



The GAB'er

The Newsletter of the Greater Albany Apple Byters

Volume 28, Number 1 - September 2011

Apple's iCloud

If you use Gmail, Hotmail or Yahoo, you know your email is accessible from any computer or smartphone. That's because your messages are stored "in the cloud."

What is iCloud? Apple puts it like this: "iCloud stores your music, photos, apps, calendars, documents, and more. And wirelessly pushes them to all your devices — automatically. It's the easiest way to manage your content. Because now you don't have to."

If you take a picture on your iPhone, it appears on your Mac. If you write a document on your iPad, it appears on your iPhone. If you buy a song on iTunes, it becomes available on all your devices.

The cloud isn't new, but when Apple pushes out a product, they often find a new and improved way to utilize existing technology.

iCloud was designed with three things in mind: convenience, portability, and consolidation. It allows you to keep your devices in sync, to access your data from anywhere, and do it all within a single, central hub. That last design feature gives Apple a certain degree of control over the user base.

Apple's iCloud and its consumerization of centralized, cloud-based data and services will undoubtedly result in even more consumers connecting to even more devices.

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Next GAAB Meeting
September 14, 2011
Lion (OS X 10.7)

7:00 p.m.
St. Mary's Hospital,
Troy, NY

Coordinator's Corner

by John Buckley



Welcome back to GAAB. The beginning of the school year is also the beginning for the Greater Albany Apple Byters year. Last year ended with a great turnout for our dinner at the Plum Blossom and are looking forward to another great year for GAAB.



We will be starting the New Year again at our exciting location, the Leonard Board Room at St. Mary's Hospital in Troy. The location is easy to locate with the room on the first floor, plenty of parking, and great technology. I have to thank Dr. Les Goldstein again for securing our location for this year.

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.

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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

Steve Jobs Reshaped Industries by Thor Swift, *The New York Times*

The following article by David Pogue of the New York Times reflects many of the feelings and thoughts we all had when Mr. Jobs announced his retirement.

When Steve Jobs [resigned as the chief executive](#) of Apple on Wednesday, his [note to the public and the Apple board](#) was short and classy. The gist was this: "I have always said if there ever came a day when I could no longer meet my duties and expectations as Apple's C.E.O., I would be the first to let you know. Unfortunately, that day has come."

As you can imagine, this news is rocking the world — and not just the tech world. Mr. Jobs, after all, has almost single-handedly reshaped a stunning range of industries: music, TV, movies, software, cellphones, and cloud computing. The products he's shepherded into existence with single-minded vision read like a Top 10 list, or a Top 50 list, of the world's most successful inventions: Macintosh. iPod. iPhone. iTunes. iMovie. iPad.



He's done pretty well for Apple stockholders, too. Ten years ago [Apple's stock](#) was at \$9 a share; today, it's \$376. Apple is neck-and-neck with Exxon Mobil for the title of world's most valuable company.

Most of the reactions online today read like obituaries — for Steve Jobs, if not for Apple.

Is that appropriate? Well, only Mr. Jobs's inner circle knows how sick he actually is. (He was diagnosed with

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With more than 200 million users worldwide, Twitter is an online powerhouse. More than 350 million messages, or tweets, are sent daily. And it has played an important role in political protests in Tunisia, Egypt and Iran.

Yet some people question the purpose of Twitter. They don't understand how it would fit into their lives. Like all social-networking sites, Twitter is about connecting with others. Unlike other sites, though, it focuses on brevity. Posts are limited to 140 characters.

Many use Twitter to give quick updates to friends and family. They share a small part of their day or say they're running late. Others use it to promote their business. You can also get customer support or ask questions. It's even a good way to keep up with the news and current events. Follow me at www.twitter.com/kimkomando.

Let's take a look at ways you can make the most of Twitter.

Hashtags

With millions sent each hour, messages can be difficult to follow. Hashtags help you overcome this. Just place a hashtag (#) directly before relevant keywords or topics. For example, you could use #computer or #job. This will help others find your tweets.

