## Macaholics UNANIMOUS

The Official Newsletter of the Upper Keys Macintosh Users Group



Apple User Grou November 2011 Volume 19 Issue 12

## Think Different

by Sue Beal

In October we had Allan Miller speak for the first time. He has been attending UKMUG for about 6 months and volunteered to tell us about "Doing It For Free." Frankly, I expected an evening listing websites and resources for free stuff. What we got (in addition) was an exploration of the concept of free, and the cost of free. Stick with me, and I'll try to explain how Allan showed us how to "think different" about the concept of "free."

Allan plans to record a voice-over to his slides and publish it as a podcast for those who would like to hear it firsthand. I'll let you know when it's posted. The slides are available now, on our website, at <a href="http://ukmug.pbworks.com/w/page/5624170/Meeting">http://ukmug.pbworks.com/w/page/5624170/Meeting</a>

Ok, so on to the presentation. Allan started with two types of "free." First, there's unrestricted, like *freedom* (he used a Liberty Bell symbol for this meaning). And then there's "free" as in *no cost*, like a free beer (mug of beer symbol).

## What's Not Free

Commercial software isn't free. We buy it and even then we don't really own it, we just purchase the right to use it. Commercial creative content is mostly not free - movies, books, music, etc. Again, we buy the right to watch or enjoy it.

## Types of Free

Free software is often based on something called Open Source. This means the source code (programming) is available for people to use and add to it. This would be



It must have been a good newsletter! Dorit & Hans Fendl in front, Graham & Joanne Thomas in back.



Allan Miller, Owner and Chief Engineer at Binary Engineering, Inc., a Miami-based boutique computer consulting company specializing in making computer technology helpful and affordable to small business and individuals.

free as in *unrestricted*, and it often results in programs that are free as in *free of cost*.

Let's look at that unrestricted freedom more closely. It can be *truly free* or *conditionally free*.

Truly free means that the code is in the public domain; meaning that it is not owned by any person or entity. This can be because the intellectual property has been in existence so long that the rights on it have expired (think of old movies), or perhaps the rights were forfeited, or perhaps the property was never covered by rights in the first place. Think of the Mona Lisa. There are no rights to the image, so you can take a photo of it and do whatever you like with it, legally.

## Conditionally Free Software

When it comes to conditionally free applications, commonly called "Open Source," means that someone still owns them (via one of the many open source





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**OUR NEXT MEETING:** 

## November 10

7pm • KL Library Community Room

**Jack Buccellato presents** 

Get the Most from your iPad, iPod Touch or iPhone with iOS5

**Jack Buccellato** is a recent transplant to the Upper Keys from

New York. He brings considerable technical knowledge, and he's an all-around interesting guy. He says he often came to the Keys to dive, so he decided to just come and live



Jack presented to our group last summer, on Lion, and it was a great session... so expect another great one!

Jack's web design is showcased on www.twistedarts.com. Learn more about him (and his music) at www.jackbuccellato.com.

**Beginners:** Come at 6:30 and bring your Mac and your questions. There will be some experienced users there to help for the half-hour before the formal presentation starts! Experienced users: please come and help!

## ATTENTION: MAC PEOPLE OF MARATHON!!

We have a growing number of people from the middle Keys who are traveling up to the meetings in Key Largo. If you are interested in carpooling (and meeting your fellow Marathon-area Mac devotées, contact Jody at <a href="mailto:gyokeres52@gmail.com">gyokeres52@gmail.com</a>

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licensing agreements), but has given permission to public to make changes to their application. For digital content, the "Creative Commons license" is the most popular way for a creator to give permission to make changes to their material. Intellectual property law says if you create something, you get the right to say how it will be used.

## **Creative Commons**

Look for the "CC" symbol (above) to identify this type of digital content. Here's how it works: the author creates something, and puts it out on the internet for others to pick up, marked with this symbol. This symbol defines how the author wants the right respected.

