

Apple introduces MobileMe

MobileMe is a new Internet service that delivers push email, push contacts and push calendars from the MobileMe service to native applications on iPhone, iPod touch, Macs and PCs. MobileMe replaces the .Mac service and provides a suite of Web 2.0 applications that will deliver a desktop-like experience through any modern browser, including Mail, Contacts and Calendar. A Gallery for viewing and sharing photos, as well as an iDisk app for storing and exchanging documents online, are also included.

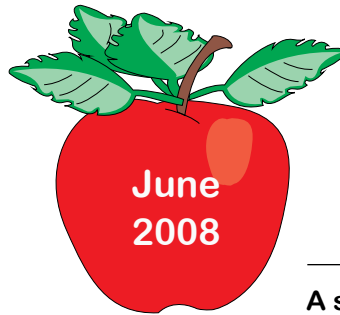


With a MobileMe email account, all folders, messages and status indicators look identical whether on iPhone, iPod touch, a Mac or a PC. New email messages are pushed instantly to iPhone over the cellular network or Wi-Fi, removing the need to manually check email and wait for downloads. Push also keeps contacts and calendars continuously up-to-date so changes made on one device are automatically pushed to other devices.

MobileMe iDisk lets users store and manage files online with drag and drop filing. The iDisk web application makes it easy to share documents too large to email by automatically sending an email with a link for downloading the file. MobileMe includes 20GB of online storage.

The service is set to launch on July 11 alongside iPhone 3G, with a yearly subscription fee of \$99 for individuals and \$149 for a Family Pack. The Family Pack includes one master account with 20GB of storage and four Family Member accounts with 5GB of storage each. MobileMe subscribers can purchase an additional 20GB of storage for \$49 or 40GB of storage for \$99 annually. Users who wish to try out the service with no obligation can sign up for a free 60-day MobileMe trial. Current .Mac members will be automatically upgraded to MobileMe accounts.

A Guided Tour of the MobileMe service is available at me.com.



The Juice

A snapshot of news in the world of Apple, Inc.®

WWDC: Apple introduces next-generation iPhone 3G

At the Worldwide Developer Conference keynote on 6/9/08, Steve Jobs introduced the second-generation iPhone, dubbed the iPhone 3G. The new phone features a glossy, full-plastic rear casing, which is thinner on the sides than the current version, with metal buttons and a flush headphone jack. The iPhone 3G retains the 3.5-inch touch screen of the original and offers 300 hours of stand-by time, 10 hours of 2G talk time and 5 hours of 3G talk time. It also offers 5-6 hours of high-speed web browsing, 7 hours of video playback and 24 hours of audio playback. The new iPhone 3G will be available in the US on July 11th. It will sell for \$199 for the 8GB model (black only) and \$299 for the 16GB model (available in black or white). "The new iPhone 3G is twice as fast at half the price," said Steve Jobs. It will be available in more than 70 countries around the world this year.



Apple will attempt to stifle the proliferation of unlocked iPhones by requiring that all of the new handsets be activated in either an Apple or AT&T store, a process which "takes 10-12 minutes." There will be no in-home activation like there was with the original iPhone. Consumers who purchased an original iPhone on or after May 27th will be able swap it for an iPhone 3G at no cost. All iPhone 3G buyers will be required to sign a new 2-year contract that will overwrite any existing contracts. That means AT&T will wipe existing contracts out and start fresh with a maximum 2-year commitment from the date the iPhone 3G was purchased.

iPhone 3G data plans will cost \$30 per month for consumers and \$45 for business users, in addition to the separate cost of any voice plan. The new pricing raises the minimum two-year cost of an AT&T data service contract from \$480 to \$720, with the business user plan costing \$1,080 over two years, offsetting the apparent price drop of iPhone hardware from \$399 to \$199. AT&T's new data service will enable US-based iPhone users to achieve transfer speeds of roughly 2.8 times current EDGE speeds.

A QuickTime video of the WWDC keynote is at: <http://www.apple.com/quicktime/qtv/keynote/>

New iPhone 3G Accessories

Apple's website has revealed two new iPhone accessories that will likely debut alongside the iPhone 3G on July 11th. First is the iPhone 3G Dock, which offers USB charging, syncing, and audio out, as well as the ability to use the iPhone in speakerphone mode while docked. Also new is the Apple USB Power Adapter (2008), which slims the original iPhone and iPod charger down to a small white adapter not much larger than a standard two-prong to three-prong adapter.



