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 June issue of *About This Particular Macintosh!* We thank you for joining us this month for our unique blend of Apple-related news and practical product reviews. Each issue of ATPM is crafted with the interests of our readers in mind.

iPhone Frenzy

Since the introduction of the iPhone in 2007, there has been an annual refresh of the product line in late June to early July. Each new iPhone release has been marked by initially scant supply, long purchase lines, and frustration caused by a lack of product availability.

Apple, a company known for a tight-lipped approach to new product plans, has endeavored to focus attention on the next commercial release of Mac OS X rather than the expected annual refresh of its popular smartphone. The lack of information on the next-generation iPhone and rampant speculation that the release might not occur in late June to early July have created a different form of iPhone frenzy. Rumor mills are running full tilt, fueled by hearsay and imagination. Not only does the iPhone create interest, but the lack of information on the forthcoming iPhone refresh also creates interest. Only Apple can generate press by saying nothing about new products.

WWDC

Apple's effort to focus attention on the next commercial release of the company's Macintosh operating system has merit. Content sells hardware devices. Operating systems are the conduits for content. Devices are the portals. Apple's fast-paced revenue and earnings growth is sourced from the tight integration of hardware device features and proprietary content distribution systems.

The last feature-rich update to Mac OS X was in 2007 when Leopard (Mac OS X, 10.5) came to market. Snow Leopard, released in 2009, was trumpeted as a series of optimizations and performance enhancements and was made available for purchase for only $29. Lion (Mac OS X 10.7), scheduled for commercial release this summer, is being billed a major update to Mac OS X with new features such as full-screen apps and enhanced Multi-Touch gestures similar to what's available on Apple's iOS-based devices.

More information about Mac OS X Lion will be made available during Apple's annual conference for developers. WWDC (Apple Worldwide Developers Conference) opens its 2011 session in San Francisco on June 6th.

The iMac for Content Creation and Consumption

In early May, Apple updated the popular iMac line of personal computers by adding faster quad-core processors, more powerful discreet graphics processors, and Thunderbolt ports for

high-speed data transfers to and from attached peripherals. The new iMacs blur the barrier between pro-level personal computers and personal computers designed for consumers.

The iMac has become the personal computer of choice for many professional content creators seeking an attractive price/performance solution. For consumers, the sleek all-in-one design, large LED-backlit screen, and quad-core power make the iMac the perfect desktop for viewing and creating content at home.

For 20 consecutive quarters, the Macintosh line of personal computers has outperformed the overall PC industry. But sales of desktop Macs have lagged behind the sales performance of portable Macs. The refreshed iMacs will boost sales in the coming months.

At this month's WWDC, we'll hear more about how Apple is developing and designing products so that the worlds of content creation and content consumption continue to merge.

A Look at The Cloud From All Around

Apple's new data center in North Carolina has captured the interest of product enthusiasts around the world. The 500,000 square foot facility is expected to come online sometime over the next few several weeks, and there's land around this new facility to expand operations, if needed. We expect news about enhanced cloud-based services from Apple as early at next week's annual conference for developers in San Francisco.

The company has stated that the new facility will be used at least in part for iTunes and MobileMe services. We look forward to the enhanced services this new facility will provide for MobileMe subscribers and the hundreds of millions of iTunes customers all around the world. Apple is the world's largest music distributor and a global leader in software distribution through the iTunes and Mac app stores. The North Carolina facility will provide capacity for Apple to maintain its leadership and accommodate the content needs of the millions of new customers Apple acquires each calendar quarter.

Our June issue includes:

Bloggable

A monthly summary of Wes Meltzer's blogosphere news, originating from his Pinboard feed. This month: Lodsys vs. App Publishers, the Little Platform That Could, iPad Competitors, Subscription-O-Rama, and more news from mobile space.

MacMuser: The Lion Wores

Mark Tennent tells his view of the new speech voices that are apparently coming with Mac OS X 10.7.

MacMuser: New Vistas on Lion

Is it possible that, with Mac OS X 10.7, Apple is facing the same mistake Microsoft did with Vista?

The iPad Chronicles: Why Time Machine Is a Mac Essential

In this month's installment from the *iPad Chronicles*, Robert Paul Leitao talks about Time Machine as a Mac essential and a safeguard against lost content.

Desktop Pictures: Broomfield, Colorado

Michael Sitarzewski shares scenic photos shot in and around Broomfield, Colorado.

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.*

The Spinning Beachball

In this cartoon by Grant Osborne, when it comes to iTunes technologies, one wonders whether Steve Jobs is a hoarder.

Review: Cartella

This case might be just what you're looking for if you own a MacBook Air and are a fan of Moleskine notebooks.

Review: The Daily 1.0.6

This iPad app has the makings of merging the best aspects of RSS feeds and newspapers and providing an excellent daily source for news.

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E-Mail

Wonders Never Cease

My mom is now 83. She actively fought me over why she needed a new computer; after all, her PC worked just fine. I bought her a refurbished iMac with the beautiful screen for Christmas three years ago and set it up for her with a wireless connection so the children and grands could hop on, too.

The next Christmas, she got an iPod, then last year, she got an iPad because she would be able to see the screen on the iPad easier than the iPod. She told me on the phone just yesterday that she didn't know how badly she needed this technology until she had it and used it. She exclaims constantly how easy the iMac is to use, how beautiful the screen is to look at, and how easy it is to see. And, it's faster than that old PC, so she did need the new computer after all!

She's had no trouble with actually using either the iPod or iPad, and little trouble with the iMac. She has always been a reader, but had gotten to the point that books were too hard to read and she didn't like the books on tape. First the iPod and now the iPad have been lifesavers in ease of use for reading. We use the Kindle app, which allows us to share one account. She loves listening to her music, too. Truly, Apple employees and Mr. Jobs have created products which surpass mere fanboi enthusiasm and enter into the realm of perfect engineering.

—Zanne Baker

> Thank you for sharing your story. The iPad is an extraordinary device for reading content in a wide variety of formats. I find new uses for my iPad every day.
> *—Robert Paul Leitao*

Two iPhones and a Rice Bowl

You can go a step better and get silica gel from a craft shop like Michael's for drying things like wet iPhones. You could also help by warming this slightly. Maybe put the box with phone and powder in the sun. If you have this in a cold area like a back room in the winter the drying process could take a long time.

—John

> That's another creative approach. I prefer the rice bowl because rice is readily available in most kitchens or pantries and available for quick purchase at any local supermarket.
> I don't suggest anyone with a wet iPhone or iPod touch delay taking action. I'm not an expert in this area, but I suspect prolonged water exposure does the most damage to the device.
> *—Robert Paul Leitao*

A Tutorial on Resolution

OK, so what I'm wondering is. . .

Is it possible to take a 72ppi, 14.222″×10.667″, 1024×768 pixels image and resample to 300ppi, and then resize to be able to print a 48″×36″ photo suitable for hanging on the wall?

Thank you!

—Cheryl

1024×768 is simply too small for the huge dimensions you're looking for. Yes, technically you could resize it up to 48″×36″, but it would come out looking as bad, or worse, than the blurry bulls-eye target example seen in this article.

Photoshop would allow you to set those numbers and it would simply "invent" the pixels to fill in the missing data, making a guess as to what should be there. The bigger the enlargement/resize, the more guessing "and blurry errors" Photoshop will make.

I usually work on 200ppi for photo lab reproductions. The extra resolution of 300ppi is usually only needed for commercial offset printing. If you don't look too closely, you can probably get away with just 150ppi, considering it's a wall item that people usually look at from a bit of a distance.

Let's do the math. Just multiply the desired dimensions by the ppi to find out how many pixels an image must have to get the dimensions without enlarging and possibly causing blurriness:

- 46″ multiplied by 150 (ppi) is 6900, and 36″ multiplied by 150 (ppi) is 5400. So you'd have to have at least 6900×5400 pixels for 46″×36″ @ 150ppi if you don't want to enlarge/blur the original. At this resolution, 1024×768 pixels is only enough resolution for 6.8266″×5.12″.

- 46″×36″ @ 200ppi would need 9200×7200 pixels. This is probably the resolution you'd want to target for a typical photo.

- 46″×36″ @ 300ppi would need a whopping 13800×10800 pixels! That's 149 megapixels!

Does this make sense, or is it still complicated? Let me try it this way: I have a 12.2 megapixel Nikon D90 camera. The largest pixel dimension it produces is 4288×2848. Here's the inch size at the three ppi resolutions I've discussed:

- 150ppi—28.586″×18.986″

- 200ppi—21.44″×14.24″

- 300ppi—14.293″×9.493″

So at 150ppi, even my high-resolution Digital SLR camera doesn't quite reach 46″×36″.

Having said all this, large photo prints are made from DSLR resolution all the time. There's a process photo labs do (I'm not well versed on it) that make the image still look OK. But I'm afraid a 1024×768 image just ain't gonna cut it.

—Lee Bennett

Thank you so much for answering my question! I'm still a little confused however! All those numbers, and ppi's and pixels etc. And I swear I was good in math!

Anyway, from your reasoning, if I can get away with 150ppi for a wall item and I go as big as 18″×18″, then I would need 2700×2700. Correct? The camera I'm working with does goes as high as 7M 3072×2304 pixels. I guess I'd have to crop it for the square image that I'm looking for, but 2304 is still not enough right? Will this camera just not work? It's a Panasonic Lumix DMC-FZ8. I can't tell you how much I appreciate your help. I'm really trying to wrap my head around this.

Thank you,

—*Cheryl*

> Correct: 2700×2700 at 150ppi is 18″.
> Your 7MP camera at 3072×2304 at 150ppi is 20.48″×15.36″.
> Talk to the photo lab, though. I couldn't say whether they'd tell you 150ppi is too low of resolution, or if they have technology that would make a larger print look nice even though the resolution would technically be less than 150ppi.
> There's probably some way to do it. After all, people print enormous banners and billboards that would technically be too big for even 15MP of resolution. The right photo lab could probably get the job done.
> But coming full circle, a 1024×768 image, I can promise you, is simply light years beyond too small.
> —*Lee Bennett*

Bloggable

by Wes Meltzer, wmeltzer@atpm.com

The Lead: Lodsys v. App Publishers Everywhere

Lodsys, Patent Holder, Shakes Down iOS Developers for Violating an In-App Purchasing Patent

It seems that a company called Lodsys bought a few patents in the 90s that are turning out to be valuable, on in-app purchasing. Brian Chen for *Ars* investigates a little. It turns out, on subsequent reporting, that Apple has already paid Lodsys, but they want money from independent developers, too. That smells like a shakedown: an Apple or Google can afford a legal fight, but many of these small developers would be wiped out by the fees on litigation. We have another word for that in the tech world: patent trolling.