When you see a hashtag in a tweet, click it. This brings up other messages on the topic. Just remember to check how others are using a particular hashtag before using it. Some have embarrassed themselves by using a trending hashtag incorrectly.

Replies

You'll want to reply to others' tweets. Just find a message and click Reply. Enter your message and click Tweet.

Replies start with @username. When you see your username, someone is replying to you. Click the tweet to see the original tweet, along with other information.

You can also insert @username to mention someone in a tweet. Mentions appear on the Mentions tab. This helps you see who is talking about you. To search for mentions on others, use @username in the search box. Mentions are a great way to build followers.

Retweets

Maybe you want to share a funny or important tweet with your followers. This is easy to do. Just click Retweet below a tweet to share it. Retweeting is a nice way to let others know you appreciate their tweets.

Retweets are easy to spot in the Timeline. You'll see the retweet icon, along with the username beside the tweet. Still, it is considerate to acknowledge the original tweeter in the message. Precede the message with "RT @username."

Direct messages

You can send direct messages to other users who are following you. While the message is private, remember that anything posted online can be made public.

To send a direct message, click the Messages button. The following page shows your message history. Click New Message. Enter the username for the recipient. Write your message and click Send.

Lists

Following others on Twitter is easy. Find the person to follow and click the Follow button. If a user has protected tweets, they must approve you. When you follow someone, their tweets appear in your Timeline.

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Education SIG

Many U.S. Schools Adding iPads, Trimming Textbooks from eSchool News

Apple says more than 600 K-12 school districts have launched iPad programs — with two-thirds of them beginning since July

More and more districts are moving away from textbooks and moving to tablets like the iPad. The following article from **eSchool News** gives some insight to the reason why. I found this article interesting as we were checking out backpacks for my ten-year-old grandson.

For incoming freshmen at western Connecticut's suburban Brookfield High School, hefting a backpack weighed down with textbooks is about to give way to tapping out notes and flipping electronic pages on a glossy iPad tablet computer.

A few hours away, every student at Burlington High School near Boston also will start the year with new school-issued iPads, each loaded with electronic textbooks and other online resources in place of traditional bulky texts.

While iPads have rocketed to popularity on many college campuses since Apple Inc. introduced the device in spring 2010, many public secondary schools this fall will move away from textbooks in favor of the lightweight tablet computers.

Apple officials say they know of more than 600 districts that have launched one-to-one computing programs with the devices, in which at least one classroom of students is getting iPads for each student to use throughout the school day.

Nearly two-thirds of them have begun since July, according to Apple.

New programs are being announced on a regular basis, too. As recently as Aug. 31, Kentucky's education commissioner and the superintendent of schools in

Woodford County, Ky., said that Woodford County High will become the state's first public high school to give each of its 1,250 students an iPad.

At Burlington High in suburban Boston, principal Patrick Larkin calls the \$500 iPads a better long-term investment

than textbooks, though he said the school still would use traditional texts in some courses if suitable electronic programs aren't yet available.

"I don't want to generalize, because I don't want to insult people who are working hard to make those resources," Larkin said of textbooks, "but they're pretty much outdated the minute they're printed and

certainly by the time they're delivered. The bottom line is that the iPads will give our kids a chance to use much more relevant materials."

The trend has not been limited to wealthy suburban districts. New York City, Chicago, and many other urban districts also are buying large numbers of iPads.

The iPads generally cost districts between \$500 and \$600, depending on what accessories and service plans are purchased.

By comparison, Brookfield High in Connecticut estimates it spends at least that much yearly on every student's textbooks, not including graphing calculators, dictionaries, and other accessories they can get on the iPads.

Educators say the sleek, flat tablet computers offer a variety of benefits.

