

ATPM

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*About This Particular Macintosh: About the **personal** computing experience.™*

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Welcome

by Robert Paul Leitao, rleitao@atpm.com

Welcome to the June issue of *About This Particular Macintosh!* There's a lot to cover in this month's issue, as summer soon begins and the fourth-generation iPhone nears its much-anticipated release. Please join us this month and every month as we continue to chronicle what we call "the personal computing experience."

WWDC

On June 7th, the curtain rises on Apple's annual Worldwide Developers Conference. This annual event has taken on increased significance due to Apple's departure from active involvement in IDG's annual Macworld Conference and Expo.

Mac enthusiasts eagerly await news of a release date for the fourth-generation iPhone and indications from Apple about how many iPads have been sold. Registrations for this year's conferences are already sold out.

Google v. Apple

At this year's Google I/O developer event held in May, representatives of the search giant and maker of the Android and Chrome operating systems launched a series of verbal salvos at Apple, the iPhone OS, and Apple's position in the smartphone market.

What had once been a warm relationship between Google and Apple has fast become a contentious one, as both companies position for long-term growth in the mobile digital device markets. Although Google and Apple are traveling different paths to establish leadership in these markets, the two companies are destined to be fierce competitors in the years ahead.

Apple v. Microsoft

At the close of the final trading day of May, Apple's share price (Ticker Symbol: AAPL) rested at \$256.88, giving the company a market capitalization of \$233.74 billion. Microsoft's market cap (or sum value of all shares outstanding) sat at \$226.11 billion.

For those of us who have followed the often bitter rivalry between Apple and Microsoft, this juxtaposition in market value is worthy of note. As publicly traded American companies, only Exxon Mobil commands a higher market value than Apple at this time.

Under the leadership of CEO Steve Jobs, Apple's success in the handheld digital device markets with the iPod, the iPhone, and now the iPad has erased the effects of Apple's fall from prominence in the mid 1990s when a succession of CEOs failed to return the company to its former glory. Apple's resurgence during the first decade of the new century and its continuing development of exciting new products is reflected in the company's market value.

Microsoft v. Google

If there are enterprises inclined to be economic foes, they are Microsoft and Google. Both of these enterprises are creators of operating systems, both offer Web search services, and both are pushing hard and pushing at each other in the productivity solutions market.

Apple is ironically positioned between its old foe and its new one and is both partner and combatant with each party. Microsoft has stumbled in the iPhone era, and its response to the iPhone OS and Google's Android OS will come to market this fall. Watch for Apple to move adroitly over the next few months as the natural rivalry between Microsoft and Google comes into view. Google is working to release the Chrome OS for netbooks, while Microsoft arms itself to compete with Google in Web search services.

The iPad

At press time, the iPad was making its debut in select international markets. The early success of Apple's new digital device has pleasantly surprised even some of the the most optimistic Apple product enthusiasts. The iPad is accelerating the development of a new class of iPhone OS apps to take advantage of the device's comparatively large screen real estate and to exploit the consumer migration to highly mobile digital devices.

The editors of ATPM are following the happenings in the fast-moving market for iPhone OS devices, apps, and even the new world of mobile device advertising. We are excited about the new technologies being developed and the new products that will continue to emerge. We thank you for joining us each month and look forward to bringing you our unique style of views, news, and reviews as we all begin our summertime adventures.

Our June issue includes:

MacMuser: Streaming Abdabs

"Yes, Apple products can be expensive and on the surface might seem lacking when compared with similar devices. On the other hand, they integrate together so easily and have a brand identity and appearance unmatched by others. But it is going to be the easy access to the iTunes Store that will be the most expensive part."

MacMuser: Stuffed, Compacted, and Doubled

Mark Tennent ponders the art of file compression.

Segments: The iPad Goes to School

Sylvester Roque has an evil plan to create an army of iPad-carrying minions.

Segments: To iPad or Not to iPad?

Frank Wu is learning it takes discipline to leave his iPad alone.

Desktop Pictures: Space Shuttle Smoke

Lee Bennett shares several surreal-looking images of smoke left behind by the STS-131 Space Shuttle launch.