The "CC" identifies it as Creative Commons, the circle with the man says the author wants credit it. The \$ symbol says whether or not the user can charge for a product containing this work. The equal sign icon says "no derivatives" meaning the user may not alter, transform, or build upon this work. You might also see a backwards letter "c" and that means it's "share alike," which means if one alters, transforms, or builds upon the work, they may distribute the resulting work only under the same or a similar license. For more info, go to creativecommons.org

## Freemium, a New Type of Free



This is a new way of doing business on the web, and it has been wildly successful. The idea is this: "I'll give you something free, and charge for some-

thing else." Huh? These would be in-app purchases, lite versions (limited features), or there might be advertising, or a limited capacity of some sort. More on this later.

## Apple's Operating Systems

Apple OS X and iOS are based on conditionally free open source code. They added proprietary code but as part of the agreement, they have to return the source to the community. Go to <a href="http://www.apple.com/opensource/">http://www.apple.com/opensource/</a> for more info.



After speaking at UKMUG last month, Allan sent this in an email, and I think you all might enjoy it.—Sue

Here is the link to my first "free" site. <a href="http://binarybackyard.com/">http://binarybackyard.com/</a>

Take a look at the site and let me know what you think. I will be putting the "Support us with a donation" button on it. And if you know any folks that write grants/proposals then I would love to talk with

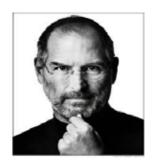
them. I believe I would qualify.

And look for "Binary Music" or "Binary Tunes" coming soon

Thank you for the opportunity. I am standing by to present anytime you need me. There is sooo much to talk about!

## Allan R. Miller

Chief Engineer - Binary Engineering, Inc. Chief@BinaryEngineering.com http://BinaryEngineering.com





"Here's to the crazy ones. The rebels. The troublemakers. The ones who see things differently. While some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."

Allan's opening slide.

## Free Apple Creative Content

iTunes is the first site Allan mentioned for free creative content. If you go to the iTunes Store and scroll all the way to the bottom of the Home screen (and click the "See All" button) you'll see all kinds of free music, TV Shows, featurettes, Apps, audiobooks, books and Podcasts. Plenty of free entertainment. Apple "curates" the iTunes Store content and keeps it at a pretty high level. This is a great showcase for small, independent artists to get their stuff out there and be known.

If you want to be enlightened, try the iTunes University. You can see lectures (from primary school to university level, lesson, films, lab experiments, audiobooks, virtual tours, and more.

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"As the first major computer company to make Open Source development a key part of its ongoing software strategy, Apple remains committed to the Open Source development model. Major components of Mac OS X, including the UNIX core, are made available under Apple's Open Source license, allowing developers and students to view source code, learn from it and submit suggestions and modifications."

http://www.apple.com/opensource/

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## App Store

Check the App Store for hundreds of thousands of free applications for your iPad, iPhone, iPod Touch or Mac.

## Think Different

People are making money online now. Instead of heavy manufacturing, our economy is going digital. Thousands of companies on the internet are using the concept of "free," successfully: Google, WordPress, Oracle, RedHat, even IBM, and many more. More on this in part two.

## **Big App Alternatives**

Instead of paying for it, consider these two alternatives to Microsoft Office and iWork: LibreOffice and OpenOffice.org. Allan's slides were made in LibreOffice's Impresss app. Others:

Alternative to Photoshop: Gimp.

Alternative to Illustrator: Inkscape.

Alternative to Parallels: Virtual Box.

Alternative to Final Cut Pro: Cinelerra.

Alternative to Dreamweaver: Blue Griffon.

These are all free, so try them. If it doesn't work for you, you can always buy the commercial product.

## Hollywoood is On Board

The Hollywood movie industry is a big user of open source. The Harry Potter se-



ries, The Last Samurai, Lord of the Rings, 2 Fast 2 Furious and Avatar all used an animation program called Blender, a free alternative to the popular Autodesk Maya, which runs \$3500 a copy.