They include interactive programs to demonstrate problem-solving in math, scratchpad features for note-taking and



bookmarking, the ability to immediately send quizzes and homework to teachers, and the chance to view videos or tutorials on everything from important historical events to learning foreign languages.

They're especially popular in special-education services, for children with autism spectrum disorders and learning disabilities, and for those who learn best when something is explained with visual images, not just through talking.

Some advocates also say the interactive nature of learning on an iPad comes naturally to many of today's students, who've grown up with electronic devices as part of their everyday world.

But for all of the excitement surrounding the growth of iPads in public secondary schools, some experts watching the trend warn that the districts need to ensure they can support the wireless infrastructure, repairs, and other costs that accompany a switch to such a tech-heavy approach.

And even with the most modern device in hand, students still need the basics of a solid curriculum and skilled teachers.

"There's a saying that the music is not in the piano and, in the same way, the learning is not in the device," said Mark Warschauer, an education and informatics professor at the University of California-Irvine whose specialties include research on the intersection of technology and education.

"I don't want to oversell these things or present the idea that these devices are miraculous, but they have some benefits—and that's why so many people outside of schools are using them so much," he said.

One such iPad devotee is 15-year-old Christian Woods, who starts his sophomore year at Burlington, Mass., High School on a special student support team to help about 1,000 other teens adjust to their new tablets.

"I think people will like it. I really don't know anybody in high school [who] wouldn't want to get an iPad," he said. "We're always using technology at home, then when you're at school it's textbooks, so it's a good way to put all of that together."

Districts are varied in their policies on how they police students' use.

Many have filtering programs to keep students off websites that have not been pre-approved, and some require the students to turn in the iPads during vacation breaks and at the end of the school year. Others hold the reins a little more loosely.

"If we truly consider this a learning device, we don't want to take it away and say, 'Leaning stops in the summertime,'" said Larkin, the Burlington principal.

And the nation's domestic textbook publishing industry, accounting for \$5.5 billion in yearly sales to secondary schools, is taking notice of the trend with its own shift in a competitive race toward developing curriculum specifically for iPads.

At Boston-based Houghton Mifflin Harcourt, for instance, programmers scrambled to create an iPad-specific secondary school program starting almost as soon as Apple unveiled the tablet in spring 2010.

The publisher's HMH Fuse algebra program, which became available at the start of the 2010 school year, was among the first and is a top seller to districts. Another algebra program and a geometry offering are coming out now.

The HMH Fuse online app is free and gives users an idea of how it works, and the content can be downloaded for \$60. By comparison, the publisher's 950-page algebra text on which it was based is almost \$73 per copy, and doesn't include the graphing calculators, interactive videos, and other features.

For a school that would buy 300 of the textbooks for its freshman class, for instance, the savings from using the online version would be almost \$4,000.

Jay Diskey, executive director of the Association of American Publishers' schools division, said all of the major textbook publishers are moving toward electronic offerings, but at least in the short term, traditional bound textbooks are here to stay.

"I think one of the real key questions that will be answered over the next several years is what sort of things work best in print for students and what sort of things work best digitally," Diskey said. "I think we're on the cusp of a whole new area of research and comprehension about what digital learning means."



Vision Without Obstruction: What We Learn From Steve Jobs

by Scott Belsky

In recent days, everyone has taken the news of Steve Jobs' resignation and illness in different ways. For me, it has conjured up admiration and curiosity. More than anything else, I have always respected Jobs' clarity. True, the man has always shunned the status quo, but I believe his rebel ways were only a consequence of his efforts to stay true to an original vision. Jobs didn't "think different" just for the sake of it, he just refused to conform to traditional expectations and limitations. Some say Jobs' possessed a "reality distortion field." I'd argue that it was, in fact, a sense of clarity so powerful that no obstacle could get in the way of creating perfect products.

