ATPM

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

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Welcome

by Robert Paul Leitao, rleitao@atpm.com

Welcome to the November issue of *About This Particular Macintosh!* We'll lead into this month's issue with a look back at Apple's September quarter and a glance forward to what's expected this holiday season. Thank you for joining us this month as we continue our celebration of the "personal computing experience" and devices that now come in many different shapes and forms.

September Quarter Results

For the three-month period that ended September 25, Apple reported record revenue of $20.343 billion and record earnings per share of $4.64. For the fiscal year that ended the same day, Apple reported a 52% increase in revenue to $65.225 billion and earnings per growth of about 67% to $15.15. These rates of growth are extraordinary for a company of Apple's size.

The iPad's Sales Performance

In its first six months of release, the iPad had unit sales of 7.458 million units and generated $4.958 billion in device and accessories sales revenue. For the holiday season, the iPad will be available for purchase in the US at roughly 10,000 retail locations including Walmart and Target stores and AT&T and Verizon stores. The sales performance of the iPad in the holiday quarter will assist in achieving a 60% gain in revenue for Apple in the three-month period ending in December. Apple iPad availability at so many retail locations so soon after initial release is unprecedented for an Apple product.

The iPhone

In the September quarter, the iPone sales rose 91%, matching the average unit sales growth rate for the full fiscal year. More than 14 million iPhones were sold in the September quarter, and holiday quarter sales will more than match this unit sales performance. For the fiscal year, the iPhone product line represented almost 40% of Apple's total recognized revenue. In the current fiscal year, two products that did not exist in the marketplace as recently as four years ago—the iPhone and the iPad—will account for over 50% of the company's reported revenue.

The Mac

Often overshadowed by consumer fascination with Apple's handheld devices, the Macintosh line of personal computers continues to report record sales results. In the September quarter, Macintosh unit sales growth represented more than 50% of the reported PC industry sales growth in the United States. In the quarter, Apple reported the sales of 3.885 million Macintosh computers, a new quarterly sales record.

The iPod

The iPod has entered an era of declining unit sales. For the quarter, unit sales were down 11%. Were it not for the inclusion of the iPod touch in the numbers, the outcome would have better reflected the declining sales of dedicated digital music players. Smartphone users have less of a need of a second device to carry and play their music. The falloff in iPod unit sales while Apple reports record revenue and earnings is a testament to the dynamic nature of the company's revenue mix.

Mac OS X Lion

On October 20th, two days after announcing the company's September quarter results, Apple held a special event to showcase the next iteration of Mac OS X. Remaining with the big cat nomenclature, Mac OS X 10.7 has officially been named Lion. In addition to new features that will debut with Lion this summer, Apple also announced the opening of the Mac App Store. Apple will now make available Macintosh apps similar to the way iPhone and iPad apps are sold. The Mac App Store will debut soon, long before Mac OS X Lion this summer.

iLife '11

Just in time for the holidays, Apple has released iLife '11. The update suite of lifestyle apps includes more sophisticated versions of iPhoto, iMovie, and GarageBand. The application suite is available now for $49 and with a family pack license for $79.

The $999 MacBook Air

The lowly MacBook is no longer the only Mac portable available at a just under $1,000 price. A new MacBook Air with an 11-inch screen is now also available at $999. The new MacBook Air is notable not only because of the price but also because of its diminutive dimensions and diminished weight.

The 2010 Holiday Season

With a full complement of digital lifestyle products, including a new iPod touch and the new MacBook Air, Apple is set for holiday season sales. At the end of the September quarter, the company had 317 Apple retail stores open for business, with plans for 40 to 50 more stores this fiscal year. The iPad will be available for purchase at a location in or near just about everywhere in the contiguous 48 US states. The popularity of Apple products and increased availability of the iPad sets the stage for another quarter of record revenue and earnings.

Where We Are and Where We Started

ATPM is among the oldest Apple-focused Internet magazines in continuing publication. Our humble beginnings pre-date the return of Steve Jobs to the helm of the company and the subsequent renaissance of all things Apple. Each monthly issue of ATPM is a continuation of our chronicle of the "personal computing experience." We're excited about the new products

that enhance our digital lifestyles, and we're even more excited to bring our unique blend of reviews, news, and views to you each and every month.

ATPM on Twitter

In our constantly connected world, we'd like to keep in continuous contact with our readers. We're happy to announce that ATPM is now on Twitter. Please join us on Twitter at @ATPMezine.

ATPM Wants You!

The editorial staff of ATPM is comprised of talented writers who started their relationship with our publication as readers of our monthly issues. When we say that we "celebrate the personal computing experience," we mean it. If you've ever had the urge to share your personal computing experiences with a large and influential readership, please contact us at editor@atpm.com.

Each issue of ATPM, in its variety of formats, is read by tens of thousands of Apple product enthusiasts around the world. Join us today.

Our November issue includes:

Bloggable

A monthly summary of Wes Meltzer's blogosphere news, originating from his delicious.com/bloggable feed.

MacMuser: The Outlook Is Cloudy but Clearing

Mark Tennent weighs in on iPods, iPhones, iPads, Tablet PCs, and the Cloud.

MacMuser: Here There Be Dragons

Mark Tennent opines about word processing.

The iPad Chronicles: The iPhone as an iPad Companion

For Robert Paul Leitao, the iPhone and iPad complement each other perfectly.

The iPad Chronicles: Why I'm Glad I Purchased the 3G Model

Having 3G on an iPad goes beyond the "better to have it and not need it" mantra.

Segments: The iPad in the Hands of a Pastor

An iPad + Evernote + Logos Bible Software + GoodReader + YouVersion = the best portable ministry device Kevin Rossen never thought he'd want or need.

How To: Deciding to Run Older Versions of Mac OS X

Sylvester Roque talks about how to get the most from older versions of Mac OS X, no matter what your reason is for not upgrading.

Desktop Pictures: Water Lilies

Julie Ritterskamp shares this month's photos from Shady Lakes Water Lily Gardens in Albuquerque, New Mexico, near the Rio Grande River.

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: Chronories 1.0.5

Frank Wu checks out journal software that writes diary entries for you, based on events and activity on your computer.

The iPad Chronicles

I use the Apple case and an Apple Bluetooth keyboard (not the keyboard dock). It allows me to position the iPad in landscape mode at a comfortable distance for my eyesight and to type easily on the full-sized keyboard.

—Oliver Texeira

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I brought my iPad with me here to Thailand on my holiday. I'm finding it is just the right form factor for reading the online papers while I eat breakfast in the morning and reviewing the photos I took the previous day. It was great on my non-stop flight from LA to Bangkok until it's battery power died and my in-seat power connection quit. I also noticed many iPad knock-offs for sale in Thailand using the Android operating system. Steve Jobs lobs a deep one, and the rest of the industry chases after the ball. The form factor has really knocked personal computing on its tail.

—Grover Watson

NewerTech 7 Port Powered USB 2.0 Hub

For several years I've been looking for a USB hub that could handle more than one bus-powered hard drive. With my other hubs, plugging in a second drive would always unmount the first drive (due to there not being sufficient power) and produce a scary dialog about unexpectedly disconnecting devices. With this hub, I currently have four bus-powered hard drives plugged in, plus an iPhone and an iPad, and everything seems to be working.

—Michael Tsai

ScanSnap S500m

I've scanned just about every document in my life (emptied about 12 filing cabinet drawers over 12 months), and I thought it was incredible to have this resource on my MacBook Pro notebook. That was, until I bought an iPad about three months ago! Now I have every PDF with me at all times, which is simply bliss. When someone calls and wants a document, etc. I simply ask for their e-mail address and send it instantly from the iPad (GoodReader is the app).

I strongly recommend the combination of this scanner and an iPad (and a Blu-ray burner for backups).

I have turned a ton (literally!) of yellowing paper into a very valuable and very portable resource thanks to Fujitsu and Apple.

—*Paperless*

Harman Kardon Soundsticks II

Thanks for an *amazing* review. And really, who hasn't spent a bit of time staring at a curvaceous woofer?

I've seen that the power brick on the H/K Soundsticks outputs 16v 1.5 amps. A car electrical system runs on 12–16v, 1.5 amps, so it should be possible to devise a cable to connect the system directly to a car battery for a portable sound system. Has anyone tried this? Thoughts? Comments?

—*John Eppler*

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.

Bloggable

by Wes Meltzer, wmeltzer@atpm.com

Marco Arment's First Impressions of the Kindle 3

Marco Arment sums up the Kindle 3, which I haven't had the fortune to use. I thought his observation about the pricing of the Kindle was particularly astute: "We're not competing with the iPad. You can buy both if you want." The price has come down from $349 for the Kindle 2 to $139 for the Kindle 3, and at $139 it's about the price of an iPod nano, which is to say, it's about the right price for an accessory, whereas the iPad sits fairly close to Apple's laptop price points. (Also: Did you know the Kindle 3's Web browser is WebKit-based? That would be a big improvement, although, as he points out, you still wouldn't want to rely on *that*.)

GDGT: Holy MVNO: How Apple Did the Opposite

Think back to August 2005. (I know, you say, where were *you* in August 2005, Wes?) Do you remember that I wrote a few columns deriding the idea that Apple would become a mobile virtual network operator (MVNO) to get into the cell phone market? gdgt revisits this question, and they remind us that this would have been a disaster for Apple, especially when contrasted with the iPhone. If you think iPhone users hate AT&T, imagine how much they'd hate Apple if Apple were a licensed MVNO for AT&T! (I guess I should mention here that, a few months earlier, in January 2005, I wrote a whole column pooh-poohing the iPhone. I was wrong. I ate my hat.)

