

# Macaholics UNANIMOUS

The Official Newsletter of the Upper Keys Macintosh Users Group



August 2010 Volume 18 Issue 08

## Roundtable on "Free Stuff"

by Sue Beal

We had a great response for our July topic, which was a roundtable discussion on getting "free stuff" using your Mac. Usually July and August are our meetings with the lowest attendance, but we had 24 people show up! That's good for a summer meeting.

Roundtables are a great opportunity for the group, because everyone gets to speak. We don't let anyone hide quietly in the back, and we get to know each other better. In July we had several new people come, newbies to the Mac as well as to the group, and it pinpointed the need for another seminar aimed at "switchers." It's frustrating to go from being a competent PC user to feeling a little lost on the Mac, and we want people to get up to speed quickly so they can really enjoy their Mac experience.

I was planning a movie night in August, but the movie can wait, because Joe Kukella was available to come on August 12th with his **Introduction to Macintosh** class! Joe is the Education Director and Store Manager for Macintosh Systems Solutions in Key West (The Apple Retail Store). He is an excellent presenter, and always teaches us — even the old dogs — new tricks. So come, bring your PC switcher friends (and wanna-be switchers too). Thanks to the sale of some donated equipment, we even had a little advertising budget to promote the August meeting, so it's likely to be a good turnout for Joe, and hopefully we'll gain some new members as well.

### Free Stuff - Entertainment

**APPS** - go to Apple's App Store for free games and other free Apps.

**PANDORA** - [pandora.com](http://pandora.com) is your own, free, customized internet radio station. You tell it something you're in the mood to hear, and it will play it, then follow your lead and play more pieces that it thinks you will like. You can teach it what you like with feedback. You can have different settings for different moods. You can even listen to mood sounds like rain. And now it's available on the iPhone!


**RADIO ONLINE** - [iheartradio.com](http://iheartradio.com) allows you to find and tune in to radio stations around the country... you choose the city and state.



### OUR NEXT MEETING:

**Thursday, Aug. 12, 7pm, KL Library Community Room:**

Round up your newbie friends and bring them in for this one! Anyone you know who has a new Mac or is thinking about getting one is especially encouraged to attend. And of course, even if you are a seasoned Mac user, I guarantee you will learn something, listening to Joe... know I always do!


 **Apple User Group**

**Upper Keys Mac User Group Meeting**

Got a new Mac? Thinking about getting one? Learn how easy it is to use a Mac at this Introduction to Macintosh free seminar. We'll show you the basics, including setting up your new Mac, connecting to the Internet, sending email, importing and sharing photos, syncing music to your iPod, connecting a printer, and searching and organizing files.

# New to the Mac?

Presented by:  
**JOE KUKELLA**, Education Director  
Macintosh Systems Solutions



**Intro to Macintosh**

7PM **Thursday Aug. 12**

Hosted by the Upper Keys Mac User Group

Come at 6:30 for Help for Mac Beginners: Bring your laptop and your questions; for a half-hour prior to the main meeting we'll have experienced folks available to help!

Key Largo Library Community Room,  
MM 101.4 Oceanside Tradewinds Plaza

**Free and open to the public!**

So, snowbirds, if you miss your home station when you're traveling, this one's for you! (There's also an App for this.)

**YOU TUBE** - [youtube.com](http://youtube.com) is a great way to amuse yourself. No matter what kind of music or entertainment you're into, check it out on You Tube and you are guaranteed to waste a chunk of time enjoying or marveling at what you find. Particularly noted were old/obscure music, ethnic tunes and original music.

**LEARN OUT LOUD** - [learnoutloud.com](http://learnoutloud.com) - comedy, drama, educational podcasts and video clips.

**WATCH MOVIES & TV** - [hulu.com](http://hulu.com) - free, fairly current shows to watch.

**MUSIC** - **iTunes** still has a free song of the week, and if you scroll all the way to the bottom of iTunes Store's opening screen, you can find links to other free stuff. TV pilots, "about" shows, film, video and music!

### Educational Freebies

**EDUCATIONAL** - **iTunes U** (from the iTunes Store, but free) is a powerful distribution system for everything

*continued on page two*

## FREE STUFF

*continued from page one*

from lectures to language lessons, films to labs, audiobooks to tours — an innovative way to get educational content! Also checkout the **MIT Podcasts**. **PBS**, **NPR** and the **Discovery Channel** websites all have shows and clips you can watch.