Justin Williams: Lodsys Wants 0.575% of Revenues

Justin Williams reports what some others (especially the all-around good guy James Thomson) haven't so far. He says Lodsys is seeking 0.575% of revenue on infringement. That doesn't sound like a lot, and it probably isn't if you do $1,000 in revenues. But at $1M in hypothetical revenues, which (given overhead, taxes, etc) isn't a huge amount of money, would result in Lodsys getting $5,750. Which, by the way, is about what I pay for a year in health insurance. (Williams probably pays more, since he runs his own company.)

The Business Case for Apple Taking Care of the Lodsys Problem

Macworld contacted a number of experts for their take on the Lodsys problem. The most interesting one, I think, is what the business case is for Apple to deal with the problem rather than leaving developers to fight it on their own. Several experts say that Apple, either in getting a court to determine that its agreement with Lodsys covers independent developers, or in dealing with the problem financially, would clear the air for developers; and inversely, if they don't, it could have a profound chilling effect on them. This problem isn't just going to go away, they note.

The Nitty-Gritty of the Lodsys Case

Florian Muller of *FOSS Patents* takes a really, really, really, *really* detailed look at the curious case of Lodsys and the patent infringement. It's not legal advice, so if any developers read my Pinboard feed or the ATPM column, don't just read this and think that you're in the clear. Get legal advice. But it's a really good read if you're wondering, just how *is* it that a tiny legal-mafiosi company can really shake down independent developers for this much money, well, this is for you.

TidBITS Takes a Look at the Patent Infringement Implied By Lodsys

In the wake of Lodsys' accusations against independent developers, Adam Engst of *TidBITS* examines the legal issues at question. It sounds arcane, but it's surprisingly interesting to examine what they're accusing developers of doing (versus what actually makes sense).

Open Letter to Steve Jobs From Craig Hockenberry **re Lodsys**

Craig Hockenberry writes an open letter to Steve Jobs regarding the Lodsys situation. He writes, "In and of itself, paying half of a percent of our App Store sales to Lodsys isn't going to put us out of business. The fear we have is that this is the first step on a very slippery slope."

Apple Responds to Lodsys

Apple's legal counsel, Bruce Sewell, responds to Lodsys very firmly; *Macworld* has the full text. He writes:

> Apple is undisputedly licensed to these patents and the Apple App Makers are protected by that license. There is no basis for Lodsys' infringement allegations against Apple's App Makers. Apple intends to share this letter and the information set out herein with its App Makers and is fully prepared to defend Apple's license rights.

Later, he observes that virtually all of Lodsys's evidence rests on screenshots of Apple's end of the transactions and that they can't demonstrate that the APIs are the responsibility of the developer rather than of Apple, who is the licensee. After dismantling a few other claims that Lodsys makes in their letters to developers, he writes, to close things out, "Apple requests that Lodsys immediately withdraw all notice letters sent to Apple App Makers and cease its false assertions." John Gruber said of this letter, measure twice, cut once.

Lodsys Fires Back at Apple: **No, You Didn't**

As this very issue went to press, breaking news from Lodsys: their legal counsel responded, via the corporate blog, that Apple is *not* "'indisputably licensed' with rights that extend to 3rd party Developers." In fact, the company argues that the two parties are in the midst of "confidential discussions," and that "developers relying on Apple's letter do so to their own detriment." I'm really glad right now that it is not me caught in the crossfire.

The Mac: the Little Platform That Could, Even in 2011

Is There a Halo Effect for the Mac?

Horace Dediu takes a deeper look at what's driving the growth of the Mac: while the overall PC sector shrank 3% in the fourth quarter, Apple's share grew 28%. In spite of this, prices are actually up. Tim Cook posits the "halo" effect, in which the visibility of the iPhone and iPad helps shine light on Apple's desktop products. But Dediu is skeptical, and although he points out that it's certainly possible, there's no way to quantify it. What else is at work? My original theory, from when Apple first started making Windows-compatible iPods, was that the iPod (and now the iPhone and iPad) was a kind of gateway drug. That's much more readily quantifiable than a purported halo effect, and one I'd like to see research on.

Justin Williams **Gets Nostalgic About NetNewsWire**

Like me, Justin Williams has been a NetNewsWire user since 2001. It's been a great ride; but sometimes it's fun to go back and look at what the past was like. So he took a ride in

the time capsule and pulled up screenshots of the earliest versions of NetNewsWire, one of the few Mac applications that has been around all that time and is still actively used and developed. (In fact, I used NetNewsWire to send this link to Pinboard!) Give it a read; it's fun to look back on the original NNW and what it was then to what it is today. Extra meta points if you read it in NNW.

Why Apple Won't (at Least Not in 2013) Adopt ARM Chips for Laptops

There's a rumor going around—pushed, in particular, by a site called Semi Accurate—that Apple is going to switch to ARM CPUs in portable Macs in 2013, like what the iPad and iPhone use. *Ars'* Chris Foresman lists a whole hosts of reasons that this is very unlikely to happen. The most obvious of them is that the best performance ARM is offering for 2013 is only in the ballpark of Intel's performance today. Why would Apple forego performance and battery life gains, just to get the same CPU in two devices that, at least today, have two different codebases? Intel is also, Foresman says, working on an update to the current generation of iX CPUs, Sandy Bridge, that will consume 50% less power than today's. Due next year. Apple may very well *someday* make the switch, but likely not in 2013...and I think that stays true as long as they are selling desktops with Intel CPUs. Major application vendors like Adobe may not be willing to go back to compiling for multiple Mac OS X CPU platforms.

Following Up on Apple/ARM Rumor: Might Intel Fabricate ARM Architecture Chips for Apple?

We have a different rumor going around the Internets around the same time that the "Apple ditching Intel" is making the rounds. This one is actually more plausible: Apple might have Intel fabricate its A4 and A5 chips, rather than the company they are engaging in a trade battle with, Samsung. *Ars* doesn't see the connection, I guess, but it seems pretty straightforward that this could be the two rumors going around. We're pretty sure Apple wouldn't change the architecture on their iOS devices yet (why would they?) but there's nothing that says Intel has to make only Intel-designed chips. I'd be a lot less surprised to see this than an Intel iPad/iPhone CPU.

Analysts: ARM Not Ready for Apple's MacBooks

We wrote earlier about how the rumor that Apple might switch from Intel to ARM for its chips in its laptops is probably unlikely. Adam Shah, in *Macworld,* writes a nice analysis detailing why that's *highly* unlikely: the chips are "designed for lower performance and unlikely to match x86 performance in the next few years," he quotes one analyst; there's no Thunderbolt support for ARM chips yet, and Apple just introduced it in their portables; ARM doesn't make 64-bit chips yet; and Apple would have to split their product line between portable CPUs and desktop CPUs, since it would be very difficult for them to switch away from the Intel Xeon and iX chips the desktop Macs use now. As Shah points out, if ARM can deliver the performance, they might do it. But I remain skeptical. Apple's already made one enormous platform shift in the Mac OS X era, and I don't see a lot of incentive for another.

Intel Taking Things Up a Notch to Compete With ARM

If you've been following the ongoing Apple-ARM-Intel rumors—yes, my head is spinning from all the contradictory information, too—here's something real. Intel's CEO is saying that they are going to take things up a notch to compete with ARM, including trying to lower average power consumption and using more advanced manufacturing techniques. Intel knows they're dead in the consumer market—the trend is clearly away from the Need for Speed—but Intel is in a better long-run position than anyone else with the server space. So the question is, does Intel have what it takes to play both sides of the market?

PC World: Offering OS X Upgrades Only via Mac App Store Could be Apple's Windows Vista

Ian Paul of *PC World* saw the news that Apple may provide over-the-air updates for iOS and deliver Mac OS X 10.7 (Lion) via the Mac App Store, and he immediately thought of Microsoft's mostly failed plan to deliver Windows Vista over the Internet rather than via physical media. I agree: the last thing I want is not to be able to reinstall my OS whenever I want. Concerning, to say the least. Paul expects that Apple will allow you to burn your own media, at least for backup/reinstallation purposes. After all: installations fail sometimes.

Amazon Launches a Mac Downloads Store

Amazon's new Mac Downloads store launched today, with a fascinating twist and a really interesting selection to boot. I'm certainly intrigued: there's no software component, and although I didn't try it, no automated add-to-Applications folder-and-Dock functionality. But they make up for that by being everyone's go-to source for online shopping. Makes me wonder if Apple made a mistake creating a new application rather than leveraging iTunes.

iPad Competitors Still Don't Measure Up

BlackBerry PlayBook: "Unfinished, Unusable"

Galen Gruman of *Infoworld* reviewed the BlackBerry PlayBook, and he wasn't afraid to review the device as it is today rather than as many reviewers presume it will be someday. (That includes Josh Topolsky's review, linked in the May issue.) He was impressed by the interface—"a nice user interface, a clean cross between WebOS's concept of cards and Mac OS X's Dock Exposé"—which I admit to also being impressed by in video demos. It's certainly more intuitive for a longtime computer user, although I suspect the iOS 4 interface is probably better for non-technical users. But the rest of the device is, according to Gruman, a train wreck: the tethering requirement is bad, and worse is that AT&T won't allow it yet! So it's just a fancy brick for AT&T customers. Plus:

> The PlayBook simply felt as if it debuted before it was ready... Why RIM chose to ship the PlayBook in such a state is unfathomable. The iPad 2 and Xoom have been out for weeks, so there's no heading them off at the pass.

