recently launched, or about to launch, the publishers are keeping their options open.

In 2010, for example, Houghton Mifflin launched "HMH Fuse," a much larger initiative that encompasses a wider variety of mobile devices and interactive platforms. Pearson Education has already converted 3,000 of its textbooks to a proprietary e-book format, and has more than a hundred iPhone apps in the Apple Store, which it promotes as free, or inexpensive, supplements to its textbooks.

"Our interest is smarter books that keep kids engaged," said Peter Cohen, Pearson's chief executive for curriculum. "Is learning different, better, on the iPad? That's what we're looking at. If it's not the right form factor, we'll keep looking."

Houghton Mifflin's Forsa said she's trying to keep an open mind until June, when she expects to get the independent evaluation of the California trial.

"We are in the student outcome business," Forsa said. "There are a lot of other mobile options, but if the iPad suddenly emerges as an educational device, we'll use it."

What about for the ground-level experience? Allen, the teacher at the Rich Acres Elementary School, said using the iPads has been an adjustment. There was an early period, she said, when the students "experimented a little too much with the iPad's zoom feature," expanding pictures to comical proportions. "But that has settled down," she added.

"Now, when I try to think of all the nation's schools using these kinds of devices, it makes sense," Allen said. "This is something that clearly we're all moving towards."



Special Apple Web Pages to Know About

Tips by John Martellaro, The Mac Observer

Apple.com is a huge web site, and it's all too easy to get overwhelmed and lapse into the habit of living in the seven tabs at the top of the home page. But there are some hidden gems of really useful, every day information that I've been collecting over the years, so I thought I'd share them with you.

1. Sell your old computer to Apple: Apple Computer Reuse and Recycling. You have several choices if you want to sell your old Mac for cash: Gazelle.com, SellYourMac.com, NextWorth. However, if you don't like these sites or have heard too many complaints about them, you might want to stick with Apple.

Apple is affiliated with PowerOn.com, a company that will send you a post-paid shipping box for return, appraise your Mac, and e-mail you a quote. If you accept the quote, you'll receive an Apple gift card (not cash) in the mail. If you reject the quote, they'll ship your computer back to you, post-paid. I've used them, and one thing to note is that the return postage is paid, but no insurance is provided. So ship at your own risk or arrange to pay the postage yourself and add insurance.

MacTracker is a handy tool to help identify the model number of your Mac — something you'll need to know.

2. Track your inventory of purchased items: Apple - Support - Welcome to My Support Profile. You probably figured that Apple keeps a database of registered products, but did you know you can access an inventory your own purchases?

On these pages, you can see your latest case activity and repairs, view the products you've registered, and add products that didn't get registered. You can even nickname your products for easy reference. You'll need to have an Apple ID.

3. Track your AppleCare coverage: Apple - Support - AppleCare Agreements List. This page shows you a list of all the equipment for which you have an AppleCare Agreement, the Agreement number, the status, expiration date, and the product serial number.

4. Information for Government Employees, buy Apple Equipment at a Discount. Apple - Business - Mac Solutions - IT - Government. Local, state and federal government employees and contractors can learn about: Directory Services, Networking, VPN, Mac & PC file sharing, security, GSA schedules, Common Criteria, CRYPTOCards, export compliance, how to buy Apple equipment at a slight discount and a whole lot more.





5. Apple Security Updates. This page has a list of all the Apple security updates, products for which they were released, the release date, and related articles. If you need to see which CVE-IDs were fixed in each update, this is the place to go.

Security updates

Name and information link	Released for	Release date
Mac OS X v10.6.6	Mac OS X v10.6 - v10.6.5	06 Jan 2011
Time Capsule and AirPort Base Station (802.11n) Firmware 7.5.2	AirPort Extreme Base Station with 802.11n, AirPort Express Base Station with 802.11n, Time Capsule	16 Dec 2010
QuickTime 7.6.9	Mac OS X v10.5.8, Windows 7, Vista, XP SP2 or later	07 Dec 2010
Apple TV software update 4.1	Apple TV (2nd generation) with 4.0 software	22 Nov 2010
iOS 4.2	iOS 2.0 through 4.1 for iPhone 3G and later, iOS 2.1 through 4.1 for iPod touch (2nd generation) and later, iOS 3.2 through 3.2.2 for iPad	22 Nov 2010
Safari 5.0.3	Mac OS X v10.5.8, Mac OS X v10.6.4 or later, Windows 7, Vista, XP	18 Nov 2010
Safari 4.1.3	Mac OS X v10.4.11	18 Nov 2010
Mac OS X Server v10.6.5 (10H575)	Mac OS X Server v10.6 - v10.6.5 (10H574)	15 Nov 2010