**TECHNOLOGY, EDUCATION & DESIGN** - Checkout **TED.com** for some of today's hottest speakers on a range of topics. Always excellent!

### Free Stuff - Shopping

*Free iPhone Apps to save you money:*

APP: **GROCERY IQ** - keeps your grocery list. Click as you pick an item up in the store and it goes off the list. Sorts by category. Another App that's similar: **SMART SHOP**.

APP: **YOWZA** - You put in the store where you are and it gives you any available coupon codes or deals to be used at the checkout.

APP: **RED LASER** - scan a product's barcode using your iPhone and this App will tell you if a nearby store has it cheaper.

**GOOGLE** - When shopping online, use Google to look for **coupon codes and deals** for the site you are using. You can get all kinds of discounts and deals on the better-known sites this way.

**POCKET SCAN CODES** - Use your iPhone to scan these barcode-target looking codes, and they'll hook you up to a website with more information. Above there's one to try.

### Free Clip Art, Photos and Images

**MICROSOFT CLIP ART GALLERY** - The one thing Microsoft that I can recommend wholeheartedly is their clip art! Often available in a variety of formats, there's lots of it and it's easy to download. I believe you do have to have something Microsoft installed on your computer to be eligible, though.

**GOOGLE IMAGES** - [www.google.com](http://www.google.com), then click the **images** tab. This is an amazing wealth of free images. Use the settings to fine tune what you are looking for, format and size of the results. Be aware that there might be copyright issues, if you are a publishing professional, but for reference or for just having fun, it's great!

**CLIP ART** - [www.wpclipart.com](http://www.wpclipart.com) seems to have some nice images for free, and no glaring ads. So many of the clip art sites just seem to be links, ads and more links!

APP: **PHOTONOTE** - adds notes to photos you take with your iPhone that transfer through to iPhoto. Also useful are **TRIPOD** for stabilizing your camera, and **QUICK VIDEO**.



### 4 Ebay Shopping Tips

- Check the seller's feedback before bidding
- Check the shipping before bidding.
- Control yourself. At what point is this no longer a bargain?
- Always pay with Paypal. It protects your identity and also gives you recourse if your item is not as it should be.

## Free E-Books/Reading

**KINDLE** offers free classics. Some are also available from **Apple** and **Amazon.com**.

**GUTTENBERG PRESS** is scanning books and making them available in e-formats.

**ONLINE BOOK CLUB** - emails you a 5-minute installment of a book every day.

### Miscellaneous Free Stuff

**FREE AUCTION SNIPING** - For the uninitiated, a snipe program is one that holds your intention to bid and maximum bid secret until the last few seconds of the auction close, then proxy bids for you. **Auctionstealer.com** will give you 3 free snipes a week.

**EVERNOTE** - [evernote.com](http://evernote.com) - free software to save your ideas, things you see, and things you like. Then find them all on any computer, phone or device you use.

**STUMBLE UPON** - [stumbleupon.com](http://stumbleupon.com) is a site to hit when you're open to exploring. It calls itself "cool stuff personalized to you. Explore the best of the web with a single click."

### Free Software

**OFFICE** - get free trial software and more at [www.Google.com/Apps/Business](http://www.Google.com/Apps/Business).

**OpenOffice.org** and **NeoOffice.org** are Microsoft-like suite of Apps that are free. You can use them to open the files from Microsoft Office and Word Perfect.

Rumor has it that there are sites online that offer free limited use of **Photoshop**, but I couldn't find any that looked like they would actually do anything.

### (Almost) Free Online Communications

**Skype** is cheap and it can save you a bundle on your phone bill, using the Internet to talk with distant friends and family. [www.skype.com](http://www.skype.com)

**Get organized today with TopXNotes™ - the premier Personal Note Manager for Mac.**

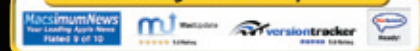
*Top rated by Charles Moore, Macsimum News, The Macintosh Guild, and Macworld Magazine.*

### Create, View, Access and Organize Your Notes

*Loaded with handy features!*

- Quickly create, access, update and categorize notes
- View multiple notes at once
- Fast access to your notes with QuickNotes™
- Simple import and export; drag and drop support
- Encryption for sensitive information
- Customizable templates included