The Market Isn't for Tablets; Just iPads

Mark Sullivan writes in *PC World* that, as of this moment, what the consumers who comprise the electronics market want isn't "tablets," in the generic speak of techies like Sullivan

and me and you (since you're reading this column, dear reader). They are not clamoring for the Galaxy Tab (sales approx. 250K) or the Motorola Xoom (as low as 100K), and so far analysts only expect RIM to sell 500K PlayBook devices by the end of May. No, they're clamoring for the iPad, of which Tim Cook says Apple has already sold 12 million and expects to sell 40 million in 2011. That isn't anything like the iPhone, but it's a big number for a device category that didn't exist a year ago. Sullivan points out that what Apple has that the other vendors don't is the mysterious "X factor" of "the pleasing physical design of the iPad, and the simple, intuitive, and pleasing look-and-feel of a user interface." Given Apple's lawsuit against Samsung (earlier) it's hard to imagine that changing any time soon.

eWeek: Don't Compare PlayBook to iPad

So this is a new one: *eWeek's* Wayne Rash is arguing that the BlackBerry PlayBook shouldn't be compared to the iPad because it "wasn't meant to be an iPad clone," whatever that means. His argument seems to hinge around the fact that he doesn't use e-mail on his iPad, and that the BlackBerry was designed to provide a "larger, more useful interface for business applications." I have no idea what these "business applications" are, but let me concede something first: it's true that the iPad isn't a BlackBerry. But, Mr. Rash, the PlayBook isn't a BlackBerry either: it has to be tethered to a BlackBerry to be of any real use, and the mythical "business applications" are primarily available on the iPad. (If you are aware of a non-custom business application that is available for Android or PlayBook but not the iPad, shoot me an e-mail and I'll correct this.) So, remind me what the coherent argument here is?

Philip Greenspun Hates the BlackBerry PlayBook

Philip Greenspun got a BlackBerry PlayBook to borrow from a friend of his, on a trip to sunny Orlando, FL. He absolutely hated it. He couldn't log into the wireless network in his hotel; it can't be tethered to a BlackBerry for any network connectivity except e-mail; the Web browser was bad and text harder to read than on his Android phone; and the screen is too small to be useful for video playback when it's on your desk, and too large for video playback in your hand. His overall assessment is that it is "not useful as a computer; too light to serve as a doorstop." Apparently his friend has not asked for the device back, either. Sounds like a gem, RIM!

Macworld: Lack of Flash for iPad *Actually a Good Thing*

Peter Smith of *IT World*—yes, I know IDG staff really crosses over a lot online—writes that the absence of Flash on the iPad is so far a virtue. He uses the example of Flash on Android tablets as the reason why: the performance is bad even on high-powered tablets, and most Flash apps expect a keyboard and mouse. If Flash is the selling point for why you might buy an Android device over an iOS device, he argues, you may want to think again.

Justin Williams Tries Out the Motorola Xoom

How well can an Android tablet replace an iPad for day-to-day use? Justin Williams gives it a try, and the short version is, there are major trade-offs associated with the third-party apps. He points out that there are not yet a lot of tablet-specific or universal Android

apps (unlike the iPad), and that hurts the experience. There are a few other things that he notes: the form factor is odd because it locks you into landscape mode; the custom charger is insane; and although there are no hardware buttons, the execution on the software buttons is subpar. This does not sound like a particularly impressive device to me—for a 1.0, anyway. On the other hand, there are some software things that impressed him, like the slick-sounding multitasking tray, and the Android notifications queue. (How many times have you asked yourself, "Who was that text message/Twitter reply/phone call from again?" before you try to dig it up.)

Meanwhile, It's Subscription-O-Rama in iPad-Land

Hearst Rolling Out iPad Subscriptions for Magazines

The Wall Street Journal reports that Apple has a deal with Hearst Corp., the magazine publisher, to roll out subscriptions for *Esquire, Popular Mechanics,* and *O, The Oprah Magazine*, for $2 a month or $20 a year. (Fair disclosure: I once worked for *Popular Mechanics* as a summer intern.) Hearst also intends to offer iPad subscriptions to some of their newspaper publications, like the *San Francisco Chronicle, Seattle Post-Intelligencer,* and *Houston Chronicle.* It sounds, from the *WSJ,* that Apple has given Hearst some flexibility on pricing and negotiated some of the terms of distribution. This deal lends some credence to the John Gruber school of thought on subscriptions, that print publishers aren't balking so much at Apple's 30% cut as they are at giving up control of subscriber information. If Apple will make a deal with Hearst, they might do so with other print publishers, and we'll have that happy media utopia many expected when the iPad first rolled out.

Why Publishers Are Suddenly Cutting Deals With Apple to Be on the iPad

Jeff Bercovici, writing in *Forbes,* hits on the reason that publishers are rather suddenly embracing the iPad and Apple's requirement for opting in on subscriber information. It shouldn't come as a surprise to anyone who's ever subscribed to an American magazine that you give up a lot of privacy, in exchange for cheaper magazines than you find in Europe and Australia; seems they were concerned that too many readers would opt out. But it seems that 50% of subscribers opt in, based on Apple's data. Not such a big hurdle anymore.

Apple Continuing to Win Over Big Publishers for iPad, Gets Condé Nast

Apple is continuing to win over big publishers to their subscription bandwagon. The latest catch: Condé Nast, which is going to bring over *The New Yorker.* You can now subscribe for $6 a month to *The New Yorker,* as opposed to the previous, non-subscription model of $5 per issue, and an annual subscription to the digital edition of $60. Wouldn't that be something: a revenue stream for magazines and newspapers that could help replace lost print subscription revenue. So far, the Apple strategy has focused on magazines because the tools for something updated continuously like newspapers aren't there yet, but I wouldn't be surprised to see a deal with one of the big tech-savvy newspaper publishers like Gannett or McClatchy either.

Checking in on the Rest of the Mobile Space

Horace Dediu: A New Era Is Only a New State of Mind

Horace Dediu reprinted some of an interview he did with a Brazilian trade magazine. It's the best encapsulation of the idea that there's a "post-PC" era underfoot that I have read. I quoted Dediu last month with his explanation of what that means, which, to be more specific, is that each computing paradigm shift in the last half-century has left the previous infrastructure in place. (We still have mainframe servers, for instance.) Following up on that is his definition of what the "post-PC" era means, and it harkens back to a *Bloggable* I wrote in 2006 about the future of iPod Nation. Dediu's definition of the post-PC paradigm:

> Tablets and smartphones allow "computing" to be done in previously non-consuming contexts... Like the transistor radio allowed teenagers to listen to rock-and-roll out of hearing range of their parents who had control over the family stereo, a truly personal computer will allow people to "escape" into a world of more intimate consumption and communication.

Analyzing the Apple-Samsung Lawsuit

Late in April, Apple announced that they were suing Samsung for violating a variety of intellectual property, most notably in the look and feel of Samsung's TouchWiz interface, which Apple describes as "appear(ing) to be actual Apple products." I've got some links (coming later) showing just how similar they are, and it really is remarkable. Of course, as a non-IP lawyer, I look at that and simply think that Samsung is taking a cue from Apple, but that's why companies have IP lawyers. Nilay Patel—also at *This is my next*— has a fantastic and extremely detailed analysis of the suit, which takes each claim of IP infringement one by one and analyzes exactly where Apple and Samsung stand on the case. I didn't realize that some of the claims were based on actual, registered patents, which seem like a slam dunk, as opposed to trade dress claims. (It also makes you wonder if anyone's ever sued Microsoft for a packaging-related trade dress claim!)

Justin Williams: We'll Fix Our Platform Later

Justin Williams suggests that manufacturers "focus less on hardware specs or openness of their platform, and more on getting software updates to the existing user base on a regular basis," if they want to make a dent in Apple's lead in the mobile consumer space. This is a good point: Microsoft *still* hasn't released any worthwhile updates to Windows Phone 7; Google can't get its ducks in a row to push out updates to every device that is capable of running the newest OS; and RIM just released a device which has to be tethered to a phone for functionality my Dell Axim had in 2005. It's astounding to me. The only ones who appear to get it are Google, who tightened the reins on Android's Honeycomb release. Microsoft and RIM are way behind the curve.

Google Blocks Tethering App to Make Carriers Happy, Possibly Violating 700MHz "Open Access" Stipulation

We all know that Google's been doing some strange things ever since they got into the mobile OS business and proclaiming their platform's "openness," like withholding the Android 3.0

Honeycomb source code. But this might take the cake: Chris Ziegler at *This is my next* reports that Google is blocking tethering apps at Verizon's request, because Verizon wants you to tether using their mechanism and pay for it. Normally I'd say "Eh," and move on, but as Ziegler points out, this is LTE data, and LTE data is on the 700MHz band that carries an "open access" provision from the FCC. . .which *Google* is responsible for! They bid $4.6 billion just to make sure the "open access" provision kicked in. And it sounds like Google may now be in violation of those provisions, if not the letter than at least the spirit. (Verizon is probably off the hook, because for the carriers the FCC is mainly concerned about the network level.)

How Microsoft Built Its Excellent Soft Keyboard for Windows Phone 7
A great article from Microsoft Research on what they did to build a better soft keyboard for Windows Phone 7. (Note: If you ever used the soft keyboard on Windows Mobile 6, you know why it needed improvement!) They first explored the implications of the different ways people type—some use one thumb or one forefinger, some two, etc.—and then crowdsourced a whole slew of data using a game called Text Text Revolution! It gives them statistical data that allows them to analyze where the fingers were and what the touch point that was intended was, and then, lastly, uses the same kind of analysis that the iPhone does to expand the touch area around the key that it thinks the user wants to hit next. There's a really, really impressive image showing the typing patterns of one Text Text Revolution! user. Whatever you'll say about Microsoft, it's been clear, really since the end of the antitrust suit, that they're committed to R&D.

