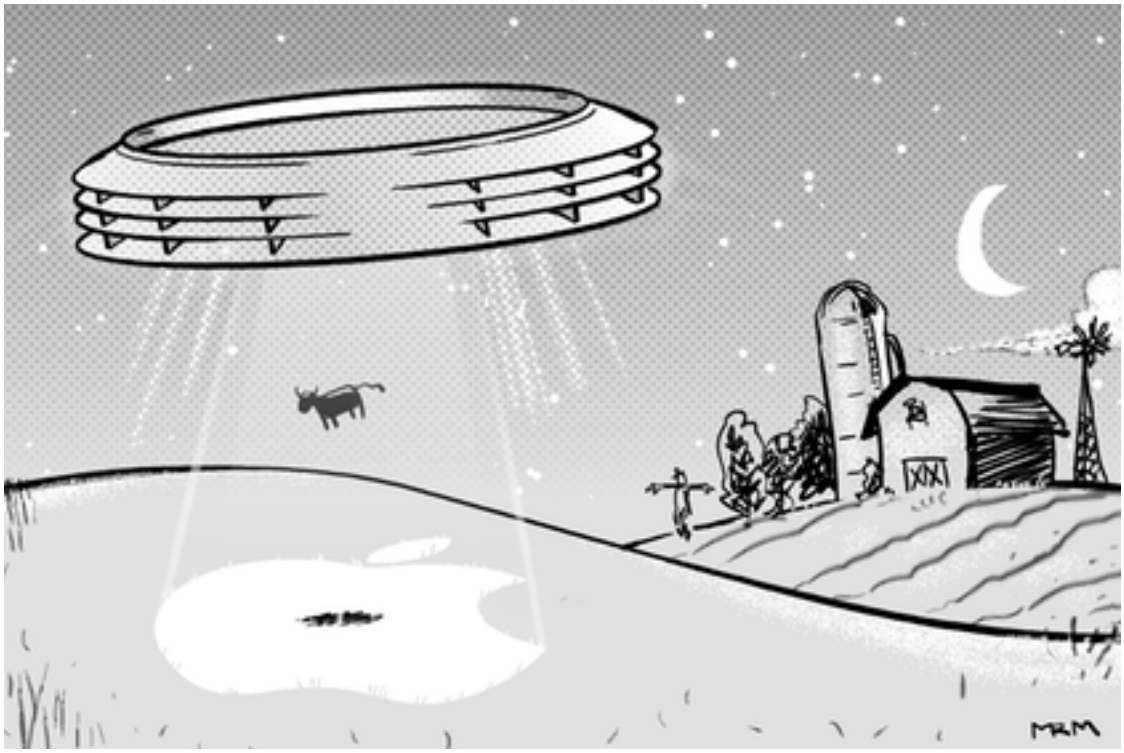
ATPM

17.09 / September 2011 Volume 17, Number 9



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

Cover Art

Copyright © 2011 Matt McCray. We need new cover art each month. Write to us!

The ATPM Staff

Publisher/Editor	Michael Tsai
Managing Editor	Christopher Turner
Reviews Editor	Paul Fatula
Web Editor	Lee Bennett
Copy Editors	Chris Lawson
	Linus Ly
	Ellyn Ritterskamp
	Brooke Smith
	Vacant
Webmaster	Michael Tsai
Beta Testers	The Staff
Contributing Editors	Eric Blair
	Ed Eubanks Jr.
	Matthew Glidden
	Andrew Kator
	Robert Paul Leitao
	Wes Meltzer
	David Ozab
	Sylvester Roque
	Mark Tennent
	Evan Trent
	Frank H. Wu
	Vacant

Artwork & Design

Layout and Design	Michael Tsai
Web Design	Simon Griffee
Cartoonists	Matt Johnson, Linus Ly, Grant Osborne
Blue Apple Icons	Mark Robinson
Other Art	RD Novo
Graphics Director	*Vacant*

Emeritus

RD Novo, Robert Madill, Belinda Wagner, Jamal Ghandour, Edward Goss, Tom Iovino, Daniel Chvatik, Mike Shields, Gregory Tetrault, Raena Armitage, Johann Campbell, Ted Goranson, Charles Ross.

Contributors

Lee Bennett, Ed Eubanks Jr., Jean Feuillet, Jens Grabenstein, Matt Johnson, Robert Paul Leitao, Linus Ly, Wes Meltzer, Grant Osborne, Kevin Rossen, Mark Tennent, Christopher Turner, Frank H. Wu, *Macintosh users like you.*

Subscriptions

Sign up for **free** subscriptions using the Web form.

Where to Find ATPM

Online and downloadable issues are available at the ATPM Web Site. ATPM is a product of ATPM, Inc. © 1995–2011. All Rights Reserved. ISSN: 1093-2909.

Production Tools

Acorn, Apache, AppleScript, BBEdit, Docutils, DropDMG, FileMaker Pro, Git, GraphicConverter, LaTeX, make, Mailman, MySQL, Name Mangler, optipng, PyMesh, PyObjC, Python, rsync, Snapz Pro X, ssh, TextMate.

Reprints

Articles, original art, and desktop pictures may not be reproduced without the express permission of the author or artist, unless otherwise noted. You may, however, print or distribute copies of this issue of ATPM as a whole, provided that it is not modified in any way. Authors may be contacted through ATPM *'s* editorial staff, or at their e-mail addresses, when provided.

Legal Stuff

About This Particular Macintosh may be uploaded to any online area or included on a CD-ROM compilation, so long as the file remains intact and unaltered, but all other rights are reserved. All information contained in this issue is correct to the best of our knowledge. The opinions expressed in ATPM are not necessarily those of the entire ATPM staff. Product and company names and logos may be registered trademarks of their respective companies. Thank you for reading this far, and we hope that the rest of the magazine is more interesting than this.

• • •

Thanks for reading ATPM.

Sponsors

About This Particular Macintosh has been free since 1995, and we intend to keep it that way. Our editors and staff are volunteers with *real* jobs who believe in the Macintosh way of computing. We don't make a profit, nor do we plan to. Our aim is to produce a fiercely independent magazine, with multiple formats designed for easy reading rather than showing ads. The views expressed in these pages have always been our own, and to help prove it we do not accept direct sponsorships or advertising. We do, however, need to pay for our Web site and other expenses, so we rely on minimal advertising, sold indirectly via Google and Yahoo, as well as the support of ATPM readers who shop at Amazon.com using our link.

Welcome

by Robert Paul Leitao, rleitao@atpm.com

Welcome to the September issue of *About This Particular Macintosh!* Throughout our publication's history, we have strived to celebrate what we call the "personal computing experience." Over the years, the types and styles of computing devices have changed, yet our mission has remained the same. Today change has come to the company that changed the way we view, choose, and use personal technology products.

Steve Jobs and Apple's First $100 Billion Year

It's ironic that Apple co-founder Steve Jobs has stepped aside as CEO of the company soon after the enterprise reported its first $100 billion year. In the four fiscal quarters ended in June, Apple reported revenue of $100.322 billion in revenue and net income of $23.606 billion.

To put these numbers in perspective, in the fiscal year that ended in September 1997, a few months after Steve Jobs returned to the helm of the company, Apple reported revenue of $7.081 billion and a net loss of $1.045 billion. Apple's FY 1997 performance evidenced a dramatic deterioration in the company's results due to the missteps of prior management. The $7.081 billion in revenue was a 36% reduction in revenue from the company's revenue performance just two years prior in FY 1995, and the net loss was nearly a $1.5 billion change in outcome from the same FY 1995 results. Apple's FY 1997 net loss equated to a loss of $8.29 per share. In the four fiscal quarters ended in June, Apple's net income equated to earnings of $25.26 per share.

In 14 short years under the leadership of Steve Jobs, Apple became the most highly valued technology company on the planet with a current market capitalization (the sum value of all outstanding shares) of over $350 billion, a company with annual revenue now exceeding $100 billion, and cash and marketable securities on the company's balance sheet of $76 billion or about $81 in cash for every outstanding share.

Apple's Dynamic Revenue Mix

Apple's change in fortune has been driven by change in Apple's products. In the four fiscal quarters ended in June, 61% of the $100 billion in reported revenue was sourced from sales of the iPhone and iPad. These are two products that did not exist in the market as recently as five years ago today. Stepping back five years to Apple's FY 2006, the iPod generated more than 50% of the company's revenue. Next fiscal year, the iPod line will generate less than 5% of Apple's revenue results.

Apple is not only an extraordinarily successful company, but it's also among the most dynamic large companies on the planet. Apple has mastered the art of dynamic change, and today a change has come to the CEO's chair at the company.

Tim Cook and Apple's First $100 Billion Year

For those of us who closely follow Apple, Tim Cook is a familiar voice on the quarterly conference call with Wall Street analysts. As Chief Operating Officer at Apple, his knowledge of the company and his acumen as the day-to-day decision maker has been beyond question. Stepping into his new role as CEO at Apple is a natural step forward. The editors of ATPM covered the return of Steve Jobs in 1997 and we look forward to continuing our coverage of Apple under the leadership of Tim Cook. Over the past few years, no other executive at Apple other than Steve Jobs has had as much influence on the company's success.

Our September issue includes:

Bloggable

A monthly summary of Wes Meltzer's blogosphere news, originating from his Pinboard feed. This month: Software Patents Make the Troll World Go Round, Because There's Never Enough Tablet News, Do Androids Dream of Electric iPhones?, Lion Boot Discs, and more.

The iPad Chronicles: A Hometown Apple Store

Robert Paul Leitao muses about how the arrival of an Apple Store in a community may be an indication that the community has come into its own.

MacMuser: Scrabbling Around for a Solution

Have you been seeing a facsimile of Scrabble® tiles instead of expected typefaces in Safari? Mark Tennent may have some helpful information for you.

MacMuser: 2011 and All That

"Gardeners will tell you that their apples are better and earlier than any year they can remember. Equally, their tomatoes are a dead loss."

PEBKAC: Never Forget

The great thing about history, be it for a country or a corporation, is that there are many lessons which can be learned, if we choose to never forget.

Segments: Apps for the Modern Realtor and Consumer

Whether you are a realtor or a consumer, Jean Feuillet has a compilation of apps that will aid you in dealing with real estate.

Segments: United States of Apple

Kevin Rossen may be on to something, and he even took the liberty of redesigning a familiar image in anticipation of his idea.

Desktop Pictures: New York City

In view of the upcoming tenth anniversary of September 11, 2001, Jens Grabenstein contributes two higher resolution versions of twin tower photos he submitted to ATPM in January 2001, along with several recent photos of the city.

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.*

Qaptain Qwerty

Linus Ly illustrates the lonely life of a frontrunner.

The Spinning Beachball

Thank you, Steve, for (almost) everything.

