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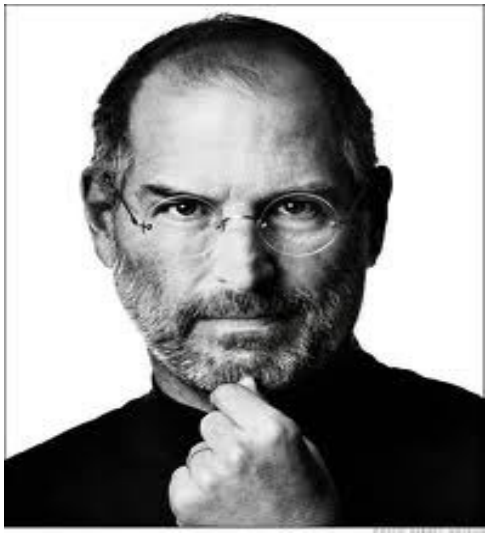

“Here’s to the crazy ones. The rebels. The troublemakers. The ones who see things differently. While some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.”

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Doing it for FREE
On the MAC

Allan Miller
Chief Engineer : Binary Engineering
Oct. 13, 2011

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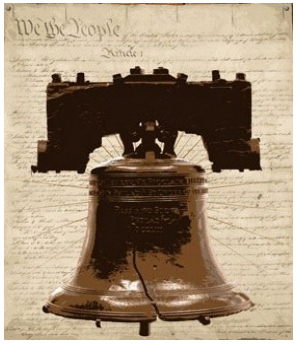
What does FREE mean?



Unrestricted (*Free Speech*)

No Cost (*Free Beer*)

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Part 1

Truly Free

&

Conditionally Free

True and Conditional FREE

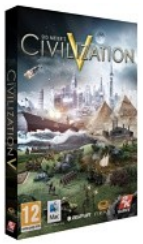
Part 2

Hidden Cost of Free

True and Conditional FREE

Not FREE

Commercial Software (Closed Source)



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Not FREE

Commercial Content (Closed Source)

=

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amazon.com

BIG K mart

shutterstock images

iStockphoto

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Not FREE

Intellectual Property Law

(which includes copyright, patents, and trademarks)

Under intellectual property law, owners are granted certain exclusive rights for a certain amount of time

`Owner automatically inherits copyright for new content`

`The owner sets restrictions on how that content may be used`

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Types of FREE

Back in 1996

Netscape Communicator
$49.95

True and Conditional FREE

Types of FREE

Truly FREE

Conditionally FREE

True and Conditional FREE

Types of FREE

Where is there truly FREE?

=

Public Domain simply means there is absolutely no ownership (no copyright) of the intellectual property

Translation : You can do anything you want with this material

True and Conditional FREE

Types of FREE

Content : Unrestricted Use

=

(1)if the intellectual property rights have expired

(2)if the intellectual property rights are forfeited

(3)if they are not covered by intellectual property rights at all.

True and Conditional FREE

Types of FREE

Content : Unrestricted Use

=

Almost anything that was made 70+ years ago.
Movies, Music, Books, Pictures, Art...etc

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Types of FREE

Public vs. Conditional Use

Public Domain

Source Code for Applications

Digital Content

open source™

Applications

creative commons

Digital Content

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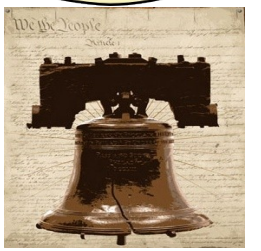
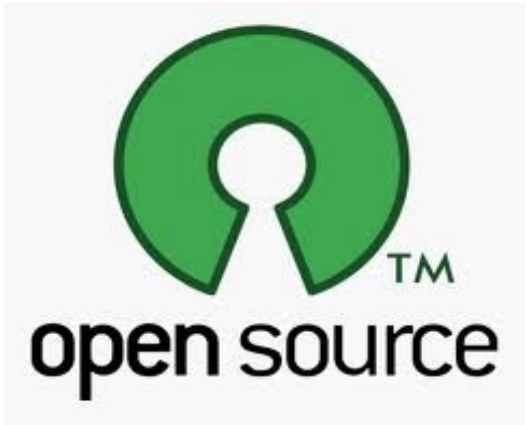
Types of FREE

Public vs. Conditional Use

Source Code for Applications

Digital Content





Applications

Digital Content

True and Conditional FREE

Types of FREE

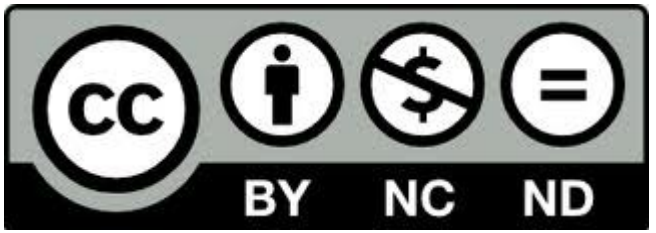
Conditional Use

creative commons = +

Any Digital Property released to the public but the creator still want to retain ownership

Movies, Music, Books, Pictures, Art...etc

Music File



* Restrictions are set by the owner.