Microsoft, Unhappy With Windows Phone 7 Development Efforts, Tries Luring iOS Devs
Microsoft is reportedly unhappy with the developer interest they're seeing in their Windows Phone 7 platform, so they're trying an interesting tactic: luring iOS developers. Unlike past attempts, when MS basically paid off developers, this time they're encouraging them to port their apps over, with a guide aimed at helping iOS developers translate their work to their platform. It sounds like they're just biding their time until they make some inroads on platform gains, but I'll be curious to see what comes of it. Strikes me that one likely scenario is that the app ecosystem becomes, like Android or the Mac itself, most of the biggest-name apps are crossovers from the iOS market, and the rest is mainly free stuff and things that, by definition, you can't do on an iPhone. That's a pretty easy encapsulation of the Android application market today!

The "Great Ephemeralization" of National Economic Statistics
Timothy B. Lee (note: not Tim Berners-Lee), an economics writer and Ph.D. candidate in computer science, takes a broad look at technology innovation and national statistics, and the way that GDP itself is computed. He points out that, because GDP doesn't measure, for instance, the way that software innovations silently increase productivity; it's designed to measure "discrete physical objects with a fixed feature set." He cites the most fascinating example of how technology can make users wealthier in reality, while actually decreasing GDP:

[A] couple of years ago, Google waved a magic wand that transformed millions of Android phones into sophisticated navigation devices with turn-by-turn directions. This was functionality that people had previously paid hundreds of dollars for in stand-alone devices. Now it's just another feature that comes with every Android phone, and the cost of Android phones hasn't gone up.

Horace Dediu on What Metric to Measure the iPhone's Progress

What does being "dead in the water" mean? Henry Blodget, he of the never-ending Mac trolling, recently wrote that the iPhone was "dead in the water." Horace Dediu takes a look at what that really means: the iPhone continued to grow its share of phones, contrary to Blodget's remarks, which shows a trend line that has flattened from where it was in 2008, but is hardly flat. Dediu figures out where Blodget was going with this and explains that he's saying that the iPhone's share of mobile phone platforms in the US has flattened out, which is not an entirely accurate statement. (For instance: whither the iPod touch and iPad? They're both iOS devices too, and use the same apps.) Very interesting.

iPhone 3GS Selling More Units Than Newer Android Phones

Found this an interesting tidbit: the new, high-end Android phones like the HTC Inspire and Motorola Atrix are being outsold by the iPhone 3GS. There's not really a direct comparison—what's helping the Android platform succeed is those el-cheapo Android phones, not the high-end models—but AT&T is still selling the 3GS, and for $49. The 3GS may not be a new device, but it runs the current version of the OS and is certainly a lot higher-end than its competitors in that price range.

Other Odds and Ends

Why Would Apple Build a TV at All?

Adam Lisagor asks what is a pretty good question: why would Apple build a TV at all? The only difference between a HDTV and an Apple HDTV would be the absence of any non-Apple TV watching formats, like an HDMI input or an RF tuner. None of us can know what the Big A will do, but Lisagor's description of the incentive for Apple to make an Apple television set at all—the "why"—is encapsulated neatly: "Access to content to supplant the cable TV experience—that's the end goal. And to really reach that end goal, Apple has to forcibly yank out all that cable."

Jason Snell Finds the Eye-Fi More Useful Now That It Connects to Your iPhone

The Eye-Fi may *sound* like it's a companion to your iPhone, but until April, there was no way to connect the two together. (I often marveled at this, like when I go to a space shuttle launch and have to use my iPhone to get photos on Twitter...and then drive all the way back to Orlando to post the photos from my Nikon DSLR!) Jason Snell points out that in April, Eye-Fi introduced a feature called "Direct Mode" for their X2 cards that turns the card itself into a portable Wi-Fi hotspot. That way, you can connect the iPhone to the Eye-Fi and transmit photos from your camera into the Eye-Fi app and, from there, into the iPhone's Camera Roll. Presto!

MobileBeat's First Look at Google Music Beta: It's Bad

Matthew Lynley played with the Big G's new cloud-based music management system, in which you store all your music n the ether and it is magically played back to you through a dreadfully crappy interface. If you ask me, it might be better to store your music in Dropbox...and Lynley makes that point. The software sounds particularly bad, and, lacking any Genius/Pandora style features to find other music you might like, it's a very 2007 solution to the question, how do I store my music somewhere I can access it without my phone? Then again: imagine that.

Macworld Takes a More Generous Look at Google Music Beta

Although *MobileBeat* panned Google's Music Beta, the guys at *Macworld* gave it a try and were a little more impressed. Its Android support makes it sound like iTunes; and it sounds from the review like there's a lot of iTunes going on here. But they point out that this is still a "passive" model for cloud storage of music, in which you upload your music and it plays back over the network, as opposed to what they call the "active" model, where you upload the database of music (rather than the actual, physical files) that you have and then you stream the copies. In the end, they call Google's offering "a reheated version of iTunes, configured for the cloud."

HP Opts Against Thunderbolt, for USB 3.0

Here's the proverbial $26,000 question: will Thunderbolt turn out to be Apple's USB—an early move that turned out to be a wild success—or like FireWire, now basically relegated to videographers and Mac users? *PC World* reports that HP considered Thunderbolt for their future hardware but is opting for USB 3.0 because of "wider support." Remains to be seen which one Thunderbolt will turn out to be.

How Independent Apple Retailers Live With the Apple Store

If you've been a Mac user for longer than the decade that the Apple Store has been around, you remember vividly the experience of buying a Mac. It was much more, shall we say, cultish; where the Apple Store is the Saks Fifth Avenue of retail, some independent retailers were great but intensely techie (the Mac Store in Portland, OR) and others were just inadequate (Nabih's of Evanston, IL). But the Apple Store has virtually captured all consumer attention. How are independent resellers doing it? Service, for one; better stock of accessories; and all the other little things Apple won't or can't stock because they're, you know, the corporate flagship.

Ben Horowitz Takes a Victory Lap on Microsoft Buying Skype

Ben Horowitz, who partnered with Marc Andreessen, takes a victory lap on his blog after Microsoft announced they were buying Skype. It's true that many people (including yours truly) were skeptical at the time that they bought Skype from eBay in 2009, after eBay's disastrous acquisition. Although they seem to have rescued a successful company that had lost its way, I can't fathom what conceivable use Microsoft has for Skype, other than as a cash cow (and even then they would be a drop in the Redmond bucket). But I suppose you never know.

The Lion Wores

What is it with TV presenters? Why have we got so many all of a sudden who have speech affectations? Should such people be even on TV in the first place?

I listened to some last night and their pronounciations included Sir Anthony Beaumwant. The Gweatest Wevolution... Cweated the kitchen wange... Incwedible... pweliferwation... the scullery mwaid... middle cwases.

These aren't the words of someone with a speech impediment caused by some physical or psychological disability. If they were, I wouldn't dream of mentioning them. Instead, they are from the voices of those who have been to the best schools, usually now being something like the curator of the Queen's handkerchiefs, or should that be cwuwater? Then there is Jonathan Woss....

After extensive minutes of research, it appears I am not the only one questioning this affectation, which they also note as a pwoduct of the wealthy. The Queen in her 1950s voice would sound pretty stupid to us today. As if she had something stuck in her royal passage. Thankfully, her accent has tamed, and Britain is represented by a softly spoken lady with a wealthy London accent. Unlike the Estuary speech that Nigel Kennedy, wealthy iconic violinist, has adopted. In Jamie Oliver, it is natural; in others, it is forced.

Here, one American asks the same qwestion. While here, the questioner notes that it is not an affectation seen in other English-speaking countries. Even the Beeb has some notes about it: BBC—Voices—Your Voice.

Macs have long had voices, which I find useful to grab my attention to something going on. For many years, Alex has summoned me to click on a dialog box or warned that Armageddon would occur if I didn't choose between two options. Usually: "Erase Hard Drive: Yes or No."

For me, the other voices just didn't hack it. Victoria was nearly my dream girl but sounded just a bit too CanadianAmericanDigital. The others might appeal to some, but I have never wanted to be summoned by Bubbles or his compatriots.

However, with Lion it looks as though this will change. A whole new range of voices may be included, according to those with developer copies. The voices spoken are courtesy of real people, or nearly real people, from the countries where the Mac is present. This includes the various versions of English, such as Australian, South African, and so on.

But you can't mix and match to have Jacques in Montreal speak English with his sexy French-Canadian accent. He's strictly French-speaking, just like Brunhilda will always speak in German, and Agnetha in Swedish, unfortunately.

Apparently, the Speech control panel will have previews of the new voices, which it will download when you make a selection. The downside is that they will be pretty big files to take in all the nuances of each voice. Personally, I'd give a gigabyte to have Agnetha summon me, but I can't be bothered to learn Swedish.

New Vistas on Lion

Terry Seabrook e-mailed me today, about his new CD and concert dates. Don't know who he is (I hear you say)? Terry is just a cool Brighton-based jazz man. His new Web site is here. I'm not usually a fan of jazz, but Terry's previous band, Cubana Bop, and his latest, Milestones, give you a jazz which is very light and listenable.

As I looked through Terry's back catalogue, I tried to remember which were the CD covers I designed, from an era when my studio was in Brighton and I traded design of their poster/cover/whatever in exchange for a copy of their latest music as CD and MP3s. Brighton is the birthplace of so many bands and musicians. I made sure my music library grew exponentially by working for as many as possible. Most of the CDs remain sealed in their wrappers, in case in years to come I can take them to the Antiques Roadshow.

The chances of running the software I used to produce Terry's covers diminish as rapidly as Apple switches allegiance in its choice of CPU suppliers. The switch from Mac OS 9 to Mac OS X was expensive in some ways, as scanners and some printers were left for dust, but software still ran. Apple introduced their Classic emulator, which I found ran old software quicker and more reliably than under native Mac OS 9.

I still have some of those old packages and welcome anyone creating a new Classic emulator so that I can get to my old barcoders, Adobe Streamline, and various graphics applications. Then Apple switched from IBM to Intel as their CPU supplier. That change was again, helped by Rosetta, the PowerPC emulation software which has kept all my older Mac OS X applications running.

It is the switch to Lion which is going to hurt the most, because this time there will be no emulator to keep PowerPC applications alive. They will wither away to nothing as soon as I switch, and this will include some of the heavyweight software I cannot find alternatives for. This includes every Adobe application I own, the Microsoft Office suite, as well as old faithfuls such as VisualHub, SilverFast scanning software, and others.