[Out at Five](#)

Matt Johnson's new series, *Out at Five*, looks at the workplace and its boundaries from all angles, revolving around many of the same characters from his former series, *Cortland*.

[Review: Window Mount for Apple iPhone 3G/3GS](#)

Chris Turner has found a straightforward, no frills, no worry windshield suction cup mount for his iPhone.



TaskPaper

I use TaskPaper and like it despite its lack of scheduling. That is because I have a fairly monotonous weekly routine. I would be very interested in hearing from anyone who is using TaskPaper for things other than a task manager. Is anyone using it as a snippet collector for example?

—*durbrown*



In combination with a tagging application, Yep, I now use TaskPaper for all my miscellaneous notes everywhere on my computer. Why? Because when I used paper, I always created my notes in the typical outline form, just like TaskPaper does.

Using Yep I keep track of all TaskPaper documents. I don't sync them with my iPhone; they're just notices usually residing with a project of some kind.

I do sync the few I'm currently working on, and my general errands and todo lists. I never know when inspiration may strike.

For those lightning strike ideas, then [WriteRoom](#) enters the picture on both my iMac and my iPhone.

—*Terry Norton*



I like your take on TaskPaper and your enthusiasm for it very much. I referenced this in my post today: [Break Up Your App Consistency](#).

—*Craig Swanson*



TaskPaper is, by far and above, the favorite application on my iPod touch. I use it primarily to jot down ideas about books I'm working on. For that it is perfect. You mention that but you fail to explain why that is so.

One of TaskPaper’s most marvelous features is the auto-synching between the iPhone and Mac versions. Any note I take down on my Touch will appear on my iMac and MacBook without my having to remember to do anything. As hassle prevention, that feature alone is worth its weight in gold.

I’ve toyed with Things and similar products, but I find that by trying to hard to be good to-do list managers, they’ve become poor idea managers. By being more general, TaskPaper works better for managing notes and ideas.

—*Mike Perry*

“Something” in the Way We Work

Of course no one will use Mac. (grin)

Everyone knows everyone uses Windows, and Windows is the most successful computer system in the world!

Seriously, from your company experience, it begins to look as if much of the small-business computer infrastructure in this country is degrading, i.e., to upgrade to Windows 7 you must replace the existing hardware (most older XP machines cannot run well under Windows 7); then upgrade or replace the office software; then retrain the users and the support staff. I’d guess this is a time and financial burden most small businesses will not opt into, but eventually will be forced into.

—*aka Graybyrd*



Dude, I’m a Mac guy since 1985 and I’m trying to help you when I say, “Don’t be ‘that guy.’”

—*Patrick*



Go to [Ultimate Boot CD](#), download the ISO image, and burn a CD. Boot the Windows machine with the CD, select offline password editing, and reset the password.

—*Edward W. Baptist*

Laptop Armor Aluminum

But I thought the whole point of aluminium suitcases was that they get dented and scratched. . .it all adds to the “world traveler” image!

I had one of these for a 13" MacBook and really liked it: very robust and good looking, and it encouraged me not to take too much junk along.

—*Julian Templeman*

We'd love to hear your thoughts about our publication. We always welcome your comments, criticisms, suggestions, and praise. Or, if you have an opinion or announcement about the Macintosh platform in general, that's OK too. Send your e-mail to editor@atpm.com. All mail becomes the property of ATPM and may be edited for publication.



Streaming Abdabs

People are funny where Apple is concerned. For example: Martin, our ISP, is so vehemently anti anything Apple that he refuses to let iPhones send mail from their owners' accounts on his servers. iPhones can receive mail but not reply to it unless they have an account elsewhere whose SMTP server lets iPhone mail through—which is probably nearly all of them. Martin has no problem with other smartphones, just Apple's. It seems the most rabid stances taken in any discussion about Apple comes from those against rather than the so-called fanboys.

Let's face it: the firm is only a brand of products, albeit ones I particularly like. I shop in Waitrose and Marks and Sparks but don't get in a tizzy because one shop won't stock the other's brands. When I make the occasional foray into other supermarkets, on the whole they seem pretty similarly priced for the same quality of products, with Sainsbury's often more expensive. The Microsofts of the UK supermarket world are perhaps Tesco, Lidl, Asda, and Aldi. Brands whose shops I can't remember the last time I went into.