Apple did not invent the mp3 player, the tablet, or the smartphone. But while other companies made compromises and took shortcuts to get to market, Jobs had a knack for sticking with his vision of what a product could and should be. I can only imagine the constant stream of obstacles he faced as Apple began to execute these ideas:

- Material shortages and cost limitations
- Ensuring compatibility with previous software
- Market research with conflicting messages
- Pre-existing patents and features from competitors
- Marketing and sales deadlines

It must have been so seductive to stray at any moment and compromise to get it done. As people around him said, "Let's just let that go because [fill in the great excuse here]," Jobs always somehow stayed course.

Perhaps the difference between Steve Jobs and the "visionaries" at other great companies was his ability to not only see what the future of technology could be, but to work toward that vision without obstruction.

Obstruction is all the stuff that gets in the way of making the best possible decisions. The drive toward a "better quarter" is a frequent obstruction for CEOs when it comes to making smart long-term decisions. A bullshit legal requirement for more explanation on a product's packaging is an obstruction to a clear marketing strategy. The desire to shave four cents from the assembly of a product is an obstruction to building it the right way.

Needless to say, it's easy to lose grasp of a bold vision once the journey begins. Most leaders tack right and left as obstacles reveal themselves, and then they arrive at an

entirely different destination. Jobs was different. He had a maniacal grasp of his vision and was unwilling to let other people -- even his customers -- shift him off-course.

Jobs never compromised and gave us what we wanted, he stayed true to his vision and gave us what we needed.

In addition to the external obstacles that obstruct vision, there are also internal obstacles. These are our demons -- the self-doubt, the fear of failure, and the impulse to meet others' short-term expectations at the expense of long-term possibilities. It turns out that Jobs had a mechanism to see beyond this sort of obstacle as well. In his now legendary Stanford graduation speech in June 2005, Jobs shared insight into his personal source of clarity, helping us to understand the spectacularly gutsy decisions he made time, and time again, throughout his career. Even if you've read it before, read it again:

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything -- all external expectations, all pride, all fear of embarrassment or failure -- these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart. Indeed, there isn't, and the only time we think otherwise is when this stark truth -- that there is nothing to lose in staying true to what you envision -- is obstructed by the froth of short-sighted hopes and fears.

The system in which we work is full of expectations cast upon us from our first breath. Every degree of success is accompanied by an equal dose of bureaucracy. Any early success that you may have only breeds higher expectations and a burden to deliver. This burden is a weight that often obstructs vision and sound judgment.

Usually, it takes something extreme, even death itself, to look past obstructions and maintain clarity. Perhaps the legacy of Steve Jobs as a leader is a call for clarity. If only we could all pursue our own visions with a little less obstruction.

There are a lot of great ideas in this world, and the obstacles that get in the way are no excuse. Steve would never stand for it, and neither should we.



iPod. iPhone. iPad. Why Apple Is Done Inventing New Devices.

by Mike Elgan, *The Cult of Mac*

Most of Apple's money comes from recently invented gadgets. More than two-thirds of Apple's revenue comes from product types that didn't even exist five years ago (iPhone and iPad). And 78% of Apple's income is made by products unimaginable just ten years ago (throw in iPod and iTunes).

That means, in order to stay on the same growth curve in the current decade, Apple will have to invent product categories as new as the iPod, iPhone and iPad were, right?

Wrong.

The new products were part of a killer strategy Apple came up with in 1997. Apple will dominate the future by sticking to the strategy, not by trying to invent more product categories.

Apple became the most valuable company in the world twice this week, trading places briefly with Exxon Mobil. But Apple and Exxon aren't even in the same league in terms of coolness, greatness or any other ness you want to throw at it. One company sells flammable muck sucked out of the ground to be converted into air pollution, and the other makes the MacBook Air, the most perfect computer every built.

Apple used to be a big loser. I mean that literally. Some 14 years ago, Apple had been losing money year after year. The conventional wisdom was that its glory days were in the past.