**Award Winning Software for your Mac**



**TRY OUR 30 DAY DEMO**

**Tropical Software**  
[WWW.TROPIC4.COM](http://WWW.TROPIC4.COM)



**TopXNotes™**  
Personal Note Manager



### SHOPPING DEALS:

**QUIBIDS** - Special and incredible, but limited deals! For example, one day they offered iPads for \$70-\$250!

**ONSALEADAY.COM** offers a great deal on just one item daily. Today they had iWork for \$25.

**DEALS.WOOT.COM** is a similar site. Sometimes they even have free items, you just pay shipping.



## WE NEED TUTORS!!

Do you have a little extra time, and want to make a new friend? We get requests all the time from people who need some help learning to use their Mac. Requests range from the very basics of using the Finder to get around... to specific projects using iMovie or iPhoto. Some are willing to pay for help, some just need a computer buddy. If you can help—even if you aren't an "expert"—please let us know. You can specify in what areas you can help, and set it up on your own terms.

### APPLE STORE ONE-ON-ONE

Those who need help are reminded that the Apple Store's One-on-One program is excellent, and not very expensive.

### APPLE CARE HELP

You can also call Apple for help, if you're covered by Apple Care. Their phone help is usually excellent. If you feel the person you are talking to isn't helping... gently ask to be transferred to someone who might know more about your subject. In general, during this discussion at the July meeting, our members felt that Apple is very good, very patient and thorough with its support. One person mentioned that Apple uses Google to get information to help you (in addition to its internal resources). So try Googling your question!

## Apple Working on Fix for Browser Privacy Flaw

*from the Wall Street Journal (wsj.com)  
submitted by Bob White*

Apple Inc. said it is trying to fix a Web browser flaw that a security expert says could allow a website operator to learn the names, email addresses and other information of anyone who visits a site.

The flaw involves a feature in the Safari software—turned on by default—that **automatically completes online forms** once someone has started to fill them out, says Jeremiah Grossman, chief technology officer at security company WhiteHat Security Inc., who alerted Apple about the flaw last month.

While this is a common feature in Web browsers, Apple's software works differently than others. Instead of offering in a drop down box a suggested word that the user can select—for instance, the name "Ben" after someone types the letter "B"—Safari enters the text directly into the online form, Grossman says. And whereas other browsers only use information that someone has previously entered on Web forms, **Apple's browser pulls the information directly from the computer owner's address book.**

"We take security and privacy very seriously," an Apple spokesman said in a

## CHOMP!

[chompapps.com](http://chompapps.com)

*Shows you the best iPhone Apps:*

- See a live stream of reviews from experts
- Download and review the apps you find to let the world know what you think
- Get app recommendations based on your reviews
- Become an App Celebrity by being the best app reviewer!

statement. "We are aware of the issue and working on a fix."

In the meantime, it's relatively easy for someone to configure a website that automatically—and potentially secretly—extracts this information from every Safari user who visits the site and hasn't **disabled the auto-complete feature**, Grossman says.

There's **no evidence to suggest that anyone has exploited the design flaw, but "this is one of those things that is possible to do and easy to do and it's been out there for quite some time,"** says Grossman, adding that one of the lessons from his discovery is that "surfing the web is not an anonymous experience no matter what you might think." [MU](#)

### Trying to Remember?

Folks are always asking me which of our old newsletters had the article about this or that. I don't remember either, but for the last year or so, I have been uploading each newsletter to our PBworks website, along with a synopsis of what's in it, so you can figure out which one you want prior to downloading.

The newsletters are in the sidebar with an index and links.

<http://ukmug.pbworks.com/>

## Scary?

*from Karen Beal*

Find all online public information about you (and other people):

<http://www.webmii.com/>

*I tried it and was very relieved to find that NONE of the items related to "Susan Beal" were actually related to me, and only one (an old UKMUG photo) came up under "Sue Beal." [MU](#)*

# Friends don't let friends use Windows.

## Macintosh Systems Solutions

1001 Truman Avenue @ Grinnell. Key West. 305.293.1888



Apple Specialist

Apple Authorized Sales, Service, and Training from Key Largo to Key West. Cool.

## Computer Gender

A Spanish teacher was explaining to her class that in Spanish, unlike English, nouns are designated as either masculine or feminine.

'House' for instance, is feminine: 'la casa.' 'Pencil,' however, is masculine: 'el lapiz.'

A student asked, 'What gender is 'computer'?'

Instead of giving the answer, the teacher split the class into two groups, male and female, and asked them to decide for themselves whether computer should be a masculine or a feminine noun. Each group was asked to give four reasons for its recommendation.

