

Kitsap Macintosh Users Group

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from TechIQ

Five Reasons Why Apple Stores Are Rockin'

BY THE VAR GUY

CompUSA is imploding. Independent PC stores have died. Yet 1,600 people waited online — correction, in line — for the opening of Apple's new retail store in New York. Here are five reasons why Apple's retail strategy is crushing the competition this holiday season, according to The VAR Guy.

1. **Simplicity:** Want a notebook? You've got the MacBook and MacBook Pro. Want an operating system? Try Mac OS X — one version for all. Unlike the PC world (where vendors introduce far too many products and Microsoft ships far too many variants of Windows Vista), Apple has a simple, clearly positioned product line. And the stuff works.

2. **Quality:** In the world of Windows, thousands of customers are demanding downgrades from Vista to XP because they want a six-year-old operating system. Seems they're willing to accept XP's security holes in exchange for driver support. Imagine if Apple customers were demanding downgrades from Max OS X to Mac OS 9. That would be laughable. Yet that's the scenario in the Windows world. In

stark contrast, Apple customers are eager to make the leap to the latest Mac OS X.

3. **Integration:** Ever purchase a Windows smart phone (like a Treo) then try to synchronize it with a Windows PC? After you wait in line to buy and activate the cell phone (a painful process if ever there was one), you may be left scratching your head as you try to make your desktop and your handheld talk to each other.

In stark contrast, buy the iPhone (five minute process), link it to your Mac (five minute process) and activate the iPhone online (five minute process) and you'll be wondering why Apple's approach isn't the norm for the entire cell phone industry.

4. **Expertise:** Got a problem with your PC? Visit Best Buy and talk to a kid from The Geek Squad ... just be sure you have your credit card ready. Got a problem with your Mac? Schedule an appointment online to visit the Genius Bar in a local Apple Store. You'll be slotted in for a specific time and date. These folks are true Apple experts and evangelists.

5. **Design:** The VAR Guy is a dork with no fashion or design sense. He defers to Steve Jobs on all

Con't on page 2, Apple Stores



*United We
Stand*

KMUG MONTHLY MEETING

*Third Thursday of each month at 10:30A.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block east of Silverdale Way)*

Look for KMUG's

home page at

*[http://www.homepage.mac.com/
kmug1](http://www.homepage.mac.com/kmug1)*

New Mac Lab Schedule Info on Page 4

from MacCentral

Analysis: The Many Faces of Apple Advertising

By Dan Moren - Macworld

Among technology companies, Apple is often perceived to have something that the likes of rivals Dell, Microsoft, and Hewlett-Packard lack—that indefinable element of cool. Apple carefully cultivates a specific image for itself, and a cornerstone of those efforts is its advertising, especially the 30-second spots that air on television.

“Apple has long history of exceptional advertising, starting with 1984,” said Ross Rubin, director of analysis at NPD Group, referring to the iconic Super Bowl commercial that introduced the Macintosh to the world.

Hoag Levins, executive producer of AdAge.com, agrees, calling advertising a “core pillar” of Apple’s strategy: “It’s bringing in new people to Apple products.”

And these days, there are plenty of Apple products for that growing audience to consider. In the past year, Apple has added another major product line—the iPhone—to its existing Mac and iPod offerings. While all three of these product areas share common qualities—namely, style and ease of use—Apple

and its advertising agency take very different approaches to get that message across.

Despite their differences, Apple ads have in common at least one major advantage over many competitors’ commercials: regardless of whether you love or hate the spots, you’ll likely remember them, and that’s the first step to building a successful image.



John Hodgman and Justin Long have been comparing and contrasting PCs and Macs for about 18 months now in Apple’s Get a Mac campaign.

Hello, I’m a Mac

Apple’s current campaign for the Mac, “Get a Mac,” conveys just as simple and straightforward a message as the name would suggest. It’s a deliberate attempt to appeal to the vast majority of computer users who, as Apple sees it, are using a Windows machine either because they aren’t aware they have an alternative, or because they’re nursing some erroneous preconceptions about Macs.