True and Conditional FREE

Types of FREE

Conditional Use

Name	Characteristics
Version 3.0 Licenses:	
Attribution	
Attribution-NoDerivs	
Attribution-NonCommercial-NoDerivs	
Attribution-NonCommercial	
Attribution-NonCommercial-ShareAlike	
Attribution-ShareAlike	

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Types of FREE

Open Source Software

open source™ = * + *

Software Code and Intellectual Designs

* Restrictions are set by the type of license.

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Types of FREE

Freemium

Freemium is a business model that works by offering a product or service free of charge; while charging a premium for advanced features, functionality, or related products and services.

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Types of FREE

Freemium

- Feature limited
  - (e.g. a "lite" version of software)
- Time limited
  - (e.g. only usable for 30 days)
- Capacity limited
  - (e.g. for an accounts package, can only be used to create 10 invoices)
- Seat limited
  - (e.g. only usable on 1 computer rather than across a network)
- Customer class limited (e.g. only usable by educational users)
- Required to watch an advertisement

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Types of FREE

Digital Content

Public Domain

Creative Commons

*

*

True and Conditional FREE

Types of FREE

Applications

Open Source

Freemium

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Does Apple = FREE?

Kinda

OS X and iOS use Open Source code

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Does Apple = FREE?

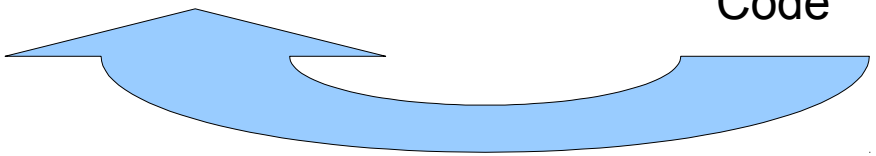
Open Source+ Proprietary Code = Integration

DarwinOS

+

Apple Proprietary Code

=



Updated Code

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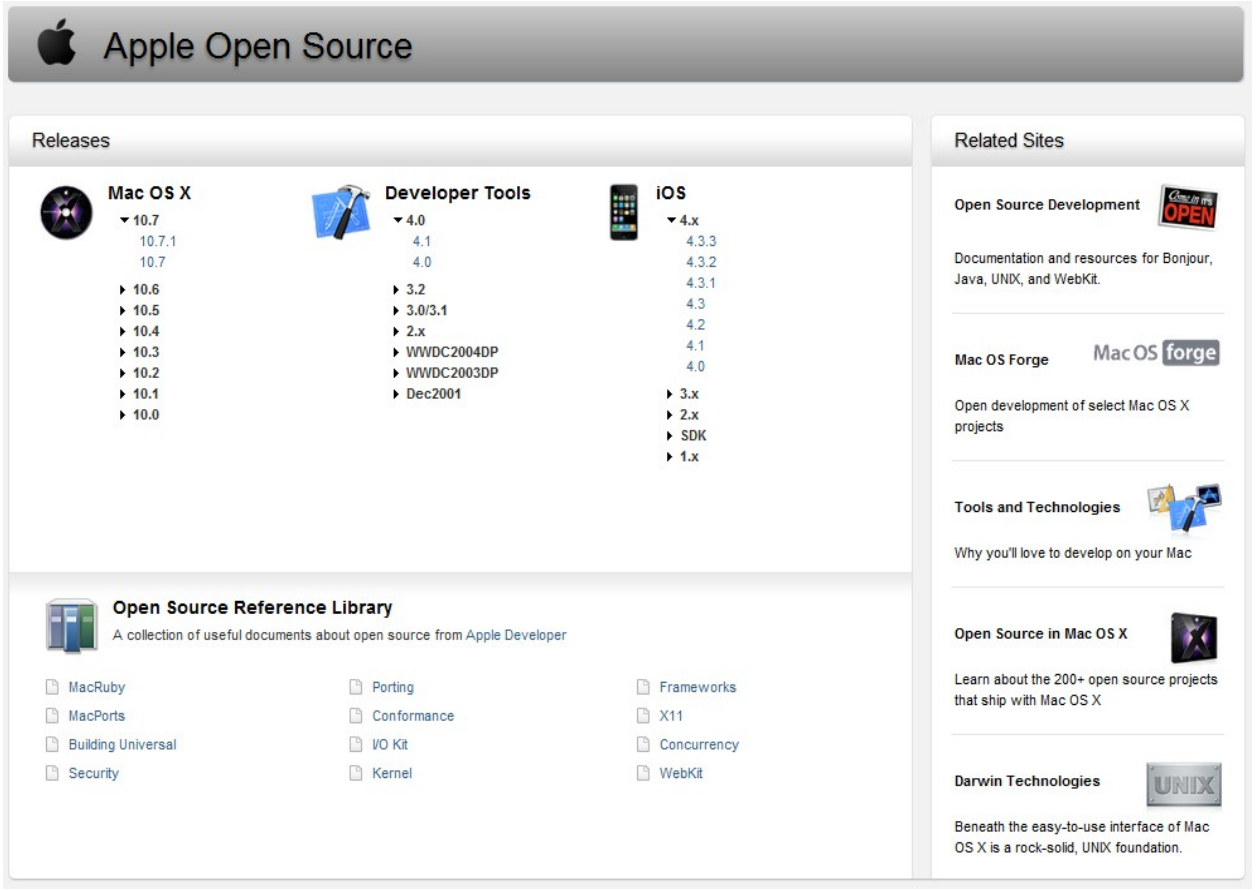
Does Apple = FREE?