Review: Nisus Writer Pro 2.0

Following up on previous reviews, Ed Eubanks looks at the new version 2.0 upgrade of Nisus Writer Pro, and highlights the improvements and new features.

Review: SleeveCase for MacBook Air

"If you are willing to take up the style challenge, the WaterField SleeveCase is a first-class man purse."

Copyright © 2011 Robert Paul Leitao. Robert Paul Leitao is a contributing editor at ATPM and is author of the Posts At Eventide and The iPad Chronicles blogs.

E-Mail

Eaten by a Lion

You mentioned "After Dark." Too cool! Miss those "flying toasters." I kept the few remaining PowerPC apps I need on a drive running Mac OS X 10.6.8, and installed Lion on a separate 1 TB drive. Runs great on the Mac Pro desktop. Handbrake loves 64-bit. So excellent to be an "old school" Mac guy.

—Grover Watson

Hacking the Cable Modem

Most if not all of you that are sore that are of the opinion that hacking a cable modem are wet behind the ears. It is not stealing bandwidth just to increase your speed via settings within your cable modem. Uf you are allotted 1 TB of downloads per month and you do that in 1 day or 30 days it is not stealing. However, it is stealing if you download more than your quota. So for all you wanna be ISPs out there, go get a legal sheet and read it.

—Gream Turet

> Here's why I don't agree with Gream, et al: not only are you paying for a certain amount of bandwidth per month, but you are also paying for the speed of the pipe to which you are given access for using that bandwidth. Think of it as either a carpool lane or the toll transponder lane of a toll road. The extra "fee" for using the faster carpool lane is having multiple people in the car. Doesn't matter that you're driving the same distance (e.g. same bandwidth). Same goes for the transponder lane. If you go through without the transponder so you get through faster, avoiding the slower lanes that are paying the toll manually, you haven't paid the toll to use the road at all and "stole" the faster access.
>
> Faster throughput costs money to maintain, and the money people pay for that faster access helps the ISPs maintain it. When you gain faster access by hacking the equipment, you're taking away some of that speed from those who paid for it.
>
> Let me be crystal clear that I'm not saying don't hack your equipment if you own it (leasing it is a different story). Compared to other countries, US-based ISPs charge insane amounts for bandwidth. All I'm trying to say is that the ISPs speed restrictions aren't just an arbitrary way of collecting more money. It *does* cost to provide faster speed. But instead of focusing on ways to "stick it to them" by getting it without paying for it, we might instead should consider pressuring them into availing it for a cost that is more representative of the rest of the world.
>
> My two cents. Obviously, your mileage may vary.
>
> *—Lee Bennett*

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

Software Patents Make the Troll World Go Round

This American Life Explores the War over Software Patents

A few weeks ago, *This American Life* aired a fascinating investigation into patent trolling—and they landed at the epicenter to investigate Intellectual Ventures, owned by Nathan Myhrvold. Regular readers familiar with the Lodsys-iOS developers saga may have heard the name; IV sold the patents at issue to Lodsys. Now their story is really about Oasis Research, but Lodsys provides a fascinating entree into the reporting. Both companies (Oasis and Lodsys) have their headquarters in an office park in Marshall, Texas, a small town—and share the exact same address, in fact, down to the suite number. According to reporters Alex Blumberg and Laura Sydell, the entire building was vacant. Marshall is in the infamous Eastern District of Texas, which is a notoriously patent troll–friendly jurisdiction. They got Myhrvold to go on the record to talk about the case, and his defense is worth noting (that his company helps business-unsavvy developers monetize their innovations). It's a good listen.

Four Changes Macworld Wants to See To the Apple TV

Jonathan Seff of *Macworld* outlines what changes he would like to see for the next Apple TV: playlist support for movies (and other media too); allow you to buy, not just rent, movies on the Apple TV; allow streaming of previously purchased movies; and add some more content sources. (I heartily endorse the idea that they should support Amazon Instant Video. Seriously!)

Apple Gets Preliminary Junction in EU Against Samsung Galaxy Tab 10.1

Apple sued Samsung in German court over design-related intellectual property rights (not patents) that they claim the Samsung Galaxy Tab 10.1 violates. Florian Mueller explains that this has to do with the design of the product. (And, although I don't speak German, probably also the design of the packaging, based on Apple's suit against Samsung in the US.) This means that Samsung cannot sell the Galaxy Tab 10.1 in the European Union until they either settle with Apple or the injunction is lifted, excepting the Netherlands, where a separate suit is pending. In other Samsung-Apple news, he reports that Apple is also suing Motorola over the design of the Xoom tablet. And the US case is moving, just slowly; Samsung is trying to get a sizable chunk of Apple's lawyers disqualified on grounds of conflict of interest.

Charles Arthur Wants to Know Why Intellectual Ventures Won't Answer Questions About Lodsys

Following up on the Lodsys-Intellectual Ventures nexus, Charles Arthur demands to know why IV won't answer questions about its relationship to Lodsys. It's fascinating, as he points out, that IV is not involved in any lawsuits where it asserts its own patents. Instead,

it appears to transfer or sell them to other companies (and Arthur argues, as *This American Life* did, that many of these are shell companies; and that Lodsys and Oasis are shells) which then exercise the patents. Arthur quotes a report that estimated IV may have upwards of 1,100 shell companies. What the "shell" means is that IV is really pulling the strings, not the shell companies. Arthur—a big name in the technology-journalism field—can't get Nathan Myhrvold or the company to answer even simple, factual questions, like "What form did the transfer of patents to Lodsys take: simple sale and complete title, or some other arrangement?" It would be good to know what IV's stake in the Lodsys case is.

Trouble in Patentville: Google's Side

We're starting off with more patent updates. Google lost a fairly major bid for Nortel's patent portfolio, to Apple, Microsoft, and a consortium of other companies. After they lost this bid, they lashed out at their competitors, basically arguing that the other companies (especially the other two mobile-platform vendors in Apple and Microsoft) are trying to stifle competition. They don't really admit to the fact that they also bid $3.14 billion for them.

Microsoft's Reaction: Well, Google Did Bid Too

Microsoft's general counsel's reaction, in Twitter length, to Google's complaint about the Nortel patent deal: Well, Google *did* put in a bid, too.

Paul Thurrott Sees a Parallel

I think it's interesting that this whole Android patent brouhaha has brought Apple and Microsoft together. As Paul Thurrott points out, the whole case has creepy overtones of past history: the Microsoft-Netscape debacle. He observes that Google gives away Android, but that they're basically encumbering their partners with legal issues in the process. And Netscape's best argument about Microsoft, that giving away for free something that had value simply because you could afford to, writ large, was anti-competitive, is basically what Google is doing. Interesting.

FTC Investigating Anti-Competitive Allegations Regarding Android

Speaking of antitrust, the FTC is investigating anti-competitive behavior regarding Android: is Google favoring its own search results? Are they engaging in anti-competitive behavior by making device manufacturers agree to certain stipulations in order to use the best, non-open components of the Android OS?

An Analysis of Google's Purchase of Motorola

You've all heard about Google's blockbuster purchase of Motorola. It's a pretty big deal! It's Google's biggest buy. It's their first foray into non-software buying. But there's another angle to this: what does Google intend to do with them? Horace Dediu takes a look at the pitfalls of selling your own hardware and, at the same time, trying to license that same software to your competitors? There's no obvious parallel, but loyal readers of ATPM probably remember the days when Apple licensed the Mac OS. How'd that go?

Because There's Never Enough Tablet News

United Puts iPads in Cockpits

Here's a little lighter news. Pilots bring 12,000 pages of documentation on flight charts on every flight, according to *Macworld.* Isn't that hard to believe? United is going to issue pilots iPads, and they can use software that shows charts of the approximately 50 miles surrounding airports. The pilots will use the software (in lieu of paper) for their takeoffs and approaches, subject to the 10,000-foot electronic-device rule. They can't use them outside that radius because, United says, they're simply too complicated for electronic devices.

TechCrunch Sees Amazon's Rumored Android Tablet as a Threat to Google, Not Apple

I had a feeling this day would come: some enterprising company would make a radical fork of Android and totally de-Google-ify it. If they succeed, they will totally neuter Google. It looks like Amazon may do this; MG Siegler suggests that Amazon has the underlying infrastructure available to totally rip the guts out and integrate the device from top to bottom with Amazon. If he's right, it will use your Amazon account like an iTunes account, with one-click Prime access and Amazon's Appstore, movies, Kindle books, etc. If Amazon really wanted to stick it to Google, he says, they should even contract out the search to Microsoft instead of Google. A device like this might or might not eventually be a threat to the iPad—but it would immediately be a threat to Google and the Android-verse, especially Samsung.

Do Androids Dream of Electric iPhones?

Is Android "Good Enough"?

Horace Dediu ponders the question, when is a platform "good enough" to keep its users loyal, i.e., they don't switch to another platform? The data seems strong that RIM's BlackBerry platform is not, along with Windows Mobile, Symbian, and PalmOS; and iOS may be, because of the "stickiness" of buying a large suite of apps. Operating systems are a textbook example: 90% of personal computing users think Windows is good enough, and most of the rest are Mac users! Is Android good enough to keep users from switching to another platform? That, it seems, is the central question. He suggests that neither platform may be good enough—but that Android doesn't benefit from the stickiness of apps.

Why Ben Duchac's Mom Exchanged Her Android Phone for an iPhone

Writing in the *New York Observer's* tech blog, *BetaBeat,* photographer Ben Duchac describes the process of buying his mom an Android phone, and how she ended up exchanging it for an iPhone. Apparently the phone she bought, a Samsung Charge, is really bad. The battery life is really bad, the stock Samsung software is terrible, and he spent hours trying to clean it up—plus, software that he knew worked on *his* Android device kept failing on him. The death knell was when the answer he ran into on user forms was, well, jailbreak the device and install a new kernel. He writes: "To make the phone work right I have to possibly void the warranty or brick the phone and load a customized operating system? I

refuse." Ouch. He argues that Google should offer a badge for devices that they've tested and approve of.

Horace Dediu: Apple Captured Two-Thirds of All Mobile Profits in the Second Quarter

This one doesn't take a lot of explaining: everyone's favorite Apple financial analyst, Horace Dediu, says that based on his analysis, the Mothership claimed 2/3 of all mobile-industry profits in the second quarter of 2011.

Is Google Winning the Smartphone Wars?

In *Forbes,* Timothy B. Lee writes about the difference between Apple's and Google's approaches. In it, he rehashes an old argument about open source vs. closed software (and hardware): the cathedral and the bazaar. He suggests that Google is winning—given the last item, not sure if that's true—because they're more focused on "broadening the experience."

Nokia Gives Up on Symbian in the U.S.

Not that this will really surprise anyone, but Nokia is officially giving up on Symbian in the US. All future smartphones will run Windows Phone 7. It's hard to believe—I remember when Symbian and PalmOS, now both dead, were the only smartphone platforms—but here we are.