6. iPod History Timeline. Apple - Products - iPod History. This page is useful for journalists, but it also makes for some interesting reading about when the various iPads were released, sales numbers and milestones. It also helps identify the various iPod generations, but Apple’s “Identifying iPod Models” KB has a more detailed, technical listing.

2008

January
Apple premieres iTunes movie rentals with all major film studios

April
iTunes Store passes Wal-Mart to become America’s #1 music retailer

May
Movies become available for sale on iTunes the same day as their DVD release

June
iTunes tops five billion songs sold

Apple introduces the new iPhone 3G, twice as fast as the previous generation and featuring support for third party applications

July
The App Store debuts as iPhone 3G goes on sale



iPod nano, 2008
Download (zip) 4.2 mb



iPod touch, 2008
Download (zip) 3.8 mb

Icon	Model	Year-Month introduced	Navigation Controls	Capacity
	iPod shuffle (3rd generation Late 2009)	2009-09	Apple Earphones with Remote	2 GB or 4 GB
	iPod classic 160 GB (Late 2009)	2009-09	Click Wheel	160 GB
	iPod touch (3rd generation)	2009-09	Multi-Touch display	32 GB or 64 GB
	iPod nano (5th generation)	2009-09	Click Wheel	8 GB or 16 GB
	iPod shuffle (3rd generation)	2009-03	Apple Earphones with Remote	4 GB
	iPod classic	2008-09	Click Wheel	120 GB

7. Apple Serial Number Info (Non-Apple) This page will tell you a lot about your Mac; just enter the serial number. It’s useful to find out when and where you Mac was built, if there were any production flaws or warranty issues that resulted in a repair program, check your warranty, and check on important firmware updates. You can also register a serial number as stolen.

Of course, there are many more useful pages like this, but these are the ones I found notable.

Program Coordinator

Continued from page 1.

The February meeting will be held at St. Mary’s Hospital in the Leonard Board Room on Wednesday, February 9, 2011. The meeting will begin at 7 p.m. St. Mary’s Hospital is located at 1300 Massachusetts Avenue in Troy NY.

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

1. Merge onto NY-7 East from the Northway.
2. Follow Route 7 to Troy where it becomes Hoosick Street.
3. Turn left on Oakwood Avenue (10 Street/NY-40) which is the first light after the bridge and bare right.
4. 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.



Analysts: Apple Could Disrupt Mobile Payment Industry from Computerworld

Apple could cause some serious disruption in the mobile payments space if it enters the field as reported, say analysts.

Reports noted earlier this week that Apple is planning to embed Near-Field Communications (NFC) technology into its next-generation iPhones and iPads. Such NFC-enabled systems would let users pay for purchases by waving their mobile devices near payment terminals.

Similar contactless payment technologies have been around for years and have been received with lukewarm support at best by consumers. What's likely to make Apple's entry into the space vastly different, however, is its huge base of 160 million iTunes users, said Avivah Litan an analyst at Gartner.

That base gives Apple the ability to operate largely as a "closed payment system" with minimal need to interface with credit card companies and banks, she said. "They can largely shut out credit card companies if they choose to," and operate in much the same way that PayPal has done in the virtual world, she said.

iTunes users will probably need to continue using their credit cards and bank accounts to fill up their iTunes accounts, but that could be the extent to which these financial institutions will be involved in an Apple mobile payment system.

"I see Apple as being a PayPal on steroids," Litan said.

Apple's rumored plans in the mobile payment space come at a time when interest in NFC appears to be ramping up. Last November, AT&T Mobility, Verizon Wireless and T-Mobile USA

announced a project called ISIS under which they are working with Discover Financial Services and Barclays to introduce an NFC-based mobile payment system in the U.S.

