

printout

Keystone MacCentral Macintosh Users Group ❖ <http://www.keystonemac.com>

Linux – an Alternative Operating System



Religion, politics, platforms. — these are subjects that should be looked at with an open mind. As far platforms go there are Windows, Mac OS, Unix, Linux. Interestingly all can be run on the Macintosh.

Tom Owad, one of our resident gurus, will present an introduction to Linux this month. Linux is an open source platform — actually platforms, each with a slightly different approach.

Users claim the following advantages of Linus:

- Security – Linux is considered to be more secure than OS X.
- Customizability – With Linux, virtually everything is customizable and configurable.
- Hardware – With Linux, virtually everything is customizable and configurable. (Lion is limited to the latest hardware.)
- Reliability – Many Linux users have never experienced unplanned downtime.
- Price – free.

Come check out Linux, and see what it's like. 🐧

Meet us at

Giant Food

Corner of Trindle Road & 32nd St (Route 15)
3301 East Trindle Road, Camp Hill, PA 17011

Tuesday, February 21, 2012 6:30 p.m.

Attendance is free and open to all interested persons.

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Keystone MacCentral is a not-for-profit group of Macintosh enthusiasts who generally meet the third Tuesday of every month to exchange information, participate in question-and-answer sessions, view product demonstrations, and obtain resource materials that will help them get the most out of their computer systems. Meetings are free and open to the public. The *Keystone MacCentral Printout* is the official newsletter of Keystone MacCentral and an independent publication not affiliated or otherwise associated with or sponsored or sanctioned by any for-profit organization, including Apple Computer, Inc. Copyright © 2012, Keystone MacCentral, 305 Somerset Drive, Shiresmanstown, PA 17011.

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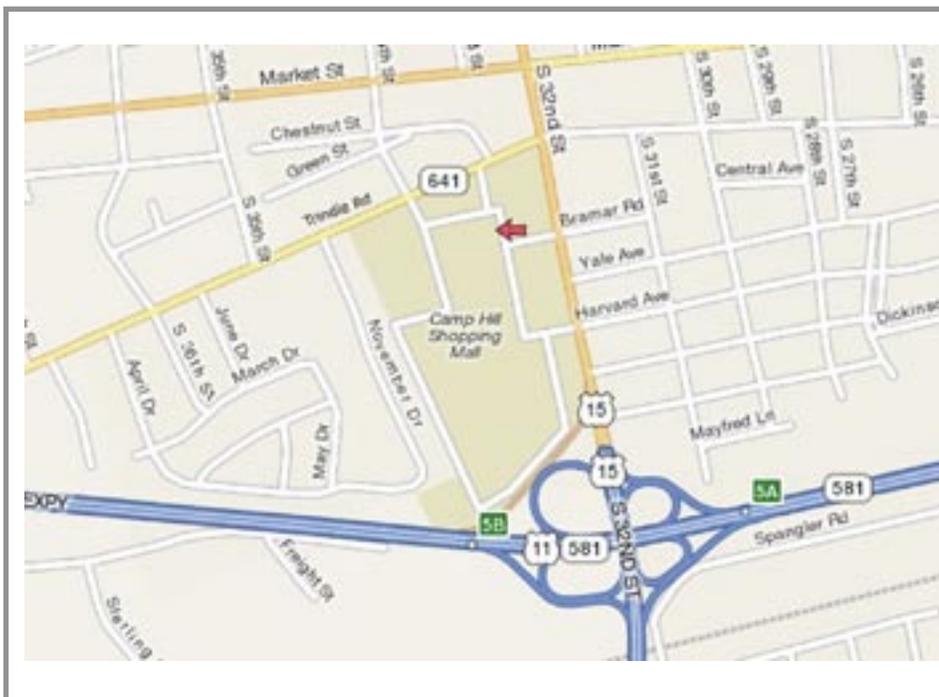
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by Linda J. Cober

President's Corner

I don't know about you, but for me, this winter has been flying by. Since I am much fonder of warm weather than I am of cold, this does not bother me, but the speed at which it has passed and the relatively mild winter does have me wondering what price we will pay for this in the future. At any rate, we have been very lucky to avoid major snowstorms and meeting cancellations, but please remember to check our website and/or Facebook page if winter should decide to hit us hard on February 21, our next scheduled meeting. Having things go well for awhile can make us complacent and unprepared for disaster.

Speaking of disaster (and how's that for a segue?) have you backed up your computer, iPhone, and iPad recently? If you have backup software such as TimeMachine running, then you are most likely in good shape if your main hard drive goes bad. If you back up manually, you may have good intentions but may not have done your backups as often as you know you should have. This can happen to any of us, and my sister Sandy, our corresponding secretary, learned the hard way. The hard drive in her five-year-old iMac had a hardware failure right before our January meeting. We took the iMac to that meeting and handed it over to Tom Owad, our vice president and owner of Schnitz Technology (www.schnitz.com/). Tom's business is located in Newville, PA, about 35 minutes from our meeting site in Camp Hill, so being able to give it to him at Giant after the meeting saved us from making two trips. Tom has said that he is willing to do the same for others who need tech support, so if you are in that situation, take advantage of the opportunity to attend our meeting and drop off or pick up your equipment from Tom at the same time.

Two days later, Sandy and I went to Tom's to pick up the repaired iMac, which now sports a new hard drive, and were thus able to enjoy his Grand Opening Celebration,

one day late. As you may have read in a previous column, Tom has been in business for some years now, but this Grand Opening marks changing "open by appointment only" to "open all day Wednesday" for walk-ins. We went on Thursday since it took him a day to get the iMac fixed, which was fast service since he was also hosting his Grand Opening Party. He knew we were coming, though, so he had saved us some delicious homemade apple cookies (Tom's sister had baked them for him.) and genuine apple cider, made from apples which Tom had picked and then pressed himself in his neighbor's cider press. If you have never had old-fashioned apple cider, you do not know what you are missing. Some years back, Pennsylvania decreed that commercial apple cider must be pasteurized. Since I grew up drinking the real thing, I can tell the difference, and pasteurized apple cider lacks flavor. Interestingly enough, when the other officers and I were discussing this, Tom Bank mentioned that New York State does not require pasteurization of apple cider, so he buys his when he goes to New York in the fall. Good tip! Another good tip-back up now!

I am including some pictures I took with my iPhone 4S so you can see both the inside and outside of Tom's business. We hope to see you at our February 21 meeting when Tom will be presenting our program and will be available to answer your questions as well. If you have any problem equipment that needs to be seen by an expert, bring it along and arrange for Tom to take it with him.

Also, you are welcome to purchase food and drink downstairs in Giant and bring it to our meeting, but please do not bring in food purchased elsewhere. If you have left-over Valentine candy (purchased at Giant, of course) and would like to donate it to the KeyMac candy tin, please bring it along too! ☺



Keystone MacCentral Minutes

January 17, 2012

Business Meeting

President Linda Cober brought the meeting to order and asked board members for their reports. Webmaster Tom Bank II said that our web page and Facebook page are constantly being updated with new information. Gary Brandt mentioned that elections for board officers were to be held at the May meeting. Any member who wishes to serve should contact one of the current board members. Eric Adams asked members to send him their requests for vendors they want represented at our auction in April.