The men's group decided that 'computer' should definitely be of the feminine gender ('la computadora'), because:

1. No one but their creator understands their internal logic;
- 2.. The native language they use to communicate with other computers is incomprehensible to everyone else;
3. Even the smallest mistakes are stored in long term memory for possible later retrieval; and
- 4.. As soon as you make a commitment to one, you find yourself spending half your paycheck on accessories for it.

The women's group, however, concluded that computers should be Masculine ('el computador'), because:

1. In order to do anything with them, you have to turn them on;
2. They have a lot of data but still can't think for themselves;
3. They are supposed to help you solve problems, but half the time they ARE the problem; and
4. As soon as you commit to one, you realize that if you had waited a little longer, you could have gotten a better model..


The women won.

## 100 Incredibly Useful & Free Mac Apps

by Joshua Johnson

Everyone loves free applications. One of the greatest things about Macs is the wealth of extremely talented developers that are willing to share their amazing creations without asking for a single cent.

We've compiled an enormous list of 100 amazing free Mac applications that you can download and start using today. These apps span multiple categories and offer an incredibly diverse pool of functionality so there's definitely something here for everyone.

<http://mac.appstorm.net/round-ups/100-incredibly-useful-free-mac-apps/> 

## Apple iPad Sets Path to Productivity, Paperless Office



By Rachael King  
from Bloomberg/Business Week

*Businesses including beauty salons and restaurants are experimenting with new tasks for Apple's iPad.*

Tim Markley recently ordered three Apple iPads for his warehouse. He put them on the forklift and the carts that workers push down aisles while they pull items off the shelves to fill orders. Previously, employees would carry lists (on paper) and once they completed an order they'd find a computer on the 20,000-square-foot warehouse floor to update the inventory database. That meant a lot of time spent walking around looking for a computer, then entering data—not filling orders. "In a warehouse, your travel time to pick orders is 50 percent of an employee's time," says Markley, president of Elkhart (Ind.)-based Markley Enterprise, a 75-person firm that designs marketing displays for stores and trade shows. "We put pedometers on our people and we actually saw steps decrease by 30 percent with the iPad," he says. Another benefit: Markley now e-mails orders to each iPad, eliminating the need for paper.

Markley isn't the only small business owner to embrace the iPad. Others have begun experimenting with the lightweight tablet computer, using it to outfit delivery staff and salespeople, as well as to dramatically reduce the amount of paper used. At the Rydges Hotel in Sydney, Australia, diners are handed iPads instead of more traditional menus. In New York City, De Berardinis Salon gives clients iPads rather than magazines to keep them entertained during beauty treatments.


As a device to cut down on paper costs, there's certainly a large market for the iPad. In the U.S., companies spent about \$8 billion on paper in 2007, not counting costs for ink or toner, according to John Maine, an analyst with RISI, which tracks the global forest products industry. Copier giant Xerox (XRX) estimated that for every dollar spent on printing documents, companies pay an additional \$6 in handling and distribution costs.

No wonder going paperless can save a small company a small fortune—if they use a lot of paper. Arhaus Furniture estimates it will save \$100,000 in paper costs annually when it gives its 50 drivers iPads to use when delivering furniture from its stores. Arhaus uses software from TOA Technologies to track drivers on their routes and to predict within a one-hour window when they will arrive at a customer's home. TOA is now creating an iPad app for Arhaus.

"The unique features of the iPad are the ability to use the built-in GPS function and the ability to collect electronic signatures," says Irad Carmi, co-founder of TOA Technologies, adding that the size of the device is just right for drivers to carry. TOA may add a piece to the app that lets Arhaus drivers show customers photos from the catalog so they can sell accessories during the delivery process. Arhaus wants to have its drivers equipped with iPads in time for the holiday season.

Some small business owners say that the combination of the device's ease of use, always-on capabilities, and large screen size could help them improve business processes. That is, if there's an app—or someone willing to write one—that will let them streamline current operations.

"In the long term, it [the success of the iPad as a small business tool] is going to be very dependent on the availability of apps," says Dan Shey, an analyst with ABI Research, which forecasts trends in communications and emerging technology. "Some of these devices are going to be designed so they are specific to a worker's task, almost like an appliance," he adds.

To make the iPad work, Markley needed an application that would properly display data from an online order-management service on the iPad's large screen. He didn't want to create his own app, so after a thorough search of Apple's App Store he finally found one for \$1.99 written by a Japanese developer. "For years, we've used Apple products and that's put us at a disadvantage because most [business software] is written for PCs," says Markley. The iPad may be changing that. 