Google added NFC capabilities with its Nexus S Android smartphone made by Samsung and even PayPal has begun partnering with companies such as Bling Nation in an attempt to let consumers use their PayPal accounts when making mobile payments at physical locations.

Such moves signal the seriousness with which large providers are approaching mobile payments, said Gwenn Bzard, an analyst with the Aite Group. The big advantage that Apple has in this increasingly crowded space is that it already is a processor of mobile payments, Bezard said.

Already, tens of millions of iTunes subscribers are using their accounts to make payments for songs and iPhone apps. By NFC-enabling iPhones and iPads, Apple will essentially be giving such customers the ability to use their iTunes accounts to pay for a whole lot of other things as well.

"They have 160 million users with digital wallets in iTunes accounts. They don't have to do anything other than to NFC-enable their phones," Litan said.

For merchants, an Apple payment system could prove attractive. Many merchants are raring for alternative payment systems, to avoid having to pay the hefty fees that credit card companies charge for every transaction.

Apple could offer substantially lower payment fees to such merchants, and offer various loyalty applications

to entice customers into using their iPhones or iPads for making payments, Litan said. "You can imagine going through a turnstile at a concert, paying with your iPhone and instantly getting an offer to download all the music you hear at the concert," she said.

Similarly, merchants could work with Apple to start offering coupons and discounts to customers making payments using their iPhones.

Questions remain about how long it will take for all of this to play out. In the past, such mobile payment systems have failed to impress consumers largely because they offered little real value-add compared with other payment options.

So Apple will need a compelling value proposition to get merchants to sign up for its payment system, Bezard said. Basically the company will need to figure out a way to reward users for using its mobile payment system while also driving more traffic to merchants, he said.

Given Apple's marketing savvy, that may not be as difficult as it may appear. All it takes is for Apple to get one or two marquee merchants to sign on to its payment system for it to catch on, Bezard said. "They could become bigger than PayPal literally over night," he said.

Merchants will also need to upgrade their payment systems to be able to accept NFC payments. However, those upgrades might be cheaper and less complicated than some might assume.

For example, special payment stickers are available already that allow merchants to NFC-enable their point of sale terminals by simply affixing



a sticker to the terminal, Litan said. Such stickers go for as little as \$18 and could sell for potentially less in volume, she said. And an increasing number of new, point-of-sale systems are enabled to handle NFC transactions.

A lot of attention is being paid to how long it will take for NFC to gain traction in the U.S., Karen Webster, of consulting firm Market Platform Dynamics (MPD), said in commentary on pyments.com. “The one thing that no one talks about, maybe because it’s too scary—is the real advantage that I see Apple having over ISIS, Google, PayPal and even Facebook,” she wrote.

Apple’s iTunes customers give Apple a compelling story to take to merchants, Webster wrote. “Can you imagine the persuasive case that Apple could make by simply offering to bring merchants their iTunes account customers?”

“That is a much more persuasive case to merchants than bringing 17 million AT&T subscribers using iPhones enabled with NFC chips in their hands,” she added.

At Apple, the Platform is the Engine of Growth

from MacDailyNews

“Size is the enemy of growth. It is one of the unwritten laws of business, a matter of simple percentages. After all, when a company has \$1 billion in yearly sales, an extra \$1 billion doubles its size. Add \$1 billion in new business to a \$10 billion-a-year company, and it amounts to just 10 percent growth. The size-growth tradeoff seems inevitable, an inescapable force like gravity,” Steve Lohr reports for The New York Times. “Try telling that to Apple, the corporate giant that two weeks ago reported a 71 percent jump in quarterly sales. Apple generates revenue at the rate of \$100 billion a year.”

“The software and services that work on Apple’s hit products are accelerating its extraordinary expansion,” Lohr reports. “Apple provides the underlying technology and marketplace: iTunes software and the iTunes Store for managing, downloading and buying music and media; iPhone and iPad software for creating applications; and the App Store for sampling and buying them.”