The ads, which first began airing in May 2006, feature actors Justin Long and John Hodgman as the Mac and PC, respectively—anthropomorphized versions of the long-warring computer platforms.

Aside from a brief shot at the end of the spots, you won’t see any actual computers in the “Get a Mac” ads. And there’s a good reason for that—computer features are hard to show off in a small space in 30-second segments. Instead, Apple illustrates features by putting the characters into humorous situations.

Con’t from Page 1, Apple Stores

color and device decisions. So does the entire Mac world. And so far, the strategy seems to be working just fine for all of the Mac faithful.

TechIQ is the brainchild of Microcast Communications, a progressive media company that helps high-tech marketers create intelligent conversations and build relationships with their key audiences. 🍏

Con’t on page 3, Apple Ads

Con't from Page 2, Apple Ads

For example, when the PC sports a leg cast due to someone tripping over his power cord, it gives the Mac a chance to bring up the detachable MagSafe adapter.

The result: The ad spells out the Mac's advantages in a way that's both accessible and memorable for the average user. "Apple has had a strong focus on retail and the consumer since Steve Jobs returned," Rubin said.



Because of the "Get a Mac" campaign's reliance on dialogue, Apple has also localized them for other markets. Both the U.K. and Japan now have their own version of the "Get a Mac" ads, with native actors and situations tuned to the nuances of those cultures. It's all part of the attention to detail that Apple knows it needs in order to compete globally.

"The new Mac and PC ads are one of the best campaigns of all time," Levins said. "It's an extraordinary advertising event."

iPod + iTunes

Whereas the "Get a Mac" ads focus on the Mac's features, the advertising campaign for the iPod is more about style than substance. The iPod already has a large pool of both PC and Mac users, and most people know what an iPod is and what it does. Nowadays, the device is so popular, it's become a commodity.

Instead, Apple is looking to convince those in the target audience either that they need an iPod or—as is more and more often the case—that they need a new iPod. The campaigns, which have been around in one form another since 2003, show iPods as fun and hip; in one of the most iconic spots, anonymous silhouettes dance to the beat of some popular new

Dancing silhouettes are a mainstay in TV ads for the iPod.

song. Even as the ads have incorporated more recognizable musicians—this ad with Mary J. Blige, for instance—the silhouettes remain. "The stark images of the iPod dancers have really burned themselves into your brain," said Levins.

Music is an integral part of the iPod campaign, even when the improvements Apple is touting are video related. For instance, the spot for the third-generation iPod nano didn't use a movie or a television show to display its new video prowess, but rather a catchy music video featuring Feist.

This Is How You Turn It On

Despite the fact that the iPhone is the newest of Apple's products, having hit the market just six months ago, it's already been the focus of two separate ad campaigns. The first, which aired around the time of the iPhone's June 29 launch, actually showed the phone in action—unusual for Apple's advertising.

The commercials showed off the device's features as you might really use them—for example, to look up a restaurant in Maps, and then call and make a reservation—while a narrator explains what's going

Con't on page 4, Apple Ads

Con't from Page 3, Apple Ads

on. The iPhone's interface is very much the selling point, so the ads let the phone speak for itself.

"These ads focused a lot on applications and capabilities; these have been the differentiators for the iPhone," Rubin said. "In contrast to the Mac, where there's a clear alternative that Apple needs to position against, the iPhone is in a category with very high penetration in the U.S., but it's seeking to break from the pack."

The second campaign relied on the same principle, but in this case featured real users relating their stories about how they use their iPhones. In many ways it's reminiscent of Apple's old Switch campaign, in which people who had switched from Windows to Mac shared their stories—and it's no less compelling.

What's in a name?

While Apple's ad strategies clearly have some differences, they share an elegant simplicity that echoes the company's own penchant for design and user friendliness. "There's an artistic magic to all three of them," Levins said.