The PCs wars were over. Microsoft had won. Attempts to invent new platforms, most especially the Newton platform, had failed. The company was in a pickle. If it tried to be unique, it would remain a shrinking, minor fringe company. If it sold out and tried to be more conventional, it would be destroyed by more efficient conventional competitors.

Apple was not only a loser, it seemed that there was no possible way it could win. It was a relic from the 80s, a minor footnote in the history of computing.

The lowest point in the company's history came in 1997. Out of desperation, Apple forged a new partnership with Microsoft in which that company invested \$150 million dollars in Apple in exchange for a promise by Apple to offer

Internet Explorer as the default browser on Macs, and other promises. Apple needed the money. And the partnership.

Apple had sunk so low in 1997 that they were willing to try anything. So out of sheer desperation, they promoted Steve Jobs from "advisor" to "interim CEO."

Jobs, no longer just a visionary loose cannon, had become a skillful leader. The whole experience of being driven out of his own company, and building a new company from scratch, taught Jobs to be the complete visionary dictator he was born to be.

Jobs packed the board with loyalists, unceremoniously deleted entire product lines, and re-structured the company around a breathtaking, new, long-term vision.



The new vision was to transform Apple from a computer company to a content appliance company. No, THE content appliance company. No other company had or currently has the same strategy.

Apple clearly devised this strategy in 1997. That's when the "Think Different" advertising campaign launched. That campaign broke all the rules for positioning computing products. Instead of "buy this, it's faster, cheaper, runs more software," the pitch was: "aspire to genius, we'll give you the tools to create."

So while Microsoft sees itself as a company that makes software, Dell a company that makes hardware, Google a company that sells advertising and HP a company that provides turn-key business solutions, Apple would obsess over content — big products for creating it; all products for consuming it.

Of course, Apple products are multi-purpose devices, useful for communication, business, doing taxes and other purposes. But the content creation and consumption would be the company's laser beam focus and the centerpiece of the Mother of All Winning Strategies.

Apparently Apple noticed in 1997 that nearly all the ways that people consumed content sucked. Hard.

People were paying \$12 to \$18 per CD for music, then carrying around massive CD players to listen. Television was always horrible. Cable TV services were (and are)



clunky, non-intuitive and expensive. Car radio never had anything good on. Books and magazines were expensive and wasteful.

Apple could see that new digital technologies, combined with the Internet, could fix what was broken in content consumption. But Apple could also see that the various content industries would fight to prevent needed change.

People talk about the iPod, iPhone and iPad as merely new gadgets that Apple invented, which succeeded because they were appealing consumer electronics devices. But you can't really understand why they were all so incredibly successful unless you view them in the context of the content strategy.

While Apple's competitors were focused on building devices, Apple was focused on transforming how people interacted with human culture. The iPod was created to use digital media and the Internet to fix what was broken about audio content. Likewise with the iPhone, the iPad and Apple TV.

The theme with all Apple's new products in the last decade has been to use digital technology plus the Internet to fix what's broken about how people consume content. And likewise with Macs and MacBooks — Apple has improved those products by fixing what was broken about both the consumption and creation of content.

And that's why Apple is done creating whole new platforms. There will be nothing in the coming decade equivalent in newness to the iPod, iPhone and iPad.

Apple's full line enables the company to fix what's broken about all the major ways people consume and create content.

I do believe Apple will offer a TV set at some point. But they can't claim to have invented the TV set. It's not a new gadget platform in the same way as, say, the iPad is. A better TV is not the same as inventing the TV.

The important point is that Apple absolutely does not need to keep inventing new gadget platforms in order to continue growing and dominating.

The iPod, iPhone and iPad didn't make Apple billions because they were new, high-quality gadgets. They were that, but they enabled the company to improve content consumption in places where people would be consuming content anyway.

Apple needs only to continue to perfect the platforms it already offers. For example, Apple will continue to add touch-friendliness to Macs. Look for all-touch iMacs and all-screen MacBooks (where the keyboard is a screen) in the next five years. Yes, Apple will continue to innovate brilliantly. But those innovations will be improvements to existing lines, rather than the creation of all-new lines as represented by the iPod, iPhone and iPad.