Lohr reports, “The more people buy iPhones and iPads, the more software developers and media companies want to write applications for them, as various as games and digital magazines. And consumers are more likely to buy iPhones and iPads when more entertainment and information applications are available on them. The combination of hardware, software and services is what corporate executives, economists and analysts call a platform. Successful technology platforms sustain and reinforce growth. And this self-reinforcing cycle is known as a network effect. It helps the platform owner and raises a barrier to competitors.”

Apple Ambassador

Continued from page 2.

I have a Mac that’s not running Snow Leopard. Can I use the Mac App Store?

No. The Mac App Store only works on Snow Leopard. Apps you download might work if you moved them to a Mac not running Snow Leopard, though. However, if you have an older PowerPC-based Mac, the apps won’t work—App Store apps are all Intel-only.

Do I have to update to OS X 10.6.6 to use the Mac App Store?

Yes. As noted above, Mac OS X 10.6.6 actually enables the Mac App Store and installs the new App Store app. It’s a must.

What’s the average cost of apps found at the Mac App Store?

There’s a lot of variability. There are free apps, of course. But then, Apple’s Aperture is \$80, Things and Acorn cost \$50, Delicious Library sells for \$40, OmniGraffle Pro will run you \$200, and Distribute is listed at \$700. Apple has priced its iWork apps at \$20 each (twice the cost of the iPad versions), and its iLife apps at \$15. Some developers have cut their prices, while others have kept them the same. It will take a while for people to figure out what the right prices for Mac Apps are in the Mac App Store.

Can I buy apps from the Mac App Store just like I buy iOS apps?

Pretty much. On your iOS device, you’d use the App Store app, and so it is on the Mac. When you want to buy something, you enter in your iTunes ID and password and, boom—it’s purchased. The app downloads automatically,



too, and what you bought is automatically placed in the Dock. (You can move it out later, if you want.)

If I live outside the U.S., can I buy apps from the U.S. Mac App Store?

The Mac App Store is open to pretty much every country that lets you buy stuff from Apple—90 in all. It seems like most of the international exclusion issues involving iTunes media do not exist on the Mac App Store, so you should be able to buy in your own country and get the same stuff you'd get in the U.S.

Do apps download directly to my Mac's Downloads folder or will they be added to iTunes like iOS apps?

Apps download right in your Dock and then remain there once they're installed.

Neither. When you buy a Mac App Store app, it's installed directly in your Applications folder and added to your Dock.

Does that mean that Mac App Store purchases have to remain in my Dock permanently?

No, once they're in your Dock they behave like any other app. You can drag them out (or control-click and deselect Options -> Keep in Dock) to banish them.

What happens when you move an app from the Applications folder after buying it on the Mac App Store? Will it still be recognized and updated?

You can move the app out of the Applications folder after it has been installed, and they'll run fine. We're not sure how this will affect updates, since the apps we just bought haven't required updating yet.

What happens if I install the App Store version over top of an existing version? Like Evernote, for example.

We had that exact experience. When we installed Evernote 2.0.1 from the Mac App Store, it replaced version 2.0 that was already installed on the Mac. All the saved data was preserved—no problems.

What if I lose my purchased apps because my Mac crashes or hard drive dies. Will I have to pay for them again?

No. Like iOS App Store apps, if you try to buy an app you've previously bought, the App Store realizes this and offers to let you download it again for free.

Is there a download size limit for apps sold in the store?

None that we're aware of, though of course the bigger the app, the longer the download. So developers are encouraged to keep file sizes down.

Is Apple applying content standards to the apps sold in the Mac App Store?

As with the iOS App Store, Apple is curating the Mac App Store, both for content and for technical reasons. The difference is that on the Mac, if someone's app is rejected by Apple, they can still sell it to Mac users. They just won't have the marketing engine of Apple's App Store behind them.

What are some of those restrictions? In other words, what apps won't I see in the Mac App Store?

You won't see trial, demo, or beta apps in the store. (Apple encourages developers to post those things to their company Websites.) Like the iOS App Store, Mac apps that use programming techniques not blessed by Apple won't make the cut. Neither will apps that offer their own update mechanisms or misuse the tidy Mac OS X file system. (For example, apps cannot store databases in ~/Documents.) To win Apple's approval, apps also cannot download standalone apps outside of the store, and they can't install kernel extensions.