Long Time Coming

With that in mind, it has taken us a long time to decide to buy an Apple TV. We tried various alternatives. Most mean plugging a laptop into the TV, with the paraphernalia that involves it left all our [EyeTV](#) recordings unwatched. Other pieces of digital chippery have come and gone: cheap media players, Blu-ray and DVD players unable to display recordings without stuttering, various streaming software. All have drawbacks.

Apple TV is expensive in the UK; it has never dropped to the same price as in the US, some 60 pounds (\$86) cheaper, and the hard disk seems miserly if you think of it as a storage medium for recordings. One recent review we read went through all this, but explained that it really is a media streaming device to play iTunes-compatible recordings. Anything in our iTunes libraries can be played on an Apple TV via Ethernet.

24 Hours

That clinched it: all last week one Mac worked 24 hours a day converting EyeTV recordings to Apple TV format while we waited for the courier. Setting up was almost brainlessly easy, and the results are perfect on our 32-inch LCD TV. The operating system is the best we've seen on any digital media player, yet the remote control has only six buttons.

TV shows and films now stream wirelessly from iTunes, as do pictures from iPhoto and Web sites such as YouTube and Flickr. Get bored with those, and there are Internet radio

stations, podcasts, free to view TV shows—plus downloads from the iTunes Store. We never really got into renting movies, but with them so easily to hand, we probably will.

Which is, of course, the problem. Yes, Apple products can be expensive and on the surface might seem lacking when compared with similar devices. On the other hand, they integrate together so easily and have a brand identity and appearance unmatched by others. But it is going to be the easy access to the iTunes Store that will be the most expensive part. Like our Macs, iPhones, and iPods, now stuffed to the brim with applications, podcasts and music, our Apple TV will undoubtedly start downloading movies and TV series.

Unless Martin, our ISP, does us a favour and stops Apple TVs from accessing the Internet.

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Stuffed, Compacted, and Doubled

Who'd have thought it? Most of the time it just sits there doing very little. Type `top` into Terminal to see it, feet up and half asleep, waiting for us to titillate its silicone synapses. Even doing heavy Photoshopping or similar graphics stuff, the CPU uses less than 1%.

Currently, all eight cores are running at 110% but still leaving room to scribble blogs, check e-mails, surf the Web, and so on. They are compressing video as fast as files are fed into iTunes and Elgato's Turbo.264, as well as exporting directly from [EyeTV](#). Now all we need are the hours to watch the weeks of films and TV shows we have in iTunes to play on our Apple TV.

Which is, we think, a box of silicone chipperiness that has been much [maligned](#) and hope Apple extends its operating system before we take things into our own hands with [aTVFlash](#). In our experience, the Apple TV does exactly what we wanted: stream digital media wirelessly from our huge storage disks in one room to our TV in another. Plus, it can also download rental movies or play slide shows of our digital images.

That's the problem with compression. You have files in one format and then need them in another. While our major Mac had been burning the candle at both ends to convert films from AVI to M4V H.264, my partner recently found that she needs older files uncompressed. She needs to open some QuarkXPress files, circa 1993.

In those days, we had a first-generation CD reader/writer. It took an hour to burn each disc, so you made sure the blank CDs were top quality or be prepared to face another hour of not touching your computer just in case it upset the disc-burning. The majority of our CDs from this era hold files archived to save space with utilities such as Compactor and [DiskDoubler](#); all of the files are now useless because we cannot decompress them.

We would never have thought that nearly two decades later optical media have become disposable, use-once-then-throw-away coasters. After years of trying to scare the birds off our veggies with long lines of silver spinners, we've accepted that they have no conceivable use other than data storage.

Nevertheless, on one CD she had stashed the file she needed. The file opened immediately in QuarkXPress 8, even though it was probably made with version 3.2, plus all the ancillary files from [Freehand](#) and the like.