Q&A & Comments

Tom Owad announced the grand opening of his store at 1803 Walnut Bottom Road in Newville, which was scheduled for the day after our January meeting. Tom can handle your out of warranty repairs on Apple equipment.

Someone reported that they sometimes turned on their Mac running Lion to find that their desktop icons had all been moved to the top left corner. No one had a clear answer for what causes that to occur. It was noted that it may be possible to install Snow Leopard on an external drive to work with a Mac running Lion, if you have the Snow Leopard install disks for your particular Mac.

Program Notes

The portion of our January meeting that was scheduled to be about Adobe Lightroom was postponed so that Ernie Levasseur could do a full presentation on Adobe Elements. Ernie stressed the need to understand the concepts behind using Elements. He also mentioned that you should work on a copy of your original file. Ernie suggested saving your work as a Photoshop file if you may want to come back later for more editing. Saving as a JPEG or TIFF when all changes have been made will reduce file size.

Ernie opened Elements to show us the interface. Tools are displayed on the left side, most with intuitive keyboard shortcuts for activation. There are a few keyboard shortcuts that may take some memorization. On the top right side of the Elements interface are commands to Edit, Share, and Create. Within the Edit command are options for full,

quick, or guided edits. The guided edit option might be a good choice for those new to the program. Quick edits give you options that are similar to what you would see in iPhoto. Ernie mentioned that you need to make sure you have selected the layer you want to work on.

Fundamental to working in Elements are layers. The background layer is always loaded and locked when an image is opened. That layer contains the the original image. Ernie opened the Shape tool, which automatically adds a new shape layer to the image, and demonstrated some of its options. The Text tool also adds a layer to the image where text can be overlaid. Shape and Text layers are vector based so objects in those layers can be resized without a loss in quality. Ernie showed us how to group objects to move them around in the image. The Fill tool fills the image with solid colors, gradients, or patterns. Layers can be turned off and on as you work.

Adjustment layers are used most often to make adjustments to the image. There are eight kinds of adjustment layers to put a mask on top of the image. Ernie explained that levels are normally adjusted first. You can adjust gray, white, or black to change the underlying image. Multiple adjustment layers can be used and layers can be re-sequenced or deleted. You can duplicate a layer based on a selection.

Ernie demonstrated using adjustment layers to modify the layer directly below. Every adjustment layer includes a mask if you want to modify only parts of the image. Settings can be changed by clicking on the fx button in a layer which brings up a palette of options. Opacity can be adjusted and hue/saturation controls can be used to remove color from an image. Ernie demonstrated how to add color back to selected parts of the image by cutting holes in the mask. Another nice effect Ernie showed us involved creating text with a design in it using clipping groups. Drop shadows can be added to a layer.

Ernie noted that there may be times when you want to edit or move the background layer. This layer can be unlocked by double-clicking on it. Ernie showed us how to use the Levels controls and histogram to add light to a very dark image. He then adjusted color to bring out the gold in that image. At the end of his presentation, Ernie distributed a handout describing working with layers.

Linda Cober asked members to bring in a Photoshop or Elements project to the February meeting to show us what they had learned during Ernie's informative presentation. ☑

by Tom Bank, Sr.

D.I.Y. Personal Note Cards

A couple days ago, my wife came up with a couple pictures that she really liked. My immediate reaction to them was that they would make nice note cards, so I flipped them into Photoshop, played with Color Saturation and Levels and removed several blemishes. Then I cropped them to 4" X 5-1/4" size, which let me stack the two, one above the other, on the right vertical half of an 8-1/2" X 11" page with a quarter inch allowance all around to accommodate my printer, set the combined page's image to CMYK and Photoshop to print color, loaded several pieces of 80 lb. card stock which I got from Alpha Graphics into the printer tray, and ran a test.

It bombed! For some reason, the printed image came out black and white – and wasted a sheet of my card stock's limited supply. Moral: Remember to do your tests on standard paper, not the special stuff.

My next attempt was to change the file format to .JPG, save it at a reasonably high setting, and then open that file in Preview, again set the print to color, and print it – on plain paper. This time it came out right, and I was impressed with the quality – not at all like what we got from Image-Writer IIs. Back to the card stock and out came copies that, trimmed with my wife's nice new paper cutter, soon became delightful note cards. I should add that to crease the cards' folds I lined up a ruler at the correct point and ran my thumb nail down the card stock. I had previously tried a "bookmaker's bone," a plastic piece with an edge slightly wider than a dull table knife, but when the card stock was folded it cracked, weakening the fold point.

I was pleased. But then came the need to make envelopes for these special size cards. Three refining tries and I had homed in on the proper shape. Twisted at an angle, it fit nicely onto an 8-1/2" X 11" sheet; and printed out on 30 lb. paper it makes a nice envelope. I'm sending the file for that envelope layout to be added to the KeyMac Printout.

Note: The file for the envelope is designed to be 7-1/2" X 10" and must be printed at 100%. This will allow 1/2" of blank space on all edges of the sheet to accommodate most printers.

Steps for making the envelope are:

1. Cut out the shape, cutting just inside the black line on the opening flap. The other flaps don't matter since they will be folded inside the envelope where no one will see a black edge.
2. Hold a ruler across the envelope corners and fold the flaps up to get nice straight edges on the envelope.

3. Fold the the two side flaps in and down, then glue the edges where marked by the arrows with a very thin line of glue, about 1/4" in from the edge, and fold the bottom flap up over them. Place a slight weight, like a CD in its case, on top of the glued envelope while the glue dries to hold the flaps in place while not pressing the folds down absolutely flat. I used a white glue, Elmer's Glue-All. After doing so, I noticed that it had a slight tendency to pucker the paper. I saw later that Staples has a glue that promises it won't wrinkle the paper to which it is applied. I think I will get some of that and try it next time.

4. Finally, there is the matter of the closing flap, which should be glued shut when the card is ready to be sent. You could a.) just apply some of the same glue when you are ready to send it, b.) fold that flap inside, or c.) seal with a gummed sticker; but I'm an extremist! If there is a better (my wife says, 'more elaborate') way, I want to find it, and sure enough there is one.

I went to Michael's, plagued a young clerk – who had a hard time wrapping her mind around the use I was trying to describe to her, and then while she was trying to show me what was available in one rack, I found Scotch brand Double-Sided Scrapbooking Tape (1/2" wide X 300" long) in the next rack. I have other double sided tape, but this one comes with a waxy paper liner. You can apply it, leave the liner in place, and then remove it to seal the envelope when you are ready to send the card. However, you need to be careful to place the tape right along the edge of the envelope flap since the overlap on the flaps is the same width as the tape. Either that or tear off one strip of the tape and then cut it down the middle. Press the tape strips along the inside of the closing flap and the envelope is ready.