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



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Does Apple = FREE?

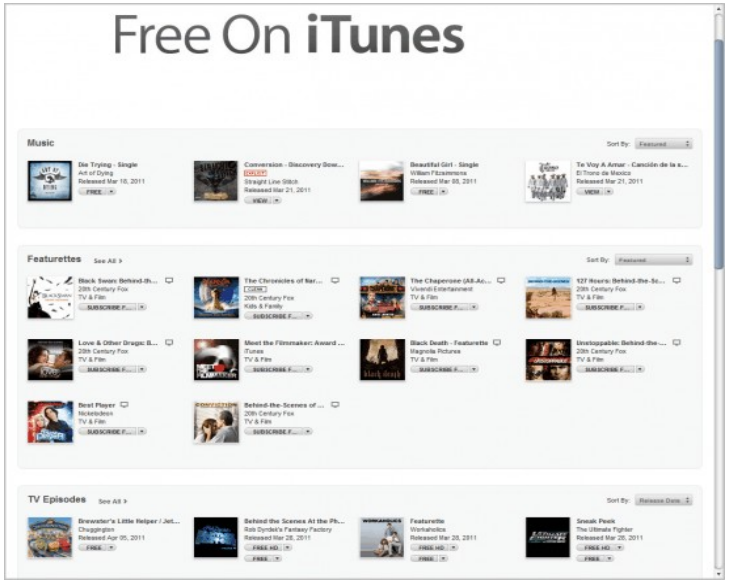
Digital Content

Applications

True and Conditional FREE

Does Apple = FREE?

iTunes



At the bottom of iTunes Store
find the section labeled :
Free on iTunes

Music, TV episodes, Movies, Books, Audiobooks

A great marketplace for indie artist

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Does Apple = FREE?

iTunes University

1. Lectures *from Primary Schools to Universities*
2. Lessons
3. Films
4. Laboratory Experiments
5. Audiobooks
6. Virtual Tours
7. Podcasts

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Does Apple = FREE?

App Store

Hundred of Thousands free applications for your iPad, iPod or MAC OS.

A great marketplace for indie developers

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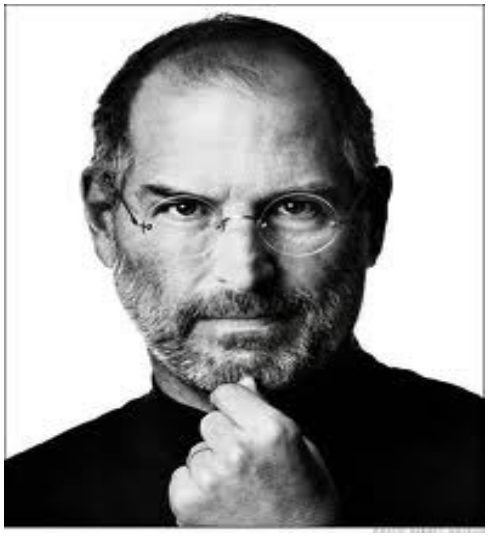

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Think Different

Where can I use FREE to ….

- **Make something**
- **Save Money**
- **Make Money**
- **Establish yourself**
- **Share something**
- **Learn or Teach something**

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Think Different

ORACLE®

redhat.

IBM

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Think Different

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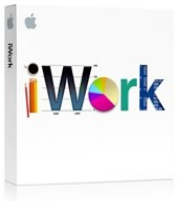
Think Different



IWork '09
$79.00

VS.

LibreOffice
The Document Foundation

MS Office 2011
$199.00

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Photoshop CS5
$699.00

VS.

GIMP

Illustrator CS5
$599.00

VS.

Inkscape

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Dreamweaver CS5
$399.00

VS.

Quanta Plus

Final Cut Pro
$399.00

VS.

Cinelerra

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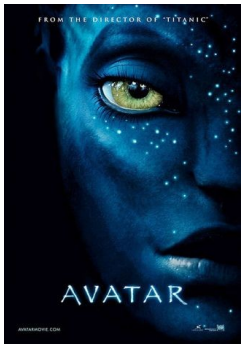
VS.

Autodesk Maya 2012
$3495.00

Blender

Open Source Works for Hollywood Movies



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osalt.com
open source as alternative

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BitTorrent = +

Very difficult to install pirated apps/content

Alternative to piracy is Open Source!

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How good can it be?

Big Buck BUNNY

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Think Different

Stay tuned for PART 2