



# BRMUG

Baton Rouge Macintosh User Group

March 2009

News and Views

## BRMUG Information

### Membership Meetings

Regular meetings are held on the third Thursday of each month at 6:30 P.M. The normal meeting location is the Bluebonnet Library. All members and guests are welcome at the meeting. Following the meeting, an informal gathering at the Bluebonnet Brewbachers usually occurs that all are welcome to participate in.

### Planning Meetings

Planning meetings are typically held the Thursday after the regular meeting at 6:30 P.M. at the Bluebonnet Brewbachers. The goal of this meeting is to plan for the future of BRMUG. Officers are expected to attend. Guests are welcome.

### About BRMUG

BRMUG provides a web site as its primary mechanism to distribute information to Macintosh users: <http://www.brmug.org>. We provide archives with many of our past newsletters. We have listserv that you can join/read to communicate with other members. You can also contact the BRMUG President -- Isaac Traxler via e-mail ([traxler@brmug.org](mailto:traxler@brmug.org)) or phone (225-926-1552).

### BRMUG Volunteers

President: Isaac Traxler  
Vice President: Glenn Matherne  
Treasurer: Don Ballard  
Secretary: William Sellers  
Member at Large: Richard Johnson

### Newsletter Articles

Please submit newsletter articles to [newsletter@brmug.org](mailto:newsletter@brmug.org). Submissions that are not commercial in nature are encouraged! Articles are printed on a space available basis.

The March Meeting of BRMUG will be held at the **Bluebonnet Library** on **March 19<sup>th</sup>**, the third Thursday of the month, at 6:30

P.M. This month, *William Sellers and Isaac Traxler* will present **Insure Your Mac**. Our macintoshes are important to us. We all count on them to be there and to work properly all the time.

Unfortunately, this is not always true. Sometimes the hardware fails. Sometimes files get deleted. Sometimes your computer gets dropped, or a fire destroys it. So what should you do?

Suddenly this month's topic makes sense. You can get an insurance policy that will help you replace the loss. for just a minute, think of the word insurance as a pun. Our plan is to go beyond this obvious meaning of insurance and to explore many things that you can do to ensure your continued macintosh experience.

At least now you do not have to fear sitting through an hour long sales pitch on insurance plans! But what are some examples of these other forms of insurance? *Appicare* is an obvious answer. *Appicare* extends your warranty for 1 or 2 years. Making backups of data is also another form of insurance. Keeping a copy at another site is also wise. Running Disk Utility periodically is also good insurance. There are lots more types of insurance. For an outline of our planned presentation, visit: <http://www.brmug.org/meeting-notes/20090319.php>

I expect this to be a great meeting packed with useful information. I hope everyone can attend.

Members and guests are welcome. After the meeting, we will have our normal Social Hour at Brewbachers. <http://www.brmug.org/about-brmug.php> has directions and maps.

### Meeting Agenda:

6:30 PM	Welcome and recent news
6:45 PM	Insure Your Mac
8:00 PM	Questions and Answers
8:30 PM	Adjourn to Brewbachers

## Meeting at Bluebonnet Library!

Visit <http://www.brmug.org/next-meeting.php> for more information.

*Helping Macintosh users more effectively utilize their systems.*

## February Meeting Review

William Sellers and I presented the topic *Leopard Revealed*. We covered lots of features that are in present in Leopard that most folks do not know about. Based on the questions that were asked, the topic drew a lot of interest.

I hope everyone enjoyed the presentation and thanks to all who were there to enjoy the experience.

## AAPL

While times appear to be tough, Apple has actually had a pretty good month (same way last month started out). Apple almost made it back to a \$100 a share this month. Apple is pretty much maintaining

Last month Apple released upgrades to the Mac Pro, the iMac line and the Mac Mini. Last month, Mac sales were down. In reality, every time Apple does an upgrade, just prior to it sales are down.

Look below for a couple of positive announcements that might make this coming month turn out better.