Ad Data Shows Verizon Customers Shifting to iPhone

I've written a lot about what impact the iPhone being available on Verizon would do to Android device sales. John Gruber's theory (that Android devices were a substitute good) seems to be proven out by ad (and sales) data: now that the iPhone is available, as Verizon users upgrade or users switch from other networks, they appear to be buying iPhones.

Lion Boot Discs

How to Make Your Own Bootable Lion Disc

Macworld's guide to making your own bootable Lion disc or USB memory stick: basically, you burn the installer inside the installer. I'm sorry this didn't make it into last month's Lion roundup—hope it can still help some of you! Unfortunately, this particular tips requires that you not have installed Lion yet, because the Lion installer deletes itself. Also this month, Apple releases info on how you can do this after installing Lion!

Apple's Instructions for Making a Lion Recovery Disk

Following up on *Macworld's* instructions, if you have *already* installed Lion, here's how you can make your own Recovery Disk.

Odds and Ends

Sachin Agarwal: Apple Doesn't Care About the Pro Market Per Se

Sachin Agarwal, the CEO of Posterous and a former Apple designer who worked on Final Cut Pro, writes about the negative reaction from professional videographers about Final

Cut Pro X since its release two months ago. He points out that Apple is always happy to sell to professionals, but that the "pro market" is irrelevant to Apple in and of itself; they want to sell Macs, and the way to do that is to have "prosumer-level" software. What the pro video editors want is a long list of features, and that's not Apple's game.

AT&T to Begin Throttling Data for Top 5% of Data Users With Unlimited Data Plans

One of the problems with the explosion of cell phones in this country is that the network operators are now charging the same amount of money for less service. Hidden inflation, I guess. AT&T is going to begin throttling the data access for users with unlimited data plans who are in their top 5% of data consumers for each month. Early reports were that this would affect *all* data users. Do you monitor your data use? You might benefit from saving $5 a month, or putting that extra $5 a month toward the $15 for tethering. You can see how much data you've used by logging into the AT&T Web site.

Amazon Offers Alternative to App Store for Kindle Reader: Web App

In an attempt to end-run Apple's requirement that the company share 30% of all its sales through in-app purchasing in the Kindle Reader app for the iPhone and iPad, Amazon first updated the app so that it no longer sends you to Amazon's ebook store. But their second volley came today: they released a Web-app version of the Kindle Reader, optimized for the iPad. It doesn't appear to be available for the iPhone. *Macworld* points out that the interface isn't as swank, but the access to the ebook store is much, much better—better, in fact, than shopping on Amazon's Web site! (It's true, buying ebooks on their Web site is a terrible experience.)

Copyright © 2011 Wes Meltzer, wmeltzer@atpm.com. You can follow Bloggable *in real time on Pinboard.*

A Hometown Apple Store

Santa Clarita, California is a classic example of an American boomburb, and it's a city that has come into its own over the past twenty years amidst the continuing growth and population migration in Southern California. Santa Clarita is situated about 35 miles from downtown Los Angeles and north of the terminuses of the three-digit numbered highways that carry traffic through and around America's second largest city.

Although Santa Clarita has grown dramatically over the past couple of decades, residents can still hear the sounds of freight trains as they ramble their way across what was once a remote and semi-arid scape. In a bygone era, the area served as the location for many Hollywood westerns.

The City of Santa Clarita

Incorporated in 1987, the City of Santa Clarita has an estimated population of 176,971 and is home to the world renowned CalArts, the burgeoning College of the Canyons, and is near the popular Six Flags Magic Mountain and Six Flags Hurricane Harbor amusement parks. The city is now the site for a new Apple retail store that recently opened at the Valencia Town Center. A home town Apple store is one more indication that Santa Clarita has not only come into its own, but the city has also come of age.

COC Performing Arts Center

Apple Retail Stores

At my last count there were 50 Apple retail stores in California, representing about 15% of the total in the company's global chain. No matter the fact that there are a couple of dozen Apple retail stores within a two-hour drive from the city, having a store within a 20-minute drive of most residents of the Santa Clarita Valley will be a boost to Mac and iPad sales in the local area.

I shop at Apple retail stores the way others might shop at home improvement stores. There's often something new to see, and there's usually something for which I'd like to save to buy.

Just over ten years ago I stood in line to visit the original Glendale, California retail store on its opening day. It was the second Apple retail store to open, and followed the first retail store opening in the Tysons Corner, Virginia by three hours. From that day to this day, about 340 Apple retail stores have opened around the world.

Apple Retail Store at the Valencia Town Center

In the most recent fiscal year, Apple retail stores generated revenue of $14.109 billion and represented about 14.1% of the $100.322 billion in revenue the company reported during that time. Over this 12-month period, the retail stores sold 3.29 million Macs, or more than 21% of the company's total Mac unit sales of $15.407 million units.

In the past holiday quarter, the busiest time of the year for the Apple retail stores, revenue averaged over $12 million per store and the margin generated by the stores exceeded $1 billion. These stores create local jobs, generate local tax revenue, and increase customer traffic to the shopping centers in which many of the stores are located.

Apple's retail stores are at the epicenter of the Apple product mutual halo effect. Management has stated repeatedly that 50% of Mac buyers at the retail stores are new to the platform. The Apple retail stores sell Macs, and the iPad is a traffic magnet for the stores.

Apple carefully selects the location for each new Apple store. Proximity to colleges and universities is among the site selection criteria, as well as particular consumer demographics about the local community. The new Apple retail store at the Valencia Town Center is a boost for Apple product users in the area, and I look forward to frequent visits to what's now my favorite local store.

A City Comes of Age

Santa Clarita is the fourth largest city in the Los Angeles County expanse and is the 24th largest city in the nation's most populous state. From rural studio back lot to boomburb, Santa Clarita now has a hometown Apple store. It's a city that has come into its own and it's a city with a new store for the digital age.

Copyright © 2011 Robert Paul Leitao. Robert Paul Leitao is a contributing editor at ATPM *and is author of the Posts At Eventide and The iPad Chronicles blogs.*

Scrabbling Around for a Solution

There is an annoying glitch that many Lion users are reporting with Safari. On some Web sites, headers are displayed as a string of little boxes with a letter A inside, looking like a Scrabble tile in appearance. Only Safari is affected; Firefox and other Web browsers do not suffer the same problem and will display perfectly the sites Safari baulks at. Microsoft Office users also have similar font problems.

While this has been reported mainly in the Lion community, it is not rare in earlier versions of Mac OS, including pre–OS X versions, but it does seem more prevalent on Macs using a separate font manager such as Extensis Fusion or FontExplorer. Sometimes these are the cause of the glitch and adjusting settings will provide the solution, but there are many more reasons for the problem Scrabble tiles appearing.

Obviously each Mac setup is different, but here are some tips for solving the problem, which is almost always caused by fonts.

The first thing to try is emptying all font caches by starting in Safe Mode (holding down the Shift key as the Mac starts), then restarting back into normal mode. Or by using font cache clearing routines in most font managers and also the beta version of Onyx for Lion. At this point, check whether the font manager's preferences are set to automatically activate typefaces for Safari. This can activate duplicate typefaces and so create the Scrabble tiles.

All being well, that should sort things out, but sometimes the problem reappears again soon afterwards, calling for more drastic action. Next, check the fonts themselves. Duplicates and corrupted typefaces are often the cause. Turn off all fonts enabled by the font manager and open Font Book. Using its tools, check for duplicate typefaces and whether any essential fonts are missing.

Font Book will show a yellow triangle adjacent to duplicated fonts in its list. Click on the triangle and resolve the duplicates. Similarly, check in the Web set to make sure Arial, Georgia, Verdana, and Times New Roman are listed. Many Web sites use these as a fall-back position if other fonts are missing.

If any are missing in Font Book, look in Library/Fonts and see whether they are there, or for any duplicates. The latter may have the same name plus a digit in brackets, or preceded by a hash symbol. These typefaces can be dragged to the desktop. If there are fonts in the Font folder that don't appear in Font Book's lists, click on the little plus sign at the bottom of Font Book's screen, navigate to the Fonts folder, and add the missing typefaces.

Still not fixed? If you are using a font manager, deactivate it and restart. Has the problem gone away? If so, then it is your font manager at fault, and you are down to a painful trial

and error session trying all eventualities, preferences, and typefaces until you resolve the issue. It is often duplicated fonts again, where one is much older than the other and can safely be deleted. If you can see the typeface the font manager activates, try putting a copy into the ~/Library/Fonts folder. Otherwise, turn each active typeface off in turn until the Scrabble tiles disappear. Arial is very often the culprit and luckily is near the top of the font lists.

Software from Microsoft and Adobe has a nasty habit of installing new typefaces outside of the system's Fonts folders. These often contain newer versions of typefaces than the ones on the main system—in which case, these need to be whittled out and placed in the Fonts folder as replacements for the older ones. There is no point in removing Microsoft's typefaces because they will be automatically installed the next time the application is opened.

If the problem is only in Safari and Lion, it may be something to do with Safari's new sandbox way of working. This will need solving by Apple's engineers; report the bug and wait for a solution. There is a possible fix for a Safari sandboxing error listed on page 3 of this discussion. Rather you than me.

However, it is far more likely to be a problem with your own Mac and especially the typefaces on it. This very long article goes deep into font management and solutions.

My bet is that Arial, Georgia, Helvetica, or Times New Roman is corrupted, duplicated, or missing.

Copyright © 2011 Mark Tennent.

2011 and All That

The season of mists and mellow fruitfulness has come early this year. Maybe not the mists, but fruitfulness to be sure. Gardeners will tell you that their apples are better and earlier than any year they can remember. Equally, their tomatoes are a dead loss. Which considering the fortunes of Apple and Hewlett-Packard is a remarkably similar story.

Who would have thought that Apple would become the richest company on the planet, more so than Standard Oil or Microsoft, as well as many governments. Similarly, that Hewlett-Packard could soon be shrinking to become a services supplier by selling off their PC and other high turnover, low profit businesses. They should have taken up Steve Wozniak's offer for the computer that became the Apple I design in the 1970s. But they didn't get it.

Hewlett-Packard's woes are partly due to their potential customers not getting it, either. Their TouchPad is a decent enough tablet device if a little on the thick side. It runs HP's WebOS, the successor to PalmOS, and was well received, especially as HP reduced its price to far below Apple's iPad. Unfortunately, the TouchPad has not sold well, with reports of companies such as Best Buy having hundreds of thousands of unsold stock.

Reviews of the TouchPad have given it good ratings, but the comments at the end tell another story where the Windows fanbois just don't get what tablet devices are about. They bleat that they won't buy one until it runs Windows 7 instead of accepting a tablet for what it is, an adjunct to a PC or laptop. Tablets also happen to run Web browsers and other Internet apps as well as having a decent showing in music, graphics, games, books...the list grows longer as app developers dream up new ways to compute with a tablet.