The widespread parodies and homages to Apple's various ad campaigns are a testament to their

Con't on page 5, Apple Ads



Images of the iPhone interface have given way to shots of real users talking about their experiences with the phone.

New Location for Mac Lab

The MacLab group has received the go ahead to start meeting at the SCC (Silverdale Community Center) in the "A" frame room. Be sure to take note that the times and length of room access are not always the same. So plan ahead.

Dates and times are:

January 16 2:30 to 05:00 PM

January 23 2:30 to 05:00 PM

January 30 2:30 to 05:00 PM

February 6 12:00 to 02:30 PM

February 20 2:30 to 05:00 PM

February 27 2:30 to 05:00 PM

March 5 12:00 to 02:30 PM

March 12 3:30 to 05:30 PM

March 19 2:30 to 05:00 PM

March 26 2:30 to 05:00 PM

April 2 12:00 to 02:30 PM

April 9 3:30 to 05:30 PM

April 16 2:30 to 05:00 PM

April 16 2:30 to 05:00 PM

April 23 2:30 to 05:00 PM

May 7 12:00 to 02:30 PM

May 14 3:30 to 05:30 PM

May 21 2:30 to 05:00 PM

May 28 2:30 to 05:00 PM

If you have any questions contact:

Warren Beauchene

697-6681 or at beaucomputer@aol.com

Understanding and Using Leopard's Firewall *Changes introduced in OS X 10.5.1 improve Leopard's firewall implementation* *by Rich Mogull*

Mac OS X has long included a basic firewall, but with the release of Mac OS X 10.5—also known as Leopard—this fundamental security technology is moving in a new and innovative direction. As with any major change in a popular operating system this transition comes with a learning curve, but thanks to the recent OS X 10.5.1 update from Apple, Leopard's firewall is fairly straightforward and recommended for the average Mac user.

As a security professional I'm often asked by Mac users if they need a firewall. It's a surprisingly difficult question to answer. Firewalls prevent

unapproved connections to open ports on a computer or network, but the average Mac, by default, doesn't open many ports in the first place.

Leopard is a bit chattier than earlier versions of Mac OS X, but out of the box (at the time of this writing), there are no known attacks for these default services. This is unlike most versions of Windows that ship with a bunch of open services for an attacker to target.

But one security mantra is, "never assume," and what's true today won't be true tomorrow. As you

Con't on page 6, Firewall

Con't from page 4, Apple Ads

iconic and recognizable nature. Imitations of the ads have shown up everywhere from YouTube to Saturday Night Live, sometimes with surprising results.

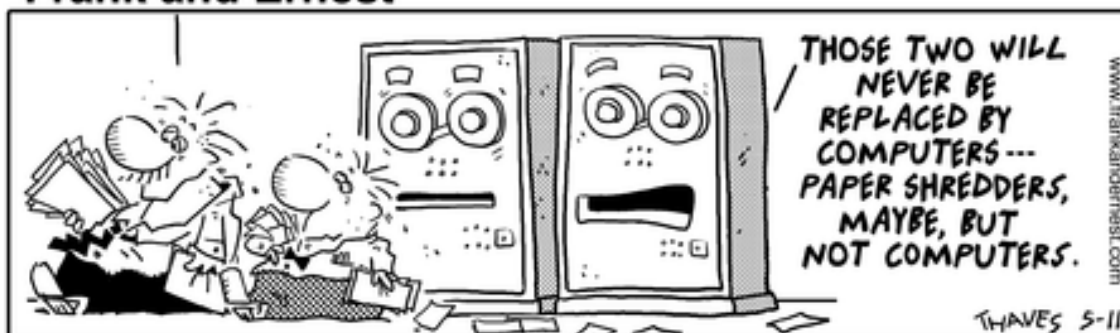
Earlier this year, Apple spotted a homemade ad for the iPod touch uploaded to YouTube by 18 year old student Nick Haley. Haley was invited to come and work with Apple's ad firm, TBWA\Chiat\Day, to produce a professional version, which ended up airing on national television. While the spot has more in common with iPhone commercials than the iPod spots, focusing on the features of the iPod Touch, it's easily recognizable as an Apple ad.