The envelope template is provided as a separate download. PDFs shrink the page significantly.

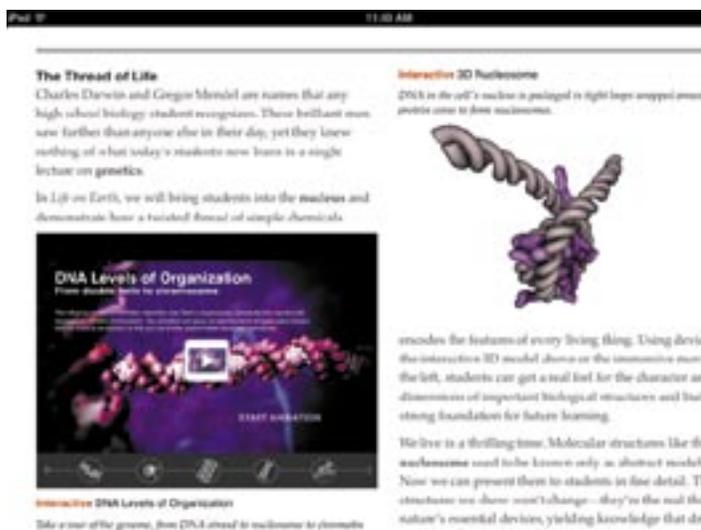


Apple Goes Back to School with iBooks 2, iBooks Author, and iTunes U

In a special event in New York City, Apple's Senior Vice President of Worldwide Marketing Phil Schiller and VP for Productivity Software Roger Rosner unveiled a pair of free apps aimed at reinventing the textbook market: iBooks 2 and iBooks Author for the Mac. Not content to stop there, Senior VP of Internet Software and Services Eddy Cue and VP of iTunes Jeff Robbin then introduced the free iTunes U app for iOS.

iBooks 2 — iBooks 2 is an update to Apple's free ebook reading app for the iPad, enabling users to read specially created enhanced ebooks containing rich multimedia elements and interactivity, along with gorgeous layouts. Apple is focusing the new capabilities of iBooks on the textbook world, where videos, interactive images, 3-D graphics, and embedded review questions can significantly enhance the learning experience.

These features enable zooming into the image of a chromosome to get a better look, for instance, or rotating a 3-D model of a molecule. Or, an interactive graphic might enable you to tap the parts of an insect's body, highlighting them in other photos elsewhere on the screen. Switching orientations changes the display from a scrolling approach (portrait) to a page-based design (landscape) with multiple columns and in-text graphics.



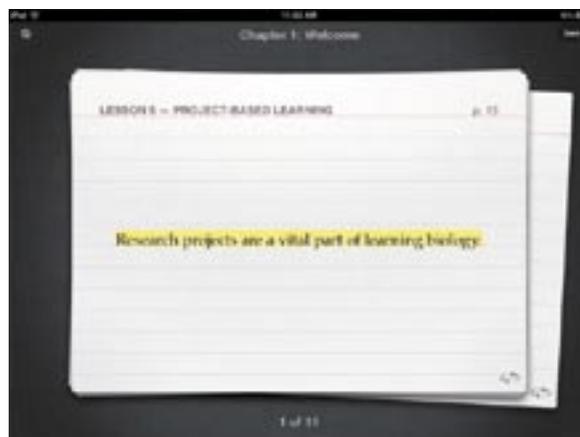
The iBooks textbooks that Apple showed off included a built-in glossary; you can browse through it or tap bolded words to look up their definitions in the glossary (which can even include images) or in a dictionary. Searching remains, of course, and is improved — when you tap a word, you can search for it in the textbook, in both text and media

(presumably mediated by a search index), or extend the search to Wikipedia or the Web. If the textbook's glossary includes the word, the glossary entry will also come up as a search result.



Another nut that Apple has apparently cracked is that of pagination — it's important in a class for everyone to be literally on the same page, and these books have fixed pagination in landscape mode. You can't change fonts or sizes in landscape mode, but those standard iBooks controls appear once again in portrait mode.

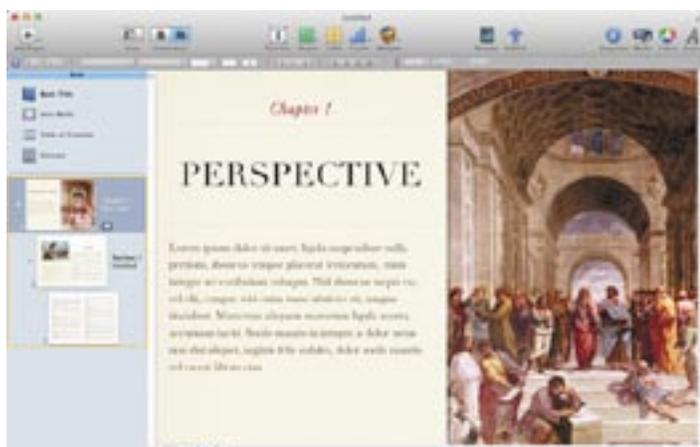
More interesting are iBooks 2's new note-reviewing capabilities, which work only in iBooks textbooks. Just as with iBooks previously, you can tap and hold or swipe to highlight text, and then tap the highlighted text to add a note. But with an iBooks textbook, notes can be used in a study card format where you see the highlighted text on the "front" of a virtual index card and your note on the "back," which you reach by tapping it. The stack of cards can even be shuffled to aid in studying for tests.



Although iBooks 2 remains a universal app that runs on all iOS devices, the iPhone and iPod touch versions cannot display these new iBooks textbooks (they don't even appear, which is good, since they're huge). Plus, several times when I tried to view the "Life on Earth" textbook in iBooks 2 on my original iPad, all I got was the introductory audio on a gray screen – I had to shut my iPad down and restart it before iBooks 2 would show the book properly. ("Life on Earth" is currently available for free; it's a nearly 1 GB download.)

iBooks Author – Previously, iBooks was relatively limited in what it could display, and adding audio and video to an EPUB was difficult at best. Creating iBooks textbooks is where the second new app – **iBooks Author** – comes in. It's a Mac application, available for free from the Mac App Store as a 136 MB download, and compatible only with OS X 10.7 Lion. (It turns out that iBooks Author can be run in 10.6 Snow Leopard, but doing so requires some trickery. Digital Tweaker has the [details](#).)

Not surprisingly, iBooks Author is reminiscent of Apple's iWork applications, providing a number of templates to start. As in Keynote, you add pages to your book, putting text, graphics, and multimedia elements on each. You can import text from Pages or Word, and iBooks Author honors a set of styles for creating items such as headings, sections, and so on. You can even import Keynote presentations as interactive elements.



Like Pages, iBooks Author can build the table of contents automatically, based on styles that you use for headings in the manuscript, and you can create glossary entries from the Glossary toolbar or by Control-clicking a term and choosing from the contextual menu. Then you bounce over to the Glossary interface to enter a definition.

