

Apple's iPhone 3.0 Preview



iPhone OS 3.0, due this summer, includes new developer features; Search your iPhone; Cut, copy, and paste; send photos, contacts, audio files and location via MMS; read and compose email and text messages in landscape; expanded accessory access; In-App Purchases, and Bluetooth for the iPod touch 2G. The update will cost iPod touch users \$10 when it launches this Summer. The update will be free for all iPhone owners, including people who bought the original iPhone, but once again, it will cost \$9.95 for the iPod touch. The original iPhone, although it can run the iPhone 3.0 software, won't be able to take advantage of all its features due to hardware limitations. A video of the event is available online at:

<http://www.apple.com/iphone/preview-iphone-os/>

AT&T confirms sale of contract-free iPhones

AT&T began selling contract-free iPhone's on 3/26. An 8GB iPhone 3G is \$599, while a 16GB model is \$699. The prices are a full \$400 more than the \$199 and \$299 options, which should remain available under the limits of a two-year contract.

Macworld moving to February

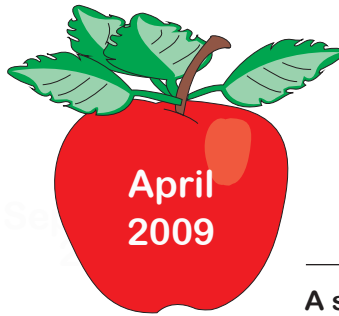
Macworld Expo 2010—the first without Apple—will take place in February rather than January. The move is the result of feedback from the Mac community that will “give exhibitors and attendees

more breathing room between the busy holiday season and the world's largest Apple product event. The Expo is now scheduled for Thursday, 2/11, through Saturday, 2/13. The Macworld conference sessions will take place Tuesday, 2/9, through Saturday, 2/13.

CBS streaming free TV programming to iPhone users



CBS has launched its new TV.com application for the iPhone and iPod touch, giving users mobile access to full episodes of CBS TV shows, programming from Showtime and the CW, and videos from CNet and GameSpot. The application is available now as a free download from the App Store.

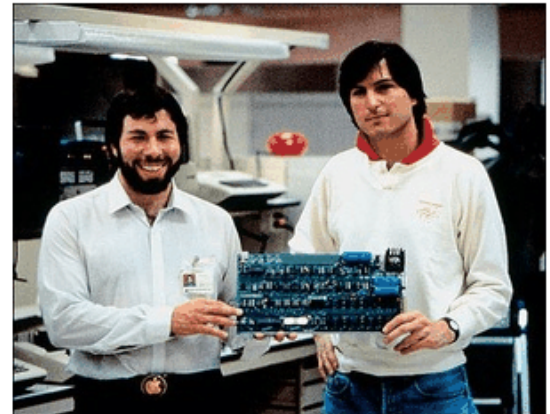


The Juice

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

Happy 33rd birthday, Apple, Inc.

On April 1, 1976 two guys named Steve Jobs, 21, and Steve Wozniak, 25, had gone to the same high school. In the hazy years after graduation (both were college dropouts), a shared interest in electronics brought them together. Jobs didn't yet have his own place, so when their formal partnership began, the decision was made in a bedroom at his parents' house in Los Altos, Calif. Wozniak was the technical brains, while Jobs was the dreamer with a knack for getting others to dream along with him. Most computers in 1976 were room-size machines with Defense Department-size price tags, but Wozniak had been tinkering with a new design, and his computer was different. It wasn't much to look at - just a bunch of chips screwed to a piece of plywood - but it was small, cheap and easy to use, and Jobs had noticed the stir it caused when they took it to a local computer club. He said, "We'll make it for 20 bucks, sell it for 40 bucks!" Wozniak remembers thinking, "I kind of didn't think we'd do it." Jobs came up with the name, inspired by an Oregon orchard where he had worked with some friends: Apple Computer. "When we started the little partnership, it was just like, Oh, this will be fun," Wozniak says. "We won't make any money, but it'll be fun." They didn't go out and celebrate that day. Woz wouldn't even quit his day job designing chips for Hewlett-Packard calculators until months later, after Jobs had sold his Volkswagen bus for seed money. Nobody, not even Jobs, saw what was coming next: that Apple would create the look and feel of every desktop in the world and start a love affair with the personal computer.



Apple co-founders, Wozniak, left, Jobs and the Apple I

Happy Anniversary, OS X

Mac OS X (version 10.0.0) recently marked its eighth anniversary. In that time, there have been 52 different releases of OS X, counting the public beta as well as major and minor updates.

iPod shuffle 3G debuts

The new 4GB shuffle (\$79) is thinner and longer, with in-line volume and track controls on the earphone cord that replace the surface buttons. A VoiceOver feature vocalizes the track, artist and playlist information when a button is pressed. The device can be set to play audio without the earphone-based controls by switching to the “play in order” or “shuffle” position from the off position. The device will resume playback of the previous content at a “unadjustable” fixed volume level. Two Apple Knowledge Base documents detail headphone compatibility and the new controls.