ATPM 11.01 - Bloggable: Rumors, Rumors Everywhere

In case you feel like watching me eat *more* crow, this is my original column mocking the concept of an iPhone. Here's the graf to remember, as you use your iPhone:

> [M]y bet instead is on a mid-range co-branded Motorola-Apple GSM phone with flash RAM in it that can synchronize with selected iTunes playlists from your computer. It could use Bluetooth or, more likely, a wire to sync. Three things I'm betting against: a CDMA version, unless Verizon shells out big time; proper functionality for American users, since cell vendors here cripple all the cool stuff; and more than 256 MB RAM.

(Note to potential ATPM contributors: archives have the potential to make long-time columnists look bad!)

BusinessInsider: Adidas Ditches iAds Because of Apple's Control-Freakery

BusinessInsider says Adidas is reportedly bailing on iAds without launching a campaign, because Apple rejected three of their creative ideas. Apple's trying to take more control

over the ad platform than anyone else, and that's resulting in friction between advertisers, creative agencies, and Apple, the story says. *BI* says this is the second premium brand to drop out, after Chanel.

Ars Technica: What's Life Like With a 12-Core Mac Pro?

Ars' Dave Girard hears a Black Sabbath guitar solo and sees the fog of the smoke machine every time he ponders the iStat Menu CPU bars on his new 12-core, 24-thread Mac Pro. On the other hand, a lot of software (Photoshop, Aperture, Photomatix, etc.) aren't multithreaded or the support is only there for certain actions, so a lot of the time it looks like using one core at 200% and idling the rest. But, wow, talk about a lot of power! (Every time I think about it, I hear Europe's "The Final Countdown." Or maybe the Alan Parsons Project's "Sirius," the intro music for the Chicago Bulls in the Michael Jordan era.)

Kirk McElhearn: Apple Needs iTunes Server

Kirk McElhearn suggests, in a terrific article for *Macworld,* that Apple would benefit from developing a server-based version of iTunes. It would store all of the content in a master library, allow user accounts on the server, sync down to Mac and iOS devices, and best of all, maybe even support a standalone device like the Time Capsule. Thumbs-up, Kirk!

PCWorld: HP: We'll Release More WebOS Devices in 2011

PCWorld reports that HP is saying they intend to release new devices in 2011 using WebOS, the mobile operating system developed by Palm before HP bought them. If this marriage of HP and Palm results in the kind of hardware experimentation we saw during the years after Palm split into two companies, PalmOne for hardware and PalmSource for OS, that would be fantastic. HP has a history of terrific mobile devices saddled with crappy Windows software. (I loved my iPAQ but hated Windows Mobile.) But with WebOS, they could have a real hit. . .

Ars Technica: Microsoft-Adobe Rumors Might Make Sense for Both Companies

Peter Bright suggests in *Ars Technica* that both Adobe and Microsoft have a significant Apple problem in the mobile space (less so on the desktop) and that Microsoft buying Adobe might give them an edge. After all, so far Adobe hasn't delivered a Flash player for a mobile device that's worth using, but with Microsoft's resources it could be integrated into Windows Phone 7. On the other hand, I disagree with Bright that the antitrust issues are insignificant. (Photoshop, Illustrator, and PostScript are market leaders with no significant competition, and the DOJ might not agree without, at minimum, a stipulation of 5–10 years of continued new development of Creative Suite for Mac OS X.) And for what it's worth, I think the entire impetus for this move (Flash in mobile space) would require MS killing Silverlight. But, food for thought.

Marco Arment Looks Over the New MacBook Air

As a user of the old MacBook Air, Marco Arment is definitely the right person to ask about the new model. He says that good things should come from getting rid of a lot of

its limitations (low resolution screen, slow hard drive, one USB drive). In fact, the screen resolution on the 13″ is the same as the 15″ MacBook Pro. But, he says, some of its limitations (no wired Ethernet, no FireWire) are still going to be annoying. And he doesn't think the 11″ model is going to be all that useful, even in most travel situations, with the exception of airplane seat-back trays. (For what it's worth, I disagree with this last point: the 11″ MacBook Pro is 1.5″ shallower, an inch narrower, and half a pound lighter than the 13″ model. Those extra dimensions can be a world of difference when you're traveling a lot.)

[Macworld](): Apple to Stop Bundling Flash Player With Mac OS X

At the big [Back to the Mac]() event, Apple announced that the MacBook Air would not have Flash preinstalled. Apparently this is going to be spread to the rest of the Mac line, as soon as their inventory of existing Macs with Flash preinstalled clear out. They are *not* blocking you from installing it yourself, but they're putting the burden of getting security fixes on you and Adobe, so they will no longer provide them using Software Update. With some of the Flash Player security holes that have been exposed lately, this seems like a good idea to me.

[Computerworld](): Mac App Store Will Be "Bad for Retailers," "A Net-Positive for Almost Everyone [Else]"

In *Computerworld*, Gregg Keizer has a host of analysts and developers concluding that the Mac App Store will be good for basically everyone except retailers. "Who is it bad for? It's bad for the retailers, both brick-and-mortar and the online resellers, that have been the distribution channel for Mac software. Why? Because a lot of people will switch to the App Store," Keizer quotes Van Baker, an analyst at Gartner. And Scott Schwarzhoff, Appcelerator's vice president of marketing, says of the traditional retail distribution model, "Where's Blockbuster [today]?" The lingering question is whether there will be a chilling effect on non-Apple-facilitated software distribution, something I've worried about myself: will it be harder to sell your software over the Internet without using the App Store? Will the terms allow you to sell via both channels? How does Apple's cut compare to, e.g., Kagi? Still: "frictionless" commerce should be a net benefit to consumers and developers both.

[Macworld](): The Devil Will Be in the App Store Details

Dan Frakes continues a theme I've considered myself: what happens with the guidelines for the Mac App Store? Some of them are unclear or need revision—you've got to be able to have trial versions of software for the desktop market—but some of them essentially exempt whole categories of software, or tether developers to Apple for good. You'd have to maintain a forked version of your own codebase to sell your own software on the App Store and on your own Web site, and they couldn't interact at all, i.e., putting up a Chinese firewall between license and possibly plug-in management. Take a read and drop me a line, telling me what *you* think.

The Economist: Anatomy of a Successful Kickstarter Project: the $20 Glif iPhone Stand

Glenn Fleishman writing in *The Economist* deconstructs a successful Kickstarter project that has raised $70,000 on $20-$50 pledges for purchase of a molded-plastic tripod-style iPhone stand. Kudos to the creators: when was the last time you saw a consumer-goods project succeed on less than $100,000 in funding, from two guys working in their spare time? And this is so much less demeaning than going on QVC!

NYT: Some Components of HTML5 Spec May Be Bad for Privacy

The New York Times headlines a really interesting story about HTML5 (in particular its persistent data-storage features) and whether there are negative privacy implications to it.

This raises some really interesting questions. I'm not sure what to make of it—I don't have a broad technical understanding—but it seems like the crux of the matter is that the persistent storage makes it easier to embed cookies deeply and harder to remove them.

Personally I'm much more worried about the possibility of a direct attack using SQL injection. After all, most browsers are using SQLite for their persistent data stores, and I'd be much more worried that someone would steal my e-mail and mine it for personal info than that an advertiser will embed a cookie into my persistent data store.

But maybe the W3C could humor the *NYT,* and require applications to ask for permission before they write into the data store?

Rogue Amoeba on the Mac App Store

Paul Kafasis of Rogue Amoeba takes the long view on the Mac App Store, just announced during Apple's "Back to the Mac" event on Wednesday. In short:

Good for sales on volume—right now, it's very hard to reach most Mac users, but this will make it as easy as the iPhone. Kafasis says, "There's no question about it, the Mac App Store is going to make finding and using third-party software easier than it's ever been."

On the other hand, Kafasis says:

> For developers, however, there are quite a few cons to the Mac App Store, when compared to selling on our own. To rattle off a few of these, there appear to be no trials, no paid upgrades, no access to customer information, no coupons, and no ability to ship updates outside of the store. As well, the list of allowable software is quite narrow and the fees (Apple's 30%) are much higher than developers currently pay to payment processors.

So there's that.

GDGT: What's the Long-Run Future of the Mac App Store?

Ryan Block (yes, The Tool Known As Ryan Block) raises a pretty solid point about the Mac App Store that I haven't seen articulated as well by anyone else: what's the long-term future of the Mac App Store?

We already could have reasoned that you weren't going to find Microsoft Office or the Adobe Creative Suite on the App Store anytime soon, because of the 30% cut. But Block points out that there's lots of other software the App Store's ground rules prohibit or make unlikely: clients to free Web services and open source software (you're distributing to the most-savvy users), software that won't be allowed (extensions, plug-ins, SIMBL hacks, etc), software that violates the HIG (OMG, so much bad software out there).

So, Block asks, will there be enough software in the Mac App Store ecosystem to be sustainable in the long run? When you're looking for software, will you first turn to the App Store, or to Google? Forecast is unclear.