In other words, apps like WireTap Anywhere, TotalFinder, and CandyBar are not allowed by Apple's current policies.

What are the alternatives to the Mac App Store? Will software (including demos, betas, and other non-commercial versions) still be available from traditional sources—vendor web sites, mail order, the Apple store, and so forth?

The entire Internet is an alternative to the Mac App Store. Developers do not have to make their apps exclusive on the Mac App Store. All traditional sources of Mac software remain unchanged as of January 6; there's just a new source, the Mac App Store. Presumably it will very quickly become the most important source, given Apple's backing, but the others aren't going to go away any time soon.

How does the Mac App Store software-update process mesh with the existing Apple Software Update tools?

It's a good question and we're not really sure what the answer will be. Presumably all the apps you bought in the Mac App Store will update via the App Store app itself, using the Updates tab. Some Apple-made apps like iLife and iWork currently use Apple's Software Update mechanism, it's unclear if that will continue, or if Apple will funnel all of that into the Mac App Store over time. (You may update in different places based on where you bought your software, in the short term. In the long term, the App Store app will probably be the answer.)

Can iTunes gift cards be used in the Mac App Store?

Yes. So far as we can tell, there's no wall between money you spend in one part of Apple's gigantic e-commerce



empire and another part. If you've got a gift card to redeem, you can just click on Redeem in the App Store app and put in your codes, just as you would in iTunes or in the App Store app on iOS devices. Then again, we've also seen some people on Twitter report that the two stores may not be connected. We're just not sure yet.

Licenses and copy protection

Can I buy an app on one Mac for use on all my computers?

Yes, you can install apps bought from the Mac App Store on any and every Mac that you personally own and use.

What about the five-Mac restriction that I have with videos I bought from iTunes? Does that work for Apps too?

No. Apps don't check to see if you're using an iTunes-authorized Mac. They can ask you to verify your Apple ID and password, but that's a single check and it's just to verify you are who you say you are. Once your identity is verified, that's it. There's no authorizing or deauthorizing or counting of different Macs.

Does that mean I could buy one copy of an app and install it on every Mac in my business?

No, the license you agree to when you enter the Mac App Store says that app downloads are for Macs that you personally own, and that's a license for personal use. Apps that are intended for professional use are licensed for you or for a single computer used by several people. While there's no technical impediment to you installing them on multiple Macs at work, you'll be violating the license agreement. It's the same scenario as if you buy a single-user copy of iWork and install it on ten Macs at work—you can do it, but you're violating the license agreement, making the act ethically questionable.

Are there family pack licensing options in the App Store?

No, apps are purchased for and owned by a user linked to a single Apple ID. But if you log in with that ID on all the Macs in your household, you can download and install your apps on each one.

How does the Mac App Store handle volume licenses? How about educational discounts? Are those offered in the App Store, or do I have to go straight to the software vendor for that kind of discount pricing?

As far as we know, there is no volume licensing for Mac App Store apps. However, according to Ken Case at The Omni Group, educational discounts are available, but only on a volume licensing basis. For that, you'll have to contact Apple.

Is there any DRM that would prevent me from using a Mac App Store purchase on another computer?

Some apps allow you to freely copy to other Macs and they'll run without a hitch (though this seems to be a technical oversight, and not an intentional design). Other apps will require the purchaser of the app to log into the Mac App Store. When you launch such an app, a login window appears, displaying the purchaser's account name; you then have to enter that account's password. If you enter a different account, the app doesn't work.

Say I migrate to a new Mac. Will I be able to take my App Store purchases with me?

As mentioned above, when you move an app to another Mac, you might have to enter in the login information of the purchaser. If you have that info, you're all set. You can also just re-download all your apps straight from the Mac App Store (as long as they're still available) by logging in on the new Mac and checking the Purchases tab.

Existing apps

Does the App Store recognize software I already own? Will that prevent me from inadvertently buying software that's already on my Mac?