For a delightful introduction to what can be done with Blender, watch Big Buck

## We're collecting equipment for Jamaican schoolkids again

UKMUG is joining forces with Mike Mongo of Key West to send computers, Apple and PC, to schools and children in Jamaica, in October and November.

This is a great project that finds new uses for phased-out equipment and makes a big difference in the education and motivation of children. Mike personally goes over to refurbish and help set up the systems interacting with the students and the school.

Thanks to those who already brought us donations, we had a whole carload after the Octobber meeting, and several people have dropped them off at my office.

If you don't want to haul your stuff in, call Karen for pickup!

What can be used:

Laptops and computers, both Macintosh (with OS9 or better) and Windows



(must be able to run XP, Vista or 7)

- Flatscreen monitors
- Software & cables
- Hard drives & RAM memory
- Mice, keyboards, cords, USB routers

Note: Printers, scanners, computers from before 2005 and the older, huge monitors cannot be used. No books, please. If you love the project, but don't have a computer to donate, a few dollars towards the shipping would be most appreciated.

If you have questions or to coordinate collection, call 305-394-1841 or email Karen@keysglee.com

PLEASE BRING YOUR DONATIONS TO THE NOVEMBER 10 MEETING - BRING & DROP OFF, EVEN IF YOU CAN'T STAY. KAREN & SUE WILL BE THERE AT 6 PM

Bunny: www.bigbuckbunny.org

## What is BitTorrent?

BitTorrent is, like Napster was, a way for piracy to thrive, using bandwith from participants (Peer-to-Peer networking) to distribute mostly illegal content. Increasingly, apps and content obtained this way do not install correctly, and do not work.

Be suspicious of it, as you are inviting someone you don't know or trust to run on your





machine, Allan cautions. Allan cautions. What are their motives? And yours, for stealing? Instead, try the legal and still free Open Source alternatives.

## Free Entertainment

Some sites Allan mentioned for free creative content:

- Hulu for TV shows and movies
- Visit any network's site (except ABC) for free TV shows and on-demand programming
- Pandora your own personal free internet radio station

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Allan's computer for the evening was an older laptop running Linux, and open source OS. It's very Mac-like, free, and works great on older hardware.

 You Tube - everything you could ever imagine and more. Film and TV clips, comedy, animation, how-to segments.

## The Hidden Cost of Free

After the break, Allan started on this topic and for me, it brought together a lot of things, in a sort of an "aha" moment. I hope I can do the same for the reader.

## Free Online

We see everything moving online these days -banking, shopping, references, government, real estate, experts, maps, meetings, entertainment, games... the list goes on and on. Being online is almost free (very low cost) and allows anyone, anywhere, to network with others worldwide.

But maintaining a business and producing a product,

even a virtual one, requires and investment and companies still want to make money. So how can it be free for the user of a site, and still make money to keep the provider in business?

Well, it's "almost free." There's a cost, you just don't notice it. There are three types of free websites:

- 1) Those supported with donations, like Wikipedia and PBS.
- 2) Those supported with premium service, like Craigslist and Dropbox. Once using the free service, you opt-in for something more that is paid for.
- 3) Those supported with advertising, like Facebook and Google.

## You are the product!

Here's where Allan got my full attention. He said, "the most important online currency is YOU!"

That's right. Information about you is a hot commodity. You exchange your personal information for a free online service or digital content.

Everywhere you go online leaves a digital footprint. Think about it. You are at a computer or device, which is identifiable. That means it is known who and where you are, what you like to do, how you relate to the world. You aren't anonymous!

Your personal information is everywhere. In you computer, from when you first set it up. In your web browser programs, linking you to your internet provider which knows who and where you are. Even the applications you use tell something about you, as do the websites you visit and the things you ask about on search engines.

## How is information about you gathered?

Three ways:

- 1) Freely given, when you opt-in to something online and put it there explicitly.
- 2) Scrutinized gathering which is freely observed when you visit sites. Sites observe how you got there, what you looked at while there, and they save information as

Tons of free content and services



"cookies" to record information about you for when you come back.