"It's an exciting new format for brands to communicate with their audiences," TBWA Worldwide chairman Lee Clow told the New York Times. "People's relationship with a brand is becoming a dialog, not a monolog."

Almost all of the ads—regardless of which product they're touting—are shot on a monochrome background, and feature little if any text until the conclusion. And all end with a shot of the Apple logo, unifying the products in the minds of consumers and reinforcing both the brand and its image.

Associate editor Dan Moren blogs about the Mac at MacUser.com. 🍏

Frank and Ernest



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Con't from page 5, Firewall

install and use programs on your system you often open ports without realizing it, and there's always the possibility (make that probability) of a new attack. Since the Leopard firewall is easy to use for non-technical users I recommend activating it, even if you'll never need it.

Drawing fire

When Leopard was released in late October, the firewall behaved differently than what you'll see in the current version. "Allow only essential services"—an option for configuring the firewall we'll discuss more below—had another label: "Block all incoming connections." However, this option left a number of open ports, including any service running as the root user, none of which were shown in the user interface.

The application firewall also allowed these open services, but broke some applications, such as Skype, that change their internal code when they run. The firewall would digitally sign the application, but if the application's code changed at all, Mac OS X would think it was

an unapproved modification and refuse to run it.

These applications would bounce on the Dock a few times and close, confusing users.

OS X 10.5.1 fixed these flaws by properly labeling the options, tightening and documenting which "essential services" are allowed, and re-prompting users to activate changed applications instead of breaking them.

Users uncomfortable with the application firewall can still manually configure the included stateful packet inspection firewall, ipfw, that's always running in the background. This is for advanced users only, and I've posted configuration instructions and a base rules set at:

<http://securosis.com/2007/12/11/ipfw-rules-v20071212/>

Configuring the firewall

In previous versions of OS X the firewall was hidden in the Sharing pane of System Preferences. Leopard changes things—you'll now find the firewall in System Preferences' Security pane. When you click on Security -> Firewall you'll see three options. The first, "Accept all incoming connections," is the default setting we'll change.

(Note that the following only applies to OS X 10.5.1 or

later, as that update changed the way the firewall behaved from the original Leopard release.)

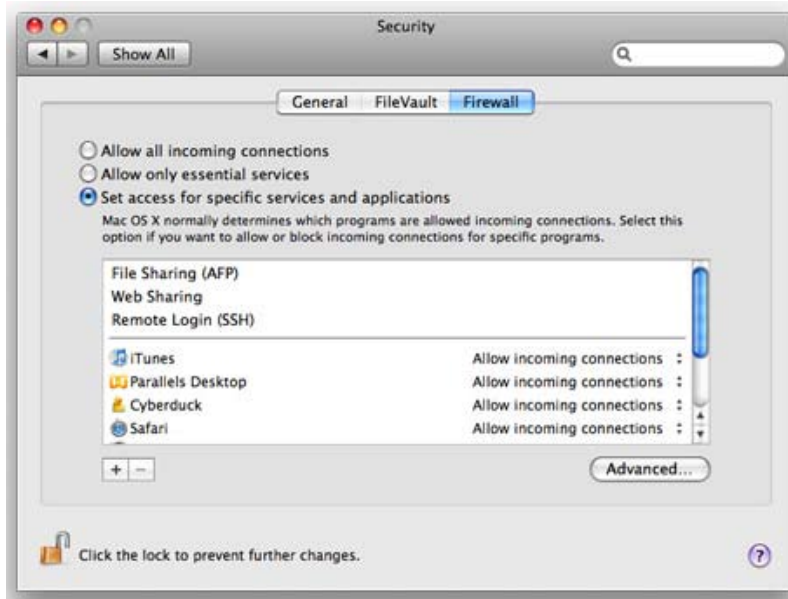
The second option, "Allow only essential services,"

Con't on page 7, Firewall

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Con't from page 6, Firewall

will block anything except a few default services that support networking, such as Bonjour. Only use this option if you want to block everything; this will prevent any file sharing, remote access, or other services activated elsewhere on your Mac. I tend to use this setting when I'm on potentially hostile networks, such as the ones at hotels, and don't want to go through the effort of manually turning all my sharing off.