Unfortunately, HP has had a similar failure with its Pre 3 cellphone in the UK, where the Palm Pre and Pre 2 had the same lack of success before HP bought Palm. The Pre 3 and TouchPad are designed to be able to communicate with each other using HP's Touchstone technology, but so far none of the cellphone operators has shown any interest in it.

With the world already flooded with phones and pads running Android, playing catch-up to Apple's iPads and iPhones, it looks like HP and the others such as RIM, have got to find a unique selling point for their offerings. It cannot be price alone as HP has found out.

RIM's BlackBerry phones used to be the mainstay of the organisation I work for but BlackBerrys cannot access Citrix servers. My employers have moved to iPhones instead, introducing many more hundreds of users to Apple products. Next they intend issuing iPads to all professional staff, to take the place of Dell laptops. This is a move my colleagues can't wait to happen because of the weight of the Latitudes they have to lug around.

If only they would embrace all things Apple, dump Windows, and move to Mac OS X. That is, sadly, still a step too far for my employers, but not for the BT engineer who is trying to work out why BT's VOIP doesn't work in our office. He would gladly dump the Microsoft technology he has been working with for the last few decades.

Copyright © 2011 Mark Tennent.

PEBKAC

by Christopher Turner, cturner@atpm.com

Never Forget

September 11th this year marks a decade since the United States suffered the worst-ever attack on its own soil. Like my parents' generation with the assassination of John F. Kennedy, I can vividly recall where I was and what I was doing when the news broke. I remember watching NBC's live video as the second plane flew into the South Tower. That moment told us this was no accident. That moment, in hindsight, was when everything changed for America.

A familiar mantra rose up: "Never forget." Such a simple phrase has obvious connotations, yet can carry different meanings for different people. For some, it denotes revenge, not only never forgetting, but never forgiving those who attacked our nation and killed our fellow citizens. For others, myself included, it means learning from the history that led up to the attack so as to prevent another in the future.

Millions of bits and reams of paper have been published over whether the US should be in Afghanistan and Iraq. My personal position has shifted to one degree or another in the decade since 9/11, and we have yet to experience another successful attack. This appears to be a result of fighting terrorist groups who wish us ill *over there* not having sufficient resources for those same groups to attack us *here.* That's a lesson best summarized by the military maxim, "Take the fight to the enemy," and falls into the learning-from-history category.

Over the past decade, Apple has been doing quite a bit of learning from its own history. When Steve Jobs returned to the company he'd co-founded then summarily been driven out of, he certainly put his stamp on the organization moving forward, doing so with an eye on the corporation's past. Model lines were streamlined, costs were slashed, and then new products began to emerge, with a new executive team to back it all up.

The debut of the iMac was the shot across the industry's bow that this was no longer the old Apple. Building upon that success, ten years ago this past March, Apple debuted Mac OS X. While that initial release had its issues, the past decade has seen polish that indeed has made every successive version of the operating system, including today's Lion, "the best yet."

That same year, Apple began an industry disruption with the release of the iPod. Apple didn't invent the MP3 player category, but the little white electronic box the size of a deck of cards would go on to dominate that same category. Apple under Jobs certainly did not forget lessons from the company's past here. The iPod mini, the company's most popular iPod model, was killed. Nuked. Replaced. And the iPod nano then shot to the stratosphere.

When Apple killed the iPod mini, it was a signal that not only was this no longer the Apple of years past, but that Apple was, as many of us have long observed, very different from other tech companies. Would Michael Dell have killed his best-selling model of anything? Would HP? Toshiba? The old Apple would have continued to milk the iPod mini for all it was worth, while allowing innovation to stagnate. Not so with Jobs at the helm. How do you innovate your way away from a best-selling product? Make another best-selling product.

So you continue to polish the best operating system on the market, and you pretty much take over an entire market segment. What's the encore? Another industry disruption: the iPhone.

Apple wasn't going to just walk into the mobile phone industry and do well, remember? Now, for the non-tech crowd, "smartphone" has become synonymous with "iPhone." Four years ago, in my little corner of Texas suburbia, I would never have envisioned the penetration amongst the soccer/band mom crowd that the iPhone has now seen. Every time I turn around, if a middle-aged, minivan-driving mom has a smartphone, it's an iPhone. Sure, there are a few Android phones floating around, as well as the rare Windows Phone 7, but the iPhone remains dominant. And the industry has only begun scratching the surface with smartphone purchases among users.

Then there's the iPad. Remember the tablet market before the iPad? On the Apple side of things, a third-party was taking PowerBooks, now MacBooks, and converting them to touchscreens, with swivel tops to cover up the keyboard. PC vendors, working closely with Microsoft or not, had developed similar models for one Windows flavor or another. A few were sold in niche areas, but never in significant volume to justify there being a "tablet market." Then Apple released the iPad, and it was all over before the rest of the tech industry could even blink.

The iPad was derided as an oversized iPhone, without the phone. Consequently, this actually sounded like a feature to quite a few people, rather than a bug. Here was a tablet which shared the same ecosystem that allowed for vetted apps to be purchased, was isolated from the threat of viruses, and didn't require a For Dummies book to get up to speed with.

When we first started going to our current pediatrician a few years ago, all of the doctors and nurse practitioners were using netbooks to track patient information during a visit. Now, they all have iPads, running in a ZAGG keyboard case. Here's a niche where the Windows-based tablets of old would have been targeted, and have now been supplanted. As the industry has too-slowly come to grips with, there isn't a tablet market; there's pretty much only an iPad market.

How did it come to this? Learning from the past. Over the past decade, Apple has looked to its own past to see what worked and didn't work. It has also looked to the past of the entire tech industry. With such knowledge in hand, Apple has charted its own course, marched to the beat of its own drum. Apple's profits and highly valued stock are the result of *Apple* setting the trends, not following what others might have done. The rest of the industry has

yet to grasp this important distinction, and thus continues to flail about, chasing the tail of Apple's comet.

Now the man who energized and turned the company around with his vision is stepping down. Steve Jobs has turned the reins of Apple CEO over to the able Tim Cook, and I have no doubt that in the Cook era Apple will continue to remain the dominant player in the tech industry. (Yes, I said *the* dominant player. Who else has accomplished what Apple has in the past decade? Google? Microsoft? Please.) We imagine the current management team will remain relatively unchanged by Cook moving forward. When something's not broke, why fix it?

Yet Tim Cook and the other Apple executives will be in a unique position to learn from their history. For while Jobs is no longer Apple's CEO, he will remain on as the Chairman of the Board, and everyone knows he will continue to have some say in product development. Cook and Company have been living Apple's history, and will continue to do so, and they must check future development against what has worked for the company in the past, so that it might continue to work in the future, making changes as needed. Be disruptive. Don't do what everyone else is doing. Go against the grain. Think different.

The actions taken in Afghanistan and Iraq over the past ten years have reverberated across the Middle East, even the entire globe. We are still learning valuable lessons which our leaders, current and future, need to take heed of and understand. Be disruptive. Don't do what everyone else is doing. Go against the grain. Think different.

For that's how the world truly gets changed.

Copyright © 2011 Christopher Turner, cturner@atpm.com.

Apps for the Modern Realtor and Consumer

Writing an article on an iPad is quite a novelty for me, and I like it. The screen is crisp, the colors enticing, and the size just right for writing. You may consider me a dinosaur, having been in the computer field since the mid-70s. The first computer I owned was from a British firm, Torch Computers, and it was running CPM with a color monitor. There was also a Unix version available. This Torch Computer was the first to fully integrate the CPU, memory, drives, and monitor all in one box, like the iMac. A year later, IBM entered the market with the PC and DOS, and history was made, relegating the likes of Torch to the recycling bin.

After 25 years of Windows and Unix as a programmer and network communications engineer, it was time for me to move on and leave the younger generation to create new stuff. I am truly amazed at the new tools like the iPad and the iPhone, and I enjoy using all these gadgets in my new career in Florida.

The timing of the iPad 2 could not have been better for me. It enables me, as a Realtor®, to use these new tools on site and provide my clients with the information they need to make an informed decision for their real estate purchase.

There are many different Multiple Listing Services (MLS) available throughout the States and Canada. In South Florida, the associations chose MarketLinx from CoreLogic to maintain the databases of listings. CoreLogic, though, is definitely a Windows shop, and as such does not care much about Mac OS X users.

Their programmers have been working for years on a new Web-based application, Fusion, but it still lacks a lot of feature that Windows folks have. This application, designed specifically for realtors, gives us access to all the MLS listings for Southeast Florida. Unfortunately, CoreLogic used the lazy programmer tools found with Flash, hence, Fusion does not work directly with the iPad.

Luckily, the App Store provides several browsers other than Safari to support Flash. On the iPad, I've used with success iSwifter and Photon to load Fusion and use it in Flash mode. The app is not that fast because it has to translate types across iOS, but it's still better than nothing.

CoreLogic gave us another Web-based tool, Kurio, for mobile devices, and this one works fine with Safari. It provides details on MLS listings in the area, but more in the form of the old databases formats, line items type. Kurio is available for realtors and consumers alike. The difference would be with some of the details related to a transaction.

On the iPad, realtors have access through Safari to TransactionDesk from Instanet Solutions. With this tool, realtors can write all the legal documents needed for the purchase or the sale of a property. TransactionDesk also maintains in a database format all your customers with their information. It is an excellent tool with all the functions needed and expected in a complete Customer Relationship Management (CRM) system. TransactionDesk is also a tool provided by Realtor® Associations throughout the country.

When it comes to signing documents, realtors have access to several apps. My preferred one is DocuSign. It's an app that can be used for any document requiring a signature. That digital signature is encoded with specific information about the sender, the recipient, and the IP address. This digital signature process has been approved by the Federal Government since 2000, and it works great on the iPad.

Once a document is uploaded into DocuSign, and recipients identified, you select the areas of the document that need a signature or initials. When this task is completed, DocuSign sends an e-mail to the recipients to link on the DocuSign Web site where they can sign the document. The process is flawless and quick. Even a caveman can do it, and everyone gets a clean PDF file with all the needed signatures. No more faxes!

Another way of signing on the iPad is to use an app like iAnnotate. With this app, you load the document in PDF format. You can modify the content of the document and sign it with your finger or a stylus.

All these apps are for realtors, but there are also a multitude for consumers. The most popular one with the highest hits monthly is from realtors.com, a subsidiary of the National Association of Realtors (NAR). Download the REALTOR.com® Real Estate Search iPad app free from the App Store and install it on your iPad or your iPhone.