Apple's continued growth will come from growing marketshare, new markets and new revenue models. The iOS platform, in fact, is the likely model for all future business.

On the iOS platform, Apple makes money from sales of the integrated hardware/software appliance. Then it takes a huge cut of all third-party app sales. Then it takes a cut of all content downloaded to the device. It makes money selling advertising that will be displayed on the device. It will make licensing revenue from desperate competitors who copy the device.

Apple will continue to grow revenue by rolling out this model more completely to desktop and laptop devices, and also television.

And Apple will be happy to leave the low-margin, high-maintenance businesses to sucker... I mean competitors. The PC clone vendors, the Chinese tablet makers, the Korean cell phone makers — Apple will let them claw at each other for near zero-margin hardware sales.

Apple is the most successful company in the world because Apple has the greatest business strategy ever devised: Fix what's broken about creating and consuming content.

Apple invented three radically new gadget platforms in a single decade. But those inventions were only means to an end. Those inventions inserted Apple into all the major ways people consume content.

Now that Apple has product lines that offer the best experience for creating and consuming content, both on the desk and on the go, no further product lines need to be added.

The invention of whole new gadget categories at this point would mean Apple was trying harder for smaller markets, for the fringe, for the periphery.

And that's something Apple hasn't done since 1997.



10 Reasons to Put Off Upgrading Your Mac to OS X Lion

from MacApper



OS X Lion (v10.7) is the latest Apple operating system for Mac computers, but there is some debate over whether there is any pressing need to upgrade right away. Apple says the system boasts 250 improvements, but many are superficial, and other “improvements” may not be viewed as such by owners of older Macs. In addition to just waiting for some bugs to be ironed-out, many users could lose access to favored programs with an upgrade. Below are some reasons folks might want to drag their feet a little before buying into the Lion.

1. **He Who Hesitates** – In this case, he-or-she who hesitates may not be lost at all. There have been reports of glitches in the system that require updating or work-arounds, problems that may be rectified before patient people purchase. There are several free apps that are still scrambling to deliver upgrades to their software to make it compatible with the Lion.
2. **Snow Leopard** – Early results do not demonstrate any great advantage to be gained by upgrading the operating system from Snow Leopard to Lion, though there may be tangible improvement in Photo Shop.
3. **30 Bucks is 30 Bucks** – Unless you are already in the market for a new Mac, in which case the Lion is free, upgrading will cost \$30.
4. **Rosetta Stone Dropped** – Snow Leopard allowed for a manual installation of Rosetta software, but Lion doesn’t support it at all, which means Lion dropped support for all PowerPC apps.
5. **If it Ain’t Broke. . .** – A lot of people have been quite satisfied with their present system, and Lion may not offer enough in the way of technological advances to make it worth getting.
6. **Installation Time** – If the customer hasn’t just purchased a Mac, installation time on older machines can run to two-hours or more.
7. **Adobe Flash** – In the new operating system, as opposed to Snow Leopard, Adobe Flash Player is no longer a default installation, but needs to be installed manually.
8. **Front Row** – The Front Row media center software has been dropped, and this will affect older Apple Macs, though there have been reports that the software can be installed on Lion with a bit of hacking.
9. **File-Sharing Problems** – Networking and file-sharing issues have come up, such as Macs not sharing with Windows, and even with problems involving Macs not sharing with other Macs.
10. **Older Hardware** – Lion will only support newer Mac hardware, which means that most Intel powered Macs won’t work with Lion; there has been grumbling that this was done deliberately to force people to buy new machines.

Eventually, after the entire system is smoothed out and after the glitches have been fixed, there may be enough in those 250 improvements to warrant the upgrade, but there doesn’t appear to be any great call to rush out and get a Lion, unless people just have to be the first one on the block to have the newest toys.