Computerworld: MacBook Air Could Be the First Death Knell of Conventional Hard Drives

Lucas Mearian of *Computerworld* argues persuasively that the MacBook Air's onboard solid-state drive is the cutting edge of the next wave of hard drives. As John Gruber often points out, only the highest-end iPods still come with hard drives—and even that's an endangered species. Laptops are the next frontier, Mearian argues, and finds solid evidence, in the form of capacity expansion among SSD manufacturers, which should raise volume and drive down prices. . .and make our laptops all a fair bit lighter and more durable.

Kirk McElhearn Wonders If 2010 *Will* Be Like 1984

One of the concerns that developers have about the Mac App Store is the idea that users might not download software from elsewhere, that the Store could quickly become the only source for Mac software. Kirk McElhearn wonders about an even more dystopian world, where Apple might even sell a Mac that will *only* run approved software downloaded from the Store.

What's the Equilibrium Between the Mac App Store and Independent Downloads?

Michael Tsai, my editor, muses about what the eventual equilibrium point between the Mac App Store and the rest of the Mac software ecosystem will be, when the dust settles. Michael notes, "Depending on how you read the guidelines, it's possible that none of my applications would be accepted by Apple, even though I've worked hard to follow best practices and to avoid private APIs and sketchy behavior." Will Apple relax the guidelines, as he suggests? And Michael also sees the same thing I mentioned the other day, that developers who want to provide software both ways will have to offer a separate App Store version that worked with the Store's licensing. He notes that PayPal charges just 11% what Apple is charging—and suggests that the price for an App Store version might well be higher than the price for an independently sold version.

Lukas Mathis: The iPhone's App Store Is Borderline Useless for Discovering New Apps

One of the flaws with the Mac App Store, Lukas Mathis argues, is that the iPhone App Store is already basically useless for finding new applications. Apple's under a lot of pressure, he argues, to approve most applications for the Store, because they don't want to be picking winners and losers among developers. Mathis wants Apple to be more selective about rejecting applications for the Mac App Store, since there are other venues for sale; he says, "I hope that the Mac App Store will serve as a showcase for the best Mac apps, rather than as a horrible mess of as many apps Apple can accept in the shortest time possible."

Omni Group Commits to Mac App Store

The guys at the Omni Group—OmniGraffle, OmniOutliner, OmniFocus, OmniPlan, etc.—were very likely the first big development house to commit to the Mac App Store. Their CEO, Ken Case, tweeted about it the day after the announcement. It's no surprise, as they have two extremely successful iPad products. But it raises a really interesting question, because they're probably the biggest and most prominent of the independent, Mac-only development firms: how much money is Omni Group giving up, since they run their own payment system? Are they going to make it back up on volume?

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The Outlook Is Cloudy but Clearing

Ballmer's new Idea, the Slate. Hasn't he grasped the concept that people want cheap, simple, easy to use devices? Apple showed him the way with their first iPod. Soon nearly everyone had one, wanted one, or bought something that looked like an iPod. The iPod wasn't original, but coupled with downloads from the iTunes Store it was unbeatable.

Obviously, since then, Apple has been forced to unlock downloads as the likes of Amazon started their own online stores. However, the point is that the iPod can do one or two things really well: playing compressed music and video. Apart from on iPod touches, it's a good bet you have never seen anyone playing games on the iPod even though they have always shipped with some free games.

Similarly with the iPad.

Tablet PCs never really took off apart from niche areas for handhelds such as those carried by couriers. No one wanted an expensive computer when for a lot less they could get a laptop that was easier to use and more configurable. Along came smartphones, which could do a few of the tricks a computer can, such as e-mailing, even though the likes of Blackberrys are awkward with a tiny screen. Change the form factor, make the screen the keyboard, and smartphones became pocket computers such as the iPhone and imitators. These are capable of graphics-intensive applications as well as satellite navigation, voice recognition, and all the thousands of software titles in the iTunes Store.

Then those clever chaps at Apple saw that a simplified and larger tablet would work for all those tasks where a full keyboard isn't necessary but a larger screen is, such as Web browsing, e-mailing, and most importantly watching videos and reading electronic books and magazines. Just as desktop publishing with the combination of a WYSIWYG Mac, PageMaker, and PostScript transformed design and publishing, iPads and their lookalikes are inevitably going to do the same for printed media. Or, at least, until the next new thing comes along.

Meanwhile, Microsoft CEO Steve Ballmer thinks the public still wants tablet PCs. Even Samsung is proudly announcing their tablet being able to run a lot more programs at a price approaching double the cost of an iPad. They are more likely to cannibalise their own netbook market because a netbook running Linux or Windows, with a proper keyboard and a range of input/output ports, is a true pocket device, unlike an A4 tablet PC.

As for the Cloud, where all your data storage, software and control is handed over to a third party, it is making pathway straight to India. The Indians will inevitably be able to supply the same service cheaper than the likes of IBM and Google, and probably are already.

Good for them. I have no problem in calling a helpline in Mumbay where I find the technicians are ebullient, effervescent, and helpful. They probably wrote the software in the first place. However, I like to keep control of my data in-house and secret from competitors.

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Here There Be Dragons

Back in the good old days when when there be Dragons and Margaret Thatcher told the world "everyone needs a Willy" (in those days a Jet Set version), we had a whole Spectrum of home computers. Who needed such boring things as word processors?

Blimey! What were computers for, other than making sure your little green "bullet" slowly made its way to the evil Death Star target? Besides, how could we have printed the resulting document? Printers were extremely expensive, huge, and noisy gadgets.

Then those boffins at DEC ruined it all by inventing word processors. Their original, WPS-8, was page-oriented rather than document-oriented. Which meant that you worked on each page by itself. If the text over-ran it had to be cut out and placed at the top of the next page. If that pushed text off that page, the extra text had to be cut and placed in the next page, and the next page. . .

Golf Balls

This page orientation was just the job for making designs, especially as the output was often done on golf ball printers which had a selection of typefaces, each on a removable golf ball which pushed the letters through one-time foil printer ribbons. These gave excellent results. So good that the output was used for making newsletters and magazines.

Columns of text were pasted onto artwork boards and photographed to make printing plates. With our then "studio," about three homes ago, we used to use a double bed as our work bench, it being the only area large enough to take the huge art boards.

By then it was also possible to send computer files for output on high-quality photo-setting machines, which printed them on bromide paper in long "galleys." The coding looked a lot like HTML. And like in Web design, if you forgot to turn off italics in the coding the galley arrived with three metres of italicised text.

Word processors then moved to the new WYSIWYG computer systems coming from the likes of Apple, Commodore, and Atari. It soon became obvious that word processors, even document-oriented ones, were not the answer for making real books and magazines, and desktop publishing was born. Obviously with a bit of help from Adobe, Apple, Xerox, and others.

Write's Alright

Meanwhile, Microsoft made a pretty neat word processor called Write, devised largely to compete with Apple's MacWrite and supplied with Windows 1 and 2, Atari TOS, and

Mac OS. Although it was fairly simple compared with today's word processors, it was capable of doing just about everything the average user needs today. Which appears to be organising text with space space space space, return return return return. Adjustment of line or paragraph spacing is a complete mystery, as is the point of turning on invisibles to see why they cannot get the words to line up. "I didn't type that ¶ or →|."

Microsoft Write developed into Word and became the world's most-used word processor. Those that chose a different one could always open and save documents in the almost universal .doc format. Many now use ODF, a free-to-use universal standard devised to guarantee long-term access to data without legal or technical barriers. The data storage is far more sophisticated than earlier formats, and the resulting files are automatically ZIP-compressed. Of course, Microsoft bludgeoned a new "standard" into existence, their semi-proprietary Open XML or .docx format.

My colleagues can be reasonably sure they can open any document made in just about any version of Word currently running, including ODF files. Except that their new "standard" is the dreaded .docx. Installing their free converters (how many times have I had to do that?) doesn't necessarily mean the converted .docx will look remotely like the original. Unlike documents saved as RTF or ODF.

The Bad, the Worst, and the Ugly

But the biggest, worst, ugliest, and most stupid mistake must surely be the abomination Microsoft has made of the new version of Word. Did they think of the end-user? Did they redesign the interface for any valid reason? Our office spends, no, completely wastes, hours every week trying to get the new copies of Word to do what the old versions can with ease.

It took a whole day, an IT department, and four of us to work out why the text steadfastly refused to turn from red to black, which it had automatically done mid-sentence. In the end, I exported it as a .doc file to an older version of Word and changed it there. This is just one small example out of a huge pile we get every day. I hate Wednesdays when all the staff are in for a team meeting. I spend most of it running from one machine to the next, sorting out their tussles with Word.

Meanwhile, in organisations not beholden to the great god of Seattle, they have gone for free software or bought in one of the many cheap, reliable, and better options such as SunOffice, NeoOffice, and OpenOffice. Their users happily swap ODF files between each other and can all access them. The software is clean and easy-to-use, and did I mention free?

Where to Put .docx Files

There is one new piece of software which is stylish, easy to use and on the pocket, and is a combination of word processor and page-layout application. But it doesn't support ODF. It is Apple's Pages application, arguably the easiest and best of the lot apart from that one big missing capability.

As for Microsoft, I'd like to get a dragon to blow fire straight up their corporate. . .p

The iPhone as an iPad Companion

Since purchasing my iPad in July, the device hardly ever leaves my sight. It's on my work desk all day, and it's somewhere within easy grasp while at home.