Losing Microsoft Office will be the least painful; I never wanted to upgrade from Word 5 and definitely not to the latest Word with the dreadful ribbon. For the rest of broken applications, I just hope they get updates pretty darned quick. Some, such as Epson's drivers, are all PowerPC. Others, such as SilverFast, will probably be a paid-for upgrade.

This next Mac OS X is the first where I shall really examine whether it is worth the hassle to use. For me to say that, I think Apple might be on the verge of making the same mistake as Microsoft did with Vista.

Why Time Machine Is a Mac Essential

In our large household, the collective investment in iTunes content might rival the GDP of a few small island nations. (OK, this is a slight exaggeration.) From music to movies and photos to college papers, our hard drives are filled with items that cannot be replaced easily—if they can be replaced at all.

Today's Macs are not only the storage centers for our desktop or laptop data but also the storage centers for backup data for our iPhones, iPads, and iPods. Without a reliable backup system, a lost hard drive can be the source of months of frustration, weeks of lost work, and years of vanished memories of special occasions and everyday moments that become special when viewed through the passage of time.

To reduce the risk of lost data disasters in our household, we use a regular Time Machine backup regimen. A few weeks before press time, one of our laptop hard drives gave out. After a year of near 24/7 use by a college student in the house who makes generous use of Netflix streams in between bouts of schoolwork, the drive became unresponsive. After a quick trip to an Apple retail store (AppleCare is another Mac essential), the MacBook Pro had a new drive installed, and all that was needed to restore the old drive's data was an easy Time Machine step following the new drive's startup and welcome message from Apple.

My preferred Time Machine regimen is to back up data on the hour using a Time Capsule that also serves as the household's Wi-Fi base station. In the case of the hard drive that failed, the data had been backed up using Time Machine to a local external hard drive. The Time Machine data restore operation took less than an hour to complete, and all data was restored as if the user hadn't missed a beat. While flash drives and optical media can be deployed to back up work or school files, the automatic backup regimen and the thorough backup routine of Time Machine make it a better and more comprehensive backup solution.

As the author of the Posts At Eventide blog, my financial analysis worksheets are stored all over my drive—along with several years of financial reports and regulatory filings from the nation's top technology companies. With no regular backup regimen, replacing the information on my drive would require months of personal work and needless hours spent searching the Internet to replace volumes of lost data.

Time Machine is free and is installed with the latest versions of Mac OS X. Time Machine provides for the peace of mind that comes from knowing your Mac's backup data is a virtually up-to-the-minute copy of what's on your drive, and all music, movies, photos, and personal files are backed up safely in the event of a lost hard drive, a corrupted drive, or a more complex repair issue involving your Mac.

Large capacity external backup drives can be purchased for about $100. A Time Capsule can be purchased for $299. Either of these backup options is worth the price when some of what's at risk may be considered priceless.

Broomfield, Colorado

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

This Month's Desktop Pictures

Michael Sitarzewski shares some scenic photos he's shot in and around Broomfield, Colorado.

<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.
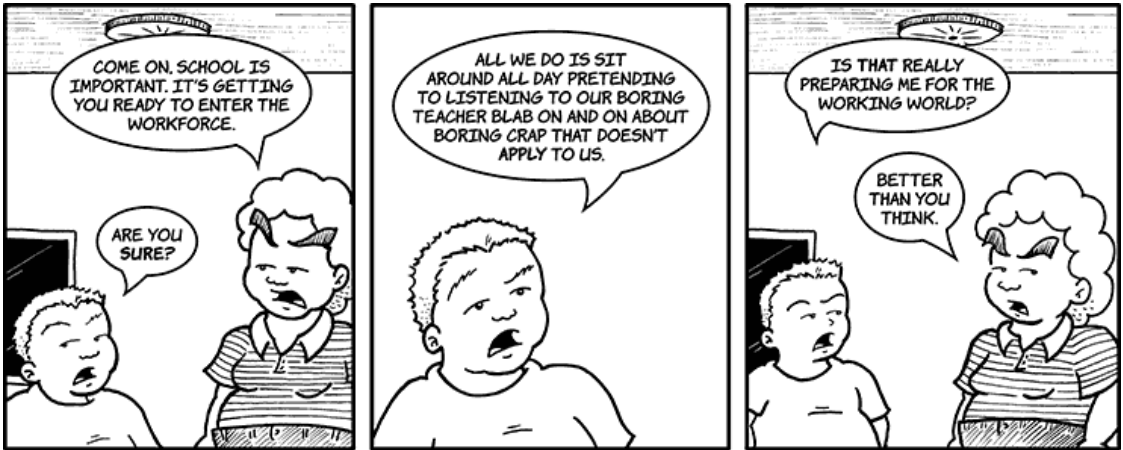
Out at Five
by Matt Johnson, mjohnson@atpm.com

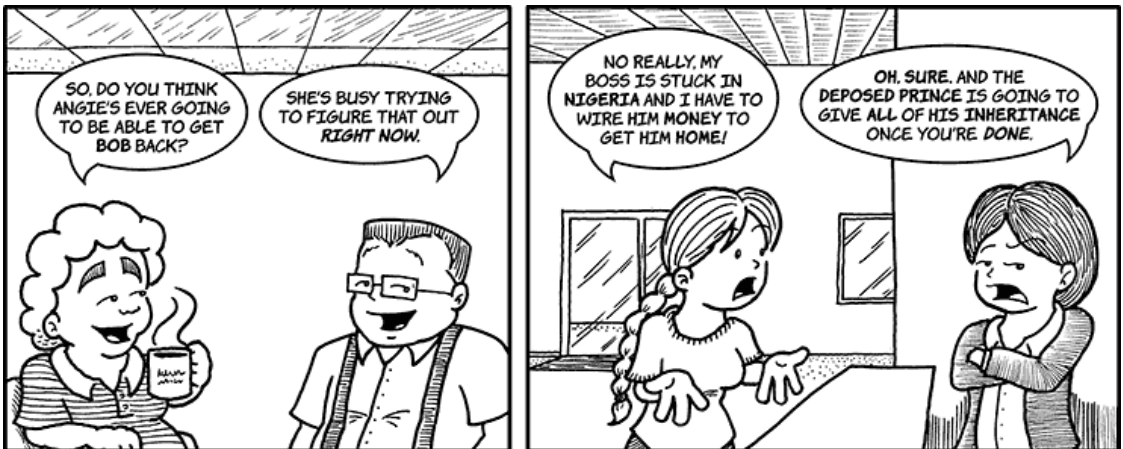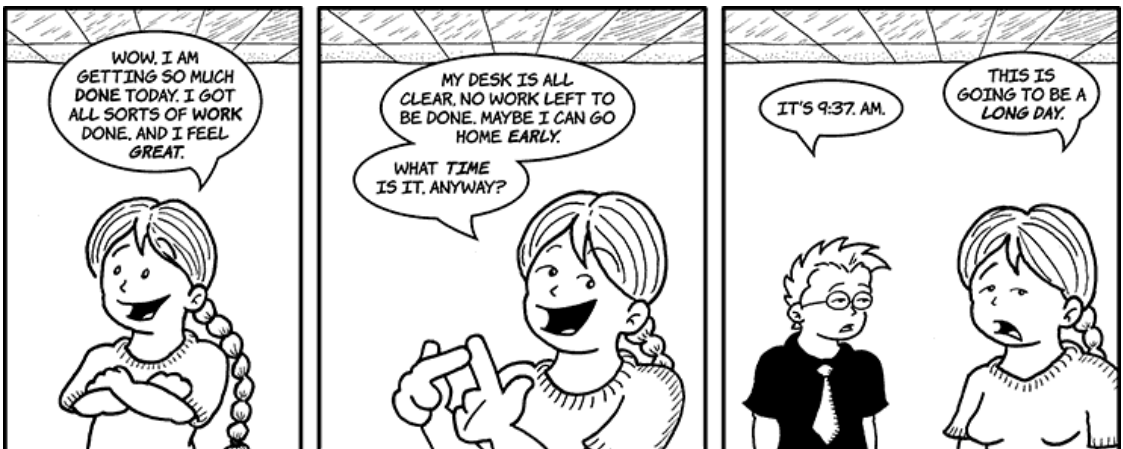## Real Life: Facebooking

The Importance of Education
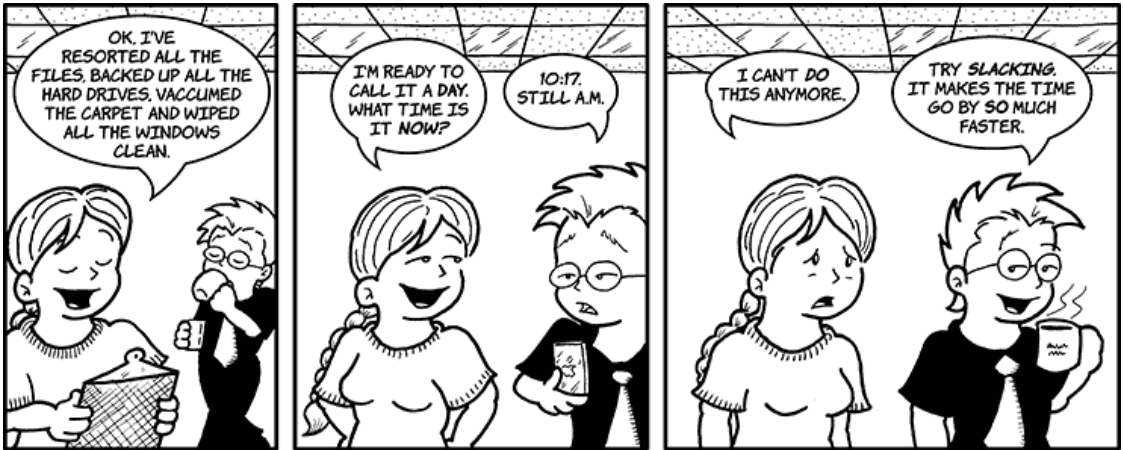
Preparing for Real Life
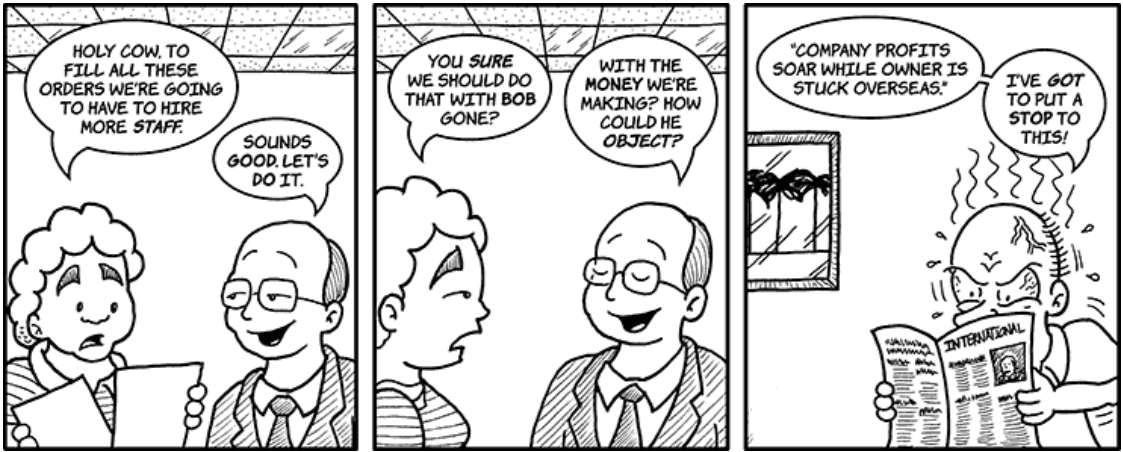