3) Dubious gathering - while the intent may not be evil, the idea of people getting information from third parties when you never intended them to have it is a little scary.

## Who - What - Why?

Who is gathering this information about you, what are they doing with it and why do you care?

The concept of companies wanting information about potential customers is as old as advertising. We all get junk mail. The minute you sign up for a magazine subscription, they sell your name and address to eager marketing firms.

You give away your personal information for discounts at some stores. If you have a Winn Dixie or CVS customer rewards card, be aware that they are recording information about your purchasing habits. This is the price you pay for the savings you get.

So gathering this kind of information about your habits online is not without precedent.

## How?

"Cookies" are the medium of information exchange online. When you visit a website, it records information about that visit and hands your computer a cookie containing your username, password, what's in your shopping cart, what you viewed. When you return, your browser hands the cookie back, so you pick up where you left off.

There are also "third party cookies," which don't come from the domain in the address bar. These come from cross-site scripting.

## Cross-site Scripting?

If you go to a site, let's say kmart.com, and you view some products for sale, the content you see on the page may not actually be coming from Kmart. Kmart might go to other sites to pull in the content, which

is called cross-site scripting. These third parties are allowed to store and gather personal information via their relationship with the website your are visiting (Kmart) without your knowledge. Two programs you can install (in your browser) which will help you with this: Ghostery(all browsers) and No Script(Firefox only).

Ghostery helps you see what's going on behind the scenes, and No Script will prevent cross-site scripting. You can also install a Cookie

Monster program to "eat" the cookies on your machine. In the extreme, you can tell your browser not to allow cookies altogether but Allan doesn't recommend this; the web just doesn't function without them! Some sites don't work with cross-site scripting disabled.

## How Google is Free

So, everything Google and Google-related is free. But Google made \$29 billion in 2010!! How? It sells your information to advertisers.

This is the "opt-in" type of information gathering. When you use a free Google service, you opted in. You type a word into the Google search field. You see results. Now, Google watches which links

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Alice Biays and Karen Sunderland Strobel

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you click from there to see where you are going with your query; refining it. They are performing "scrutinized gathering," and they put together information about you without you even realizing it. Then there is information inferred from the sites you visit. This is the "dubious gathering" mentioned earlier. And all three types of information are sold.

## How Wikipedia is Free

Wikipedia is the 5th most visited site on the internet. People always say not to believe what you read there, but apparently we always have to go and look!

Wikipedia asks for donations to support itself, and people give - to the tune of \$18 million in 2010. Their privacy policy states: they won't give out your information unless required by law. Notice that they make millions while Google makes billions!



In 2010, someone paid \$335,000 for this Entropia Universe virtual property with seven domes, a stadium, a mall, a club, and more.

Apple collects and uses location data for your devices, and when you signed the iTunes license agreement, you agreed to this. If you opt out, iTunes stops working. The emergence of cloud computing is also troubling. Do you really want someone else keeping your data for you? Yet if you want to sync your devices in the future, you're going to be doing that. Something to think about.

## In-App Purchases

33% of the top 100 grossing apps in the App Store use in-app purchasing. You might get the app for free, but somewhere down the line, you purchase add-ons, like an advantage in a game, for a nominal fee, like 99 cents. This is a new business model and the way of the future for generating revenue.

## Virtual Goods

Last year, \$3 billion was spent on... nothing! 13% of internet users purchase virtual property. For entertainment's sake and bragging rights, people bought virtual livestock and other farm-related items on Farmville and sites like that. There were even purchases of virtual real estate (see photo).

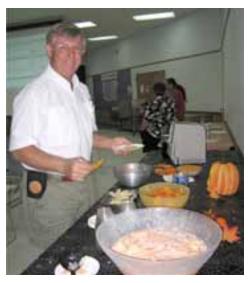
## The bottom line:

All websites collect information, so read the privacy policy and assume that everything is public.

Thank you Allan, for a very enlightening evening! MI



Power trio: Jack Buccellato, Karen Beal & Allan Miller!