## New iPod Shuffle

Apple introduced a new iPod Shuffle this month. They have changed the form factor (again). It is even smaller. In fact, Apple has moved the controls from the Shuffle to the earphones (not enough room on the Shuffle for the controls).

The new model provides 4 GB (twice the previous Shuffle) in half the size for the same \$79. The new model adds a new feature -- speech. The new Shuffle reads the menus to you so that you can choose what to listen to.

Of note, many web sites have taken the new iPod Shuffle apart. In fact they found a chip that was assumed to be a DRM device to keep non-licensed devices from working with the new Shuffle. After almost 2 days of speculation, Apple officially responded that the chip is the encoder chip to communicate with the controls built into the

earphone cable. They also said that the chip is not DRM. They would like companies to license the encoder chip via the Made for iPod program but they do not require it. Since Apple denies that the chip is DRM, companies are free to reverse engineer the encoding chip if they want to.

Hopefully, folks jumped to a wrong conclusion and Apple did not have a secret motive in mind. Regardless, the new "smart" earphones/controls will make replacements more expensive.

On another note, while it would be nice if Apple could drop prices (which they do sometimes) I am encouraged to see them continue the neat engineering designs. I am also impressed with their constant efforts to increase what you get (more features, more memory) for the same price.

## iPhone 3.0

Talk of the next generation iPhone has been floating around the rumor sites for a while. Apple just hosted an iPhone event. It turns out that iPhone 3.0 is not a new iPhone -- it is a software upgrade for the iPhone and the iPod Touch. The upgrade will be free for iPhone users and \$9.95 for iPod Touch users.

The big item for consumers is that the new version will include cut-copy-paste functionality across the OS. At least that is the big obvious announcement.

A lot is also being made about changes for developers. iPhone 3.0 adds 1,000 new APIs. One new ability (for paid apps only) is the ability for purchases to be made inside the application.

Developers can also create apps that communicate peer to peer over Bluetooth. This could create a whole new category of apps. Apps can also communicate with hardware and finally Apple will support Push Technology. Hopefully this hardware communication will open

the world of Bluetooth devices to the iPhone. Wouldn't be cool to use Bluetooth keyboards? Maybe even tether with you MacBook Pro while on the road?

For consumers, Apple is promising over 100 new features. A search feature will be added. Apple will support landscape mode for composing e-mail and text. Syncing of the Notepad is also promised.

The bad news is that we have to wait until this summer for the release of new OS. Developers should have immediate access to the new features so that they can start developing apps with the new APIs.

The iPhone has already been very successful. The iTunes App Store has over 25,000 applications and 800 million downloads. The SDK (Software Developers Kit) for the iPhone has been downloaded over 800,000 times. In 2008, Apple sold over 13.7 million iPhones (seems like I remember folks laughing at the idea that Apple planned to sell more than 10 million iPhones in a year. Wonder what it will be like after this summer?

## iTunes 8.1

Apple released a new version of iTunes. The first change is speed. Apple says the new iTunes is faster at loading large libraries and syncing to devices.



### BRMUG Mailing Address

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Baton Rouge, LA 70808  
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e-mail: [president@brmug.org](mailto:president@brmug.org)  
web: <http://www.brmug.org/>

Yet another incremental improvement to iTunes that remains a free download.

### Personal Note

I guess I need to change my spiel. I have written and spoken about Apple's stock price and its potential for years. I usually start it with the disclaimer that I do not own any Apple stock. That has changed. My wife has presented me a framed share of Apple stock. I want to assure everyone that this new status will not impact my analysis of Apple's future stock price. Trust me -- I will not alter predictions to artificially inflate the value of my share of stock.

### Foxmarks, Safari, Xmarks

Foxmarks has been around for a while. It provides an online service to synchronize Firefox bookmarks. If you are primarily a Firefox user this is really cool.