Well, the good news is that the Mac App Store can acknowledge some of the existing third-party apps that you own... provided that they are installed, of course. Instead of a button with a price, you will see a button labeled "installed," so you can't make an impulse buy upon seeing a familiar face in the store. But this doesn't work with all apps—the store is just looking We didn't buy BBEdit on the Mac App Store, but it's installed. for apps with the same version

number and "bundle ID," a unique identifier, in all the apps installed on your Mac.

If the version of the app you have installed matches the one in the store, it will register as "installed." Some developers changed their version numbers on the apps they submitted for the store, others changed only the bundle ID but kept the version number, while a few left everything alone, which is why some apps appear as "Installed." Read on for the downside to this money-saving perk.

If I have an existing Mac application that is recognized as "Installed", does that mean I'll get updates through the Mac App Store? Will I get update notifications for apps I bought directly from developers?

Once a developer updates their app in the Mac App Store, it will no longer register as "Installed," and you will need to re-purchase it from the store in order to begin getting updates from the store. At this time, Apple offers no sort of system for transitioning an existing license you own for an app into the Mac App Store. This is partly why some



generous developers have gone out of their way to offer highly discounted prices on their wares for a limited time at the store's launch. They want to give users who prefer the Mac App Store way of updating software a cheaper way of opting into the ecosystem.

What if the Mac App Store doesn't recognize my previously purchased software as installed?

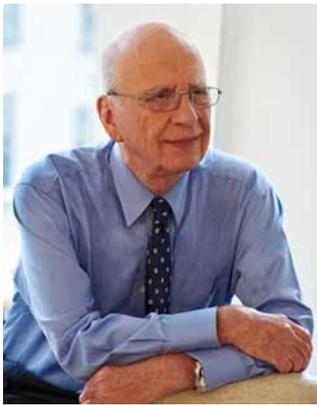
You'll have to be careful not to purchase the software until you decide that you want to opt into the Mac App Store ecosystem, perhaps when there is a major new version or the developer has a fire sale. Many developers have

stated that they will maintain separate, non-Mac App Store versions of their apps and update them, at least for some time, for users who cannot or do not want to buy into the Mac App Store. A few developers, though, have moved their apps exclusively into the Mac App Store, and significantly slashed their prices, at least for a limited time, to help with the transition.

How do I uninstall apps installed via Mac App Store?

The same way you uninstall most other Mac apps: open your Applications folder and drag the app to the trash.

Rupert Murdoch Thinks Tablets will End Laptops, Praises Jobs by Bryan Chaffin, The Mac Observer



News Corp. CEO Rupert Murdoch told the Fox Business Network that he thinks tablets represent the "end of laptops." In an interview with the cable network, Mr. Murdoch heaped praise on Apple CEO Steve Jobs, saying, "Here we have the man who invented the personal computer, then the laptop. He's now destroying them. That is an amazing life."

The interview from a network that Mr. Murdoch's company owns was part of the marketing blitz Mr. Murdoch and News Corp. are engaging in to promote the release of The Daily, a new iPad-only (for now) daily newspaper.

Technically, Mr. Murdoch is fudging history a bit in that it was Steve Jobs who recognized Steve Wozniak's invention of the Apple I computer for its potential; and, while Mr. Jobs headed the team that developed the Macintosh computer (which could be what Mr. Murdoch was thinking about when he said "invented the personal computer"), Mr. Jobs wasn't at Apple for the development of the Mac Portable or the PowerBook.

Be that as it may, Mr. Murdoch was clearly paying tribute to the disruptive force that Steve Jobs has been throughout his professional career, pushing the Apple II into prominence, and then recognizing the work being done at the Zerox

PARC in GUIs for its potential, and turning that work into a shipping product that disrupted that same Apple II.

We should also note that Mr. Murdoch may be a bit premature in heralding the end of laptops, but he was certainly an early believer in the ascendancy of tablets, and his company has devoted significant resources into having an early presence on the iPad.

In the interview, which was transcribed by PaidContent, Mr. Murdoch also noted that he hopes to be able to negotiate a larger cut of The Daily sales. Currently, Apple takes 30% off the top of all app sales in exchange for the transaction and for the privilege of being on iTunes itself.

When asked about this by Neil Cavuto of Fox Business Network, Mr. Murdoch said that he "hoped" Apple's cut would go down after the first year, and said that it was an area subject to negotiation.



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