The "Set Access for specific services and applications" option for configuring Leopard's firewall blocks traffic based on the target application instead of the port—the bottom half of the screen shows applications you've authorized to accept or deny incoming connections.

The third option, "Set access for specific services and applications," is a new kind of application firewall for OS X. Previous versions of the Mac operating system used a technology known as stateful packet inspection, which is a fancy way of saying it blocked specific ports. Leopard still includes this, but it's set to allow all traffic. The application firewall works a level above and blocks traffic based on the target application (socket), not port. The top section of the window lists any running network services. These are automatically set when you start services on in the Sharing preferences pane, and you can't disable them from the firewall.

Below that are applications you've authorized to accept or deny incoming connections. The first time you launch an application that uses networking, Leopard will ask if you want to allow or block incoming connections. That application is then added to the list and digitally signed (if it isn't already) so Mac OS X can detect if it's been tampered with.

You can then choose to allow or deny incoming connections on an application basis.

The firewall doesn't block any outgoing connections, something we'll discuss in a moment. For example, if you share iTunes at home, you can change the setting and manually block anyone from connecting when you're on a public network.

After activating the firewall you should click on the "Advanced" button followed by "Enable Stealth Mode." This hides closed services from someone probing your computer using certain techniques while adding just a little extra security.

The future

Since the application firewall works at a different layer than the traditional firewall, there is concern in the security community that certain low level attacks could still succeed. None of these attacks are known today, but we've seen them in the past, and Apple may need to address this with future updates or adding options to configure ipfw.

The application firewall also only blocks inbound connections; an attacker (or careless user) can still connect to hostile services and be compromised.

An example was the recent Quicktime rtsp vulnerability in which an attacker could embed a link in e-mail or a web page, direct you to a hostile site in order to exploit your computer. Had Apple included outbound blocking, you could have blocked Quicktime from network connections but still safely played files locally. Last week's QuickTime 7.3.1 update tackled this issue.

Thanks to the 10.5.1 update the firewall is

Con't on page 8, Firewall

Need some technical assistance?

There are several local people who are in the business of providing technical assistance for the Mac. You may have seen and heard them making presentations and answering questions at KMUG meetings. If you need help, look at the Professional Technical Assistance Referral area on the KMUG Website.

<http://www.homepage.mac.com/kmug1>



End Game: Why Apple Will Buy Adobe

By Robert X. Cringely

Will Apple buy Adobe in 2008?

With CES over and the San Francisco Macworld Expo set to begin on Monday, we pundits are turning our attention to Apple, the big technology business success of not only 2007, but of the entire decade. Steve Jobs has his Macworld keynote address coming and will no doubt deliver to us a few of the products we've all been predicting, presented with a level of showmanship simply not seen elsewhere in the industry. But my job this week is to look beyond products, to take a step back and give a long view of where Apple is headed. And the centerpiece of this analysis is my conclusion that Apple will inevitably buy Adobe Systems.

About 18 months ago an Apple employee at an internal meeting asked Steve Jobs about Apple's positioning in the enterprise market. Jobs told the employee that IT wasn't really Apple's business and that he should go work at a company like IBM or HP if he wanted to pursue that line of work. Jobs said Apple was in the "content creation" business with the consumer iLife applications as well as

Con't from Page 7, Firewall

recommended to all Mac users. And with only a few changes, Apple can significantly improve the security of this already useful tool. 🍏

Rich Mogull is an independent security consultant who blogs regularly on security issues at Securosis.com. He is also a contributing editor at TidBits.

professional apps like Final Cut Pro. While Apple doesn't see itself as an enterprise IT vendor, it sees its technology powering particular types of enterprises, notably those in graphics, media, and entertainment.