Unfortunately, iBooks Author doesn't appear to have the change tracking and commenting tools that are necessary in any professional publishing situation, which means that text will have to be pretty much final when it is flowed into iBooks Author, and any collaboration on layout and object placement will have to be done manually.

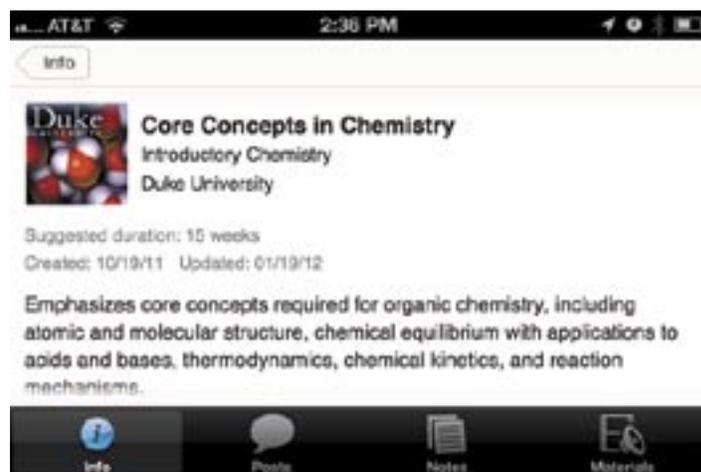
iBooks Author can export three types of files: text, PDF, and iBooks. The text export is likely good only for extracting

text from an existing file, the PDF export appears to be useful only for a certain level of proofing, and the iBooks format is apparently slightly mangled EPUB, with a different MIME type (drop one on BBEdit if you want to look inside). You can export directly to a connected iPad for testing, which is far easier than the normal convoluted process for syncing ebooks to the iPad.

However, don't get your hopes up for being able to use iBooks Author for EPUB in general – the license agreement states that files created with iBooks Author must either be made available for free or sold only through the iBookstore, and they will likely display only in iBooks on the iPad without some hacking. In short, if TidBITS wanted to create an enhanced Take Control ebook using iBooks Author, the only way for readers to purchase it would be through the iBookstore, which makes it much harder for us to communicate with readers and provide outside-the-book features as we do now. It would also make it harder for us to provide a similar ebook in other formats, such as one that can be read directly on the Mac or on the Kindle. I'm not saying we won't try iBooks Author, but it won't be a sea change for our publishing model.

iTunes U – Apple's third app – which requires iOS 5 and is available for not only the iPad but also the iPhone and iPod touch – does for online course content what iBooks 2 does for textbooks. Apple has long provided lectures from numerous colleges and universities in audio and video format via iTunes U, and with over 700 million downloads, it has been successful. The **iTunes U** app can play the simple audio and video for existing courses, but it gets far more interesting when used with a newly enhanced course (it also gets flakier – as with iBooks 2, I experienced a number of crashes; you can expect minor updates to both apps as Apple works out the bugs). If you want a sample, check out Duke's [Core Concepts in Chemistry](#).

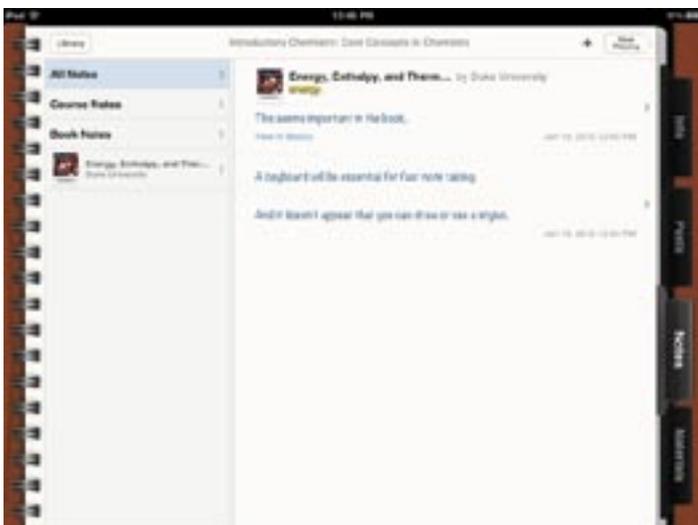
The iTunes U app breaks an enhanced course into four sections: Info, Posts, Notes, and Materials, and you switch between them using tabs on the right side of the screen (iPad) or bottom of the screen (iPhone/iPod touch). The Info tab provides subsections for things like a course overview, an instructor bio, and the outline of the course.



The heart of the course lies in the Posts tab, which brings together text, audio, and video lectures and assignments, along with the new iBooks textbooks created with iBooks Author (which can be read only on an iPad, remember). Although the Core Concepts in Chemistry course I looked at seemed fully fleshed out, for courses that are in progress, new posts alert you to their presence via notifications. You can even play an audio or video lecture and listen in the background while in a different part of the interface, such as the Notes tab. When you complete an assignment, you can check it off.



In the Notes tab, you can create general course-level notes, and any notes from iBooks that are part of the class will appear as well. (But remember, you can make notes only on EPUB-based ebooks; although iBooks can display PDFs, which will be common in courses, you can't make notes on those.) Those books may appear within the assignments, and they're all collected in the Materials tab as well. The course includes (or will download) all the core materials, but some supplemental materials, including books and apps, may require additional purchases.



How one creates an iTunes U course was not shared, although Apple said that six schools have had access to the new tools and have created over 100 new online courses. We'd like to see Apple open up the tools necessary to create an iTunes U course, just like iBooks Author, such that it would be possible to create – and sell – training courses via iTunes, although that gets back into the single-store debate.

Ironically, the presence of all this information online may reduce attendance in classes even further, something we've heard professors in iTunes U lectures complain about with the ready availability of recorded lectures.

A more speculative question is what will happen – particularly in certain subjects where collaborative scenarios or access to specialized equipment aren't important – to higher education in general if it becomes possible to take most courses online in this fashion. Will the intangibles of a college education – maturation, networking, exposure to opportunities – and the eventual diploma be seen as worth the skyrocketing tuition costs?

An Apple a Day for Education – I'll give Apple this – they don't think small. These apps set a new bar for electronic books and online courses, and the apps are all available for free. The problem is that Apple also wants to own the entire pie, and in the process say exactly what is and is not possible. That's not particularly different from Amazon, which tries to lock works into the Kindle ecosystem by refusing to support EPUB. But at least the far-less-ambitious Kindle format can be converted to from other formats.

Debates are already raging on Twitter about how iBooks Author doesn't allow works created with it to be sold anywhere but the iBookstore, and we publisher types are already trying to imagine how we can justify the extra effort and expense of creating iBooks textbooks for a single retail outlet. Plus, Apple is talking about these textbooks being inexpensive – on the order of \$14.99 – which may play havoc with publisher business models that rely on high prices for books that are reused for multiple years. How it will shake out in the publishing world remains to be seen.