At Western Union

Efficiency

Efficiency 2
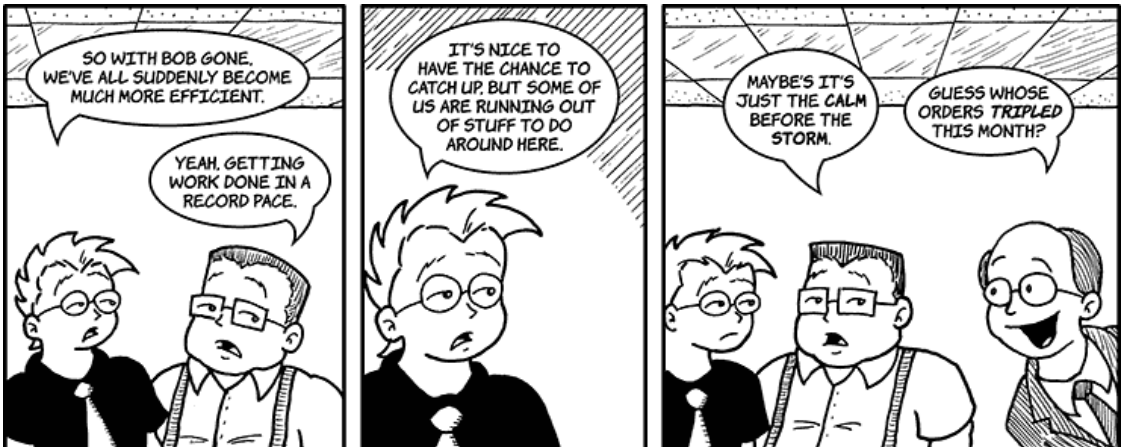
Panel 1: OK, I'VE RESORTED ALL THE FILES, BACKED UP ALL THE HARD DRIVES, VACCUMED THE CARPET AND WIPED ALL THE WINDOWS CLEAN.

Panel 2: I'M READY TO CALL IT A DAY. WHAT TIME IS IT NOW?

10:17. STILL A.M.

Panel 3: I CAN'T DO THIS ANYMORE.

TRY SLACKING. IT MAKES THE TIME GO BY SO MUCH FASTER.

Killing Time

Panel 1: I FEEL LIKE I'VE BEEN HERE FOREVER TODAY. THERE'S NOTHING LEFT TO DO. AND IT'S HOURS UNTIL QUITTING TIME.

Panel 2: WELL, I GUESS I COULD GOOF OFF FOR A FEW MINUTES. I DESERVE A BREAK.

Panel 3: ANGIE, ARE YOU COMING? IT'S TIME TO GO HOME.

Before the Storm

Panel 1: SO WITH BOB GONE, WE'VE ALL SUDDENLY BECOME MUCH MORE EFFICIENT.

YEAH, GETTING WORK DONE IN A RECORD PACE.

Panel 2: IT'S NICE TO HAVE THE CHANCE TO CATCH UP, BUT SOME OF US ARE RUNNING OUT OF STUFF TO DO AROUND HERE.

Panel 3: MAYBE'S IT'S JUST THE CALM BEFORE THE STORM.

GUESS WHOSE ORDERS TRIPLED THIS MONTH?

Getting Steamed

Cartella

Function: MacBook Air case that looks like a giant Moleskine notebook.
Developer: Pad & Quill
Price: $90 (11-inch); $100 (13-inch); introductory prices currently offer $10 off.
Requirements: MacBook Air
Trial: None

This is one of those ideas that seems like a gimmick at first glance, but turns out to work fine in practice. The most famous laptop case of this type is the interoffice envelope that Apple CEO Steve Jobs used to introduce the Macbook Air three years ago. This alternative is meant to resemble a giant Moleskine notebook.

Closed

You know that iconic product, with hard black covers, an elastic strap to hold it shut, and an interior pocket. Thanks to clever marketing evoking Hemingway that appeals to artists and geeks alike, it sells at a premium compared to other perfectly serviceable alternatives. The Pad & Quill company, a family business based on the Twin Cities, makes their homage

by hand, using the same techniques, they tell us, as bookbinders. The manufacturers "love God, our kids, entrepreneurship, and our dog...in that order." They have been so successful over just the past few months that they have started to offer similar carrying cases for the iPad and iPhone, with various color combinations. It is easy to see why they have done well.


Open

The Cartella has a Baltic Birch frame. It is made to very close tolerances, which is most impressive. A MacBook Air fits perfectly. A finicky user is able to make fine adjustments, thanks to enclosed thin rubber strips. It's possible to use the computer while it is still stored in the case. The frame has cutouts that allow the ports to be accessed and a MagSafe power adapter to be plugged in.

MacBook Air inside, showing ports.

The red interior has a pocket, of course.
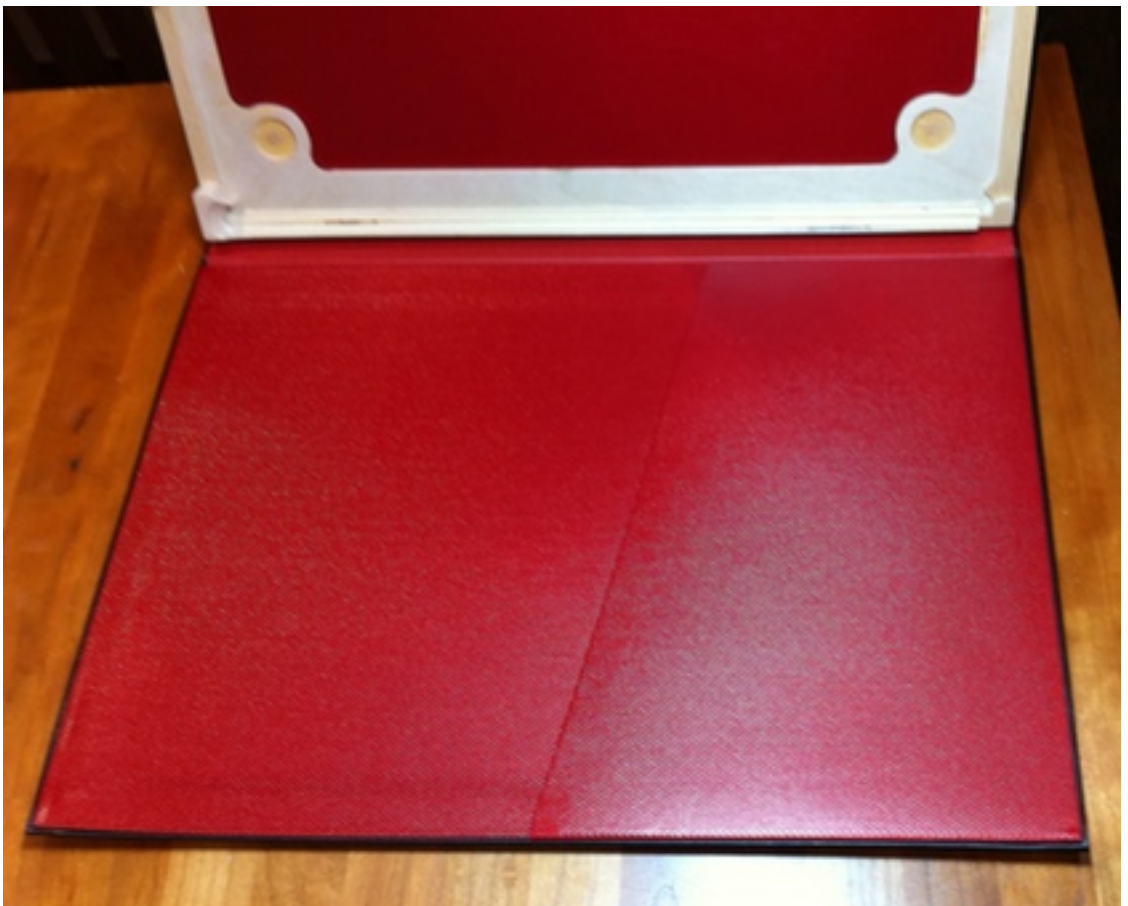
Interior Pocket

The exterior is bonded leather, not full-grain leather. Bonded leather is to full-grain leather as engineered wood is to boards. That is, it's leather material that's been blended together with other substances to create an altogether new textile.

The cover does not close all that snugly. Thus the elastic strap is needed; it is not an affectation.