Some readers may know what a dongle is. For those who don't, a dongle is a sort of electronic key that plugs into a PC to enable the use of some expensive software application like AutoCAD. Each copy of the app comes with a single dongle so you can put the software on as many computers as you like but only one -- the one with the dongle installed -- can function at a time. Dongles, which are rarely used today, were an early and quite effective form of copy protection. Apple uses a variation of the dongle technique for its professional applications, but in Apple's case the dongle IS the computer. Yes, the software is a good value but you have to buy a computer from Apple -- a dongle -- to run it on. So Apple runs its professional application business effectively at breakeven, making its profit on the associated hardware.

Last year, for example, Apple bought an application called FinalTouch from Silicon Color that was essentially video color correction on steroids. They changed the product name to Color, added a couple features, then rolled it into Final Cut Studio, Apple's top-end video application suite. Though FinalTouch sold for up to \$25,000, Color is included in Final Cut Studio FOR FREE, which is a kick in the head to Apple competitors like Avid that don't have hardware sales to count on for profitability. This hardware-software one-two punch is how Apple has come to dominate media creation and is the main reason why those who think Apple will license Mac OS X to other hardware companies are simply wrong.

Con't from Page 8, Cringley

Of course content creation has been the heart of Apple's business ever since the original LaserWriter and the invention of desktop publishing, so this is nothing new. What IS new, however, is Apple's role in content distribution as well. QuickTime enabled Apple to be in the video creation business but iTunes put Apple in the potentially much larger video distribution business. This shift from creation to distribution is vital to understanding Apple's current strategy and involves a counterintuitive feedback loop to those professional applications. Where Final Cut Pro was useful to Apple as a driver of hardware sales, it is now becoming MORE useful as a driver of content to be distributed through iTunes.

Here is an example of what I mean. Apple has long been a member of the Blu-ray camp when it comes to which high definition DVD standard to support, yet for some reason Apple has yet to ship ANY computers with Blu-ray drives, or HD DVD drives, for that matter. What the heck is with that? How can Apple, as the dominant maker of video creation systems, ignore both Blu-ray and HD DVD? It's because Steve Jobs sees the logical distribution format for HD as being via iTunes, not on a disc of any sort. Now that Toshiba and HD DVD appear to be on the ropes, Apple may be forced to offer a Blu-ray option on build-to-order Mac Pros, but I haven't heard any rumors to that effect. Steve would prefer that there be no optical video distribution at all and he has warped Apple to that purpose, probably at the expense of some sales.

Now let's take this another step and consider how Apple might further optimize itself in its role as enabler of content creation to fuel iTunes. Given this new focus for the company, what might Steve Jobs propose to do with some of that \$15 billion in cash the company has on hand that last year earned it a dismal (in VC terms) 5.27 percent interest?

Folks a lot smarter than I have wondered over the years about potential Apple mergers and acquisitions driven by Steve's bloodlust. Apple-Disney, Apple-Google, Apple-TiVo, even Apple-Sun come to mind, but the only one that makes any

sense to me at all is Apple-Adobe.

Owen Thomas at Valleywag made the point recently that overlapping boards mean that Google has great influence over Apple. He went so far as saying that Google CONTROLS Apple. Hardly. It's an interesting idea, but goes just as well (or better) in the other direction. Google has had far less of a game plan than Apple. There is no Steve Jobs equivalent at Google, for example. Eric Schmidt's failure at Novell came down to the fact that he wasn't a strong leader like Jobs, so he built Google as a company that can succeed with a weak leader.