This app uses Location Services to find exactly where you are and search for properties you want in that area. Another great feature is the map. You can zoom in to anywhere in the US and search for properties for sale. While vacationing last week in the Lake George, NY area, I used it to locate my future vacation home, a $2 million cottage, 5 bedrooms and 4 baths, with an exquisite view of the lake. I guess that will be in another life.

Canadian consumers can download a similar app for Canada only. It is found on the App Store too, when searching for "realtors.ca."

When we buy something, we want to be sure that we are paying a fair price, if not better. For properties, an app from Zillow provides information that can help you decide if it's the right price for you. Zillow has worked hard to build a better algorithm to figure out the real value of that house you like. The difficulty in appraising a property is that each is different inside and out. So it's often a guessing game.

Trulia Real Estate Search is another app, similar to Zillow, that gives an estimate of the value of a property. In most counties, the property appraiser has a Web site with the appraised value and market value for all the homes on its territory. That also gives the potential buyer an idea of what price to expect or offer.

If you are looking for foreclosures, HUD has its own free app on the App Store.

As a consumer, I would use only the free apps from realtors.com and Trulia or Zillow. And, as always, let the buyers beware. Just because an app is on the App Store doesn't mean you'll be protected.

I discovered recently a Web site that helps iPad users select their app of choice. Top App Charts shows also the ranking of an app, and it's updated daily.

There are obviously a lot more apps available. Today users are not limited any more to a few and the same apps. With the iPad, we can select what really fits our needs and what we want. Developers around the globe are thinking of new ways to simplify our lives and our work with apps that are easy to use and fit inside a tool like the iPad.

These apps I've presented here are the ones that I have used in the last three months of iPad 2 ownership. I hope that they will help you either as a realtor or as a consumer, and if you find one that catches your eyes that you find useful in your environment, let me know. I'm always willing to learn new stuff.

Copyright © 2011 Jean Feuillet, CIPS, SFR. The Segments *section is open to anyone. If you have something interesting to say about life with your Mac, write us.*

United States of Apple

It was reported a few weeks ago that Apple had more operating cash that the US Treasury. Maybe the solution our country needs to solve our debt crisis is for Steve Jobs & Friends to simply buy the country. That's right: we could become the United States of Apple.

Since this is the inevitable future for us all, I went ahead and re-designed the flag in preparation. I think this could work:

What do you think?

Copyright © 2011 Kevin Rossen. *Kevin is the Associate Minister at BridgeWay Church, a blogger, and obsessed with the Dallas Mavericks. He can be found on Twitter or e-mailed at kevin@rossen.net. The* Segments *section is open to anyone. If you have something interesting to say about life with your Mac, write us.*

Desktop Pictures

Jens Grabenstein, http://www.grabenstein.de

New York City

We need new desktop pictures each month. Write to us!

This Month's Desktop Pictures

This month's photos of New York City were contributed by Jens Grabenstein. Jens first contributed a set of New York desktop pictures in January 2001. These, along with a set by Daniel Chvatik from October 2000, have received over 1,000 comments on the ATPM Web site over the past 10 years. According to Google image search results, these pictures were some of the most popular photos of New York on September 11, 2001.

In view of the upcoming 10-year anniversary of September 11, 2001, Jens has contributed two higher resolution photos of the twin towers, along with some more recent photos of the city, to commemorate the victims who died in the World Trade Center attacks on that day. Jens writes:

> Having arrived in the US only about a year prior to the attacks and having lived in the US until 2008, I have seen and experienced how the attacks transformed the country in many ways (good and bad). The pictures of the twin towers will remain a symbol of the worst humans can do to each other, but also a symbol of what greatness people can achieve when working together.
>
> At the same time the images shall serve as a reminder that many of those who helped clean up after the attacks still suffer from the consequences today and that many families still feel the loss of fathers, mothers, sons, and daughters who perished in those two towers.

View Pictures

This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License.

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 editor@atpm.com 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 archives.

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.

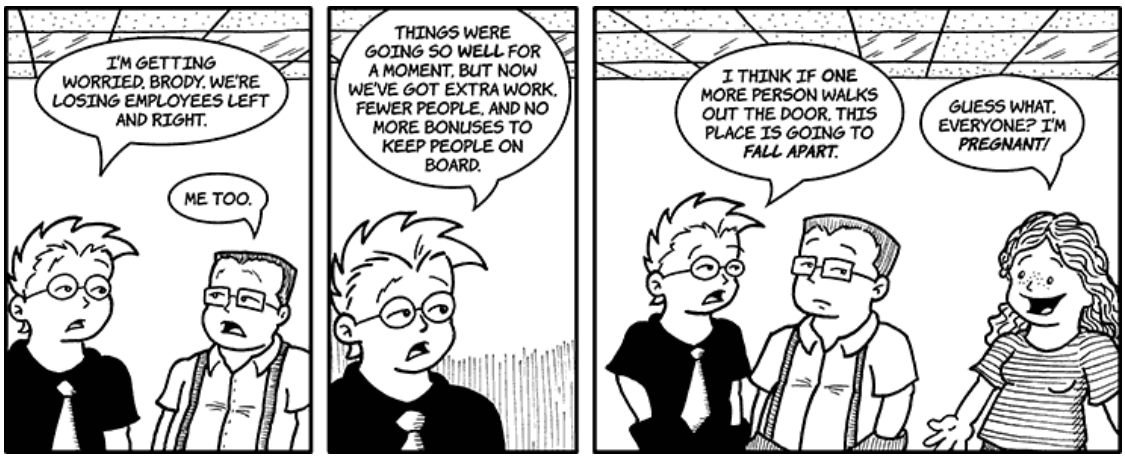
Mac OS X 10.0.x

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.