I am an information junkie. The more information I have, the more information I want. Both my iPad and my iPhone have over 100 apps installed, and most of those are news and information gathering apps. Since the purchase of my iPad, there are unopened magazines in my mail pile at home that I have yet to even glance at in what I now describe as the "Apple iPad era." At renewal, I plan to cancel all but one of the few magazine subscriptions we receive at home. The iPad is a far superior means to access and consume content than waiting on the mail for publications in print.

The impact of the "Apple iPad era" is unfolding before our eyes as developers see opportunities in iPad-specific apps and Apple ramps supply of iOS-based devices to meet global demand and further the company's multi-product, integrated approach to the market. In the iPad era, I'm even looking at my iPhone from a new perspective.

In addition to being my primary device for voice communication, the iPhone is a pocket-sized complement to the tablet-sized iPad. From app-based news alerts, to dozens of apps shared with the iPad, the iPhone has become a practical extension of the way I use the iPad. In this context, the iPhone's functionality has been enhanced by my heavy use of the iPad.

The iPhone is an excellent device for voice communication, text messaging, and e-mails while on the go. As a companion to the iPad, it has become a more useful mobile resource. I use the iPad for e-mail much more than I use the iPhone. The iPhone has become a pocket-sized means to follow up on communications that were sourced on the iPad and to access updates to news stories I have begun to follow. The shared application resources makes this integration all the more possible.

Apple's MobileMe service syncs all of my iOS-based mobile devices together and with my Mac. Shared bookmarks, calendars, contacts, and e-mails allow me to continue with the work I started on my iPad when the device is out of reach or I'm at locations or events for which I'd prefer not to carry around a tablet-sized device.

There are tens of millions of iPhone users worldwide, and millions of those users may come to see the iPad as a practical means to enhance the usefulness of the phone they already own. There will also be tens of millions of new iPad users over the next 12 months. Of those new users, there are potentially millions who will see the iPhone as both a logical and natural next step in the iPad's immersive experience.

Apple's multi-product iOS paradigm may prove increasingly irresistible for users seeking to extend, expand, or enhance the usefulness of any one particular iOS-based device they own. A mutual halo effect among the devices should be expected.

Why I'm Glad I Purchased the 3G Model

When the iPad was released in April, I thought about being among the first buyers. I didn't see a real need for the 3G model, which was not yet available, and the $499 price point was an attractive one for my budget considering the accessories I also desired to purchase.

I'm not one to buy personal digital devices and leave myself wanting for the accessories that enhance productivity and usefulness. I waited over three months from the April release date and purchased my iPad in early July. I'm glad I waited for the 3G model. ATPM readers are familiar with My $1,000 iPad Purchase Odyssey.

Along with the iPad with 3G, I purchased the Apple keyboard dock, the Apple iPad case, and the 6-foot auxiliary power adapter. The auxiliary power adapter was purchased principally to allow for better positioning of the keyboard dock on my work desk. All of these accessories have proven to be necessities.

I knew the additional $130 for the 3G model would blow my budget, but the 3G capability has proven to be essential for using the iPad as a business tool. About two weeks ago, I attended a four-day professional conference and activated the 3G service for the first time. While the convention center where the conference was held offered Wi-Fi in the open areas and exhibit halls, the service was non-existent in the conference rooms. The 3G service allowed me to keep working throughout the day.

This morning, when I arrived at my office, Internet service wasn't available. The Internet service provider for the organization had a regional service outage, and it took over three hours to correct the problem. Although outages of this duration aren't common, they are too common when they happen. I pulled the iPad out of my backpack and downloaded, read, and responded to the work e-mails over 3G that otherwise would have stacked up until early afternoon when Internet service at the office was reestablished. If I lose a morning due to a lack of Internet access, I've lost virtually all productivity for the day.

The iPad with 3G activated searches first for available Wi-Fi networks before using 3G. This saves on 3G data use under the AT&T monthly service that has a 250 MB quota for the first tier of the pricing plan. The importance of being able to be connected anywhere and under virtually all conditions cannot be overstated if one desires to use the iPad as a home and business tool.

When I purchased the iPad in July, I was aware I'd be spending, accessories included, more than what most people would invest in a netbook or notebook PC. After almost three months of very active use, I've come to the conclusion that the

iPad isn't a replacement for a netbook or notebook PC. Rather, it's a device that transcends the PC paradigm completely.

I'm pleasantly surprised how comfortable it is to position the iPad in my lap to compose or respond to e-mails. As a resource to find and consume news, it's beyond compare. The application environment is a superbly efficient means to get at the news I need, and do so quickly. Productivity apps such as Pages and Keynote are as intuitive on the iPad and they are on the Mac.

If you're contemplating the purchase an iPad and deciding between models, I recommend the iPad with Wi-Fi + 3G. It's worth the additional dollars for anyone desiring to use this amazing device at work or anywhere away from home.

iPad As A Navigation Device

Not to let my September investment of $14.99 for a month's 3G go to waste without making the most of the dollars, I took the iPad on a short road trip to test its uses as a navigation device. For those of us who have made use of an iPhone or other smartphone to find directions and track progress to a selected destination, the iPad is a singular delight. The iPad's comparatively massive screen eliminates the need to squint when tracking progress, and the "pinch and zoom" ability allows one to travel greater distances without moving the map in response to the miles already travelled.

Absent the desire for audible turn-by-turn directions, there's no reason to look beyond the iPad for a navigation solution when 3G service is activated. In addition to providing a much larger screen to track progress to a destination, locations detailed along the way are much easier to see and note.

Alas, I cancelled the 3G service hours before its automatic renewal to save on another month's charge. For now, the service isn't needed. But I won't hesitate to activate it again if for no other reason than to have the 3G iPad's navigation tools available for the next business or personal trip out of the area and to unfamiliar surrounds.

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Holy iPad: The iPad in the Hands of a Pastor

I Was Wrong

When Apple officially announced the iPad, my initial reaction was, "Wow, that will be the biggest miss they've made since the Newton." I was picturing an epic-failure by Steve Jobs and Friends on the same level of Palm's Foleo. Who would really want an iPad? It's just a bigger iPhone, but without the phone. What a stupid idea!

But within a few weeks of the announcement, things slowly started to change. First, my younger brother was really excited about it. He thought it was perfect for him, so he pre-ordered one. Then, I started reading about the developers of some of my favorite Mac apps (Evernote, Logos Bible Software, etc.) developing iPad optimized versions of their apps and how excited they were about them. Finally, I realized that the games and educational apps made for my two-year-old on the iPhone would be really, really great on the iPad.

So, I changed my mind and took the plunge about a week after it was first released.

A Perfect Fit for Ministry

Being in ministry, I spend a lot of time out of the office. Most of the meetings that I set up with people take place at coffee shops and restaurants. An iPhone is too small to really take notes effectively, and a MacBook takes up most of the table and creates a physical barrier between myself and the person I'm talking to.

What I've found to be really nice about the iPad is that it's just the right size for these types of meetings. I can set it on the table to take notes, brainstorm, and pull up Web sites without worrying about the other person wondering if I'm on Facebook or checking e-mail. This alone has been one of my favorite things about owning an iPad.

Another place the iPad has come in handy is in our weekly staff meetings. I really don't like to take notes on paper. My handwriting is horrible, and I tend to be more organized digitally than with paper. With my MacBook, it's really easy to hide behind the wall that the screen creates. It might look like I'm taking notes, but I could be doing a number of other things. More often than not, my MacBook distracted me and kept me disengaged from the meeting than helped me be productive.

The iPad, however, has seemed like a natural fit. Having the screen viewable by others keeps me accountable. I never fire up the Twitter app to see what's happening. I stay in

Evernote and take notes specifically related to the meeting. The few times that I've left my iPad at home have left me feeling like something was missing from these meetings.

Preaching and Bible Study…Almost There

When it comes to preaching and teaching, I'm really a nerd. When I got my Kindle, I preached from it and conducted a wedding, too. It worked fine, but it was a little bit of a clunky experience. Turning the pages was a little slow. If I needed to edit something, I was out of luck.

The iPad has been almost completely a perfect fit for preaching. The first Sunday morning after purchasing the iPad, when I was getting ready to preach, I was debating what to do. I wanted to preach from the iPad, but I was afraid that it would be more of a distraction to others than a help for me. So, I went analog. I printed out my notes and took them up with me, and I regretted it. The music stand I used was the same one that our worship leader was using, and his sheet music was still on it. At one point I grabbed his music instead of my notes when I was trying to flip through pages.

For the second service that morning, I used the iPad, and it went seamlessly. GoodReader filled the hole of reading PDF files that day, but now I just copy my notes over into iBooks. It's ridiculously easy to use, and I don't have to worry about fumbling through pages. I also *never* worry about battery life. I think the most I've used in any one sermon has been about 7% of the battery life. Greatness.

For studying the Bible, I use Logos Bible Software and YouVersion. This works for a lot of surface stuff. I can read the Bible text, commentaries, and do some basic searches. I can also look up meaning of original Greek and Hebrew words, but not take it too far. I like to use this approach early in my study phase.

But the biggest hole I have right now is that I can't copy and paste or print from Logos. This really handcuffs how deep I can go. I would love to be able to do most of my research on the iPad, then do my final editing on the MacBook, but right now that's just not realistic.

Final Thoughts

After using the iPad for about five months, I'm really happy with it. It's been a natural fit for me in ministry. It's not perfect, but it really has helped me be more productive and effective in some areas. It's been such a good experience, in fact, that I think when I go to replace my MacBook in three years or so, I'll probably end up getting an iMac or something similar. The iPad has been a truly great portable device that less than a year ago I never thought I'd ever want or need.