# Five ways your iPhone can save you money

## Great apps help you pinch pennies on-the-go

from Macworld by Tony Craine, Macworld.com

### 1. Compare on the fly before you buy

With prices and product information so easily accessible online, only the extremely rich and foolish don't comparison-shop. But what about when you're standing in the store with the item in your hand? You're fairly sure it's a great price, or maybe the item is discontinued and you're not sure you'll be able to find it anywhere else. How do you decide what to do? Sol Robots has created **Save Benjis**, a \$1 app that puts a retail shopping search engine in the palm of your hand. Shop for a variety of popular consumer goods using keywords, model numbers, or bar codes. The app surveys a long list of big-name retailers and online merchants to find the best price available. Revisit your searches via the recent products screen, or e-mail yourself a link to the best deal. You can even make purchases right from the app itself.

### 2. Know where your money goes



The **Pennies** iPhone app gives you a visual way to see how you're doing with your monthly budget.

Budgeting can be simple with design by A Knife's **Pennies**, a \$3 expense-tracking app for the iPhone or iPod touch. Each month, enter your monthly spending allowance. Every time you buy something, enter the amount and assign the transaction to an expense category. Add notes for greater detail. As the month progresses, a gas gauge-like meter shows how much you have left to spend, and stat boxes display your top three expenses and per-day spending average. You can export the data in a .csv file and open it in a spreadsheet on your Mac. Once you've tracked a month's worth of expenses, you'll have an snapshot of your spending habits. It's up to you to figure

out where to cut back.

### 3. Do the math before buying in bulk

Is it always more economical to buy in bulk? You won't need to wonder when you've got **Frugal**, the \$1 app from Tidal Pool Software that helps you compare prices and quantities to find out how best to stretch your money while shopping. Most major retailers provide helpful price breakdowns on their store shelves (per ounce, per pound, per item, and so on) that can make comparison-shopping painless. But when that information isn't available—or when product information is given using different units—Frugal crunches the numbers for you in an instant. Frugal shows the price breakdown and picks the best value. A history screen saves your comparisons for future reference. Know when to pull the trigger on a good deal—and when to save yourself the hassle of lugging home a year's worth of canned green beans for the sake of saving a few cents.

### 4. Monitor your energy consumption

Need some extra motivation to turn off the lights? The MeterRead iPhone app lets you get a handle on your energy consumption.

Powering down your Mac every night used to be a way to make a statement about your commitment to the environment. Now it's also a way to make a statement about your commitment to your bank account. One surefire method for cutting energy costs is to keep tabs on how much energy you consume. Zerogate's \$5 **MeterRead** app provides a handy method for recording periodic meter readings so you can get a grip on your monthly energy costs. Each time you enter a reading, the app estimates your 30-day energy consumption based on your current pace. You can set up multiple meters for home, car, and solar energy, and track day and night usage. Save cash while you save the planet.



# Jailbreaking iPhone is no longer illegal

various Internet sources

According to Wikipedia, Jailbreaking is a process that allows iPad, iPhone and iPod Touch users to run third-party unsigned code on their devices by unlocking the operating system and allowing the user root access. Once jailbroken, iPhone users are able to download many extensions and themes previously unavailable through the App Store via unofficial installers. A jailbroken iPad, iPhone or iPod Touch is still able to use the App Store and iTunes.

Jailbreaking, according to Apple, can void Apple's warranty on the device, although this is quickly remedied by restoring the device in iTunes. It also can open up the device to malware and trojans.

Hacking or jailbreaking an iPhone's operating system is no longer a crime. This means that the government has allowed phone enthusiasts to jailbreak their gadgets. The verdict has come as a victory for those who had been seeking this change.

Federal regulators are being credited for this historic change in the copyright law. They said there was "no basis for copyright law to assist Apple in protecting its restrictive business model."

Consumers can jailbreak the phone's OS to run any app on the phone they choose. However, Apple is not happy with the decision. It strongly feels that its closed business model is at state. The company has enjoyed this facility from day one when the iPhone made its debut in 2007. But this may come to an end soon. [MU](#)

### 5. Find the cheapest gas

There's at least one thing you can't buy without driving to get it: gasoline. You can, however, hunt for cheap gas online without driving from station to station to find it. With United Communications Group's **iGasUp** app, you can retrieve a list of the ten local gas stations with the cheapest prices, complete with a map and driving directions. The app determines your location and searches the Oil Price Information Service database to find the best prices within a distance that you select, ranging from 1 to 15 square miles. You don't buy iGasUp; you subscribe to it for a year for \$3. With the way gas prices fluctuate, it probably won't take long to reclaim that in savings. [MU](#)