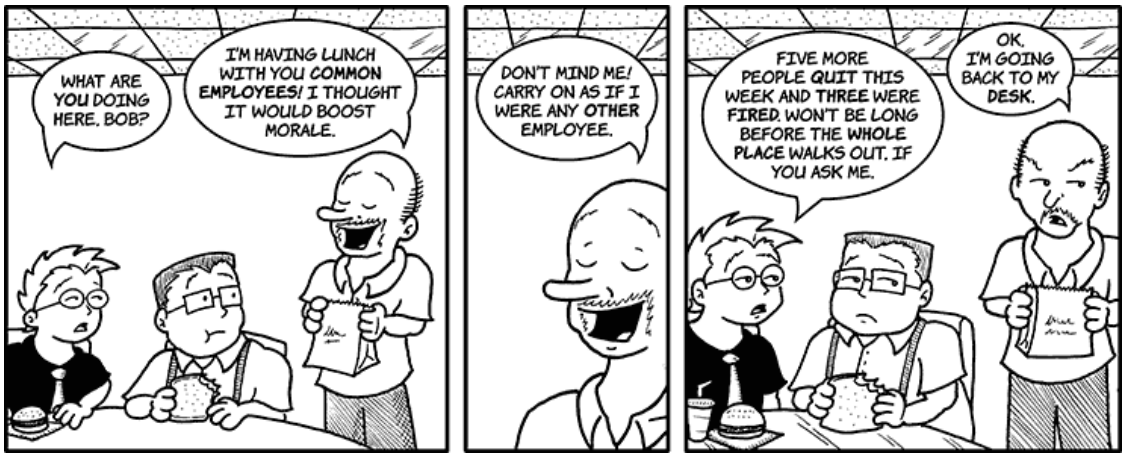
Out at Five

by Matt Johnson, mjohnson@atpm.com

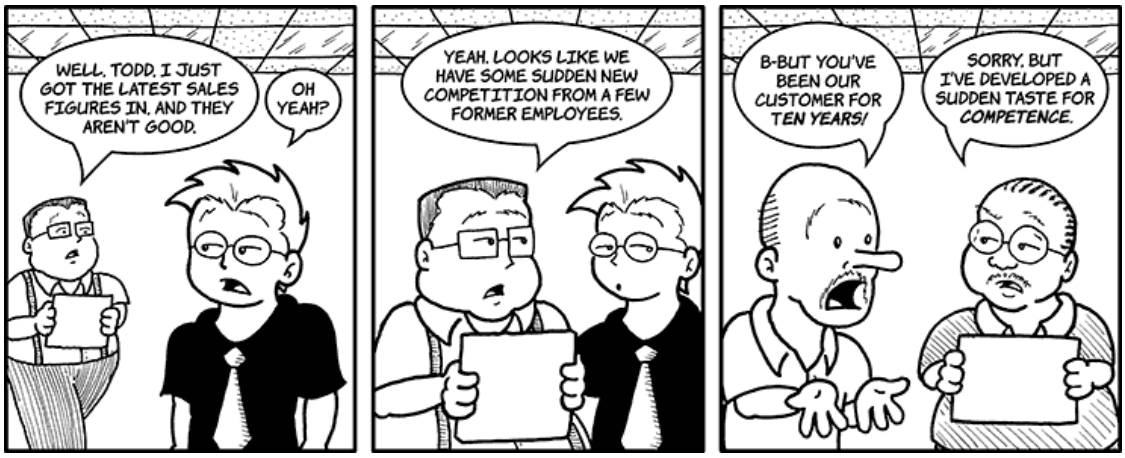
Great Expectations



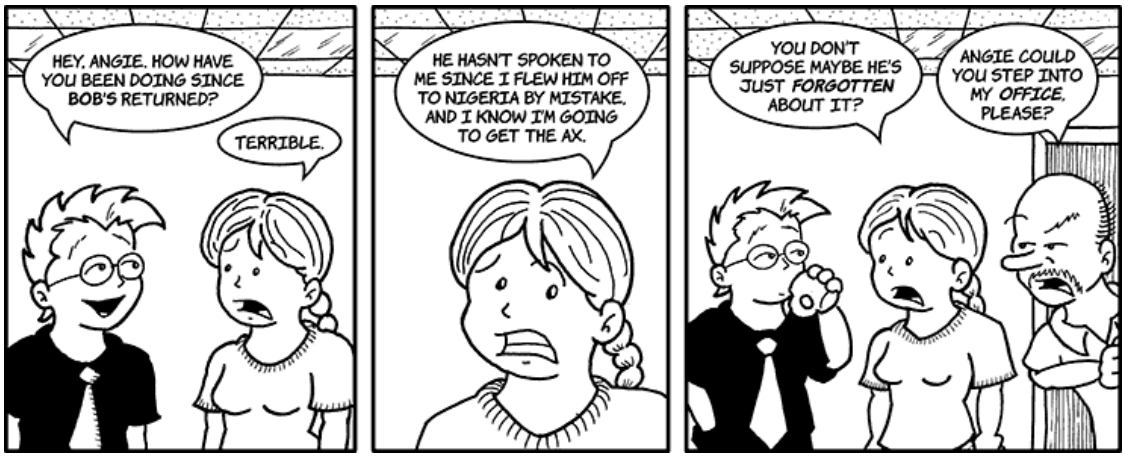
Lunchtime



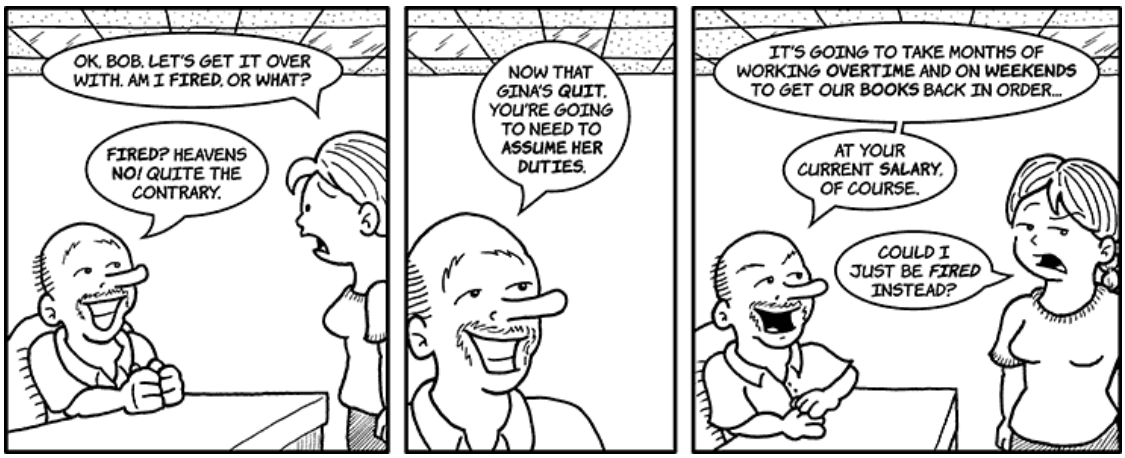
Sales Report



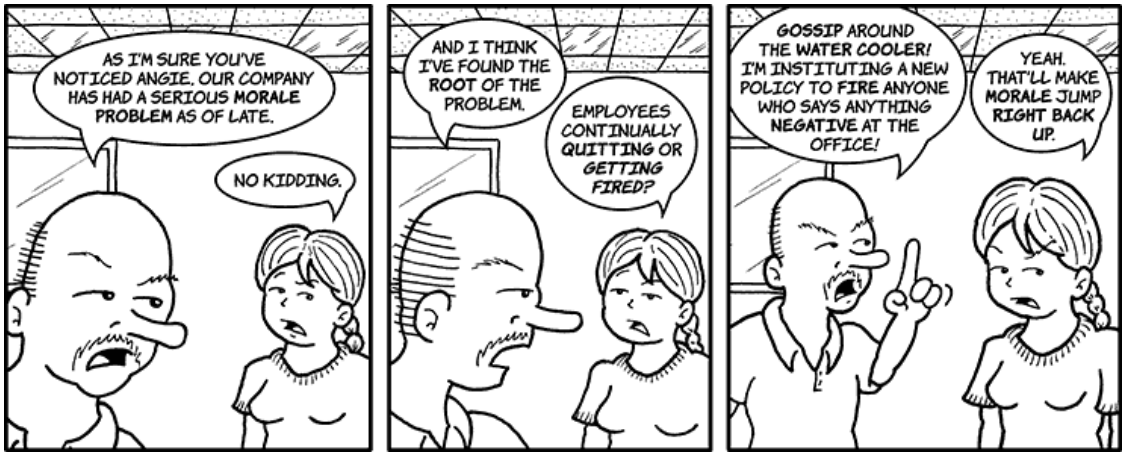
Dreading the Inevitable



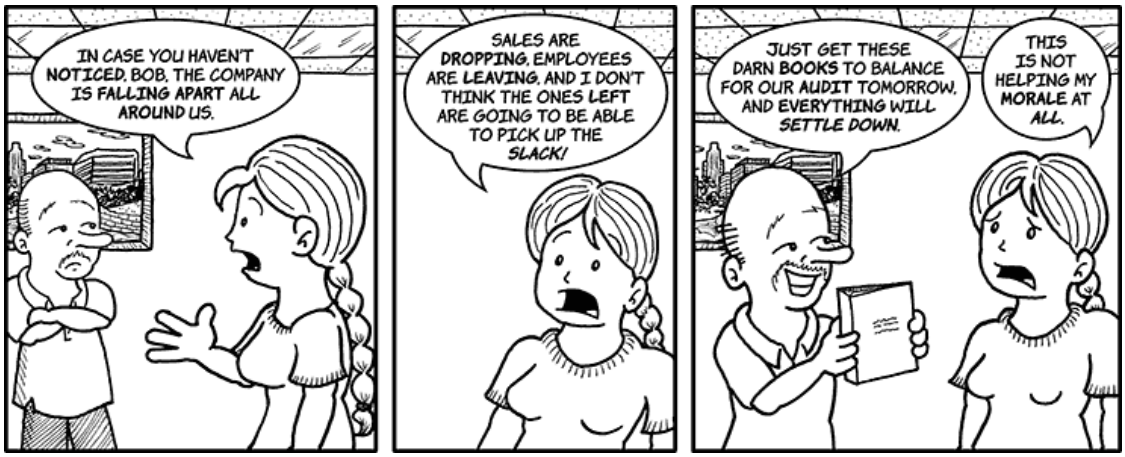
Big Shoes to Fill



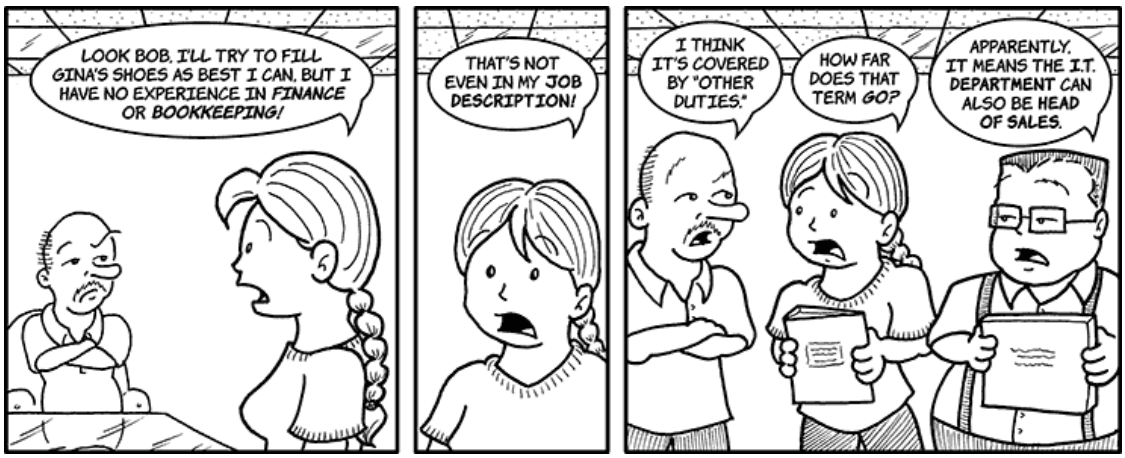
Improving Morale



Taking Responsibility



Other Duties



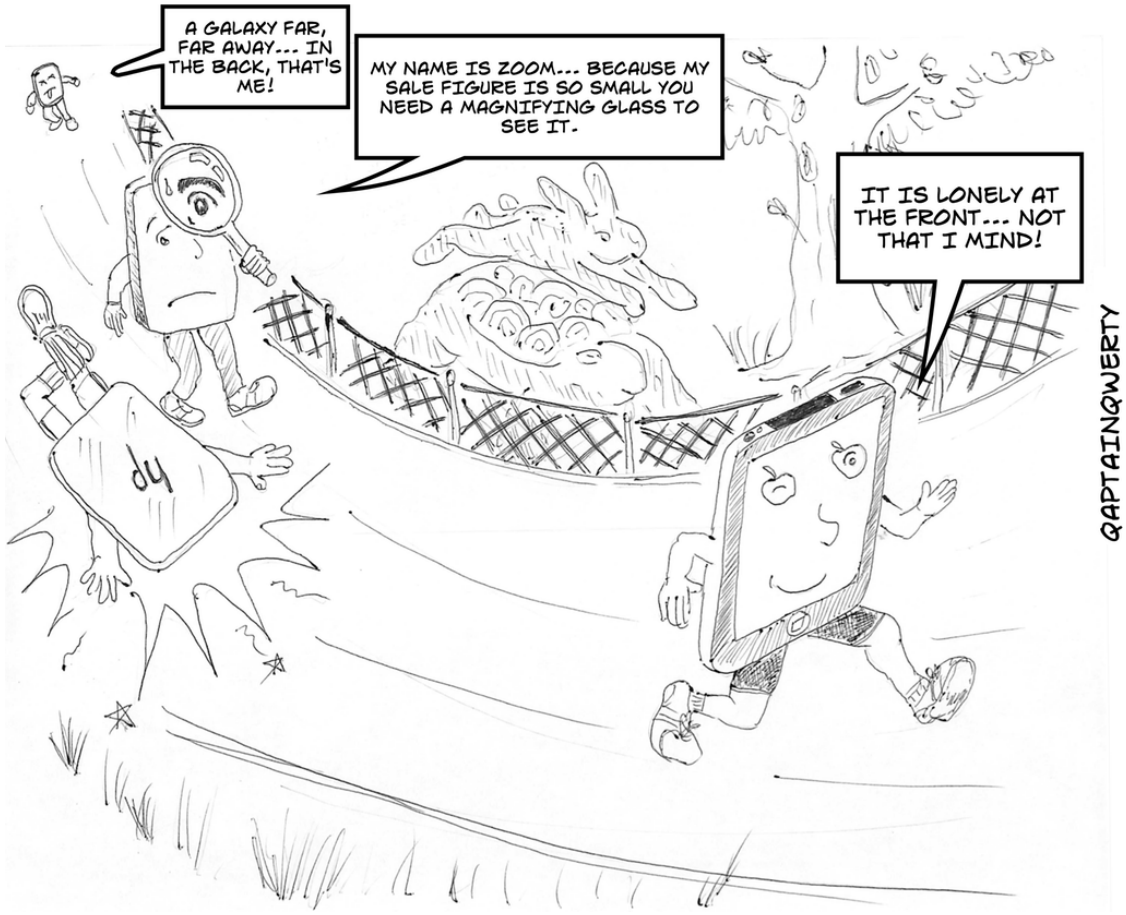
Making Preparations

Copyright © 2011 Matt Johnson.