That's fine for Google now, but what happens when the company comes under the influence of a strong leader, though one with patience? We're seeing that. Jobs will entice Google into painting his fence up to the point where Google needs another fence to paint and looks to Jobs to find it for them. Apple has no need to merge with Google because Apple is already getting everything it wants from Google and Steve wouldn't be the largest shareholder or even in the top three, for a combined Apple-Google. Forget that.

Apple-Disney is just as unlikely, though for a completely different reason. Apple is about facilitating the creation and distribution of content to consumers. Disney is about the creation and control of content as intellectual property. At the end of the day it all comes down to changing the world and increasing Steve's wealth. For these reasons, then, I DON'T see Apple ever merging with Disney, because that would corrupt the purity of Disney/Pixar's task.

What I DO see happening is Apple buying Adobe, which would give it effective dominance of digital content creation and distribution on a global scale. Bruce Chizen suddenly stepped down as Adobe's CEO without warning: why? A caretaker CEO (my characterization -- no slight intended) is in place. Steve has always viewed Adobe co-founder and co-chair John Warnock like a father. Warnock and co-chair Chuck Geschke are losing interest

Con't on page 10, Cringley

from Macworld RSS

What a Difference Apple's Success Makes at CES

by Dan Frakes

There was a time not so long ago at the Consumer Electronics Show when a writer from a Mac publication was, at best, met with blank stares when approaching vendors about their wares. Just as often, Mac writers found themselves on the receiving end of dismissive remarks about the viability of the Mac platform.

But if that used to be the norm, you wouldn't know it these days. After several years of unprecedented Apple successes—including mind-boggling iPod sales, widespread praise for (and lots of sales of) Macs and OS X, and Apple's ever-increasing influence in the field of digital media—being a Mac writer at CES no longer dooms you to third-class status. And, similarly, being a Mac user no longer means you spend the week seeing cool stuff you'll never be able to use.

Consider just a few of the unusual reactions my colleague Dan Moren and I have noticed as we've been speaking with CES vendors in Las Vegas this week.

Excitement about seeing Mac media: Macworld staff

Con't from page 9, Cringley

in Adobe day-to-day as they move on with their lives. Acquiring Adobe would make Apple much more of a cross-platform company. The combined professional applications could be placed in the Adobe division of Apple where they could go up in price for some markets, becoming VASTLY more profitable. But most important -- keeping in mind the whole purpose here is driving content distribution -- merging Flash and QuickTime would make any other video standards (like Windows Media) simply immaterial.

If such an acquisition were to take place it would have to be in 2008 while Avid and Microsoft still present credible competition to keep the Department of Justice and the Federal Trade Commission from opposing such a merger. It would go easier, too, on W's watch. I knew he was good for something. 🍏

didn't have a problem getting companies to talk to us in the past, but often we were Just Another Random Media Person. This year, many vendors have greeted us with comments to the effect of, "We're so glad you stopped by!" Granted, we're a leading Mac- and Apple-focused publication, but there was a time when, as far as CES exhibitors were concerned at least, that was akin to saying the Zune is the most popular non-iPod portable-music player. Non-Mac vendors recognizing us, and wanting to talk to us, is also a reflection of the viability of the Mac market as a whole.

Excitement about next week: Here we are at the world's largest event focusing on consumer electronics, where vendors are trying to get positive coverage for their products, and many of those vendors have been leading off our conversations by asking us about Macworld Expo and our predictions for new gear from Apple. Beleaguered Apple, indeed.

Apologies for not having a Mac version: Yes, I said apologies. More than ever before, vendors hawking computer-related products—whether actual software or just hardware requiring some sort of software driver or interface—have Mac versions of that software. In fact, we've been surprised by how many booth demos we've seen being done on Macs and Mac OS X. But even more surprising has been the responses from vendors who don't have Mac software—more than a few have actually expressed their regret and, of those, many noted their plans to develop Mac versions. It's not as if every new product out there will be Mac-compatible—I still expect to come across plenty of cool products that won't work with my Mac—but the fact that vendors are actively thinking about the Mac platform is a Very Good Thing.