On the other side of the equation are the schools – where will the budget come from to outfit students with iPads and to buy these iBooks textbooks? It's not impossible – we know of some local school districts that have had great success with pilot programs for tablets (Android, in this case), both in terms of student achievement and cost savings. But many schools can purchase only state- or district-approved textbooks, and that's where Apple's connection with publishers may be key – it should be much easier for a government entity to approve an electronic textbook if it is simply the electronic version of an approved traditional textbook. ☹

The Other Side of SOPA and PIPA

Don't get me wrong. I'm utterly against the proposed U.S. legislation known as SOPA — the House of Representatives' Stop Online Piracy Act — and its sibling PIPA — the Senate's Protect IP Act — for all the reasons that Joi Ito, the director of the MIT Media Lab, outlines in his [blog post](#) about why the Media Lab has officially come out against these insanely overwrought bills. In short, these bills enable the content industry to upgrade its weapon for fighting copyright infringement from a tiring-to-wield club to a nuclear-tipped ballistic missile that would cause far more collateral damage than can possibly be warranted by the offense.

But while I cannot support SOPA and PIPA in any way, I wanted to provide a perspective generally lacking in these discussions — that of a tiny publishing company whose ebooks are regularly used without permission.

I say “used without permission” instead of the charged words “pirated” or “stolen,” because neither is accurate. “Piracy” has become watered down in the context of software copying and with the rebranding of pirates as lovable rogues with pet parrots rather than the homicidal maniacs they were, but it still carries a whiff of Robin Hood-like taking from the rich to give to the poor.

But that seems inappropriate, given that content, whether it's music, video, or, in my case, books, is essentially a luxury good. No one needs the newest Lady Gaga hit or even the latest Take Control ebook to put food on the table. Plus, though it's possible to see major music labels as responsible for a certain level of cultural hegemony that's worth railing against, I hope no one sees our mom-and-pop company that way. Similarly, “stealing” doesn't precisely fit the act of making a digital copy — no one loses anything other than the opportunity to make a sale, assuming the party who made a copy would otherwise have purchased it.

All that said, I hate it when I see our ebooks show up on file sharing sites for anyone to download in their entirety. I can't prove that it hurts our business and thus our authors. Nor can I show that it helps in any concrete way. But I can say that it bugs the hell out of me, to the point where I wanted to address a few common myths about online file sharing, at least from the perspective of a small ebook publisher — I can't speak to how things might be different for large music or movie studios.

“Exposure is all good.” — Some people rationalize widespread copying by suggesting that it's actually good exposure for the author or the work. In my experience, this is wrong, despite Tim O'Reilly's famous point that obscurity is the problem, not piracy.

The problem is that the way most of these people talk about exposure is meaningless, and harkens back to the dot-com bubble days when Internet startups had business plans that started with the size and growth rate of the Internet and jumped immediately to Profit With a Capital P. Having a potential large audience is a good first step, but it is by no means sufficient on its own.

We see this with Amazon and the iBookstore. Many people think that merely appearing in Amazon's catalog will result in huge sales, and with the massive success of the iPad, the iBookstore is thought to have similar clout. It is true that if your books aren't for sale in those venues, no one will buy them there, but in reality, appearing in those catalogs will mean only a handful of sales if there is no supporting marketing.

Back to widespread copying. The claim that “well, my book has been uploaded to all the file sharing sites, so at least I'm getting a lot of exposure” is bunk. BitTorrent may have 150 million users, but how many of them are searching for your book? Few, if any, just like on Amazon and the iBookstore. And those who do, unlike Amazon and the iBookstore, are assuming they'll download your book for free, not buy it. This is considered good?

Don't believe me? Look at your Web logs. In December 2011, Microsoft's Bing search engine, which also powers searches on Yahoo, accounted for 5.3 billion searches. That's a huge number for those who believe in the power of raw exposure. But on the Take Control Web site, we received a whopping 222 searches that came from Bing and Yahoo, and, as far as I can tell, no sales. In other words, the exposure of appearing in Bing's search engine was worthless.

Or, think about Web banner advertising. There's no way to know how many people actually look at an ad on a Web site that's delivered to a page they're visiting (that's the exposure number), but we know that the click-through rate on banner ads is well under 1 percent. And that's in a situation where the advertiser is trying hard to be found.

One last point: Claims of the massive utility of social networking fall squarely into this category for us as well. We tweet about our book releases, and those tweets are often retweeted by authors and other friends (an always-appreciated and gratifying act!). Who knows what the total “reach” of those tweets is — it could be tens to hundreds of thousands — but the number of people who buy an ebook because of them is vanishingly small, which we know because of a tracking code we embed in tweeted URLs. In the first 11 months of 2011, we sold a grand total of 46 books via Twitter, out of a total of tens of thousands.

In fact, our lifetime total of trackable Twitter-driven sales, for the record, is 186, so you might ask why we bother tweeting at all. Apart from simply being present in a shared space, it's because there is undoubtedly a small but positive halo effect from recommendations on Twitter — sales to people who buy through a direct link some time after seeing a recommendation. Plus, it's always good to provide an opportunity for friends and fans to be supportive.

So there are two seemingly contradictory conclusions to draw here. On the one hand, for the Take Control series, the "exposure" of having a book uploaded to the file sharing sites is no more measurably helpful than appearing in the Bing search engine — essentially no one is being exposed to it. On the other, it's not as though significant sales are being lost, especially given that it seems unlikely that those who fail to find the book on a file sharing site would then go buy it.

Tim O'Reilly is right. Obscurity is the problem, not piracy. But that doesn't mean piracy will, on its own, address the obscurity problem. That's what promotion is for, and promotion is one of the key roles of publishers and retailers. This is not to say that widespread copying can't be a part of promotional efforts. The authors who give their books away successfully — Cory Doctorow and Seth Godin are the best examples — do a fabulous job of self-promotion. But they have carefully designed business models (give away ebooks while selling print copies) that work for them because of the quality and type of books they write (well-received science fiction and business books), their relationships with their publishers, speaking fees charged partly on a basis of their reach, hard work, and, I presume, some luck (given that few others have replicated their success).

Indeed, giving books away can be an excellent promotion, but you have to be realistic about what it can do. In 2010, we licensed Joe Kissell's ["Take Control of Passwords in Mac OS X, Second Edition"](#) to AgileBits (the 1Password people) to give away to their customers for a limited time as a holiday present, along with a 50-percent-off coupon for that same audience. It was a great promotion, and while we don't know how many people were exposed to the offer, over 38,000 downloaded the book. We have no way of knowing how many of those people will ever order another book from us, but from a marketing perspective, it was a big win. From a sales perspective, though? Also a win, but 2 orders of magnitude smaller — only 373 people took advantage of the sale.