Bob Guenther enjoys Halloween-themed refreshments by Karen.



Sandy Santiago and her friend Colleen.

## & Photoshop Lessons Available Locally

One on One \$25 for 1/2 hour.

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# Friends don't let friends use Windows.

## **Macintosh Systems Solutions**

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**Apple Specialist** 

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

## Remembering Steve Jobs

Karen Beal put it best in her email: "iSad."

Glenn Roberts sent this Wikipedia article on the early history of Apple:

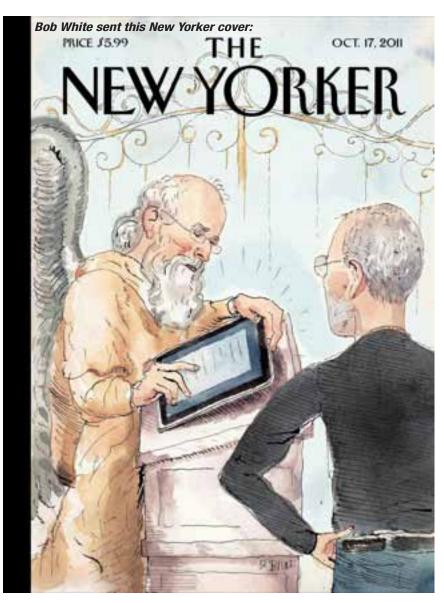
http://en.wikipedia.org/wiki/Apple I

And he wrote: I read this and checked some of wikipedia. I was surprised but still see Steve Jobs the same (an innovator and persistent salesman). I have been a Mac user for over 20 years.

## TED TALK: Steve Jobs on How to Live Before You Die:

http://www.ted.com/talks/steve\_jobs\_how\_to\_live\_be-fore\_you\_die.html?utm\_source=newsletter\_weekly\_2011-09-07&utm\_campaign=newsletter\_weekly&utm\_medium=email









## Kathy Romano sent the above graphic and wrote:

Just a note about how sorry I am at the loss of Steve Jobs. His technology, talent and never-give-up mind set, made such a difference in so many people's lives and career's (including mine). I also never finished college....I started out on that tiny MAC back in 1988, and never went back to PCs.

He is one of America's true heros and innovators! He brought so much joy and creativity to the world....;-)



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## Get Amazon Cash for Your Old Gadgets

from the Internet Patrol

Wondering where to recycle electronics, or how to recycle electronics? Electronics recycling has never been easier than with the Amazon Electronics Trade In service! It's the perfect place to dispose of electronics and other gadgets you no longer use! Cell phone disposal (well, cell phone recycling), calculators, digital cameras, iPods and other MP3 players, Amazon takes recycling electronics seriously! That's because disposal of electronics is a serious issue, particularly in today's disposable electronics culture, so being able to not only dispose of your gadgets, but to get Amazon credit for them - and to have Amazon pick up the shipping tab, to boot - is awesome!

It's simple... as Amazon explains, just search for items to trade in, send them back to Amazon for free, and you receive Amazon credit when they arrive at Amazon (the credit is in the form of an Amazon gift card).

Currently Amazon is accepting nearly 6,000 different electronics for trade-in! So, what do you have laying around your house that you can turn into Amazon cash? (And just in time for holiday gift shopping!)

Check out the Amazon Electronics Trade-in Program here: http://www. amazon.com/Electronics-Trade-In/b?ie=UTF8&node=2226766011&ref =a mb\_link\_83819451\_3&\_encoding=UTF8&tag=theinternetpatrol-20&linkCode =ur2&camp=1789&creative=390957

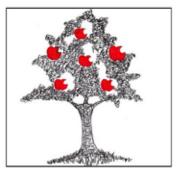
## Funnies from Readers

## Sandy Santiago sent these:

Don't look at this with food or drink nearby...it's possible you will spit all over your monitor laughing

http://www.smosh.com/smosh-pit/ photos/accidentally-naughty-companylogos

I love the Oatmeal too! http://theoatmeal.com/comics/kitty pet



If God were Steve Jobs.