<http://support.apple.com/kb/HT3472>
<http://support.apple.com/kb/HT3458>



Apple discontinues iPhone Bluetooth Headset

The Apple Store product page has listed the device as “discontinued” since 3/21. The \$129 single-button headset was first introduced in June 2007 alongside the original iPhone and was bundled with a Bluetooth Travel Cable and a Dual Dock that could charge both the iPhone and headset.

Apple now worth quintuple Dell's market value



This is an old story, but still fun to tell... On October 6, 1997, in response to the question of what he'd do if he was in charge of Apple Computer, Dell founder and CEO Michael Dell stood before

a crowd of several thousand IT executives and answered flippantly, “What would I do? I'd shut it down and give the money back to the shareholders!” A little more than a month later, on November 10, 1997, new Apple Interim CEO Steve Jobs responded, speaking in front of an image of Michael Dell's bulls-eye covered face, “We're coming after you, you're in our sights.” On February 12, 2009, Apple hit a market value of \$88.37 billion, or 5 times that of Dell's current 17.52 billion. Apple also has more cash on-hand, \$28.8 billion, than Dell is worth.

SOFTWARE/HARDWARE

Have you checked the software update on your Mac lately? It's time!



The Shu-Lip charger (\$10) for the iPod shuffle 3G provides a USB-to-iPod connection for both charging and syncing without a cord.

<http://www.dexim.net/product/A-V/DWA031.html>

Fandango, the nation's leading movie-goer destination, has announced that its new iPhone and iPod touch application is available for free in the Apple App Store, enabling access to movie and theater information, trailer viewing and ticket purchases for more than 16,000 screens.

FlightTrack for the iPhone lets users check flight schedules online, including the current position of the plane on a map.

LaCie has introduced the key-shaped iamaKey (\$18 4GB, \$28 8GB) and itsaKey (\$15 4GB, \$24 8GB) USB flash drives. Transfer rates up to 30MB per second via USB 2.0.

<http://legacy.macnn.com/articles/09/03/09/lacie.usb.keys/>



Lounge is a screen saver that displays what is currently playing in iTunes. It provides basic keyboard control to adjust the volume, pause, skip and rate tracks. You can also choose to lock the screen when it's activated. When your playlist ends, Lounge creates a collage similar to Apple's iTunes Artwork screen saver.

<http://www.snarbo.co.uk/lounge.html>



Recover PDF Password for Mac (\$40) lets you recover forgotten PDF document passwords with ease, retrieving both “owner” and “user” passwords, even if you cannot remember a single character from the key combination. It supports all versions of Adobe Acrobat and can recover Unicode passwords for protected Acrobat 9.x files.

<http://mac.eltime.com/pdf-password-recovery.html>

JIBBLE

Apple's iTunes/ App Store has over 75 million credit card accounts and adds, on average, 35,000 new accounts per day.

The current iPhone OS 2.0 allows a maximum of 9 home screens, each containing 16 applications. With the 4 applications on the dock included, users can carry up to 148 applications at any given time.

Day-to-day internet use on US cell phones has roughly doubled in the past year.

In February, the iPhone generated 50% of all smartphone traffic in the U.S.

The day is approaching when you'll be able to use your iPhone as an Internet connection for your laptop. Apple has confirmed

that data tethering is part of iPhone 3.0, but say that support for the feature is in the hands of AT&T in the U.S.

Palm's recent third-quarter results revealed smartphone shipments were down 42 percent year-over-year. They lost \$95 million in the quarter versus \$54.6 million lost during the same period a year ago.

iPhone sales increased 245% in 2008.

Retail upgrades for Windows are nearly twice as expensive as Mac OS X.

Ritz Camera is closing 300 retail stores.

If the world's 1 billion PCs were powered down for just one night, it would save enough energy to light the Empire State Building—inside and out—for over 30 years.

About one-third of all iPhone users download games each month.

Microsoft is asking for \$11 million from the federal stimulus package to help fund a \$36 million bridge to connect their original East campus with a newer West campus, which are split by a public highway. In fiscal 2008, Microsoft took in revenue of \$60.42 BILLION, with profits totaling \$22.49 BILLION, yet they need the taxpayers to shell out \$11 million towards a bridge.

Sales of iPod shuffles grew 51 percent the first full week the third-generation players were on sale.

TIPS

View an item in the Trash without dragging it out? Select and then press the spacebar.

Command-Control-Z zooms the iTunes window from full size to small and back.

iPhoto '09's Faces feature sometimes misses faces in photos. You can find the missing faces by clicking the Name button, then the Add Missing Face button. iPhoto places a box around the face, which you resize to cover the entire face. If you hold down the Option key before dragging, the box will be anchored to the corner opposite the one you're dragging.

<http://www.macworld.com/article/138824/2009/02/iphotofacebox.html?src=mwhints>

There's an Apple Quick Tip that shows you how to create or customize keyboard shortcuts in Mac OS X Leopard at:

<http://www.apple.com/business/theater/?sr=hotnews#tutorial=customizingkeyboard?sr=hotnews.rss>