It's funny to think that in 1998 Quark offered [to buy](#) the then-struggling Adobe, which was laying off staff. The offer alone bucked Adobe's share price enough to help it survive. Quark took some stick for version 5, which I always liked because it ran flawlessly in Classic

under Mac OS X. But Adobe overtook with InDesign 2 and even now draws more suckers into paying the Adobe annual upgrade tax (ourselves included).

At least Quark's upgrades are free, or cost about a hundred quid (\$145) if you buy early.

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Segments: Slices from the Macintosh Life

by Sylvester Roque, sroque@atpm.com

The iPad Goes to School: Creating a Vast Army of iPad-Carrying Minions?

We all know what happens when Mary brings a little lamb to school, but what happens if someone brings an iPad?

I wasn't planning to watch Apple's January 2010 [keynote](#). At least not the same day. I was right in the middle of several projects, and I could get the gist of things from several of my favorite Mac forums. The keynote could wait until the weekend. Besides, no matter how spectacular the announcement, I probably wasn't going to buy anything—at least not for a while, anyway.

As the night progressed, I went from “The keynote can wait” to “I'll watch just long enough to see what's announced.” I owed it to our readers and a few podcast listeners to keep up with what was happening in the Apple world. So, in a weird way, this is partly your fault. That's what I keep telling myself, anyway: an incredible lack of restraint on my part had absolutely nothing to do with what followed.

Captured Hook, Line, and Sinker

The first hint that I was probably going to be buying an iPad came when my wife pointed out that entering meeting dates and times would be much easier on the iPad than on my Palm Centro, which hasn't synced reliably with the Mac for some time. Given the difference in screen size, it would probably also be easier than entering information on an iPhone. Besides, at the time, it would be months before my current contract was up. Even then, the next iPhone upgrade wasn't likely to be announced until the 2010 [Worldwide Developer Conference](#).

The second hint that I would be buying an iPad came when I realized there would be an iWork suite for the iPad. I regularly travel between two different schools. When at the second school I usually have easy access to a computer, but sometimes it's not very convenient. I could bring my trusty MacBook Pro—and that works well—but the iPad is significantly lighter and smaller. Score another point for purchasing the iPad.

By the end of the night, I wasn't completely convinced that the iPad was right for me. I knew, though, that if I bought one, I was going to wait for the 3G version. I could complete some of my work using the Internet and a cellular data plan, if necessary. We would also have Internet access while traveling.

The third push to buy an iPad came when my wife said, “I really think you should get one of these things.” Her thought was that if I were using the iPad to manage my calendar syncing,

I could get by with a cheaper phone when it was time to replace my slowly dying Centro. Even if I ended up with an iPhone, I might be able to get by without the top-of-the-line model. What are the odds of that? In either case, I couldn't pass up the opportunity to buy one, so I pre-ordered the first day that it was an option. I splurged a bit and "settled" for the 64 GB 3G version.

During the keynote it had occurred to me that a touch-based interface might be very useful in education, but how much useful software was really out there for kids to use? When a colleague told me how little trouble her daughter had using some of the educational games available for the iPhone, I started to wonder how easy a time my students would have learning the iPad interface. I was pretty sure they would catch on quickly. By this point, I had also seen [this video](#), but the only way to find out was to wait for the iPad to arrive and take it to school.

I think while I was waiting for my iPad to arrive, someone at Apple decided to tease me a bit. A day or so before the Wi-Fi models hit the stores, I received an e-mail from Apple complete with a FedEx tracking number. For a few minutes, I was excited until I realized that this couldn't be the delivery notice for my iPad. The 3G models weren't scheduled to ship for at least another month. The tracking number was in fact for the iPad case I had ordered. It would arrive before the iPad.

A few weeks later, I received another e-mail from Apple. No, it wasn't the tracking number for my iPad. This time it was merely to inform me that the iPad would ship as scheduled. No mention of the shipping date though. Are these people trying to torture me, or what?

The iPad Goes to School

Thanks to the pre-order, my iPad was delivered the same Friday they hit the stores, and I spent the next several days experimenting with it. Although I took it to work the following Monday, no students got to use it since I hadn't really loaded anything really interesting yet. No point in showing it to them until I have something interesting to show. Although I was really looking for phonics software, it would take some time to find the software I wanted. In the meantime I downloaded [Music Studio Suite](#).