## Denise Malefyt sent a Hurricane Warning:

As Hurricane Irene prepares to batter the East Coast, federal disaster officials have warned that Internet outages could force people to interact with other people for the first time in years. Residents are bracing themselves for the horror of awkward silences and unwanted eye contact. FEMA has advised: "Be prepared. Write down possible topics to talk about in advance. Sports, the weather, etc. Remember, a conversation is basically a series of Facebook updates strung together."

## Link to Free Stuff

Free games, apps & more: http://www.freemacware.com/

## How to Track Your iPhone if it's Stolen

from Slices and MacLife

Why can't the police track my stoleni-Phone? And if they won't track it, how do I find my stolen iPhone?

The police probably have better things to do than find lost iPhones, but thankfully, most newer iOS devices have GPS built right into them, including the 3G versions of the iPad, iPhone 3G, iPhone 3GS, and iPhone 4. With these devices, you can use the Find My iPhone feature in MobileMe to track down the exact location of your device. Fortunately, for non-MobileMe users, Apple now allows anyone with an Apple ID to do this too. To learn how to set up Find My iPhone without a MobileMe account: http://www.maclife. com/article/news/how set free find your iphone even unsupported devices

After you have set up your Find My iPhone account and signed in on your various iOS devices, you can visit me.com (or download and use the mobile Find My iPhone app on another iOS device). You'll see a list of activated devices. Click any of these devices to query it for a location. Once a GPS location has been nailed down, Find My iPhone will show you on a map where your device is hiding.

Clicking on the blue dot gives you additional options. Display Message or Play Sound will allow you to send a message to the device, such as an alternative number to call you on, a reward, or whatever other words you might want to share with whoever stole your phone. You can optionally specify that your device make a loud beeping sound, which is useful if your phone is lost in your house.

The Lock option will allow you to set a passcode lock on your device, preventing others from using it. In the worst-case scenario, you can use the Wipe command to remotely remove all of your personal information from the device. 🎹



## FREE CLASSES IN KEY WEST!

Macintosh<sup>TM</sup> 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.



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## Free Manual for Newbies Mac Users!

This 69-page PDF guide (from Makeuseof.com) supplies you with numerous tips, tricks and free applications.

Download it from <a href="http://">http://</a> ukmug.pbworks.com/

## dummies.com

is a great place for useful and brief Mac Tips and Tricks! Check it out!



# Happy trails, Steve Jobs

## **HELP A NEWBIE!**

Every meeting we get a couple of new users who have a lot of questions and anxiety about learning to use their Macs. Introduce yourself to an unfamiliar face. Even if you don't think you're an expert (who does?), you probably know a few things that can help them!

It's what UKMUG is about!

Did you see that picture of you, taken

at the last meeting?

http://ukmug.pbworks.com/

## FREE OS X CLASSES

The Apple Store at the Falls has free OS X classes every Saturday from 9-10 am! They also have one-on-one training, workshops and the Genius Bar. 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



## Come at 6:30 for the Beginners Circle:

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.







Tom Stack & Associates, Inc. 154 Tequesta St. Tavernier, FL 33037 305-852-5520 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 Photograpy for your web site.

## MU Classifieds • MU Classifieds

Got Stuff for Sale or Giveaway? Need Something? Email ukmug@bellsouth.net and I'll post it here.

## Three G4 Macs for Sale:

G4-400 Sawtooth, G4 867 Quicksilver and a G4 MDD Dual 1.4 (fw 800). They are maxed out with ram and solid machines from a reliable source. Contact Jack: jack@twistedarts.com

Next collection for Mike Mongo's Jamaica School coming Oct./Nov. save your stuff!!



## VISIT TODAY! http://ukmug.pbworks.com/

## UKMUG's Collaborative Website

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## <u>Macaholics</u> UNANIM

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## Upper Keys Mac Users Group

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