The Evolution Of Apple

Apple II -- 1977



Introduced in 1977, the 8-bit computer, designed primarily by Steve Wozniak, was one of the first successful personal computers.

iPod Classic -- 2001



The iPod revolutionized the way we listened to and carried around our music. The original device was the predecessor of five different versions of the iPod, as well as the Mini, Nano, Shuffle, and Touch.

Apple IIc -- 1984



Apple realized the importance of smaller, light-weight design with the fourth model in the Apple II series, the Apple IIc. The computer had all the power of the original Apple II but weighed only 7.5 pounds.

iMac G5 -- 2004



First released in 2004, the slim iMac G5 sported 1.6 to 2.1 GHz processing.

Macintosh Classic -- 1990



The first Apple Macintosh to retail under \$1,000, the Macintosh Classic featured 8 Mhz processor, a 9-inch screen and 4 megabytes of memory.

iPod Nano -- 2005



Introduced as a replacement for the iPod Mini, the iPod Nano series offered more storage and a slimmer design.

iMac G3 -- 1998



Designed by Johnathan Ive, the multi-colored all-in-one iMac G3 series continued to free up space on your desk by encompassing both the monitor and computer in a single unit.

MacBook Pro -- 2006



Featuring an aluminum shell, the MacBook Pro replaced the PowerBook G4 as Apple's laptop of choice.

iBook -- 1999



Known as the "clamshell," the iBook was marketed to consumers and educators as a laptop less pricey than the PowerBook.

iPod Touch -- 2007



More capable than the previous iPods, the iPod Touch debuted with an all-screen design and served as a portable media player, Wi-Fi mobile platform, game console, and digital assistant.

PowerBook G4 -- 2001



The PowerBook series was Apple's higher end laptops, featuring more power and a heftier price tag than the iBook.

iPhone -- 2007



Unveiled by Apple CEO in 2007, the iPhone's sleek operating system and app store, quickly became the most sought after smartphone.



MacBook Air -- 2008

When first introduced the MacBook Air was promoted as the “World’s Thinnest Notebook” weighing just 3 pounds.

iPad -- 2010

Bridging the gap between smartphone and laptop, Apple’s iPad combines the portability of a phone with a large multi-touch display.

Program Coordinator

Continued from page 1.

At the September meeting we will set the schedule for the remaining demonstrations and then take a look at what is now available from Apple including the new Lion Operating System (OS X 10.7). In addition, we will take a closer look at what is available on your Mac without adding any software. We will also discuss Steve Jobs leaving as CEO of Apple.

To find out what’s happening, GAAB is the place to be. So be sure to be at our September meeting and every meeting to find out the best information about the Mac.

The September meeting will be held at St. Mary’s Hospital in the Leonard Board Room on Wednesday, September 14, 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.

Internet SIG

Continued from page 3.

If you follow many people, lists will help you organize your messages. For example, group coworkers or school friends together. You can then scan related messages easily.

To create a list, visit a user’s profile. Click the person icon. On the Actions menu that appears, click “Add to list.” Enter the information for the list and choose public or private. The user is added to the list. Add others by following these steps and selecting an existing list.

You can also use Tweetdeck to manage Twitter and your other social-networking accounts. [Download it for free here.](#)

Apple Ambassador

Continued from page 2.

pancreatic cancer in 2004, had a liver transplant in 2009 and has had health troubles ever since.) But nobody, not even Mr. Jobs, can say for sure whether Apple can still be Apple without him at the helm.

There are three reasons that it might — and one big reason that it might not.

The good news: First, Mr. Jobs isn’t leaving Apple. He’ll remain as chairman of the Apple board. Tim Cook, who’s been Apple’s director of operations for seven years, will take over as chief executive. (He’s been acting C.E.O. since January.)

You can bet that as chairman, Mr. Jobs will still be the godfather. He’ll still be pulling plenty of strings, feeding his vision to his carefully built team, and weighing in on the company’s compass headings.