Qaptain Qwerty

by Linus Ly, http://qaptainqwerty.blogspot.com

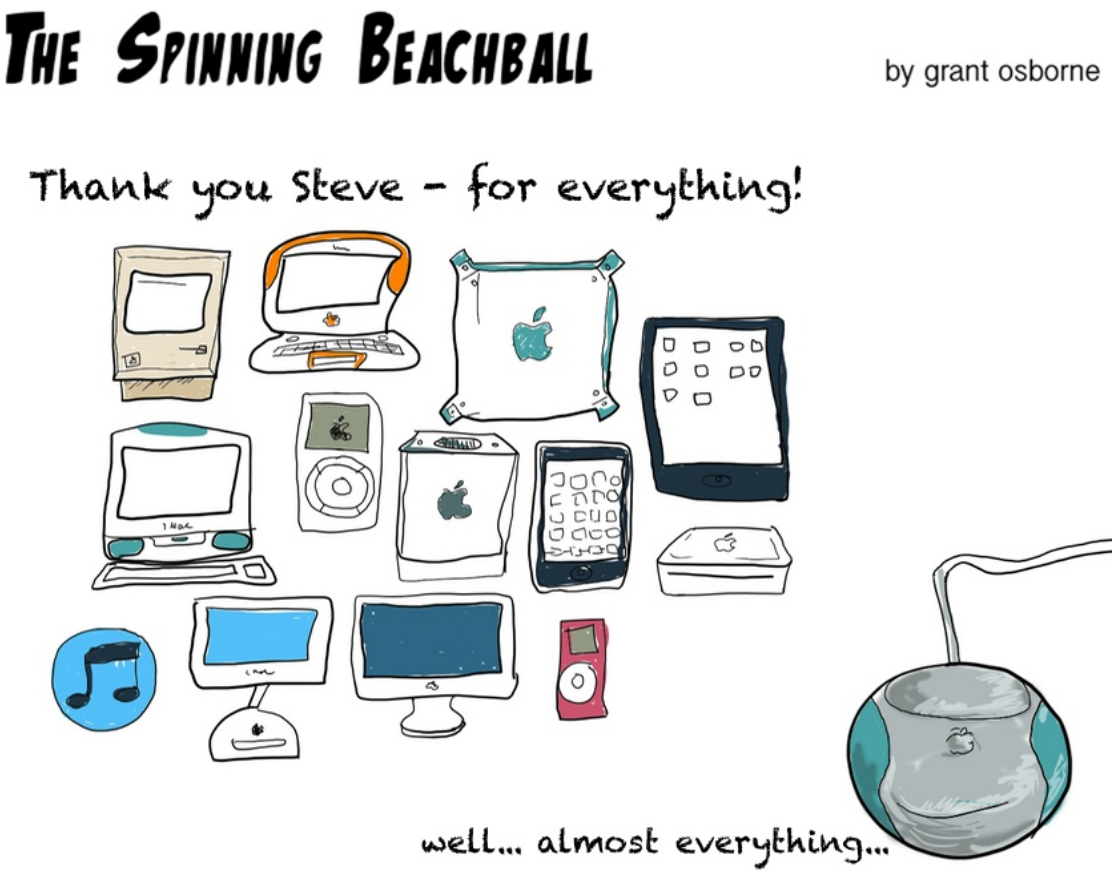
Lonely at the Front



Copyright © 2011 Linus Ly.

The Spinning Beachball

by Grant Osborne, http://grantosborne.com



Copyright © 2011 Grant Osborne.

Software Review

by Ed Eubanks Jr.

Nisus Writer Pro 2.0

Function: Word processing and basic page layout.
Developer: Nisus Software, Inc.
Price: $79; upgrade, family pack, and other options are available.
Requirements: Mac OS X 10.4.
Trial: Fully-featured (15 days).

For many Mac users, the search for a capable, versatile, and affordable option for word processing and basic layout has become much more complex in the past several years. Long-time users of Microsoft Word, wanting to stay current in operating systems and updated hardware, may have found themselves frustrated by the lack of scripting (after the shift to Intel-native versions, starting with Office 2008) or the sluggish performance of older software (i.e., running Office 2004 on an Intel Mac)—both of which, incidentally, were remedied by the most recent edition of Office (and at a reasonably low upgrade price, as well). Others, daunted by Word's expansive—some would say bloated—feature set, may have turned elsewhere. Pages, Mariner Write, Mellel, OpenOffice (and its derivatives), and Bean may offer fairly satisfying results for some; for others, tools such as Scrivener, TextMate, BBEdit, or others might be the answer—or something close to it.

Mac users looking for something very close to what is available in Word, but scaled down a bit (or simply more "Mac-like" in its interface) have, for several years now, found Nisus's offerings (Nisus Writer Express and Nisus Writer Pro) to be delightful options. For me, in my own day-to-day usage, I find that I write 80% of my basic documents in Nisus Writer Pro, even though I own Pages, Mellel, Word, Scrivener, TextMate, and others! Most of these fill a particular need in my various workflows, but Nisus Writer Pro is capable, lean, and easy to use for just about any purpose.

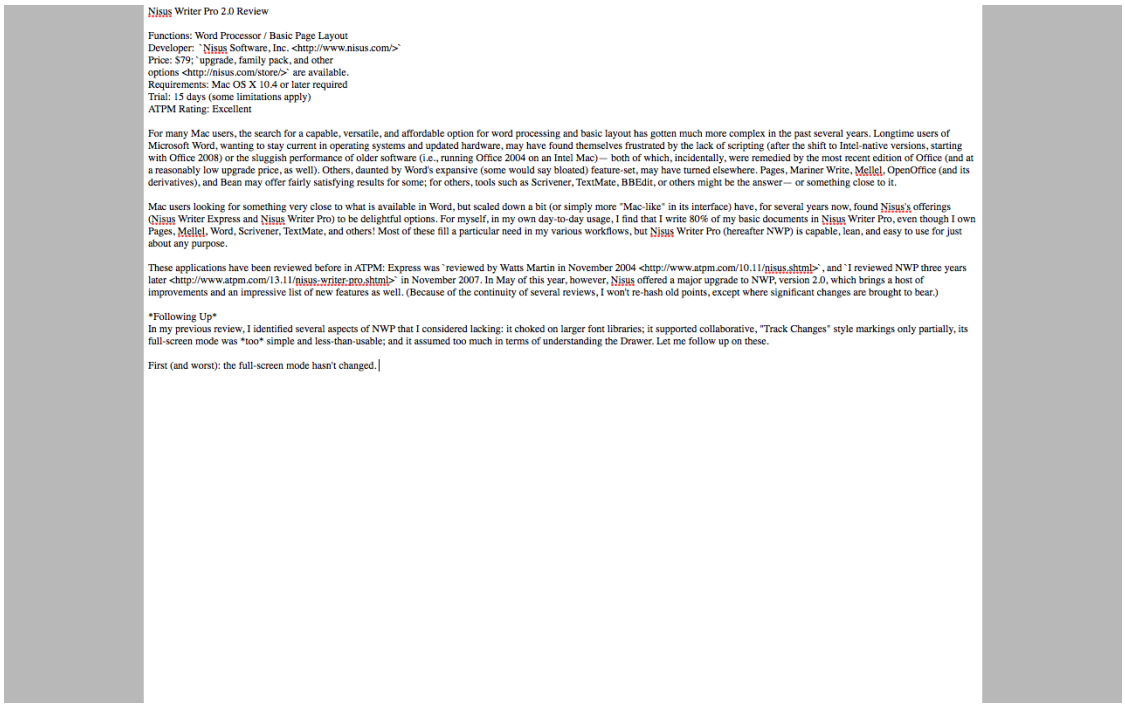
These applications have been reviewed before in ATPM: Express was reviewed by Watts Martin in November 2004, and I reviewed Nisus Writer Pro three years later in November 2007. In May of this year, however, Nisus offered a major upgrade to Nisus Writer Pro, version 2.0, which brings a host of improvements and an impressive list of new features as well. (Because of the continuity of several reviews, I won't re-hash old points, except where there are significant changes.)

Following Up

In my previous review, I identified several aspects of Nisus Writer Pro that I considered lacking: it choked on larger font libraries; it supported collaborative, Track Changes–style

markings only partially; its full-screen mode was *too* simple and less than usable; and it assumed too much in terms of understanding the drawer. Let me follow up on these.

First, and worst: the full-screen mode hasn't changed. I still find the text far too small, and there is only one customizable preference for it (percentage of screen width to utilize). Those of us who appreciate the Zen-like simplicity of a full-screen mode but who have been spoiled by the likes of Literature and Latte's Scrivener for usability and adaptability, will be disappointed with Nisus Writer Pro in this way.

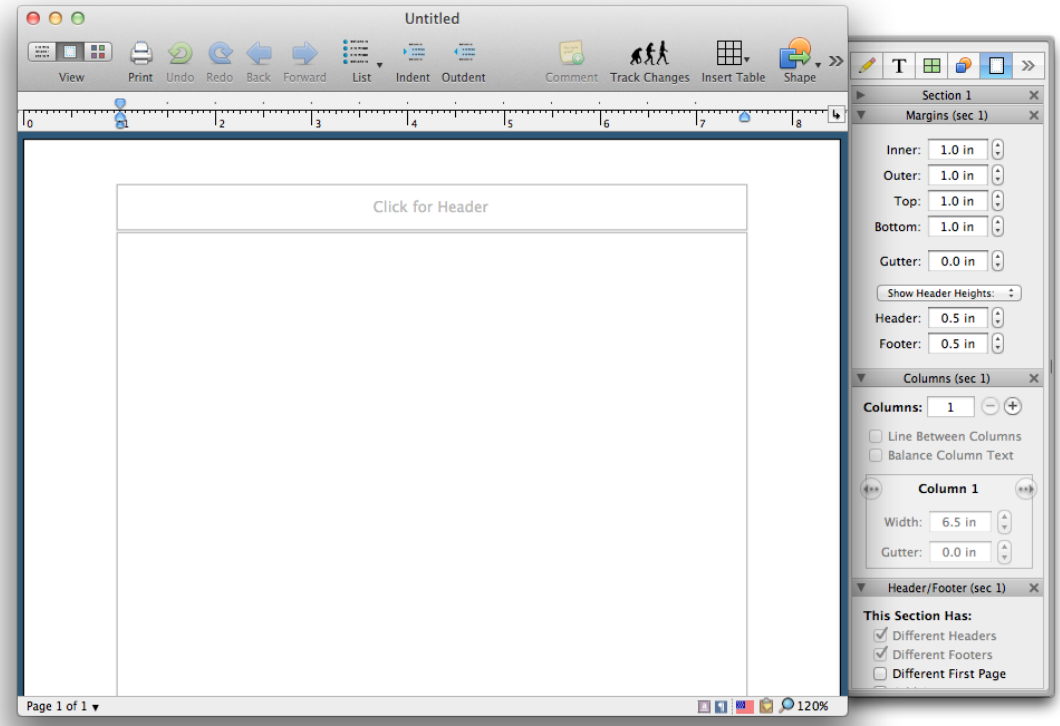


Full Screen

Next, I found that a font library of more than 1,200 typefaces caused Nisus Writer Pro 1.x to freeze up, though scaling it back to only a little more than 100 remedied this problem. I've never reinstalled all 1,200, though my library is now back up in the mid-300s; Nisus Writer Pro hasn't had a problem with this at all. My suspicion is that this will depend as much on the RAM and processor speed of the Mac in use, as well as the number of other applications running, as it will on Nisus Writer Pro itself. Nevertheless, your results may vary here.