MacBook Air Inside

As carrying cases go, this is a wonderful conversation piece. It does what it should. The only concerns it raises are the lack of padding and wear and tear. The very same aesthetic qualities that make it desirable also make it less than ideal for protecting the machine inside or holding up over time. This isn't the same as a case with an interior suspension or an inch of foam padding all around the sides, though that might not be so important since it seems computers are sturdier than ever, and the MacBook Air especially so given its standard SSD drive. The makers are honest, indicating that their product "will wear like an old book if it is treated…with common sense care."

With MacBook Air inside—note slight bowing of front cover.

Architects Robert Venturi and Denise Scott-Brown once wrote a famous manifesto about design. They distinguished between the duck and the decorated shed. The duck is a building that uses its form to symbolize its function; the decorated shed is a building that has a form with symbolism attached to it to signal its function—with different symbols, it could be transformed from a chapel to a utility shed.

This laptop case is a duck. Most laptop cases are ducks. They are simple structures. But this duck is different from most ducks.

It's different because it's meant to evoke another duck, the Moleskine notebook. It isn't like other retro technological designs that dress up the latest device as if it were something much older (the CD player as a Depression-era radio the family would gather around for President FDR's "fireside chats"), because it is not pretending to be something else. It's a work of art, or at least craft, a little joke (the expensive white porcelain mug made to look like a disposable styrofoam cup).

People who will like this already know they like it. People who don't will shrug at its appeal. So the purpose of this review is to assure those in the former category that the idea has been executed with great care, and they should purchase with confidence.

The Daily 1.0.6

Function: Newspaper-like app for iPad.
Developer: The Daily Holdings, Inc.
Price: free app; subscriptions are $1/week or $40/year.
Requirements: iPad with iOS 4.2.
Trial: Fully-featured (14 days).

Perhaps your news-gathering habits are not too far from mine: I used to enjoy reading the newspaper on a regular basis, but more recently have found it to be more tedious with a tendency to cluttering my home as stacks of newsprint await my attention. I recoil at 95% of the news available on television, and find the radio only marginally better (and neither is convenient to my schedule). Thus, in recent years I've cancelled my subscription to the local rag, avoided TV and listened to radio when I'm in my car, and relied upon weekly print magazines such as *Newsweek* or *US News & World Report*, supplemented by RSS feeds to sites such as The NY Times and Slate.

Perhaps, too, you've recently found yourself where I have: lacking a paid subscription to *The NY Times*, my per-month article limit (based on new policies) is quickly maxed-out. That, in tandem with the great percentage of local NY news in the RSS feed—since I'm not in New York, and thus find few of these pieces of real interest—has led me to question whether the *Times* still deserves a place in my RSS reader. As Merlin Mann recently quipped via Twitter, "*The New York Times* will ALWAYS be this country's newspaper of record for the first few days of a given month."

Slate, while free, doesn't quite hit the news as I want it, either: it is good for broad-stroke coverage of issues and events, but often leans more toward editorial and opinion than "objective" news (and yes, I realize that all news coverage is subjective). And *Newsweek*, my current subscription of choice, is great—but lacks the attention to daily happenings in a timely (read: the next day!) manner.

What to do? Where do I go for news?

A 21st Century Solution

Enter *The Daily*—a newspaper, if you will, designed exclusively for Apple's iPad. Introduced in February, 2011, by Rupert Murdoch (the media mogul behind News Corporation, with holdings in book publisher HarperCollins, 20th Century Fox, *The Wall Street Journal*, *The Washington Post*, Fox Broadcasting Company, and literally hundreds of other newspapers, magazines, and television and radio stations) as a new venture into journalism and news reporting, *The Daily* is, as its name/title suggests, a daily source for news.

The Daily offers seven sections in each new issue: News, Business, Gossip, Opinion, Arts & Life, Apps & Games, and Sports. Combined, they represent about 100 pages of new content every day. Furthermore, updates through the day are frequently available, so if you're following a particular story, you may find new content in the evening to flesh out what was missing or vague that morning (insofar as that content was unavailable before; I don't mean that description as a comment about the quality of reporting, but about the inherent limits of it).

The app—and its content—is, as *The NY Times* described it, one-part Web site, one-part news magazine, and one-part newscast, and it does a surprisingly good job at combining these. The effort's success is clearly due to the vast resources of News Corp.'s empire, for without the content availed to them from the various sources listed above, it would be impossible to envision how a startup like *The Daily* (as an organization, not as an app) might pull it off.

But with the resources at hand, they *do* pull it off. And if you're like me, it's a welcome option.

What They Get Right

First, an overview: *The Daily* is rich in content, chock-full of beautiful color photographs as well as video, audio, and interactive 3D illustrations. A lot of this media is embedded into articles, meaning that more "story" is offered than simply the words on the page. This is a prime example of how *The Daily* takes advantage of News Corp.'s wide-reaching resources.

Tapping the different photos in the sidebar brings them into the main window.

Tapping the red dots brings up different information about each item.

The interface is also nicely designed, and navigation is simple and intuitive. Anyone who has made use of Web sites and is familiar with the conventions of many iOS apps will find

The Daily follows interface guidelines to an adequate degree; there are no special tricks or gestures required to find your way around. Once the app is open, readers can get to the content they want without any hassles or delays.

The opening screen to *The Daily*—easy to navigate.

As for price, I find $1 a week (theoretically, 14¢ an issue) to be a fair price. At some point, I may opt for the greater savings represented in the $40 annual subscription (reducing the

rate to a theoretical 11¢ per issue), but until then I'm happy to renew on a weekly basis. (By comparison, incidentally, a subscription to full content through the NYTimes app costs $1 a week for the introductory four weeks, then jumps to $5 a week after that!) What's great also is that, if you skip a week entirely, you aren't hit for the $1; in the weekly subscription model, you essentially re-subscribe every week, so if you go on vacation and choose to ignore the news for a week or more, it doesn't cost a dime.

Now, more specifically: I appreciate *The Daily's* coverage of national and world events, business, and cultural matters, and find the articles generally to be of adequate length. Some have commented on their brevity as a mark against them, or even of inferior reporting; to the contrary, my experience has been that the articles largely cover the material adequately, if sometimes only just. True, you won't find the longer exposés or detailed pieces typical of traditional newspapers—but two things mitigate this as a complaint: first, today's reader (and especially the "online" reader) gives far less attention to long articles, even to the point of shaping the way most Web sites determine content; and second, there's always more information available online, should the reader desire it (and *The Daily* will sometimes refer to such).

I also love the way *The Daily* handles sports coverage. There is a truly broad appeal, with good attention given to the "Big Three" (football, basketball, and baseball) at both professional and college levels.