"Copying is harmless." -- If you believe my claims so far that widespread copying has little effect, why am I bothered by it? A few reasons:

- It feels wrong. Put simply, I can (and just did) rationalize away the effect that widespread copying has on my business, but the emotional impact is real. Imagine that you come home from work to discover that your house has been broken into, but nothing has been taken or damaged. You've suffered no real harm, but that doesn't mean you'll sleep

well that night. If nothing else, I feel a certain uneasiness when I know that copies of our books are available for free download. Something bad could happen, just as there's a sense that something bad could happen when you know someone has been prowling around your house.

- These sites are masquerading as me, and doing it badly. There are actually two levels of sites involved in wide-spread copying operations. First are the file hosting sites that blindly serve user-uploaded files for free: FileServe, FileSonic, Depositfiles, Wupload, Uploadstation, and many more. On their own, they wouldn't be too troublesome, since the only way to download a file from those sites is to know its direct URL. The second type of site is more problematic: they act as search engines for the file hosting sites, indexing the uploaded files and providing descriptions and graphics. The end result is that someone searching on Google for one of our books can end up on a page that uses our description and cover graphic, along with a link to download for free. The descriptions are often somewhat mangled and the page is overloaded with nasty ads, so as someone who believes in at least attempting to put one's best foot forward, I'm embarrassed to be associated — however unwillingly — with these sites.

- Someone else is making money from my work. I'm pretty liberal when it comes to how people use our books. Most notably, we don't use DRM in any form to prevent copying or lock them to an individual reader. I'm in favor of the concept of public libraries (heck, I'd love to sell a copy of each of our ebooks to every library in the world to lend out), and we say explicitly in our ebooks that readers should treat them as physical books in terms of lending to friends. We also have a generous raffle/review program for Mac user groups (and a generous group discount). Once you buy an ebook, we're happy to let you download it in multiple formats and install it on all your computers and mobile devices, including your spouse's iPad and your daughter's vintage Mac. But I really don't like the feeling that I'm being taken for a sucker, and these sites — these parasites — are basing their business success on my hard work. I don't approve of parasitic business models in general, and I especially dislike it when I'm the one being exploited for gain.

(Just so you know, the file hosting sites base their business models on making it hard to download files for free. Their goal is to get people to pay for a premium account that will have faster and easier downloads. Once, in trying to have one of our books removed, an employee of one of the hosting sites admitted they didn't actually have the book for download; they just pretended to in order to con people into signing up for premium accounts. The indexing sites, on the other hand, are pure ad plays: they want as many eyeballs as they can get.)

"The DMCA is good enough." — This is the closest I get to approving of SOPA. There's a belief that the DMCA (Digital Millennium Copyright Act) is a draconian law that gives content creators significant powers. I know that lawyers for large corporations can attempt to twist the DMCA

to their needs, but from the perspective of a small publisher, the DMCA is only minimally useful in preventing widespread copying. Here's how it works.

I have a Google alert set to look for copies of our ebooks that are being shared on the Internet. Google doesn't search the file hosting sites directly, but it does search all the indexing sites. When I get an alert that one of our books is available for copying, I immediately go to the indexing site, follow the links to the file hosting sites, and file DMCA takedown notices with them.

It's important that I do this quickly, for several reasons. First, the indexing sites seem to copy one another, so if one of our books appears on one of them, several more will pick it up within a few days. Second, some of the indexing sites attempt to defeat DMCA takedown notices by downloading the book from one file hosting site and then re-uploading it with a different name to the same hosting site and four or five others. That way they get a "private" copy that's less vulnerable to being taken down and that causes me more work.

Also, while filing a DMCA takedown notice isn't hard, it's not instantaneous either. I've automated it to the extent that I can copy the URL of the offending page, create and address a new email message in Mailplane, and invoke a Keyboard Maestro macro that builds the customized takedown message (and records the URL for future reference). Some sites require that I fill out complex forms to submit a takedown notice, which increases the effort tremendously. But the real problem is that it's seldom a matter of filing one DMCA takedown; because the indexing sites often list related pages, each of which will link to four or five file hosting sites, I often end up filing numerous takedowns at all once. To give you an idea of the severity of the problem, I've filed DMCA takedowns in nearly 1,000 instances. That's a lot of time.

With the larger file hosting sites, the DMCA takedowns are quick, and that prevents the indexing sites from spreading

the files further. But the indexing sites are even shadier, and either don't accept DMCA takedowns at all or just ignore them. No matter what, though, I never get the sense that either of these types of sites give a damn. My DMCA takedowns are nothing more than an annoyance to them.

Oh, and BitTorrent? Because of the peer-to-peer nature of the sharing and the way the torrent search engines work, there's no way to issue a DMCA takedown notice. So I don't have a lot of sympathy for BitTorrent. (And yes, I'm fully aware that BitTorrent and the file hosting services can and are used for legitimate purposes; I strongly suspect that their legitimate uses are a small fraction of overall usage.)

Web-based file sharing used to be more of a problem. In mid 2011, Google changed its search algorithm so that the indexing sites are significantly deprecated in search results. Before this, it was possible to search for the title of one of our books and have a free download link appear on the first page of the search results. That was truly concerning, since Google was presenting legitimate and illegitimate methods of acquisition with nearly equal rank.

Again, if I don't believe these sites are harmful, why am I going to all this effort? First, it really did seem for a while as though if they weren't stopped, the free downloads would become more popular than our actual pages in search results. And second, if my takedowns are an annoyance, good! If anyone is the victim here, it's me, and if all I can do is cause them extra work in removing my files, that's what I'll do. In my wildest dreams, the extra work will make the business model enough less attractive that they'll shut the sites down.

So, in the end, let's bury SOPA and PIPA back under the rock from which they crawled, but let's not pretend that widespread copying is necessarily a good thing or that the companies that SOPA and PIPA intend to target are anything but sleazeballs out to make a buck off the hard work of others. ☹

by **Glenn Fleishman**

Intuit Plans Lion-Compatible Quicken 2007 Update

Color me surprised! When an unexpected e-mail from Intuit sent to all Quicken for Mac customers landed in my inbox, I assumed it was more warnings about avoiding an upgrade to Lion or discounts off other Intuit products to which I could migrate. Quicken for Mac 2007 and earlier versions were engineered for PowerPC-based systems, and require the Rosetta

compatibility layer to run, which Apple neither updated for nor includes with OS X 10.7 Lion.

Instead, Intuit's Aaron Forth, the general manager for the personal finance group, signed a letter (not available online) that reads in part:

I am happy to announce that we will have a solution that makes Quicken 2007 for Mac "Lion-compatible" by early

spring. There are still details to be worked out, so I ask your continued patience as we work through these.

The company [has posted a FAQ](#) about the “Lion Compatible Quicken for Mac 2007.” You will be able to convert data files created in Quicken for Mac 2005, 2006, and 2007 editions with the Lion-compatible version while booted into Lion. Interestingly, Intuit will also let you convert Quicken Essentials for Mac data files to work with the Lion-compatible version of Quicken for Mac 2007. (Importing those data files into Quicken Essentials for Mac requires 10.6 Snow Leopard or earlier, as noted [in a now-outdated FAQ](#).)