Deciding to Run Older Versions of Mac OS X

There must have been some kind of cosmic realignment going on this week in order for two things to converge in my Mac life. First, the submission deadline for this article was approaching and the article I had hoped to write had not materialized. Goodbye brilliant idea number one with nothing to take its place. Second, Apple's media event, which contains some information about the next Mac operating system. Much to my chagrin, it will apparently be named Lion. Personally, I was hoping for something named Sylvester, but that's another story.

The announcement of a new OS led me to think about the process of upgrading an OS or running older versions of an OS. This article isn't really about upgrading, though, nor is it about virtualizing Windows. Instead, I'd like to spend some time talking about the benefits of keeping at least one installation of an older operating system around.

The Next Upgrade: I Don't Want to Wait But I Can

For most of the time that I have been a Mac user, I have been slow to adopt a new OS. By the time I did pick it up, most of the headaches and software incompatibilities had already been identified and were well on the way to being corrected. It's not that I was expecting a problem. If finances had permitted it I would have purchased and installed the new OS the day it was released. Fortunately, or unfortunately, depending upon your perspective, circumstances dictated purchasing the new OS several months after the initial release.

With both Leopard and Snow Leopard, things were a bit different. I purchased both versions as soon as they were available. For once in my Mac life I was one of the early adopters. I'd read horror stories about earlier versions and the perils of life on the "bleeding edge" of technology. I almost restrained myself but then decided I had a second system available so, even if things didn't work out, I'd be able to keep right on working till I could resolve the problems. Any concerns I might have had were unfounded: just as it had numerous times before, the new OS was up and running flawlessly in no time. I'm probably going to want Lion as soon as it is released, but experience has taught me that, if necessary, I can wait.

If You're Sure You Like the New, Why Keep the Old?

There are some obvious reasons for needing to keep an older copy of the operating system around. First and foremost, if you have an older Mac it may not run the newest OS. Even if you have the newest, fastest Mac on the market today, there is one inescapable truth: if you keep it long enough there will come a day when it won't run the newest OS at all.

That day has already come for the PowerPC Macs with the release of Snow Leopard. It will eventually come to the first generation of the Intel Macs if one waits long enough.

Other than aging hardware, one of the things that stops many users from immediate OS upgrades is problems with incompatible hardware or software. Whether it was produced by a major multi-million dollar company or a smaller shareware developer, there's little incentive to upgrade if your favorite software doesn't work with a new OS. That's one of the benefits to using a little restraint: by the time you upgrade, someone else has figured out which hardware and software works properly.

Recently, I have encountered a slightly different problem with upgrading. Some of the things that I have built with Automator no longer work properly without some revision. I should have realized that was coming when I read [this thread about iTunes 10](#). I realize that's not really an OS issue, but it does show how minor changes to one piece of software can have unintended consequences. The iTunes problem didn't bother me too much, though, since I have not had a lot of time to listen to it recently. There had to be another reason to get me thinking about the benefits of keeping an older OS around. It came in the form of another problem with Automator.

Recently I was perusing the [Apple Discussion forums](#) and ran into someone who wanted an easy way to send automated birthday greetings. Of course I sent him to my [automated birthday greetings](#) article. I haven't run that set of applications in a while, but when I did I discovered that they no longer work properly. One of the Automator actions for Address Book no longer works the way it used to. If I am going to continue running those workflows, I'll have to either redesign them or run them with an older version of Automator. For the time being, it's faster to just run the older OS since I already have it installed on another Mac.

A Few Thoughts on Running an Older OS

If you are thinking of running an older version of Mac OS X, there are some things that you need to consider before you commit to such a project. It would be really annoying to get part way through this type of project only to discover that it won't work. Hopefully these thoughts will get you started in the right direction:

Take some time to think and research before you do anything. Depending upon exactly what software is involved, it might be easier or more efficient to simply upgrade the software. In the case of my Automator projects, most of them were running without error or were fixed in a few minutes. As for the remainder, I'll have to think a bit about whether they are useful enough to warrant running an older OS.

Think about the software that you intend to run under the older OS. Whether it is a major piece of third-party software or a series of Automator applications, find out what you need before you make any system changes or purchase any software.

Will the Mac you want to run the software on support an older version of the OS? Beware of this as a potential pitfall. As a general rule, a given Mac will not run a version of the OS

that pre-dates the hardware. My Mac Pro, for example, will not run the retail version of Jaguar that I have gathering dust. If you are not sure about the minimum OS version for your target Mac, take a look at [Mactracker](). In addition to a wealth of other information, this database lists the minimum and maximum OS version for any given Mac.

Mactracker can tell you the maximum OS for any given Mac model, but it can't tell you how well that version will run on the Mac you want to use. As a general rule, if the software you'll be running will allow it, shoot for an OS version that is somewhere in the middle of the minimum and maximum range. Choosing the maximum OS that a machine can support may give you access to some nicer features that an older version but it tends to slow the system down a bit.

Now that you have an idea of which OS you would like to use, the question becomes, do you have a legitimate copy of the OS? If not, do your homework before purchasing a copy of the OS you want. While some earlier versions of OS X can be had rather cheaply, Leopard is sometimes advertised for [more that it sold for new]().

Make sure the discs that you already have, or want to buy, will work with your target hardware, Some OS discs are machine-specific for a given Mac model and will not work with other Macs even if the rest of the specs are the same. Mac Pro–specific discs won't, for example, work with iMacs. Machine-specific discs usually have gray labels.

Beware of upgrade discs unless you have the previous version of an OS. Upgrade discs will not be of much use if you need to do a clean install of an older OS and don't have the previous version as a starter.

Think about the amount of drive space that will be needed. When I first began writing these columns, I had three different OS versions spread over two different drives. One partition had whatever the current OS was at the time. The next partition was one minor revision behind the current version, and the second drive was one major revision behind. If I were doing this today, one partition would be 10.6.4, another partition would be 10.6.3, and the second drive would have 10.5.8.

The benefit of this arrangement was that in the event of a problem I could quickly boot to a working version of the OS. The cost was in drive space. Each OS needed space for the swap files that Mac OS X creates. There were some ideas for putting the swap files in one place, but those generally had mixed results at best. The other downside is that it isn't possible to run two versions of Mac OS X simultaneously without using two different Macs.

Closing Thoughts

Now that I have regular access to more than one Mac, I no longer have three versions of OS X on the same machine. That doesn't mean, though, that I have abandoned the practice of using multiple OS versions on the same machine. The MacBook Pro that serves as my primary machine runs the current OS. Since it is stable, that is the only version I have on that machine.

My Mac Pro media machine was kept one minor OS version behind until I was sure the current version was stable and worked well with my software. The media Mac also has a drive with Leopard installed, just in case I encounter a piece of software that is a must-have but hasn't been updated for Snow Leopard.

That's it for now. I hope you have found this helpful. It occurs to me, though, that this arrangement would really be useful if one didn't have to reboot in order to switch versions of Mac OS X.

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Desktop Pictures

by Julie Ritterskamp

Water Lilies

We need new desktop pictures each month. <u>Write</u> to us!

This Month's Desktop Pictures

Julie Ritterskamp took this month's desktop pictures at the Shady Lakes Water Lily Gardens in Albuquerque, New Mexico, near the Rio Grande river.

<u>View Pictures</u>

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 <u>editor@atpm.com</u> 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 <u>archives</u>.

Downloading All the Pictures at Once

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

Safari Create a workflow in Automator with these three actions:

1. Get Current Webpage from Safari.
2. Get Image URLs from Webpage. Get URLs of images linked from these webpages.
3. Download URLs.

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.
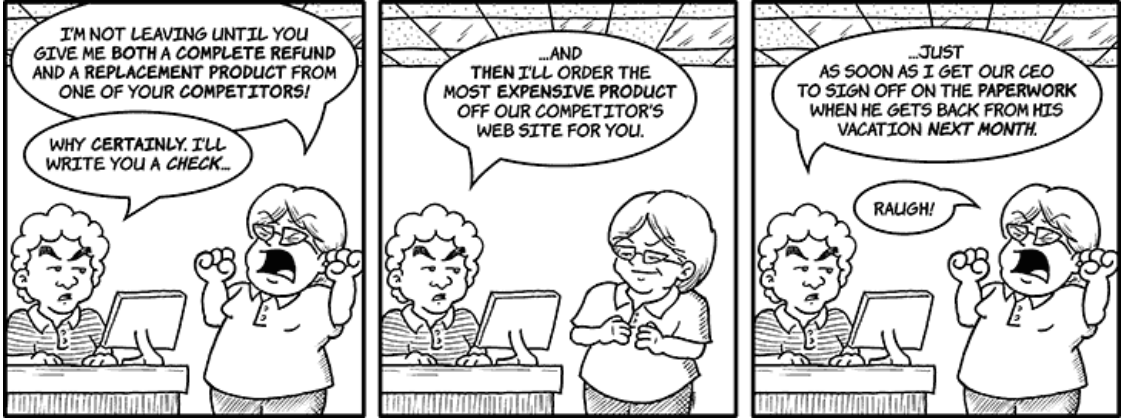
Mac OS X 10.0.x
Switch to the Finder. Choose "Preferences..." from the "Finder" menu. Click on the "Select Picture..." button on the right. In the Open Panel, select the desktop picture you want to use. The panel defaults to your `~/Library/Desktop Pictures` folder. Close the "Finder Preferences" window when you are done.
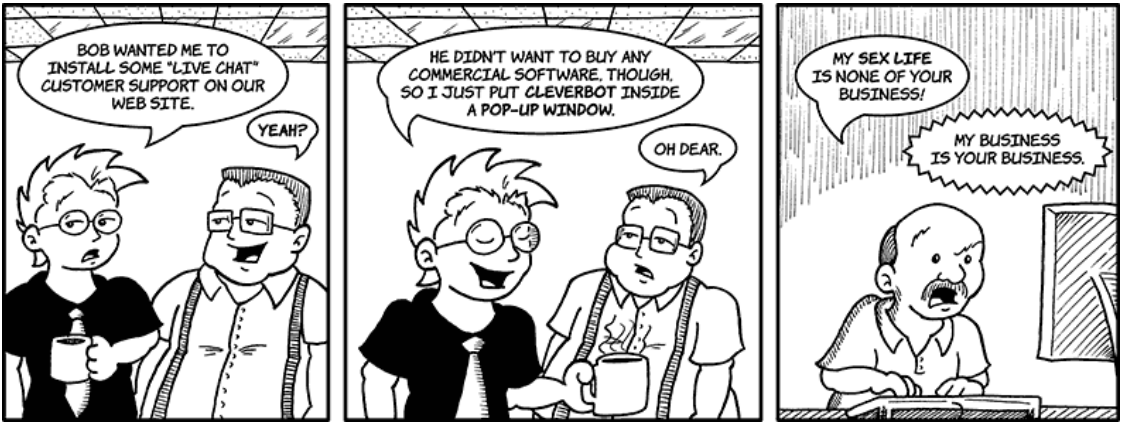
Out at Five