Second, the tech world doesn’t turn on a dime. Apple’s pipeline is already stuffed with at least a couple of years’



worth of Jobs-directed products. In the short term, you won't see any difference in Apple's output of cool, popular inventions.

Third, even if Mr. Jobs isn't sitting at every design meeting, ripping apart or heartily embracing each idea presented to him, his tastes, methods and philosophies are deeply entrenched in the company's blood.

In Silicon Valley, success begets success. And at this point, few companies have as high a concentration of geniuses — in technology, design and marketing — as Apple. Leaders like the design god Jonathan Ive and the operations mastermind Tim Cook won't let the company go astray.

So it's pretty clear that for the next few years, at least, Apple will still be Apple without Mr. Jobs as involved as he's been for years.

But despite these positive signs, there's one heck of a huge elephant in the room — one unavoidable reason why it's hard to imagine Apple without Mr. Jobs steering the ship: personality.

His personality made Apple Apple. That's why no other company has ever been able to duplicate Apple's success. Even when Microsoft or Google or Hewlett-Packard tried to mimic Apple's every move, run its designs through the corporate copying machine, they never succeeded. And that's because they never had such a single, razor-focused, deeply opinionated, micromanaging, uncompromising, charismatic, persuasive, mind-blowingly visionary leader.

By maintaining so much control over even the smallest design decisions, by anticipating what we all wanted even before we did, by spotting the promise in new technologies when they were still prototypes, Steve Jobs ran Apple with the nimbleness of a start-up company, even as he built it into one of the world's biggest enterprises.

"I believe Apple's brightest and most innovative days are ahead of it," Mr. Jobs wrote in his resignation letter.

That's a wonderful endorsement. But really? Can he really mean that Apple's days will be brighter and more innovative without him in the driver's seat?

Tim Cook gets rave reviews as an executive and numbers guy. But is he a Jobs-style visionary? Does he have Jobs-style charisma? Does he have a Jobsian reality distortion field? Before the iTunes Store opened, would he have been able to convince the record companies to sell their

music for \$1 a song? In 2005, would he have had the force of personality to make Cingular redesign its voice-mail system for the iPhone's visual voice mail? In 2009, would he have been able to cow AT&T into offering a no-contract-required, month-at-a-time data plan for the iPad?

Will he have the crazy confidence to kill off technologies he sees as dying, as Mr. Jobs has over and over again (floppy drive, dial-up modem, and, in Mac OS X Lion, even faxing)?

Does he know where the puck of public taste will come to rest two years from now? Five years from now?

There's an awful lot of Steve Jobs in Apple, and an incredible amount of talent at its Cupertino headquarters. So no matter what happens, Apple will not slowly sink into a directionless, uncharacterizable, spread-thin blob like, say, Yahoo or Hewlett-Packard or Microsoft.

But what will happen when Mr. Jobs's pipeline is no longer full, and when his difficult, brilliant, charismatic, future-shaping personality is no longer the face of Apple?

It's hard to imagine that we'll ever see another 15 years of blockbuster, culture-changing hits like the iMac, iPod, iPhone and iPad — from Apple or anyone else. And that's really, really sad.

Thank you, Mr. Jobs, for an incredible run. The worlds of culture, media and technology have never seen anything like you.

In your new role, we wish you health, rest and happiness — and, whenever you feel up to it, the opportunity to let Apple know where the puck will come to rest.

Apple's iCloud

Continued from page 1.

Better yet, iCloud will spur even more innovation among Apple's partners and competitors. Soon, we will see more products and services consolidated in "the sky," which other cloud services will connect to. Consumers will also have more options for creating their own personal clouds, in the form of smarter home-based servers, making it easier to manage all of their devices and keep them secure.

And for all you PC lovers, there will surely be many more offerings to keep your digital life in sync, because, well, not everybody likes apples.



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