This is great news for those who rely on Quicken and haven’t been able to find a Lion-compatible replacement. I’m running Snow Leopard Server in VMware Fusion to maintain access to Quicken 2007, since I haven’t yet found a replacement that meets my personal and small-business needs with the right mix of recording and reporting.

by Tim Sullivan

Dispose of Old Electronic Stuff And Junk

Electronics do have a life cycle. Sometimes they die; sometimes they just fade away. Recycling is a very good way to make room for newer goodies.

Drop off dead Mac batteries at any of its retail stores

Use WeRecycle to dispose of dead electronics. You will have to mail your stuff to them since there are no local facilities. They cover the shipping cost.

Choose Electronics to Recycle

Remove all sensitive data and applications that may be stored on them, prior to shipping. WeRecycle accepts intact (not busted up)

- Computers (CPUs)
- Monitors
- Printers
- Scanners
- Fax machines
- Photocopiers
- Cell phones
- VCR/DVD/CD players
- Game systems
- Stereos
- Televisions

Pack Your Electronics

You can use any appropriately sized cardboard box that you have, or you can obtain boxes and packing materials from a variety of stores or at your local post office. Check the packing guidelines on the web site.

Ship Your Electronics

- Fill out the online form.

Of course, for those who have already switched to another financial application, Intuit’s announcement is too little, too late. And even then, a number of commenters expressed long-standing frustration with Intuit’s lackluster support for the Mac versions of its products. Perhaps this announcement marks a notable change of heart for Intuit, but we are still talking about merely making the 2007 version compatible with the version of OS X released in 2011.

We’ve written three articles about Quicken and Lion this year. The first explains Intuit’s notions about how to deal with a lack of a Lion-compatible version, and the other two suggest how you would go about finding a replacement for Quicken.

•– [“Intuit Reminds Quicken Users of Lion Danger”](#)

•– [“Finding a Replacement for Quicken”](#)

•– [“Follow-up to Finding a Replacement for Quicken”](#) 

- Once your order is submitted, you will receive a free pre-paid Federal Express shipping label for each of your boxes via email.
- Print the shipping label(s) and affix one on each box.
- Take your boxes to your local FedEx office. Find a FedEx shipping point near you at <http://www.fedex.com>
- WeRecycle! will email you a shipping confirmation when your electronics arrive at our facility.

Old but functional stuff

Apple has enhanced its recycling program to add a new “reuse” option that pays owners of existing iPhones, iPads, Mac or PC desktop or notebook computers a fair market value for their old equipment, paid via an Apple Gift Card.

Users who own an iOS device or a computer from any manufacturer can obtain a credit for the fair market value of that device, calculated by PowerOn, a third party company Apple contract with to run the reuse program.

“If your product qualifies for reuse — meaning it has monetary value — you’ll receive an Apple Gift Card equivalent to its fair market value as determined by [PowerON](#),” Apple states on its recycling program website.

“You can use the gift card for eligible purchases at any U.S. Apple Retail Store or the U.S. Apple Online Store. If your product does not have monetary value, we’ll recycle it at no cost to you.”

Users can get a preliminary valuation for their old devices online, then arrange to ship them to PowerOn at no cost. The company will then contact the user if the appraised value is different than what was quoted online, a figure based on the user’s own description of the product’s condition. 

Rumors and Reality

Around Apple

- It seems possible that Siri usage can add between 5MB to 30MB to your monthly data usage, depending on how often you use the feature and what sort of commands you ask her — it — to perform.

Whether iOS 5 has bugs to work out or if it's just more data-hungry than earlier versions of iOS, there are things you can do to help to ensure you don't hit your monthly limit.

- In Settings > Store, make sure Use Cellular Data is turned off. This forces automatic downloads of iTunes Store purchases to sync to your device only over a Wi-Fi connection.
- Similarly, in Settings > iCloud > Documents & Data, make sure Use Cellular is turned off to keep files from syncing with iCloud over your cellular carrier's network.
- Above all, make sure your iPhone is on your local Wi-Fi network once you're at your home or office so you can take advantage of all of iOS 5's features without worrying about the bill.
- Recently Apple purchased the Israeli firm Anobit. Anobit designs controller chips that make flash behave. Flash drives have two problems worth considering. One, life span is shorter than regular hard drives. Two, errors are an issue. Data is stored in cells. Voltage levels leak from one cell to another. As the number of writes increases so does the error rate.

Anobit designs controller chips that make flash behave. It adds

- **Reliability.** Deep understanding of flash behavior enables Anobit controllers to make flash much more reliable than standard flash specs suggest.
- **Performance.** Flash can be written much faster than normal at the cost of more errors. But if you can fix the errors you can have fast flash.
- **Endurance.** Reducing errors and managing the flash writes means you can make flash endurance - how long it retains data - much longer.
- **Power.** Writing flash takes power and fast writing takes more power, all of which need management.

If the Home button located at the bottom of your iPhone is becoming less responsive, here is a simple procedure that should help.

1 Navigate to, and launch one of the stock applications on your iPhone. Stock apps are things like weather, YouTube, stocks, settings etc (any that come as part of iOS).

2 When the app is launched, press and hold the Power button located at the top of the device until the 'Slide to power off' appears.

3 Press and hold the iPhone home button. Keep the button depressed until the Slide to power off slider disappears and the application quits back to Springboard. (Springboard is the iOS version of the Finder. For our purposes, it's the home screen on your iPhone.)

4 Your home button is now re-calibrated and should be more responsive for you.

Free Smartphones: Smartphones begin getting discounted some months after being introduced.

For example Sprint's EVO 4G was debuted at \$200 (after rebate) in March 2010. Over a few months, the price dropped to \$200, then to \$180. In November the price was \$100. In June the following year, the price was \$0.

Verizon's DROID was released at \$200 in November 2009. Within a few days the price dropped to \$120. By May 2010, the DROID could be had for \$0. DROID 2 took two months to drop to \$0.

Apple's iPhone 3GS, released in June 2009, took nine months to reach \$0 (for a refurbished phone.)

Watch Apple's refurb page for iPhone deals. Keep an eye on are [WireFly](#), [LetsTalk](#), and [Amazon Wireless](#) for other smartphone deals.

Sandbox: "As of March 1, 2012 all apps submitted to the Mac App Store must implement sandboxing. Sandboxing your app is a great way to protect systems and users by limiting the resources apps can access and making it more difficult for malicious software to compromise users' systems."

Sandboxing is a security technique in which an app includes rules called "entitlements." An entitlement allows the app access to system resources, such as the network, user documents, the ability to open and save files, access to peripherals such as printers and cameras, and access to locations, address books, calendars, and similar central services. No entitlements, no access.

Consumer Reports didn't really like the iPhone 4 very much primarily because of the antenna thing. The iPhone 4S fares better.