Over the next several days, in the rare free moments, I showed the iPad and that music program to several students. Each time, I showed them the iPad once, demonstrated how the program worked once, then turned the iPad off to see if they could remember how things worked. Every student, from preschoolers upward, had no problem whatsoever starting the iPad, finding the program, and interacting with it appropriately. There's been a definite "wow" factor all the way around.

Building an iPad Army

Over the next several days, I added a few other programs such as [iTouchiLearn Words](#), [Word Magic](#), [SightWords](#), and [Bookworm](#) to the iPad, among other things. The Monday after Mother's Day, my nephew asked to see the iPad while we were in the car on the way home. The next day, I was in the hallway at school when he was waiting to be picked up.

the time highly visible. Since I already have the iPad, this would be cheaper and perhaps more versatile than most of the tabletop remotes on the market. While I am at it, I might as well make it possible for my iPad to control our currently headless media Mac.

Third, in the course of work, I sometimes find it necessary to record a child's statement verbatim as part of testing. Some children don't like to wait long enough for me to do that. I think I can basically use the iPad as a recorder, then transcribe the sentences after testing is completed.

Final Thoughts

Lots of other projects have occurred to me in the last few weeks, but these should be enough to keep me busy for a while. Most of the projects will make use of the iPad to one extent or another. Don't worry, though—I have no intention of abandoning Mac-only projects. If you're interested in the projects, let me know and I will keep you posted on my progress.

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Segments: Slices from the Macintosh Life

by Frank H. Wu, fwu@atpm.com

To iPad or Not to iPad?

The other day, I was roasted when I left a long-time volunteer role. My colleagues had had an artist prepare a caricature of me, with that perspective that makes one's head enormous on top of a foreshortened body, showing me holding my laptop computer. In their remarks for the evening, they joked about how I was never without the MacBook in front of me, paying enough attention I'd send notes from the discussion as it was proceeding. While my friends were accepting, perhaps they should not have been so tolerant.

Psychologists inform us that our communications are about everything else beyond what we actually say explicitly: eye contact, facial gestures, body language, and other cues so subtle that we ourselves may not be aware of what we are signaling. I try to remember that every time I am tempted, as I often am, to multitask during a meeting. We may live in an era of new social norms. Children are becoming more accustomed to digital interactions that live ones. But a leader must have gravitas. The person who is in charge is not the person taking notes. Even if you are using a device for a good reason, such as checking up on information related to the matters under consideration, you are being rude to everyone else around you. Paper and pen are acceptable, but their digital counterparts are not—at this point, anyway.

The iPad prompts such reflections. It is so portable, with the capability for turning on instantly, terrific battery life, and a virtual keyboard that actually works, that the urge is overwhelming. Paired with a Bluetooth keyboard, the generic Apple model rather than the iPad version, it is possible to be discreet—at least much more so than with a full-size laptop on the desk. You can have the iPad in your lap or horizontal in front of you. With the full complement of apps and a little advance preparation to load up what you need (e.g., documents to edit), you can rely on the iPad by itself. Best of all for purposes of remaining on good terms with your peers, you can look at them and they can see you. It's even better than an iPhone, because you don't have to glance down at the device.

Nonetheless, I am uncertain about whether to embrace the iPad and everything it stands for. It is still such a novelty. When you are out and about, strangers ask how it is and whether you like it. My standard response, especially if my wife is accompanying me, has been, "It's better than human interaction."

Of course, as good a line as that might be, it isn't so. I was at church recently, and I saw a man in the pew in front of me playing with his iPhone during the service. He wasn't even doing anything worthwhile; he was merely playing a game. Although I may be willing to sneak a glance at e-mail in many contexts, even I wouldn't dare, regardless of whether anyone were watching, do that while people were praying. There isn't any point to being

someplace if you aren't really there. Like standing up straight, resisting the lure of shiny devices builds character.

Thus, ironically, even as I have received an iPad and decided it is indispensable, I also have realized that I must have the discipline to leave it alone.