by Matt Johnson, mjohnson@atpm.com

Customer Service

Getting Results

Live Chat

Panel 1:
BOB WANTED ME TO INSTALL SOME "LIVE CHAT" CUSTOMER SUPPORT ON OUR WEB SITE.
YEAH?

Panel 2:
HE DIDN'T WANT TO BUY ANY COMMERCIAL SOFTWARE, THOUGH, SO I JUST PUT CLEVERBOT INSIDE A POP-UP WINDOW.
OH DEAR.

Panel 3:
MY SEX LIFE IS NONE OF YOUR BUSINESS!
MY BUSINESS IS YOUR BUSINESS.

Just Dropping By

Panel 1:
HEY GUYS, HOW'S IT GOING? SORRY I HAVEN'T BEEN AROUND FOR A COUPLE MONTHS.

Panel 2:
I'VE BEEN KIND OF BUSY WITH OTHER STUFF, BUT HERE'S A REPORT I HASTILY PUT TOGETHER JUST TO SHOW YOU I WAS ALIVE!

Panel 3:
SEE YOU LATER!
HE USED TO MAKE A WEB COMIC FOR A LIVING.
AH, I SEE.

Angie's Interview

Panel 1:
HEY, TODD, WHAT'S UP? I WAS JUST GETTING READY FOR A JOB INTERVIEW.

Panel 2:
I DON'T THINK I'LL GET THE JOB, BUT I'M GETTING ANOTHER CONTACT TO KEEP MY UNEMPLOYMENT CHECKS COMING.

Panel 3:
I'M ALMOST GETTING USED TO THIS ROUTINE. I COULD COAST ON UNEMPLOYMENT FOREVER. EVEN IF I NEVER FIND A JOB.
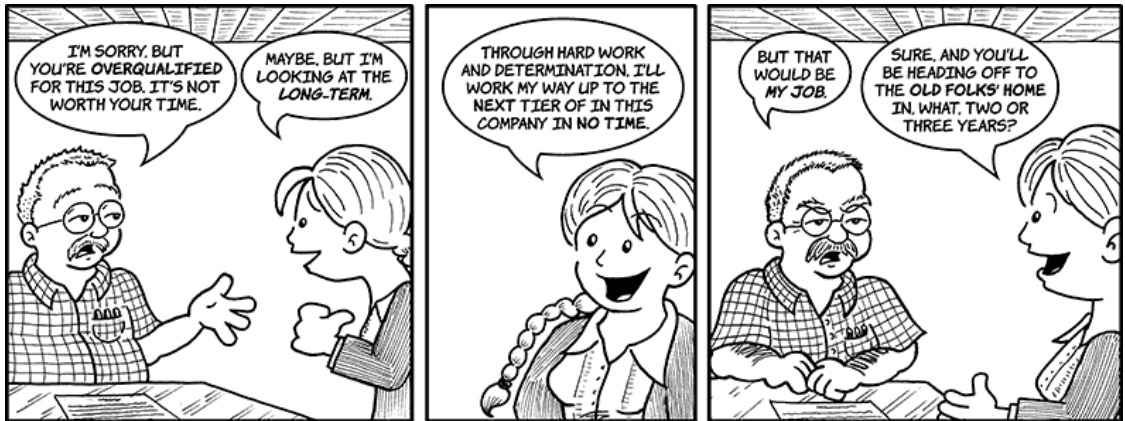
Panel 4:
WHAT DO YOU MEAN, "RUNS OUT?"

Angie's Interview 2

Angie's Interview 3

Rent Due

Good Employees Are Hard to Find
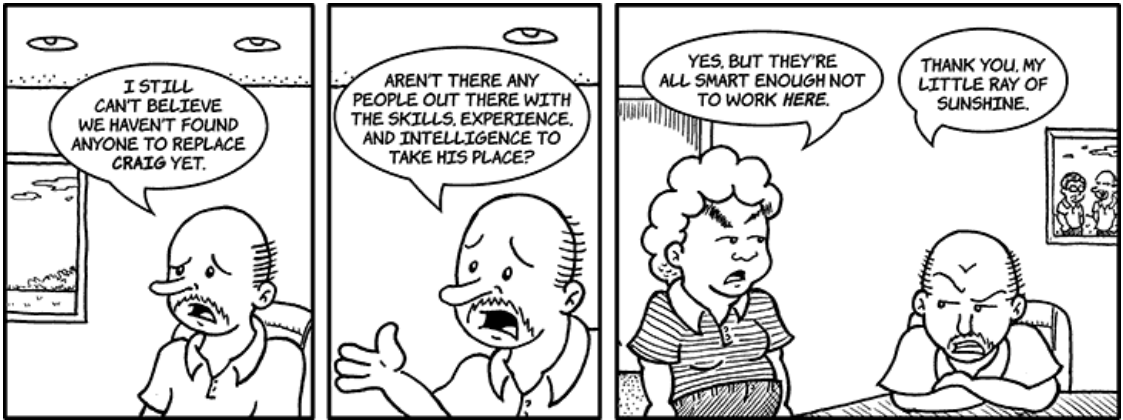
Copyright © 2010 Matt Johnson.

Chronories 1.0.5

Function: Journaling software.
Developer: Synium
Price: $29
**Requirements:** Mac OS 10.5. Universal.
Trial: Fully-featured (10 days)

There always will be skeptics about technology and its benefits. No doubt there are hold-outs out there who wonder what all the fuss is about the Internet, and even those who are sure the computer itself will prove nothing more than a fad. Yet even if you are an early adopter, as I am, there are still products that come along that make you wonder.

This is just such an innovation: Chronories (formerly called Memories) is a computer-assisted journal, which basically takes the activities—such as are recorded in some manner by or on your Mac—and lists them in a template. That's the whole concept. It's a journal that writes itself.
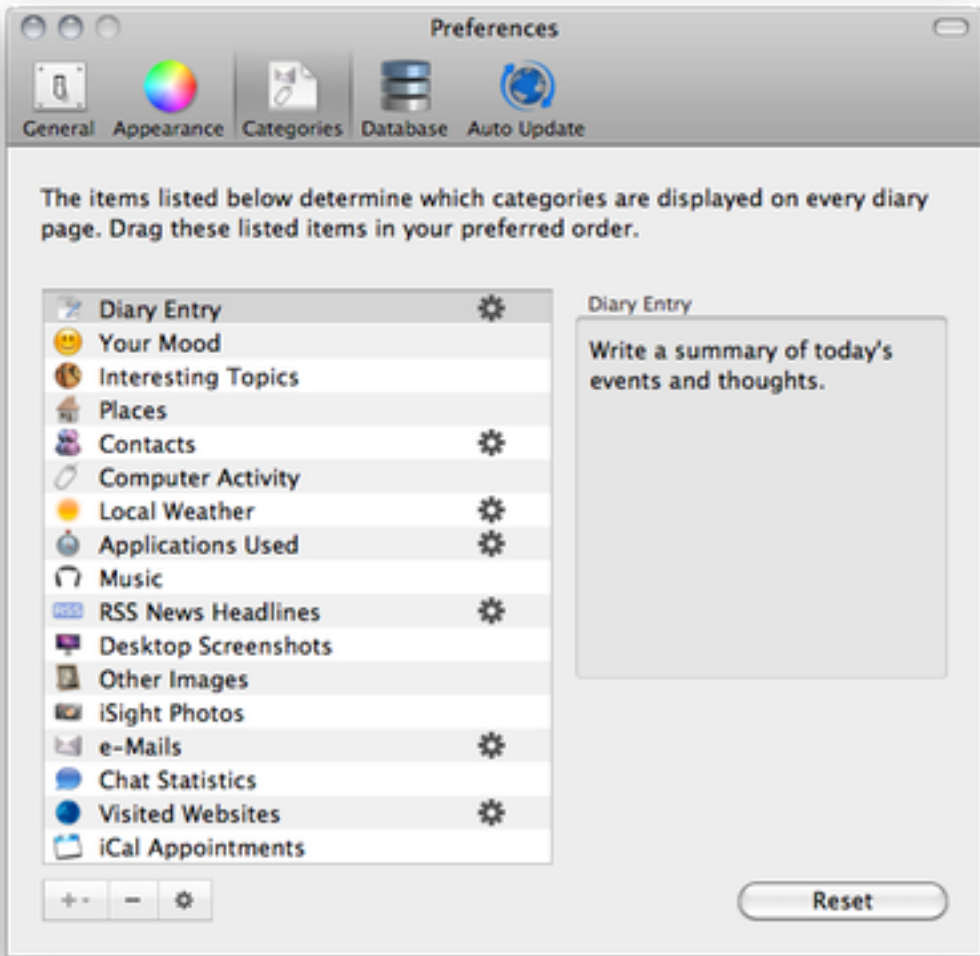
This is the Chronories preferences pane.

