

# SSMUG NEWSLETTER

**November 2011  
Second Edition  
November 5, 2011**

## **Meeting Notice**

All meetings, June through November, will be at the Grande Prairie Library at 3479 W 183<sup>rd</sup> St., Hazel Crest. The December meeting will be held at the Homewood Public Library.

## **Walter Palmer, Editor**



Tim Cook speaks at a celebration held in memory of Steve Jobs

This picture of the memorial for Steve Jobs on the Apple Campus was all over the web.

This is the 10<sup>th</sup> anniversary of the iPod.

Apple's MacBook Pro line received a quiet update Monday, October 24, with bumped processor specs and more storage space. The speed and hard drive bumps vary by MacBook Pro size, and some models also received upgrades to their graphics offerings.



There are hot rumors all over the web about the possibility of a Siri-driven Apple TV *set*. "Siri, switch to The Big Bang Theory." I was doing research in Best Buy recently and discovered that wide, flat screen isn't enough. They now have Apps.

## **iPhone 5 lives**

It just isn't out just yet. The word is that Apple management felt they had a full plate with iCloud and Siri and held the iPhone 5 back. I seem to remember a fire at Foxcomm, as well.



I am very interested in the iPhone 5 because the screen is larger (I have experience with an iPod Touch) and the Palmers' Verizon contract does not expire until June.

Apple adds white iPod touch model, drops 8GB price  
1:00 PM  
by Charles Starrett

Apple today updated its iPod touch lineup with a white model while dropping the price on the low end unit. Described by Apple executive Phil Schiller as the most popular portable game player in the world, the updated unit comes with iOS 5, and thus iCloud, pre-installed, and is priced at \$199 for 8GB models—down from \$229—\$299 for 32GB units, and \$399 for 64GB models. The updated fourth-generation iPod Touch was available October 12

Apple also introduced the 7<sup>th</sup> Generation iPod Nano.

**An Android App's Answer to Siri**  
October 27, 2011  
by DAVID POGUE

SpeakToIt for Android phones works as an alternative to Siri. Sort of. She's slow and a little bit mentally challenged. She's less convenient than Siri, less capable, less comprehending, less accurate, less useful, less polished, less classy, less human.

**IT still hating on Apple: 41% block employee-owned Macs**  
4:47 PM  
by Jon Brodtkin

I don't think they hate Macs, I just think they don't know Macs. They are not interested in learning, they don't have to, and they have the power to keep it that way. They simply follow the path of least resistance and what lets them go home roughly on time. Not that I blame them on the last.

#### **Slow iPhone 4S on Sprint**

Sprint denies that the iPhone 4S runs slowly on its network but that they are working to improve things. Such a company should always try

to improve speed, but it might not be a good idea to mention that is trying to improve speed in the same while denying there is a problem with speed.

#### **Customer Service**

I had a problem with my transfer from MobileMe to iCloud. It seems that they want a much longer password than MobileMe. They are not very clear on this.

I did something foolish and paid for it. I had EXCELLENT service at the Orland Apple Store. They need to be publically complemented, so I have just done so.

The latest financial reports from Apple were excellent, but were below Wall Street's expectations.

#### **NEW Edition**

Murphy's Law Publication Division has struck. No sooner than the November Newsletter was posted but newsworthy stories appeared.

#### **“News: Apple acquires 3D mapping company C3 Technologies**

by Charles Starrett

Apple has acquired 3D mapping company C3 Technologies as part of its ongoing effort to build an in-house mapping solution, according to a new report. Citing unnamed sources, 9to5Mac reports that Apple has purchased the company, and that C3 Technologies CEO Mattias Astrom, CFO Kjell Cederstrand, and Product Manager Ludvig Emgard are all now working within Apple's iOS division.”

Comment: this is following-up the success with SII, although from the

timing, this was in the works before SIRI was introduced.

### **LION RUNNING SLOWLY?**

If yours isn't consider your self lucky. Even Ted Landou, founder of the MacFixIt website, is having problems he is having trouble fixing.

In his November 3, 2011 column, he says that he, and others, including Mr and Mrs Editor, are noticing that Mac OS 10.7.2 is running slow. He has suggested that deleting Flip4Mac WMV may fix the problem. There is supposed to be a Lion-compatible version for \$30.00.

I am sorry to say that this is not the problem because I tried to delete Flip4Mac and couldn't because I no longer had it installed. The pauses continue.

### **iCloud is having teething problems.**

'Nuff said. Is this related to Lion running slowly? Who knows.