Consumer Reports that iPhone 4S scored "very well" in tests of its battery life, and the new phone doesn't suffer the "death grip" reception problem that was found in its predecessor.

By the way, if 4S battery life is an issue, seriously consider what app are loaded (and what they're doing when you're not looking.)

It had to happen. And it didn't take very long. Siri is [learning to read minds](#).

Panorama Mode in Camera App: According to MacRumors, not only is Apple working on it, but the code

is hidden inside iOS 5. The feature has been enabled by simply by changing the setting "EnableFirebreak" to YES in `com.apple.mobileslideshow.plist`. Panorama mode allows users to take several successive photos of a landscape or other subject, which the software will then stitch together into one image. 📷

by Tim Sullivan

February Software Review

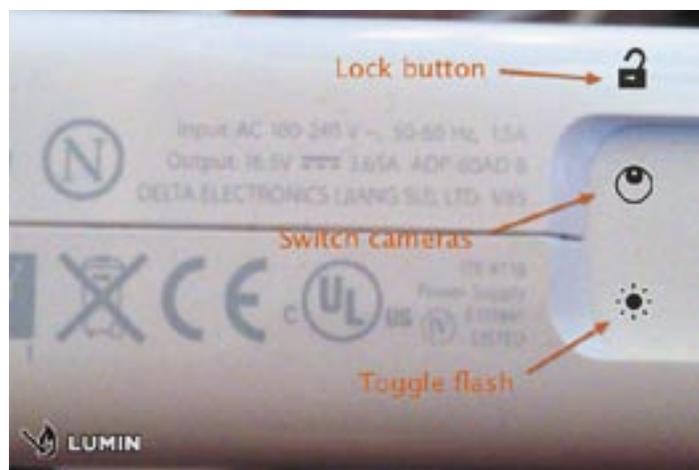
Lumin Turns Your iPhone into an Illuminated Magnifier

by Adam C. Engst

My eyes aren't terrible, at least if I'm wearing the corrective lenses that fix my massive myopia. But there are plenty of times when I need to read something that's too small to make out in the current lighting conditions – a serial number on the back of a device, a restaurant menu in dim lighting, the details on some piece under the car dashboard. I've become fond of my [Petzl Tikka 2 head lamp](#) for throwing bright light on whatever I'm working on, but I can't go out in public with LEDs glaring from my forehead, and even then, it doesn't help with things that are too small to see well.

The deceptively simple solution for such situations is Mahboud Zabetian's \$1.99 iOS app [Lumin](#). It performs two basic tasks: magnification and illumination, but when you combine them on an iPhone, you end up with a device that can help anyone whose eyes aren't what they used to be.

Lumin uses your iOS device's camera to display a magnified image of whatever you point it at. Most of the time you'll want to use the higher-resolution rear-facing camera, but you can switch to the front-facing camera (to make sure you don't have lettuce in your teeth). Lumin's magnification goes beyond what the Camera app allows, perhaps because Lumin's goal is just to let you read something, rather than stressing about whether or not it would be a good photo. And if you want to magnify even further, the normal pinch-to-zoom feature of the iPhone works fine.



If you're using an iPhone 4 or 4S, a tap on an onscreen button turns the flash into a little LED flashlight, illuminating whatever you're looking at. There's nothing new here – Apple is rejecting flashlight apps because there are too many in the App Store already – but being able to shine a constant light on small print in a dark area is way easier than using the flash normally, when it's on only for the instant the picture is being taken.



In most situations, you'll use Lumin in real time as a live magnifying glass. But when you want to transcribe a serial number or look at something carefully, a tap on Lumin's lock button freezes the image. You can even pinch to zoom further, if the magnification level of the frozen image isn't sufficient. The image sticks around until you tap the lock button again, unless you instead use the share button to save it to the Camera Roll, share it via e-mail, or post it to Twitter. And when you're saving a picture to the Camera Roll, Lumin gives you the option of saving the magnified image, the original unmagnified photo, or both.



The only problem I had with Lumin is that because of the extreme magnification level in the camera, holding the iPhone steady long enough for Lumin to focus sometimes proved tricky. You won't want to use it for reading a bunch of stock prices from the newspaper, for instance, unless you could make a little stand that would hold it steady at the right distance from the page. Having to tap the on-screen lock button was also difficult in some situations; it would be great if Lumin could freeze the image when the volume up button was pressed, as the Camera app can do in iOS 5.

You'd be hard pressed to find a normal illuminated magnifying glass for less than \$5 (most I found were in the \$20-and-up range), much less one that can take photos and is always in your pocket or purse. So if you find yourself wishing small things weren't so hard to see, give Lumin a try.

Apple Updates

AirPort Base Station and Time Capsule Firmware Update 7.6.1

January 30, 2012

System Requirements

- OS X 10.7.2

This update is for all 802.11n AirPort Express, 802.11n AirPort Extreme and Time Capsule models. It fixes an issue with wireless performance and provides support for remote access to an AirPort disk or a Time Capsule hard drive with an iCloud account.

AirPort Utility 6.0 for OS X Lion

January 30, 2012 - 14.13 MB

System Requirements

- OS X Lion 10.7.2

AirPort Utility 5.6 for OS X Lion

January 30, 2012 - 13.10 MB

System Requirements

- OS X Lion 10.7.2

AirPort Utility 5.6 for OS X Lion

- Resolves an issue with using network passwords stored in the Keychain
- Works with AirPort Express 802.11g and AirPort Extreme 802.11g base stations

MacBook (Mid 2010) EFI Firmware Update 2.1

January 23, 2012 - 3.1 MB

System Requirements

- Mac OS X 10.7.2

This update enables Lion Recovery from an Internet connection on MacBook (Mid 2010) models.

MacBook Pro (13-inch, Mid 2010) EFI Firmware Update 2.5

January 23, 2012 - 3.1 MB

System Requirements

- Mac OS X 10.7.2

This update enables Lion Recovery from an Internet connection on MacBook Pro (13-inch, Mid 2010) models.

Mac mini (Mid 2010) EFI Firmware Update 1.5

January 23, 2012 - 3 MB

System Requirements

- Mac OS X 10.7.2

This update enables Lion Recovery from an Internet connection on Mac mini (Mid 2010) models and addresses an issue where the setting to restart after a power failure may not be retained.

iTunes 10.5.3

January 19, 2012 - 102.15 MB

System Requirements

- OS X version 10.5 or later
- Safari 4.0.3 or later
- QuickTime 7.6 or later;

iTunes 10.5.3 allows you to sync interactive iBooks textbooks to your iPad. These Multi-Touch textbooks are available for purchase from the iTunes Store on your Mac or from the iBookstore included with iBooks 2 on your iPad.

Brother Printer Drivers 2.8.1

January 17, 2012 - 149.61 MB

System Requirements

- OS X 10.6.1 or later
- OS X Lion

This update installs the latest Brother printing and scanning software for OS X Lion and Mac OS X 10.6. 🗑️