Great info-graphic about current soccer events; what you can't see is that it scrolls down almost another page's worth.
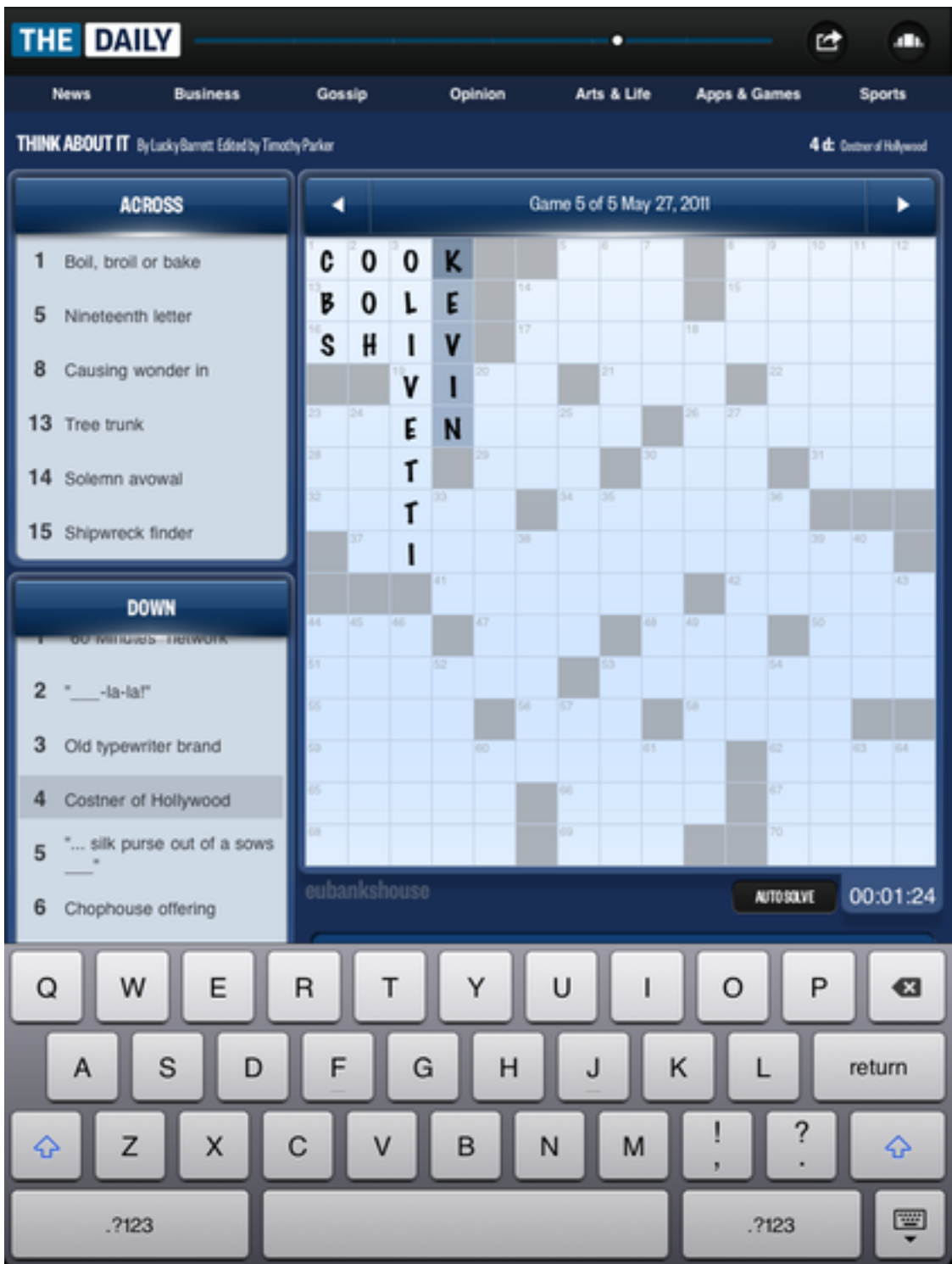
But there is also well-deserved focus on less-mainstream sports such as soccer, tennis, boxing, and even cricket, when current events require it. A nice touch, also, is the capacity to set up favorite teams and keep a particular eye on their performance.
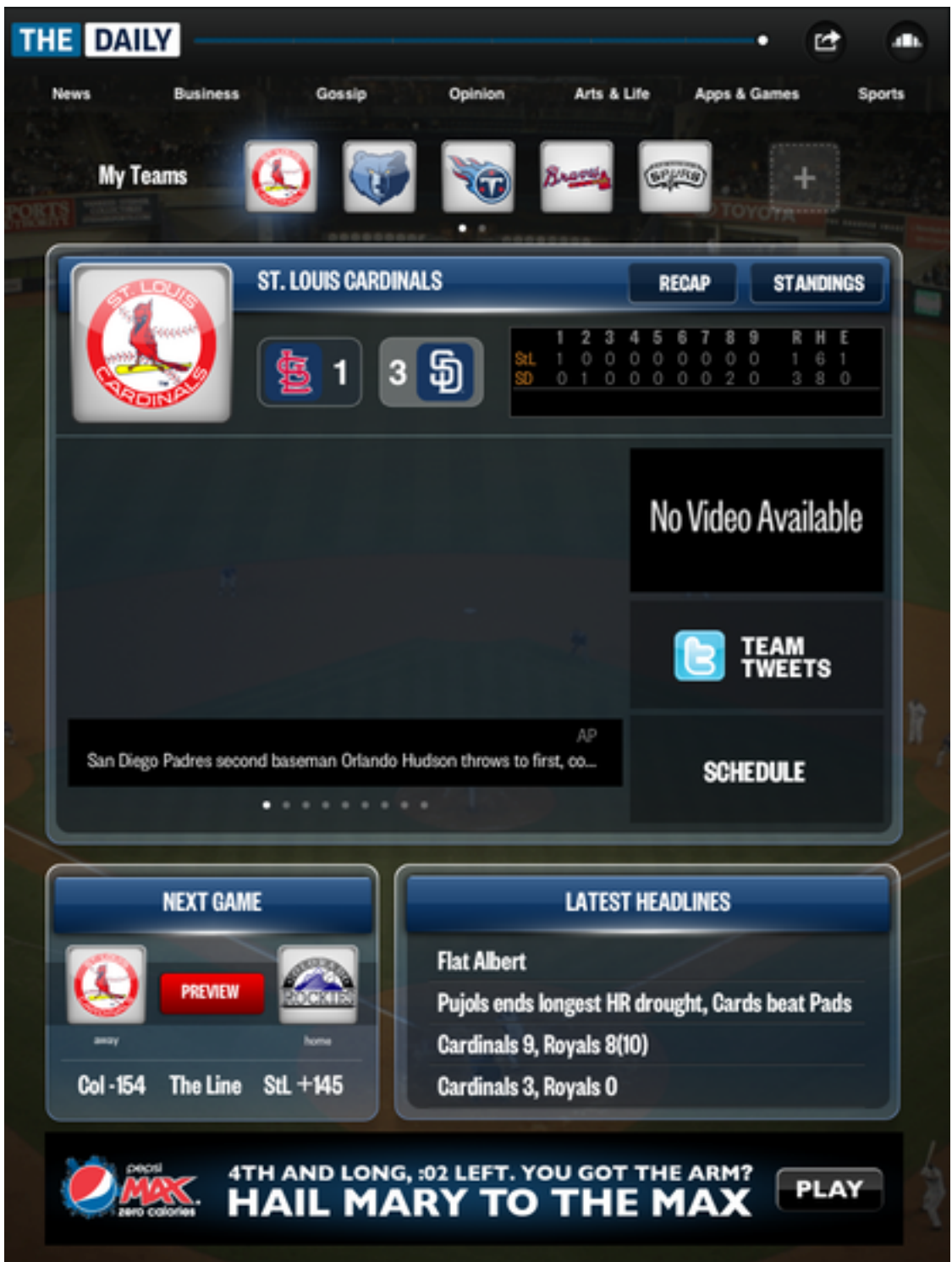
My favorite teams are easy to check on, thanks to the customized sports setup.

The Daily also includes a decent crossword puzzle and Sudoku in every issue, which will help many readers of print newspapers make the transition easier. And these tie in with

Apple's Game Center, in order to offer seamless statistics on completion times for users. Readers will also find local weather information, quick bits on "news of the weird," and other fun surprises.

THINK ABOUT IT By Lucky Barrett Edited by Timothy Parker   4 d: Costner of Hollywood

ACROSS

1   Boil, broil or bake

5   Nineteenth letter

8   Causing wonder in

13 Tree trunk

14 Solemn avowal

15 Shipwreck finder

DOWN

1   60 Minutes network

2   "___-la-la!"

3   Old typewriter brand

4   Costner of Hollywood

5   "... silk purse out of a sows ___"

6   Chophouse offering

Game 5 of 5 May 27, 2011

eubankshouse   AUTOSOLVE   00:01:24

I like the crossword's easy interface and automatic advance to the next clue.

As a nod to the interests of typical iPad users, *The Daily* also includes pieces on games and gadgets. Both PC Games and iOS games are reviewed regularly, and articles about new

mobile phones or iPad accessories are common as well. These, while unnecessary, punctuate the attention given to answering the "needs" and wants of their target reader.

Finally, while archives are not explicitly available, *The Daily* offers options for "clipping" particular articles and also posting them to Facebook and Twitter (with comments). A clipped article can be read indefinitely after it has been saved, allowing readers to scan the content if needed and return to articles days or weeks later.

Not So Much

While *The Daily* is obviously a capable app and news source, it isn't without its foibles.

For starters, the app takes a long time to load. This is, in one sense, understandable: the amount of content that must be downloaded is not insignificant, and the intention is apparently to provide a seamless experience once it is opened—which means that all content must be downloaded before it will grant access to it. I get it, but still I roll my eyes every time I have to wait. My hope is that the folks behind the app itself will take some cues from others who face similar problems (the OmniGroup, with OmniFocus for iPad, comes to mind) and build in ways to begin accessing content immediately while continuing the download in the background.

This is the screen that you'll watch for 20–30 seconds as the content loads.

To make matters worse, *The Daily* doesn't work with iOS's multitasking option. Thus, if I leave the app to, say, e-mail a quote or link to someone, I have to wait for the app to load

again when I return. Given the long loading times, I regularly wish for this option to be available.

With regard to content: personally, I could do without the gossip section, and my conviction is that everyone else could too. I just don't care about what this celebrity wore on some colored carpet at the entrance to an event, or what so-and-so looks like in the grocery store parking lot when she is six months pregnant.

In its stead or in addition, I would far prefer something that highlighted local news, even if briefly. I could see this fleshing out in one of two ways: echoing what *USA Today* has offered for years, a single-paragraph touching briefly on a local story from each state would be nice. Or, making use of the personalization allowed via *The Daily's* interface, one or more local regions could be designated and specific content provided. This seems like the final missing piece to making *The Daily* a real option as everyone's primary news source—well, that and the fact that some people haven't given in and purchased an iPad.

The ads in *The Daily* are also tedious. Ad-buyers must love the options to embed rich media into their ads, and I'll grant that they do a good job of making use of this—so much so, that they inevitably bog down the experience. Every time I get the grey circle animation (the iOS equivalent of the Mac's "beach ball") it is always because an ad is loading. I won't begrudge them the right to sell ads to support their product, but I'd be grateful if the editors at *The Daily* imposed a bandwidth restriction on ad-makers, forcing them to harmonize their ads with the overall flow of content.
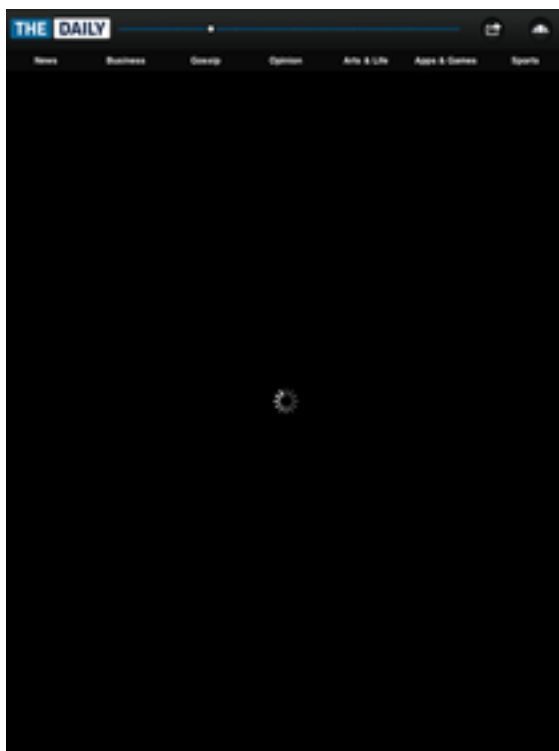
Usually, the only time the app "beach-balls" on my first-gen iPad is when an ad is loading.

When the ads come up, they are pretty cool; this ad for Land Rover is a common one, with the same kind of interactivity of many of the other graphics.

Finally, a scaled-down iPhone version would be great! I can't see why this would be too difficult, but it would certainly extend their reach with existing and new subscribers.

In Summary

I like *The Daily* a lot and find myself reading it most days. There's a lot to like, and the aspects that I dislike are certainly not deal-breakers. News readers looking for long, deep, and exhaustive pieces will probably still prefer *The NY Times* or its like, but folks like me will do well to give *The Daily* a chance.

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?

Check our reviews index for the complete list.

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?

If you or your company has a product that you'd like to see reviewed, send a copy our way. We're always looking for interesting pieces of software to try out. Contact reviews@atpm.com for shipping information. You can send press releases to news@atpm.com.

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.