Two things have changed. Foxmarks is branching out. It will support Safari and IE. The other is the name. Foxmarks is changing its name to Xmarks.

Using Xmarks is pretty straight forward. You visit their web site (<http://blog.foxmarks.com/>) and sign up for an account. You download their software that periodically updates the online bookmarks to match your browser's bookmarks.

If you are using a different machine, you can log into your account via the web and have access to your bookmarks.

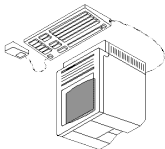
This is not rocket science -- but it can be a great service. It is a simple answer to the madness that comes from using two (or more) machines with regularity. Check it out.

### Safari 4.0 Beta

Apple has released a beta version of Safari 4.0. It is pretty cool. You can get it by going to Apple.com and clicking on Downloads. The ease of moving tabs within a window or between windows is great. The interface gives back a little space by merging the tab line with the top title line. many other changes also. I suggest you give it a try. Don -- you will love the coverflow-like interface option.

2008/9 Meeting Calendar			
March 19	Insuring Your Mac	William Sellers and Isaac Traxler	Bluebonnet Library
February 19	Leopard Revealed	William Sellers and Isaac Traxler	Bluebonnet Library
January 15	3D Architecture	Don Ballard	Bluebonnet Library
December 18	Holiday Gathering	All	Bluebonnet Brewbachers
November 20	Accessorize your Mac	William, Glenn M. and Don	Bluebonnet Library
October 16	iMovie	Glenn Matherne	Bluebonnet Library
September 20	BRMUG Picnic	All	Highland and South Stadium
September 18	Macintosh/ Stereo/ iPhone Integration	All	Bluebonnet Library
August 21	Keynote Intro	Don Ballard	Bluebonnet Library
July 17	FAQ - Frequently Asked Questions	Isaac Traxler & William Sellers	Bluebonnet Library
June 19	GarageBand 08	Glenn Matherne & William Sellers	Bluebonnet Library
May 15	iChat Screen Sharing	Isaac Traxler & William Sellers	Bluebonnet Library
April 17	iPhoto Intro	William Sellers	Bluebonnet Library
March 20	iTunes Intro	Isaac Traxler	Bluebonnet Library
February 21	NTG Tour	William Sellers	NTG
January 17	Backup	William Sellers	Bluebonnet Library
December 20	Holiday Gathering	N/A	Brewbachers

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This Month:  
**Insuring Your Mac**  
 by William Sellers and Isaac Traxler

Hiroshima 45  
 Chernobyl 86  
 Windows 95

Computers and air conditioners both  
 work fine until you open windows.

**This newsletter is received by  
 all BRMUG members, contributors,  
 and representatives.**

The Baton Rouge Macintosh Users Group is a non-profit organization dedicated to Macintosh Users. Our mission is to help bring these users together in order to keep them informed of Apple Computer, Inc.'s trends, visions, and educate them on how to best use this most cost effective, easiest and friendliest of all platforms: **The Macintosh.**

If you are in the position of selling, supporting, or using the Apple Macintosh computer or any of Apple's products, we would like your participation and support for the benefit of our membership and your customer base.

Everyone is invited to attend the meetings. For a complimentary newsletter, or flyers to give out to others, or any information about the group contact the following BRMUG Ambassador: Isaac Traxler, President, (504) 926-1552, e-mail: [president@brmug.org](mailto:president@brmug.org). We'll be most happy to talk to you about the Macintosh!

Send this form with \$15 (\$10 with copy of current school id for students) check payable to BRMUG to: BRMUG Treasurer, 5261 Highland Road, #202, Baton Rouge, LA 70808.

**BRMUG Membership Form 03/2009**

Name: \_\_\_\_\_

Address: Street, City, State, ZipCode \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Join BRMUG Mailing list: **YES NO**

Phone: \_\_\_\_\_

Things BRMUG should do: \_\_\_\_\_

My interest areas: \_\_\_\_\_