Con't on page 11, Apple Success

from MacWorld RSS

Use New Screen Region Capture Options in 10.5

by Rob Griffiths

In 10.5, the region capture screenshot tool—that's Shift-Command-4, which turns your cursor into a draggable crosshair—has learned quite a few new tricks. Since the days of 10.2, if you added the Control key into the mix, the capture would go to your clipboard, instead of to a file. (This is a great way to grab a quick screenshot for an iChat session, by the way. Just Shift-Control-Command-4, drag around the area to capture, release the drag, then switch back to iChat and hit Command-V to paste.)

But with 10.5, Apple has found uses for the Shift, Space, and Option keys as well. This gets a bit complicated, but I'll try to explain it clearly, then demonstrate with a short movie. If you start a region capture, either with or without the Control key, you can then change how the region selection area changes by using the following keys—note that you

Con't from Page 10, Apple Success

The most impressive aspect of these experiences is that few of the vendors at CES are traditional Mac-focused companies. Some are audio-accessory companies who've jumped on the iPod bandwagon, but most are general consumer-electronic companies; computing-related companies that have traditionally focused on the Windows market; and companies focusing on social networking, online technologies, and other types of products that should be platform-independent but in the past might not have been.

Of course, these changes haven't happened overnight; rather, they've come gradually as Apple's fortunes have continually edged upwards. But the reactions CES vendors have towards Mac journalists reflect opinions of the Mac market as a whole, and this year's CES is showing me that more companies than ever before are taking Apple, Mac users, and the purchasing power of Mac owners seriously. 🍏

can release the original keys once the crosshairs appears, as long as you've started dragging your mouse, and you keep the mouse button down.

Space Bar: Press and hold the Space Bar, and the size of the current region is then locked and can be dragged around the screen. As long as you hold the Space Bar down, the region's size is locked and it can be dragged about.

Shift: Press and hold the Shift key, and one side of the region will be locked, based on which way you then move the mouse. For instance, if you press and hold Shift, and then move your mouse down, you'll only be able to resize the region vertically; the horizontal size will be fixed. Move the mouse left or right, and you can resize the region horizontally while holding the vertical size fixed.

Option: Press and hold Option while dragging your region, and you'll change the way the region grows as you drag. By default, your region is anchored at the upper left corner; when you press Option, the anchor point is moved to the center of the current region, and it expands in all directions from that point.

To make things even a bit more confusing, you can combine some of these keystrokes. Shift and the Space Bar together will allow a fixed-size region to be dragged in either a vertical or horizontal direction, depending on which direction you first move the mouse after pressing the keys. If you combine Shift and Option, then you can grow your region from the center, restricting either the vertical or horizontal size. As I said, it's a bit confusing, so here's a movie of the options in action.

As you can see, with these new modifier keys, there's a lot more flexibility in capturing regions—either to a file, or to the clipboard when you add in the Control key. 🍏

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

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To join Kitsap Macintosh User's Group
send name, address (e-mail and snail mail), phone number and dues (\$20/year) to:

KMUG

P.O. Box 1271, Silverdale, WA 98383

or come to one of our meetings and sign up!

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Secretary	Phyllis Robie & Gerry Erickson	Other Members-at-Large	As needed
Web Master	Richard B. Nerf	Mac Lab Coordinator	Warren Beauchene (beaucomputer@aol.com) or 697-6681
Evening Meeting Chairperson	Vacant		
Newsletter Coordinator	Joe Williams (jwilly6173@yahoo.com)		

----- **RENEWING MEMBERSHIP** -----

Renewal notices will be delivered by email.

Renewal dues are \$20.

----- **ABOUT MEETINGS** -----

Luncheon Meetings

Third Thursday of each month at 10:30 A.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)



***KITSAP MACINTOSH USER'S GROUP
POST OFFICE BOX 1271
SILVERDALE, WA 98383***