# iPhone Apps & Tips from Graham

by Graham Thomas

At the July meeting, Graham showed me his iPhone. He has a lot of apps on there! One thing he does to better organize his Apps is really cool - he creates black icon "placeholders" among them - which makes him able to control how they group and hit the subsequent screens on his phone. Here he has shared how he did it, and also some of his favorite Apps. —Sue

## Black Placeholders

These are the instructions I have copied (and edited) from the web:

### Instructions:

- Open Safari on the iPhone and type <http://tinyurl.com/blankicon>
- Click the iPhone Blank Icon link (in blue) at the top of this post.
- Press the plus (+) button.
- Press Add to Home Screen.
- In order to see the blank icons, you give them a subtle name such as ".", "\_", or "•".
- Press Add.
- Press and hold any icon on your home screen to position the blank icon wherever you would like. (You will be able to identify it by the period (which is rather difficult to see!))

### Tips:

Add as many blank icons as needed by repeating the steps above.

When you no longer need a blank icon, simply remove it by pressing and holding the icons and clicking the x on top of the black icon.

To quickly add additional placeholder icons, tap an existing one on your screen, and click the link contained inside. It will link you back to the page which has all the instructions.

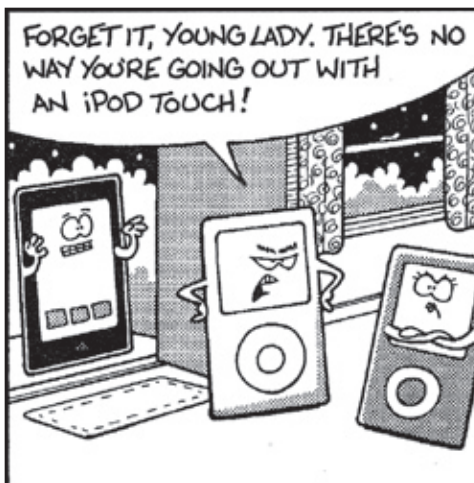
If you don't see "Add to Home Screen" in step 4, it's because you have used up all the space for icons on your home screens. You must delete icons in order to add additional ones.

After step 5, you won't see the icon, but it's there, just press and hold on any icon and you will see all blank icons as well.



**A cell phone for the older generation...**

from Mary Anne Roper



## Macaholics Unanimous gets a little nip and tuck!

by Sue Beal

It's subtle, but after 18 years, we had to change our signature font, which was Bookman, to something more modern (Calisto MT). We got a couple of emails from folks on iPads who were getting word scrambles instead of content when viewing the MU on their new devices. Please keep the feedback coming! **MU**

## Graham's Apps

The apps that I use most are listed below but I do have specialized apps which I add when needed such as traveling.

### Most used:

1-TouchCall & 1-TouchCall2  
PW  
2Do Lite  
Qik Video  
ALL-IN-1 Toolkit Lite  
Recorder Free  
Anti-mosquito lamp  
RedLaser  
AP Mobile  
reMovem Free  
App Genie  
Road Trip Lite  
Appzilla  
Shazam  
Bing Music  
ShopNearby  
Camera Plus  
Skype  
Chomp  
SmartShop  
Evernote – Text, Snapshot,  
Camera Roll, Voice  
Cool Iris  
Stick It  
Cool Tip Calculator  
Sudoku Free

Dragon Dictation  
Take me to my car  
Target  
Eye Read (Free)  
The Weather Channel  
Golf Tracker  
Top 100 by Bing  
Grocery IQ  
Total Recall  
iParking  
Trapster  
Key Ring Reward Cards  
Trivial Pursuit  
Moron Test  
Walmart  
Near Pics  
WashPost  
Ocarina  
Watt Pad  
Opera Mini  
Yowza!!  
Pandora

### Traveling:

Am I Safe  
Kayak  
ATM Hunter  
PhotoNote  
Basic Spanish for  
Dummies  
PocketScanner Lite  
Bed and Breakfast  
Locator  
Postcard Star  
Convertbot  
Priceline Hotel  
Negotiator  
Everytrail  
Sit or Squat  
Flightwise Tracker  
Free  
SnapTell  
GPSnote  
Temp Convert  
HotelsByMe  
Trip Advisor  
iHeart Radio  
53 Languages  
inTouch **MU**

Thanks for sharing,  
Graham!!