You can, of course, supplement the mechanical record with your own reflections, and the expectation is that you will sit down and do that. The program even prompts you via the menu bar, in case you need the reminder as discipline. At the end of the day, or perhaps the end of your days, you will be left with a full accounting of how you spent your hours. I suppose it's a sign of the changing times, that to type your own diary (or make an audio recording) is the old-fashioned alternative; some may still be using pen and paper, such as the little book with the locking buckle. So if you would rather the "Mac like" alternative, here it is.

Saturday

<div style="text-align:right">23 October 2010</div>

📝 Diary Entry

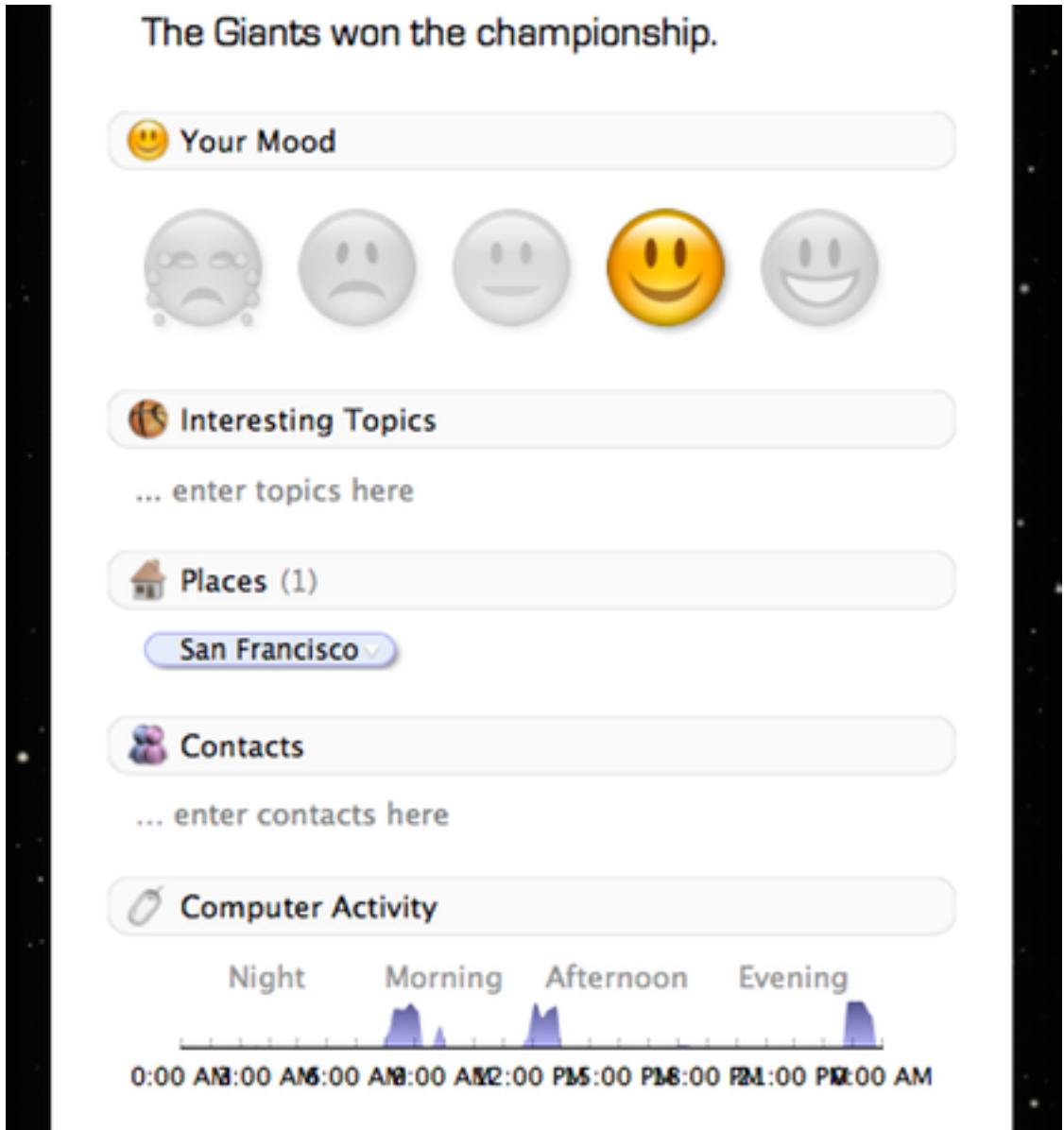Today was busy for a Saturday. Hardly anything on the computer, though.

In the morning, I had CPR training again, for the first time since 9th grade. They've changed the best practices. You no longer need to check the mouth for obstructions, because it apparently has been deemed highly unlikely that there would be anything that you wouldn't just see; it's not a separate step. I enjoyed taking the course with our police officers. They're a professional bunch and very easygoing too.

In the afternoon, I watched the final round of the moot court I wrote the problem for. It was great to see how it played. The students were terrific. The fact pattern turns out to be more

This is the top of the Chronories screen, with the "diary entry" section for text.

The program can be customized. There are six woodgrain patterns, a starfield, and color gradients for the background. Fonts also can be set, using the set available on your machine. You can alter the template itself, so some of the default areas are included and others not. The categories, which can be arranged in your preferred order, include: a text diary; a mood icon; a list of interesting topics; places visited; contacts communicated with; computer activity (times and programs used); weather in the area; music played; RSS headlines (from

Safari and Firefox); desktop screenshots; images, including an iSight photo; e-mails sent; chat statistics; Web sites visited (in Safari and Firefox); and iCal appointments.

The Giants won the championship.

😊 **Your Mood**

😭 😦 😐 😊 😁

🪐 **Interesting Topics**

... enter topics here

🏠 **Places** (1)

San Francisco

👥 **Contacts**

... enter contacts here

✏️ **Computer Activity**

Night   Morning   Afternoon   Evening

0:00 AM 3:00 AM 6:00 AM 9:00 AM 12:00 PM 5:00 PM 8:00 PM 11:00 PM 2:00 AM

This is the top middle of the Chronories screen, with sections for mood, topics, places, contacts, and a graph showing computer usage.

The beauty of it is that harvesting of data is automatic. Items can be edited, though. You are able to revise your day to suit the image you'd like to have of yourself (or that you'd like others to have of you, if this is ever discovered). So if there are Web sites you browsed or e-mails you received, which you'd just as soon not leave a permanent mark, you can delete those easily enough. If you click on an entry, it will pull up that item in the host program. So if you are looking at your e-mails for a particular date, a double-click on a specific e-mail