Pricing and release information for the new accessories has yet to be announced. The iPhone 3G Dock is no longer included with the device, and will be available separately from the iPhone for \$29.

iPhone Software 2.0: new features, coming early July

New features in the 2.0 update will include Contact Search, full iWork document support and support of MS Office documents, including PowerPoint and a scientific calculator. Users will be able to delete and move of email messages in bulk and save images directly to your library from email. Other new features will include Parental Controls, expanded language support, including two forms of entry for Japanese and Chinese as well with a drawing character feature. iPhone software version 2.0 will be available in early July as a free update for all iPhone owners. The update will cost \$9.95 for the iPod touch.

Mac OS X Snow Leopard



Apple CEO Steve Jobs has confirmed the existence of "Snow Leopard," the next version of Mac OS X (10.6). Snow Leopard has

been rumored to be mainly a refinement of existing Leopard features, focusing on speed, stability and security. Other changes, however, are rumored to include the elimination of PowerPC support, resulting in more streamlined code. The OS may also be wrapped entirely in the Cocoa programming language.

OS X versions and code/product names:

- Mac OS X Public Beta
- Mac OS X 10.0 Cheetah (code-name)
- Mac OS X 10.1 Puma (code-name)
- Mac OS X 10.2 Jaguar
- Mac OS X 10.3 Panther
- Mac OS X 10.4 Tiger
- Mac OS X 10.5 Leopard
- Mac OS X 10.6 Snow Leopard

SOFTWARE/HARDWARE

PosteRazor 1.5 (free) cuts a raster image into pieces which can afterwards be printed as a multipage PDF document to be pieced together and assembled to a poster.
<http://posterazor.sourceforge.net/>

Google Earth 4.3 beta (free) combines satellite imagery, maps, and Google Search to provide geographic information with features such as point and zoom "flying," tilt and rotate 3D terrain, a data exchange format for sharing annotations and data points created by Google Earth users, and more. This beta release includes dawn-

to-dusk views with the Sunlight feature, swoop navigation from outer space to street level, and photo-realistic buildings from cities around the world.

<http://earth.google.com/>



Avery's DesignPro label and stationery application (free) includes over 1300 pre-designed layouts for their paper products, allowing users to quickly create business labels, CD labels and more.

It also includes over 2000 clip art and photo images for use with your projects.

<http://www.avery.com/us/Main?action=software.AverySoftwareDetail&catalogcode=WEB01&softwarecode=3203>



TranslateIt! for Mac (\$231-yr license, \$54 lifetime) is a multilingual dictionary that allows you to look up words on the fly! Just hover the pointer over an

unfamiliar word in any Cocoa Application and you will see its translation in a pop-up window instantly.

<http://mac.gettranslateit.com/>

Pure Vinyl 2.2 (\$229) is a suite of audio applications designed specifically for digital conversion, editing and playback of vinyl records. It includes monitoring and recording of raw or equalized audio at sample rates up to 192 kHz (with simultaneous save of CD format audio), 64-bit vinyl correction, and other features.

<http://www.channld.com/pure-vinyl.html>

The Media Collector 300 (\$149) is a handheld barcode reader and software combination for organizing media. After scanning the retail barcode on books, music, movies or games, the software automatically downloads details, such as song titles, movie reviews and cover art into a database that provides sorting, ratings, etc.

<http://www.intelliscanner.com/products/media/>



JIBBLE

Apple has posted its new iPhone 3G TV advertisement, named "Hallway," at:

<http://www.apple.com/iphone/gallery/ads/hallway/>

The Apple Retail Store has turned 7-years-old! The first two opened in Tysons Corner, Virginia and Glendale, California on May 19, 2001. The largest US retail store opened in Boston on May 15, 2008. Currently, Apple has deployed 210 stores, including 182 in 37 US states, with plans for 40 or so more by the end of 2008.

Due to insufficient demand from customers, GameStop has stopped selling the Microsoft Zune at its 4,400 stores in the U.S. and 15 countries.

Mac unit sales grew 50 percent year-over-year for the month of April compared to just 17 percent by the broader market.

TIPS

You probably know that Option-Command-Esc loads the Force Quit window. Adding the Shift key will let you Force Quit the active application, bypassing the Force Quit window.

It's possible to set a schedule for your Mac to start up, wake up, sleep or shut down. It is done in the Energy Saver pane of System Preferences. The "Schedule" button is located in the lower right corner.

Command-W lets you close a Finder window. Option-Command-W closes all currently open Finder windows.

If you select a file and press Command-Up Arrow, the "home" file will pop onto your desktop.

To view a complete hierarchical list of the file structure for your open window, Command-Click on the files title.

Adobe Bridge lets you browse through multi-page PDF files without using Acrobat. Just select the PDF in Bridge and click the arrows in the Preview tab, or type in a page number. You can make the preview larger by dragging the edges of the Preview pane.

In Photoshop CS3, if you want to add transparency to a photo, you need to get rid of the background and transform it into a layer. Hold down Option and double-clicking on the Background title.