# Guides for word nerds & language wranglers

submitted by Bernie & John Cooper; from the *Miami Herald*, 07.26.10; by Richard Pachter

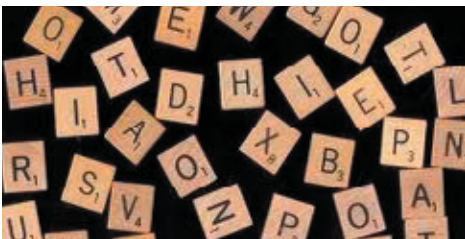
Those who write for a living in print and online will benefit from these books.

Word nerds (like me) usually look askance at most tomes on writing and language. After all, pedantic autodidacts and overeducated sesquipedalians already know how to wrangle language and massage messages. Oh, occasionally something like the bestselling *Eats Shoots and Leaves* catches our collective fancy, but that was merely an amusement, a momentary distraction. Genuine lingo gringos unfailingly poo-poo prosaic word books as beneath them (or us). Unless it's our Bible -- not the Pentateuch, but the Associated Press Stylebook or The Chicago Manual of Style (according to your faith) -- why bother?

Here's a look at the latest edition of the holy word and a recent would-be contender.

**2010 Stylebook and Briefing on Media Law** 2010. Associated Press/Basic Books. 465 pages. (Also available by online subscription and as an app.)

I've never heard it called by its proper name, but the "AP Style Guide" is used



by businesses and publications throughout the country. This new version caused a bit of a buzz when it was announced that "Website" would no longer be capitalized. Trust me, this was a very big deal, though "Internet" inexplicably remains capitalized. (Huh?) But a technical writer of my acquaintance was VERY excited about this quantum leap, as if her world was now a brighter and happier place. Such is the power of this humble volume!

This resource is used in newspapers throughout the English-speaking world as an authority on usage, punctuation, abbreviation and more. It's also a fixture in the dens and cubicles of Anglophone business writers and other scribblers throughout the planet seeking authoritative guidance in their use of language for legal writing, ads and marketing communications material.


This new edition of the Stylebook is also available online. In addition, an app for

iPhones, iPads and iPods is also offered. These electronic versions afford immediate access to updates, so if the AP ever decides to allow "Internet" in lowercase, subscribers will be the first to know.

**The Yahoo! Style Guide: Writing and Editing for the Web.** Chris Barr. St. Martin's Press. 528 pages.

Though Google rules the search, Yahoo's strategy of providing actual content as part of their soufflé of search and aggregation is still in place. As such, they've become a bit of an authority on content creation, and their style guide is a very nice grab bag of tools, ideas and instructions. A lot of it is Copywriting 101 level fare; a far cry from AP's no-nonsense journalism, but even the most recalcitrant newsie will admit that writing for the Web requires a sharp, punchy prose style that's more tabloid than "Times," though accuracy and clarity still reign. It might be less hyperbolic than copywriting, but it still needs to sell -- itself, at the very least.

For many writers, this style guide won't be anything new and it's certainly no replacement for AP's collection of golden standards, but for neophytes and others, this is a fine course.

Read more: <http://www.miami-herald.com/2010/07/26/1744381/guides-for-word-nerds-and-language.html#ixzz0un5tWcgl> 

## Analyst firm says iPads to overtake netbooks by 2012

Posted on Jul 26, 2010 10:55 am by Lexton Snol, [pcadvisor.co.uk](http://pcadvisor.co.uk)

With its iPad capturing 6 percent of the portable PC segment in the second quarter of 2010, Apple will continue to lead the media tablet market through at least 2011 largely because of a lack of innovation in the netbook market.

Canalys today released its quarterly worldwide PC market data, highlighting Apple's jump into the top five PC vendors. "Apart from the 'Apple effect', the iPad owes its success to a lack of advancement in other portable computing segments, such as netbooks," said Canalys Vice President and Principal Analyst Chris Jones.

"To capture share moving forward, PC makers will have to take the netbook to the next level or go after new customer segments with their own pads."

Many manufacturers have announced the launch of pads for later this year, and Canalys expects pads to overtake netbooks by 2012.

Canalys expects the pad PC market to reach 12.5 million units in 2010, growing to 66 million by the end of 2014.

Due to its first-to-market advantage, Canalys anticipates that Apple will continue lead the market through at least 2011. As more vendors enter the market, however, there will be a period of experimentation with a range of various models aimed at both consumer and enterprise customers.


"The key to creating a great user experience on a connected mobile device is ensuring that the hardware and software work together in harmony," said Jones.