Finally, when it comes to the drawer, I think several things are now in place to mitigate this complaint. First, the use of a drawer-like interface is far more common today than perhaps it was nearly four years ago. Most users will probably already be aware of how this works, and won't need to turn to the documentation. (I'll note again, however, that the documentation for Nisus Writer Pro remains well written and easy to navigate.) Also, Nisus Writer Pro also opens all documents with the drawer open, leading the user to more naturally find his/her

way around the features therein. And Nisus Writer Pro has always employed isomorphic icons in the drawer (i.e., the icons at the top of the drawer are visually intuitively connected to the functions they represent), easing the user's navigational difficulty considerably.



The biggest victory for users, however, is Nisus Writer Pro's highly capable and compatible Track Changes toolset. Whereas previous versions offered only limited support (as noted in my 2007 review), the current version brings appreciable improvements across the board. Users who are familiar with Microsoft Word's (and/or Apple's Pages's) execution of this function will find Nisus Writer Pro not only fully compatible, but also nearly identical to Word's approach. Finally, those who need to exchange collaborative documents with Word users need not switch applications simply to accommodate.

Other Improvements

A number of other aspects have been tweaked or extended in useful ways. Indeed, almost every major tool that might be employed in drafting more complex documents and/or applying basic layout to them—tables, graphics, styles, margins, hyperlinks, file formats, page and line numbering—all have at least subtle improvements added. Many preferences have also been added or extended as well, allowing the overall user experience to improve.

Nisus Writer Pro is also evolving to embrace many of the Mac OS X features, just as so many other applications have: gestures for trackpad users are now supported to a limited extent.

Nisus Writer Pro is not yet fully Lion-compliant, so the new instant-on and versioning options are not yet present; I suspect these will come, however, in an incremental update.

New Features

Nisus Writer Pro also offers a full list of new tools and features in version 2.0. Some, such as Track Changes, are changed enough that, though present in previous versions, may as well be considered as "new" features (and are by Nisus). Others are welcome additions, such as Watermarks and full-scale drawing tools.

Nisus Writer Pro brings substantial tools to the output side of document creation, as well. Creation of full-featured, navigable PDFs is now possible within the application—no need to reopen it in Adobe Acrobat Professional to add things, such as a live Table of Contents or other cross-references. It's also possible to output to ePub, which is becoming a de facto feature in word processors; while these ePubs won't be as prettily displayed as a custom file created by an XML code warrior, they are more than capable of being a functional means for portable proofreading.

Version 2.0 also adds features to Nisus Writer Pro that were noticeably absent in previous versions, such as vertical rulers, image padding control, and some navigation/editing tools (for things such as finding styles and "correct all" for spell-checking).

Overall, Nisus Writer Pro's new additions and changes represent an impressive list; true to form for Nisus's excellent history of documentation, these are scrupulously detailed on its Web site.

Concerns

Beyond the aforementioned lingering issue with full-screen mode, I have only two remaining concerns with version 2.0 of Nisus Writer Pro.

First, I wonder that Nisus Writer Pro is adding feature on top of feature, so much that the list of functions available now rivals most (if not all) of those that come to mind with Microsoft Word. Because of Nisus's careful attention to usability, this hasn't *yet* created a bloated feel to the usability of the application. Unlike Word, opening a document in Nisus Writer Pro does not present a window with so many buttons, toolbars, "ribbons," and other tchotchkes that I feel a bit daunted by what they all do. But I want to re-emphasize the "yet" there. One of the inherent problems with Word is simply that there are so many features that users don't realize all of the power available. I wonder if the same isn't becoming true of Nisus Writer Pro as well.

Second, the price has remained the same. I don't consider $80 an out-of-reach price for many users—and certainly the $50 upgrade cost for licensed users of 1.x is also reasonably fair. However, the trend—for good or ill—with even more full-featured applications is that the prices are dropping considerably: Apple's Pages, for example, is available through the App Store for only $20, and even Microsoft Office (which also brings Excel and PowerPoint with it) is available for prices that rival or beat Nisus's $80. Whereas Nisus Writer Pro was once the more affordable alternative to Word, it is hard to argue that angle at this point.

Wrap-up

Nisus Writer Pro 2 is a great upgrade to a capable, user-friendly word processor. Few users will find any "missing" tools that hinder them from accomplishing what they want or need to do, whether individually or collaboratively. The interface remains friendly and easy to use, despite the robustly competitive feature set. While other applications may be more affordable or offer greater capability for particular needs (such as layout or long, academic/technical document handling), users seeking a solution to 90% of their word processing needs in a single application will find Nisus Writer Pro 2.0 a welcome option—and an even more welcome upgrade.

Copyright © 2011 Ed Eubanks Jr. Reviewing in ATPM *is open to anyone. If you're interested, write to us at reviews@atpm.com.*

Accessory Review

by Frank H. Wu, fwu@atpm.com

SleeveCase for MacBook Air

Function: Sleeve-style case for notebook computer.
Developer: WaterField Designs
Price: from $39 (for 13-inch MacBook Air); $103 (as tested)
Requirements: None
Trial: None

Every few years, fashion observers ask whether America is ready for the "man purse." The accessory made appearances on the television sitcoms *Seinfeld* and *Friends,* and, more recently, the movie *The Hangover,* and it is invariably described as common in Europe. Pundits opine that technology will cause changes in attitudes. They believe that the need to have a laptop, tablet, smart phone, and other gadgets handy at all times will overcome male prejudices of the New World. The terminology change to "satchel" may help, too, like prunes becoming "dried plums." Of course, many women also will be on the market for what might be called a "man purse."

If you are willing to take up the style challenge, the WaterField SleeveCase is a first-class man purse. It is well designed and solidly built.

SleeveCase

The basic SleeveCase is a simple product. It's just a black ballistic nylon sleeve with light neoprene cushioning tailored for various laptops. The nylon covers the neoprene entirely.

The major decision is which configuration is best. There are four decisions after that.

First, the SleeveCase can be ordered with a horizontal or vertical orientation. Mine is horizontal. I have no strong feeling about which is better, but at 5 foot 9 inches, my sense was I would need to be taller to use the vertical orientation without banging the laptop around (or else I'd need to tighten the strap so much that the thing was just under my armpit).

SleeveCase Open

Second, the SleeveCase comes with a reinforcing strip at the bottom. It is available either in "lead indium" or brown leather. The lead indium is not actually indium, which is a soft metal used in LCD screens; it's just more grey fabric in a tight checkerboard pattern. The brown leather is an extra $10. Mine is brown leather. I think it looks much better than the so-called indium, but if you are a stickler for matching your accessories and usually wear a black belt you'll have a clash. (I once dated a woman who insisted men should have only hair-colored accessories. When I met her husband a few years later, I immediately looked at his shoes, and he said, "Yes, I know, I know—'only hair colored.'")

Third, you may add a flap. It's envelope style, with a hook and loop closure. It's an extra $15. I opted for the flap. I wouldn't feel the laptop was adequately protected if the top were just exposed. The non-flap style does have a one-inch wide closure.

Fourth, you may add a strap. Actually, it's more complicated. The pop-up menu at the online store offers "not into the strap," d-rings only (presumably to allow attachment of your own superior alternative strap), a strap, or a suspension strap. I have the plain strap without padding. It's like any of dozens of other nylon straps you've seen, easily adjustable.

Piggyback Pouch

Fifth, there is a "piggyback pouch." It requires the strap. It's just another bag altogether that clips onto the main SleeveCase (also with the indium bottom or the brown leather trim). The "piggyback pouch" varies depending on whether you have previously chosen the horizontal or vertical option. The former has two interior pockets, the latter only one—that's in addition to the main space. I added the piggyback pouch.

Loaded SleeveCase With Piggyback Pouch Attached

I have been using my SleeveCase for several months. Initially, I thought I might use it either on its own or inside my messenger bag (a Mission Workshop model I recommend), and that I'd deploy the piggyback pouch sometimes, sometimes not. In practice, I use the SleeveCase as a man purse, on its own, almost always with the piggyback pouch. When I need to carry more stuff, I use my messenger bag on its own—I don't usually put the SleeveCase into it. I stopped using my briefcase, and I rarely carry the leather portfolio I'd been using before.

SleeveCase Compared to Leather Portfolio

I've been able to stash a good amount into such a lightweight carrying container. There's the 13-inch MacBook Air that is the point of it all. Then there's an iPad. I'll pause here to note that I'm not sure this is so smart. The iPad is in the exterior pocket, which has no closure. On my motorcycle, it could fall out. When walking, it could be stolen. My precaution is to face the SleeveCase out, with the exterior pocket against my body. It's a choice like any other, presenting risks: if you want to convenience of having the iPad right there within reach, that necessarily means it's exposed.

Then I have a wallet, handkerchief, business card case, Moleskine notebooks (medium and small), fountain pen, iPhone, travel toothbrush, toothpaste, and passport inside the piggyback pouch. Occasionally, I drop in my keys or in-ear headphones, but that makes the piggyback pouch bulge a bit.

Items Carried in the SleeveCase, Minus MacBook Air and iPad

There are no real disadvantages to the WaterField SleeveCase. The only significant concern is whether you really are ready to lighten your load. The SleeveCase does not offer much extra room for anything. If you are still using paper in any significant quantity or need to carry files, you'll need a bigger bag or another bag. When I have put documents into the exterior pocket, I've almost always lost them; they've just fallen out along the way, as I've dashed through airports and so on.

Other than that, this bag is exactly what it looks like. Sometimes, when you're carrying it, the piggyback pouch flops over to the wrong side.

The best aspect of the SleeveCase, however, is the best aspect of the MacBook Air. It is so ridiculously light that you're able to keep it with you everywhere. I have not felt out of place wearing a coat and tie, at a fancy reception, with my MacBook Air right there. Nor

has my wife (different woman than Ms. Hair-Colored Shoes) complained, as she would if I dared bring a backpack to wine and cheese.

Finally, a geographic aside. The WaterField company manufactures its products in San Francisco. As a resident of the great city by the Bay, I am pleased to see that light industry of a high level of craft quality continues to thrive here. It's terrific to be able to buy local because it's the best and not just out of pride.

Copyright © 2011 Frank H. Wu. Reviewing in ATPM *is open to anyone. If you're interested, write to us at reviews@atpm.com.*

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*?

Visit the subscriptions page.

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.