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Desktop Pictures

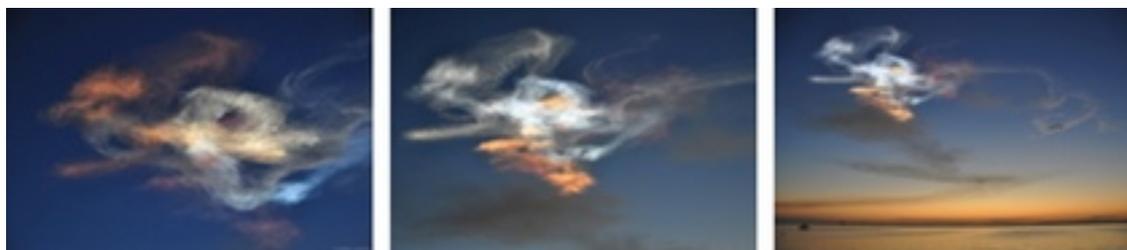
by Lee Bennett, lbennett@atpm.com

Space Shuttle Smoke

We need new desktop pictures each month. [Write](#) to us!

This Month's Desktop Pictures

After the Space Shuttle Discovery STS-131 launched on April 5, 2010, the early morning air currents shaped the smoke left behind into intriguing patterns, and the rising sun lit the underside in varying shades of color. Lee Bennett captured some of these patterns with a Nikon D90 and performed some color boosting in Adobe Photoshop CS4.



[View Pictures](#)

Contributing Your Own Desktop Pictures

If you have a picture, whether a small series or just one fabulous or funny shot, please send it to editor@atpm.com and we'll consider publishing it in next month's issue.

Previous Months' Desktop Pictures

Pictures from previous months are listed in the desktop pictures [archives](#).

Downloading All the Pictures at Once

Some browsers can download an entire set of desktop pictures at once.

Safari Use [this Automator workflow](#).

iCab Use the Download command to “Download all linked files in same folder” and configure the limits to download only the linked images.

OmniWeb Choose “Save Linked ▾ Images...” from the File menu.

Placing Desktop Pictures

Mac OS X 10.3.x Through 10.6.x

Choose “System Preferences...” from the Apple menu, click the “Desktop & Screen Saver” button, then choose the Desktop tab. In the left-side menu, select the desktop pictures folder you want to use.

You can also use the pictures with Mac OS X’s built-in screen saver. Select the Screen Saver tab which is also in the “Desktop & Screen Saver” System Preferences pane. If you put the ATPM pictures in your Pictures folder, click on the Pictures Folder in the list of screen savers. Otherwise, click Choose Folder to tell the screen saver which pictures to use.

Mac OS X 10.1.x and 10.2.x

Choose “System Preferences...” from the Apple menu and click the Desktop button. With the pop-up menu, select the desktop pictures folder you want to use.

You can also use the pictures with Mac OS X’s built-in screen saver. Choose “System Preferences...” from the Apple menu. Click the Screen Saver (10.1.x) or Screen Effects (10.2.x) button. Then click on Custom Slide Show in the list of screen savers. If you put the ATPM pictures in your Pictures folder, you’re all set. Otherwise, click Configure to tell the screen saver which pictures to use.

Mac OS X 10.0.x

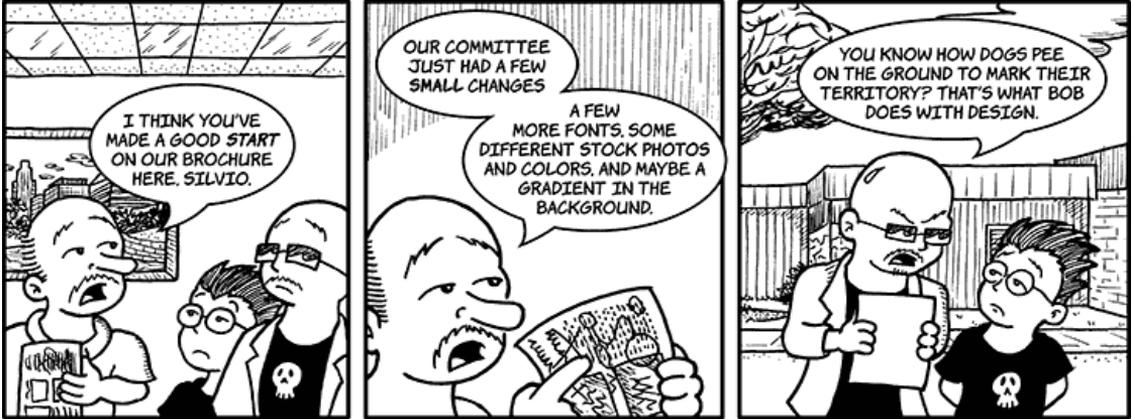
Switch to the Finder. Choose “Preferences...” from the “Finder” menu. Click on the “Select Picture...” button on the right. In the Open Panel, select the desktop picture you want to use. The panel defaults to your ~/Library/Desktop Pictures folder. Close the “Finder Preferences” window when you are done.