### **iOS crashes**

I started with iOS 3 and am now running iOS 5. I have had more crashes since iOS 5 was released than in all the time before. Apple programs, 3d party programs, doesn't matter.

HINT: If a website, like iCloud, asks for an alternate email address don't use two versions of basically the same email address ([walterpalmer@me.com](mailto:walterpalmer@me.com) and [walterpalmer@mac.com](mailto:walterpalmer@mac.com), for example). You can wind up locking the keys inside the house.

### **Rumors**

iPad may be following in the footsteps of the iPhone in offering

three different models, with the oldest being really cheap. A never before broadcast hour-long interview with Steve Jobs will be released to theaters. That's right, paid admission, big screen. If you go to that you are a **real** fan.

### **Google cable?**

There are rumors that Google may be launching a cable TV operation. With as much money as Google has, this should give Comcast and AT&T competition.

### **SIRI and bandwidth**

Will SIRI eat up your data quota? Tests have been done and the answer is no. It uses some, but really a very small amount.

Editorial:  
(From the previous edition!)

Steve Jobs, the salesman, is probably proud of how much free PR his death had brought Apple. "He didn't invent the MP3 player, but he perfected it." They didn't even have to pay someone to say it on national TV. (Now, it looks like viewers will be **paying** to watch Steve Jobs interviews!)

The following article from [Bloomberg/Business Week](#) incorporates several earlier articles in this issue. It could have been the original for it/them. (My sources are Apple-related Blogs. I am discovering that they quote each other about like I quote them. Please bear this in mind.)

Bloomberg Business Week  
November 7, 2011  
**The Underground Solution**

About five years ago, Apple (AAPL) design guru Jony Ive decided he wanted a new feature for the next MacBook: a small dot of green light above the screen, shining through the computer's

aluminum casing to indicate when its camera was on. The problem? It's physically impossible to shine light through metal.

I've called in a team of manufacturing and materials experts to figure out how to make the impossible possible, according to a former employee familiar with the development who requested anonymity to avoid irking Apple. The team discovered it could use a customized laser to poke holes in the aluminum small enough to be nearly invisible to the human eye but big enough to let light through.

Most of Apple's customers have probably never given that green light a second thought, but its creation speaks to a massive competitive advantage for Apple: Operations. This is the world of manufacturing, procurement, and logistics in which the new chief executive officer, Tim Cook, excelled, earning him the trust of Steve Jobs. Apple has built a closed ecosystem where it exerts control over nearly every piece of the supply chain, from design to retail store. Because of its volume—and its occasional ruthlessness—Apple gets big discounts on parts, manufacturing capacity, and air freight. "Operations expertise is as big an asset for Apple as product innovation or marketing," says Mike Fawkes, the former supply-chain chief at Hewlett-Packard (HPQ) and now a venture capitalist with VantagePoint Capital Partners. "They've taken operational excellence to a level never seen before."

This operational edge is what enables Apple to handle massive product launches without having to maintain large, profit-sapping inventories. It's allowed a company often criticized for high prices to sell its iPad at a price that very few rivals can beat, while still earning a 25 percent margin on the device,

according to the estimates of Piper Jaffray analyst Gene Munster. And if the latest rumors are to be believed, Apple's operational expertise is likely part of what gives the company enough confidence to enter the notoriously cutthroat television market by 2013 with a TV set that would tightly integrate with existing Apple software like iTunes. The widespread skepticism over Apple's ability to compete in such a price-sensitive market, where margins are often in the single digits, is "exactly what people said when Apple got into cell phones," says Munster.

Apple began innovating on the nitty-gritty details of supply-chain management almost immediately upon Steve Jobs's return in 1997. At the time, most computer manufacturers transported products by sea, a far cheaper option than air freight. To ensure that the company's new, translucent blue iMacs would be widely available at Christmas the following year, Jobs paid \$50 million to buy up all the available holiday air freight space, says John Martin, a logistics executive who worked with Jobs to arrange the flights. The move handicapped rivals such as Compaq that later wanted to book air transport. Similarly, when iPod sales took off in 2001, Apple realized it could pack so many of the diminutive music players on planes that it became economical to ship them directly from Chinese factories to consumers' doors. When an HP staffer bought one and received it a few days later, tracking its progress around the world through Apple's website, "It was an 'Oh s—' moment," recalls Fawkes.

(Editorial Comment: This is a business method that will survive Steve. Please note that the person who got the idea was not SJ. It is going to take years for the

competition to counter this because Apple started it quietly and it became huge before anybody knew what was going on. Apple has things locked up far into the future. I am sure that creative thinking will keep them innovating.)