"Platforms such as Android, iOS, webOS

and BlackBerry, as well as Chrome, MeeGo and Windows, are likely to battle it out in the pad market over the next 3 years."

"It will also be important for pads to seamlessly integrate with existing equipment," said Canalys Sr. Analyst Natalie Spitz.

"In addition to synchronization capabilities, vendors should be prepared to take a strategic look at content." Though some overlap will be inevitable, Canalys forecasts that pads and netbooks will continue to coexist in the market for some time.

As the pad represents an additional luxury purchase to a certain extent, customers may eventually choose between the two devices, causing the netbook market to soften as vendors develop their pad offerings. 

## FREE CLASSES IN KEY WEST!

Macintosh™ Systems Solutions has a free class almost every Saturday morning at the store in Key West! Visit them at 1001 Truman Avenue at the corner of Grinnell. They offer a wide range of classes for new and experienced Mac users. Stop by for all your Apple sales, service, and training needs, or call 293-1888.



### Color Copies • Large and Small Orders

Signs and Banners • Multi-Part Forms • RX pads  
Business Cards • Letterhead • Envelopes  
Rack Cards • Business Forms & Checks • Posters  
Brochures • Self-Inking Stamps & More

**305-664-1002**

**81933 Overseas Hwy., Islamorada**  
(Beside the Luggage Store at Tropical Optical)

#### New Office Hours:

**Mon.-Fri. 9:30-5:30** Sat. by Appt. or Chance  
Staying open later to accommodate you better.

#### ONLINE SOURCES FOR MAC HELP:

[http://www.macworld.com/mac\\_help/](http://www.macworld.com/mac_help/)  
<http://www.apple.com/pro/tips/>  
<http://www.mactipsandtricks.com/>  
<http://www.apple.com/support/>  
<http://www.mactips.org/>  
<http://www.macosxhints.com/>  
<http://tips4mac.blogspot.com/>  
<http://www.mac-hints-tips.com/>  
<http://www.macfixit.com>

### MU Classifieds • MU Classifieds

**Call or email Sue if you have something to give away or sell!**

**Classified ads are free.**

## FREE OS X CLASSES

The Apple Store at the Falls has free OS X classes every Saturday from 9-10 am! Call for more info:

Apple Store at The Falls  
305-234-4565  
8888 SW 136th Street,  
Miami, FL 33176  
Mon-Sat: 10-9:30pm  
Sun: noon-7pm  
<http://www.apple.com/retail/thefalls>



## What is this?

Submitted by Ed Cerveney



It's a hard disk drive back in 1956... With 5 MB of storage.

In September 1956 IBM launched the 305 RAMAC, the first 'SUPER' computer with a hard disk drive (HDD). The HDD weighed over a ton and stored a 'whopping' 5 MB of data. *Do you appreciate your 8GB memory stick a little more now?*

Come at  
6:30 for the  
Beginners Circle:

New! Bring your laptop  
and your questions  
at 6:30, and for a half-hour  
prior to the main meeting  
we'll have experienced  
folks available to help,  
one on one, or in  
small groups.

THANK YOU, KAREN BEAL  
for taking photos at UKMUG meetings!  
Please, anyone who has a digital camera or  
iPhone is encouraged to snap a shot or two  
and send it in!



**Tom Stack & Associates, Inc.**  
154 Tequesta St.  
Tavernier, FL 33037  
305-852-5520  
[www.tomstackphoto.com](http://www.tomstackphoto.com)

We are pleased to announce our New  
Epson 9880 44" Printer with Vivid Magenta  
Technology. For all UKMUG Members we  
offer 20% off Printing Prices. We also offer  
photo restoration, as well as Stock Photography  
for your web site.

## Macaholics UNANIMOUS

is the official newsletter of the

### Upper Keys Mac Users Group

A nonprofit organization devoted to the use (and  
sometimes abuse) of the Macintosh computer. Sub-  
scriptions are \$25.00 for one year. Contents © 1993  
- 2010 by the Upper Keys Macintosh Users Group  
except where noted. All other rights reserved.

**219 Second St. • Key Largo FL 33037**  
**(305) 451-4601 • [ukmug@bellsouth.net](mailto:ukmug@bellsouth.net)**

#### VISIT TODAY!

<http://ukmug.pbworks.com/>

#### UKMUG's Collaborative Website

Post questions  
and requests for help

Post tips and tricks

Post your favorite links

Comment on all things Mac and  
UKMUG

Check on upcoming meetings