summary/preview pulls up a separate window showing that message; for iCal entries, a double-click pulls up the actual iCal event.
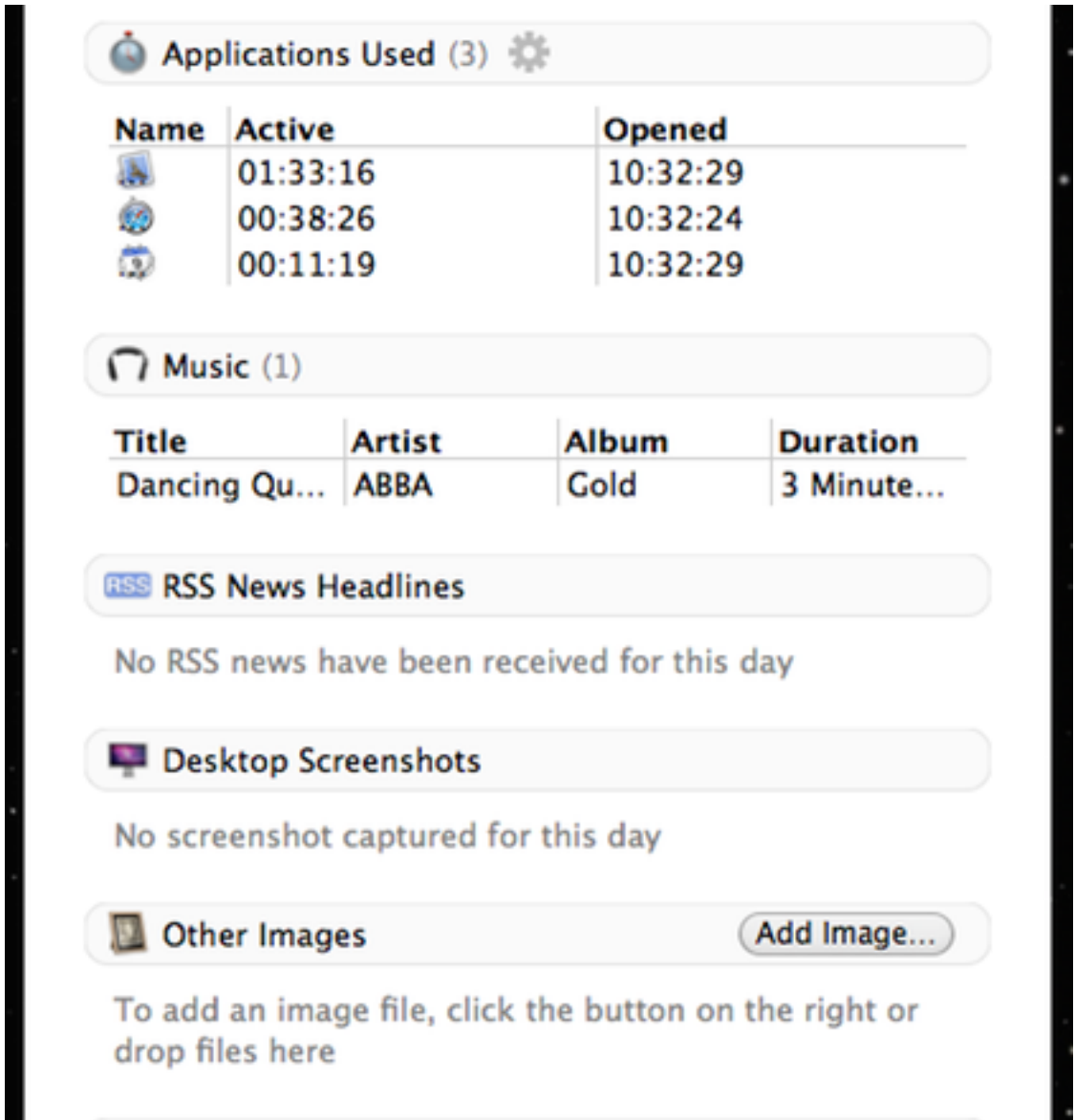
This is the bottom middle of the Chronories screen, showing applications used, music played, RSS headlines, and, if added, a desktop screenshot and other images.

There are multiple features that make the program more than just a compilation of activity. It's possible to run searches and compile longitudinal charts and distributional charts (pie charts). These charts are available for weather, computer activity, moods, topics, places, and contacts. iSight photos and other images are organized in a "cover flow" interface. A complete list of iCal appointments is available.

e-Mails (1)

Date	From	To	Subject
3:30 AM	genna ...	frankh...	teasing transexual st...

Chat Statistics

No chats gathered yet

Visited Websites (3)

Domain	Visits	Last Visit
www.opentable.com	22	12:38 PM
www.google.com	18	23:33 PM
www.zipcar.com	9	12:57 PM

iCal Appointments (10)

Time	Title	Calendar
All-day	Shanghai Expo	Events
8:00 A...	Travel	Travel
9:00 A...	CPR Class – Officer Scott ...	Hastings
13:30 ...	Travel	Travel
14:00 ...	Final Round and Comments	Hastings
15:15 ...	Announcement of Region...	Events
17:45 ...	ARRIVE EARLY and use Gr...	Social2
19:15 ...	Travel	Travel
20:00 ...	San Francisco Symphony	Social2
23:00 ...	Travel	Travel

This is the bottom of the Chronories screen. Note the spam e-mail I've deliberately included to show what might be recorded (other e-mails have been edited out).

Really, I have no great criticism or insight to add to this description of how this all works. If you want to keep a diary, but can't be bothered to type it yourself, this is for you. Or if you cannot sustain the habit on your own, this will enforce regularity and offer structure. If you don't get the point, as I didn't at first, I'd encourage you to give it a try. You might be

persuaded, as I am, that the program adds value. If nothing else, its insistence of doing its work in the background is useful. You won't forget, "Gee, what was it I did last weekend?"

It appears to be a stable program, albeit a bit slow on launch. It takes little effort. This isn't quite the same as journaling software designed for bloggers. It isn't meant for the writing of extensive text. (Chronories competes with the more-established MacJournal. It has a data import feature that converts a MacJournal database, which I did not test.) iOS versions are promised.

It would be great if it logged documents created or changed. And it does depend on a great assumption, which likely holds true for any user contemplating this approach: it only works if all of your life somehow is related to your computer. If you are an individual who spontaneously decides to go for a hike in the woods, an activity not planned out in iCal, well, then, you'll need to remember for yourself that you did that and you'll have to generate a description of it without digital assistance.

This software will not turn you into Ralph Waldo Emerson, who perfected the epigram, or his disciple, Henry David Thoreau, whose sojourn into the woods turned into the high school staple *Walden.* Both Emerson and Thoreau were great writers in their journals, before they published a word. But this program will generate documentary evidence of your days. However mundane they may be, they will be memorialized for posterity. It may be no more profound than our lives. Yet it is worthwhile as are our lives. On its own terms, it works just fine. Whether that is an advance in our development as a literate culture is for others to ponder.

FAQ: Frequently Asked Questions

What Is *ATPM*?

About This Particular Macintosh (ATPM) is, among other things, a monthly Internet magazine or "e-zine." ATPM was created to celebrate the personal computing experience. For us this means the most personal of all personal computers—the Apple Macintosh. About This Particular Macintosh is intended to be about your Macintosh, our Macintoshes, and the creative, personal ideas and experiences of everyone who uses a Mac. We hope that we will continue to be faithful to our mission.

Are You Looking for New Staff Members?

ATPM is looking to add more regular reviewers to our staff. Though all positions with *About This Particular Macintosh* are volunteer, reviewing is a great way to share your product knowledge and experience with fellow members of the Macintosh community. If you're interested, contact ATPM's Reviews Editor, Paul Fatula.

How Can I Subscribe to *ATPM*?

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Which Format Is Best for Me?

- The **Online Webzine** edition is for people who want to view ATPM in their Web browser, while connected to the Internet. It provides sharp text, lots of navigation options, and live links to ATPM back issues and other Web pages.

- The **Offline Webzine** is an HTML version of ATPM that is formatted for viewing offline and made available in a Mac OS X disk image. The graphics, content, and navigation elements are the same as with the Online Webzine, but you can view it without being connected to the Internet. It requires a Web browser.

- The **Print PDF** edition is saved in Adobe PDF format. It has a two-column layout with smaller text and higher-resolution graphics that are optimized for printing. It may be viewed online in a browser, or downloaded and viewed in Apple's Preview or Adobe Reader on Macintosh or Windows. PDFs may be magnified to any size and searched with ease.

- The **Screen PDF** edition is also saved in Adobe PDF format. It's a one-column layout with larger text that's optimized for reading on-screen.

How Can I Submit Cover Art?

We enjoy the opportunity to display new, original cover art every month. We're also very proud of the people who have come forward to offer us cover art for each issue. If you're a

Macintosh artist and interested in preparing a cover for ATPM, please e-mail us. The way the process works is pretty simple. As soon as we have a topic or theme for the upcoming issue we let you know about it. Then, it's up to you. We do not pay for cover art but we are an international publication with a broad readership and we give appropriate credit alongside your work. There's space for an e-mail address and a Web page URL, too. Write to editor@atpm.com for more information.

How Can I Send a Letter to the Editor?

Got a comment about an article that you read in ATPM? Is there something you'd like us to write about in a future issue? We'd love to hear from you. Send your e-mail to editor@atpm.com. We often publish the e-mail that comes our way.

How Can I Contribute to *ATPM*?

There are several sections of ATPM to which readers frequently contribute:

Segments: Slices from the Macintosh Life

This is one of our most successful spaces and one of our favorite places. We think of it as kind of the ATPM "guest room." This is where we will publish that sentimental Macintosh story that you promised yourself you would one day write. It's that special place in ATPM that's specifically designated for your stories. We'd really like to hear from you. Several Segments contributors have gone on to become ATPM columnists. Send your stuff to editor@atpm.com.

Hardware and Software Reviews

ATPM publishes hardware and software reviews. However, we do things in a rather unique way. Techno-jargon can be useful to engineers but is not always a help to most Mac users. We like reviews that inform our readers about how a particular piece of hardware or software will help their Macintosh lives. We want them to know what works, how it may help them in their work, and how strongly we recommend it. Please contact our reviews editor, before you begin writing, if you have a piece of hardware or software that you'd like to review.

Which Products Have You Reviewed?

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What is Your Rating Scale?

ATPM uses the following ratings (in order from best to worst): Excellent, Very Nice, Good, Okay, Rotten. Products rated Good or better are ones that we recommend. Okay products get the job done. We recommend avoiding Rotten products.

Will You Review My Product?

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Where Can I Find Back Issues of *ATPM*?

Back issues of ATPM, dating since April 1995, are available in DOCMaker stand-alone format and as PDF. In addition, all issues since ATPM 2.05 (May 1996) are available in HTML format.

What If My Question Isn't Answered Above?

We hope by now that you've found what you're looking for (We can't imagine there's something else about ATPM that you'd like to know.). But just in case you've read this far (We appreciate your tenacity.) and still haven't found that little piece of information about ATPM that you came here to find, please feel free to e-mail us at (You guessed it.) editor@atpm.com.