Out at Five

by Matt Johnson, mjohnson@atpm.com

Marking Territory



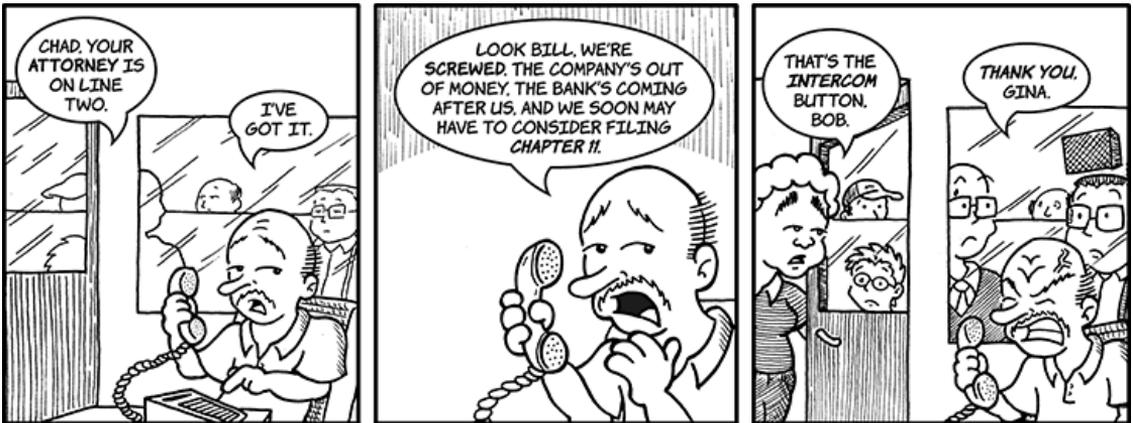
Wasting Company Time



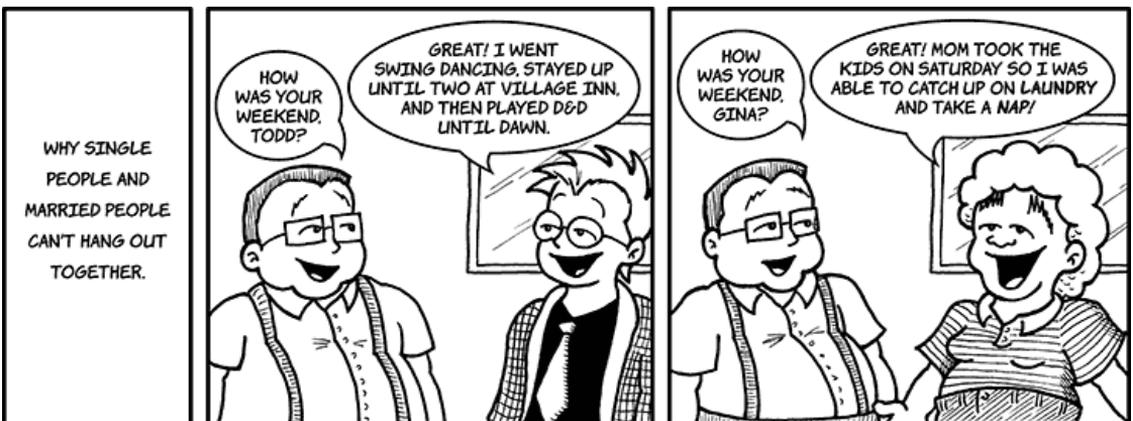
Working for Free



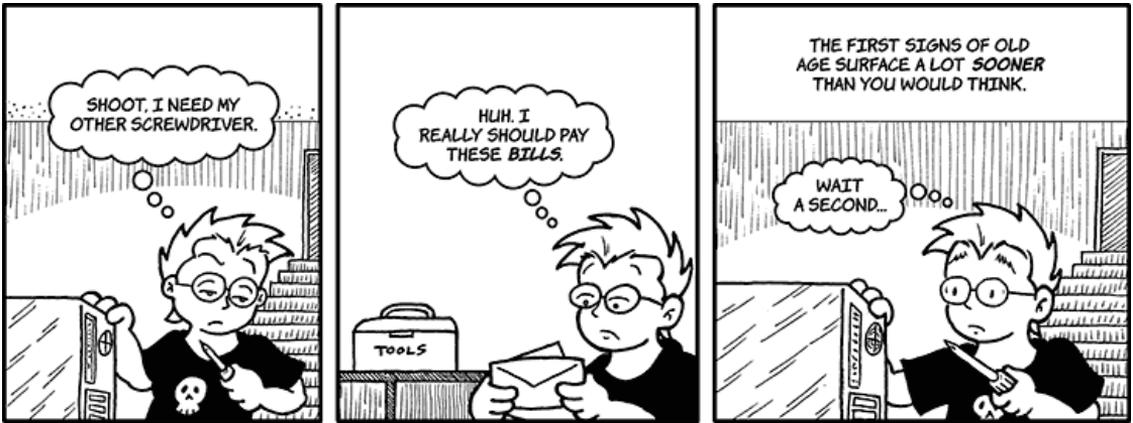
Line Two



Married People, Single People



Early Warning Signs



Business Expense



A Few More Changes



“Hands On” Test



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Accessory Review

by Christopher Turner, cturner@atpm.com

Window Mount for Apple iPhone 3G/3GS

Function: Mounts iPhone to a car windshield.

Developer: [Newer Technology](#)

Price: \$20

Requirements: iPhone 3G or 3GS.

Trial: None



The iPhone Window Mount from Newer Technology arrived just in time. I picked it up from my box at a local UPS Store the Saturday morning our older son was commencing a two-day, four-game hockey tournament. This tournament would range all over the northern portion of the Dallas/Fort Worth metroplex, and take us to three different arenas we'd never been to before.

Using the Window Mount is pretty straightforward, as anyone who has used a suction-cup device on their windshield for a GPS unit knows. After a couple of months of use, I have not had any problems with the suction cup not adhering to the windshield.



Window Mount ready to accept iPhone.

Newer promises that the Window Mount's flexible neck is "stiffer and more robust" than the competition. While I cannot vouch for the competition, as this is my first window mount, I can say the neck is indeed pretty stiff. Not so stiff that you can't move it, but stiff enough you have to put some effort into doing so. What this translates into is that once you've got the cradle positioned where you want it, you don't have to worry about it, and thus your iPhone, moving about while driving.

Once I had the Window Mount positioned where I wanted it, I popped my iPhone 3G into its cradle, plugged the iPhone into my Honda Pilot's power outlet, and off we went to the first hockey rink.



Window Mount with iPhone in “clean” navigation mode.

The Window Mount performed as advertised. Other than normal vibration you would get from an object so mounted in a moving vehicle, there was no travel of the cradle at all. (The stiff-yet-flexible neck at work.) I was able to tap on the iPhone as needed for navigation and iPod controls, with no movement of the cradle at all.



Window Mount in iPod playback mode.

My only complaint about the Window Mount is that you cannot use it with your iPhone in any sort of sleeve or case, not even a relatively thin one like mine. It would be nice to see a future model with adjustable corners, so that one might be able to do so.



Don't watch movies while you're driving!

As it is, however, the Window Mount performs admirably, and over the two-plus months of usage, I have never been wary of my iPhone while it's been in the cradle. If you find yourself on the road quite a bit, and use your iPhone for just about everything, including navigation, the Window Mount is a must-have accessory.

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