

11 million iPods, 3.8 million iPhones sold



In its second quarter, Apple said it sold 11.01 million iPods and 3.79 million iPhones. The company posted revenue of \$8.16 billion and a net quarterly profit of \$1.21 billion, or \$1.33 per diluted share, compared with revenue of \$7.51 billion and net quarterly profit of \$1.05 billion, or \$1.16 per diluted share in Q2 2008. Apple's financial condition remains very robust, with almost \$29 billion in cash and marketable securities.

App Store hits 1 billion downloads in 9 months



On April 23rd, the App Store hit the 1 billion downloads milestone, just nine months from when it opened

on July 10, 2008. The one billionth app, the contact-swapping app Bump, was downloaded by Connor Mulcahey, age 13, of Weston, CT, who will receive a \$10,000 iTunes gift card, a 32GB iPod touch, a Time Capsule and a 17-inch MacBook Pro.

Apple releases OS X 10.5.7, Safari 3.2.3

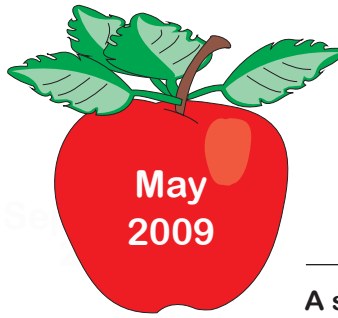


Apple has released the Mac OS X 10.5.7 update which is recommended for all users running Mac OS X Leopard. It includes general operating system fixes that enhance the stability, compatibility and security of your Mac. They also released Safari 3.2.3 which is recommended for all Safari users and includes the latest security updates. Both are available through the Software Update.

WWDC 2009 sold out



2009 marks the second time in as many years that Apple's annual developers conference will fill to capacity as programmers descend on San Francisco June 8-12th to hear the latest on Mac and iPhone software development. This year's conference sold out in a little over four weeks, nearly twice as fast as last year's event, which was the first time in the show's history that Apple was forced to halt the registration process.



The Juice

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

The 10 all-time worst tech predictions

"I think there is a world market for maybe five computers."

Thomas Watson, president of IBM, 1943

"Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night."

Darryl Zanuck, executive at 20th Century Fox, 1946

"Nuclear-powered vacuum cleaners will probably be a reality within ten years."

Alex Lewyt, president of Lewyt vacuum company, 1955

"There is no reason anyone would want a computer in their home."

Ken Olsen, founder of Digital Equipment Corporation, 1977

"Almost all of the many predictions now being made about 1996 hinge on the Internet's continuing exponential growth. But I predict the Internet will soon go spectacularly supernova and in 1996 catastrophically collapse."

Robert Metcalfe, founder of 3Com, 1995

"Apple is already dead."

Nathan Myhrvold, former Microsoft CTO, 1997

"Two years from now, spam will be solved."

Bill Gates, founder of Microsoft, 2004

"The Macintosh uses an experimental pointing device called a mouse. There is no evidence that people want to use these things."

John Dvorak, Columnist, on the arrival of Macintosh, February 1984

"I give them two years before they're turning out the lights on a very painful and expensive mistake."

David Goldstein, Channel Marketing Corp. President, on the Apple Retail Stores, May 21, 2001

"I'd shut it down and give the money back to the shareholders."

Michael Dell, on what he'd do if he ran Apple, October 1997

Apple comments on Microsoft's 'Laptop Buyers' ads

Usually silent on such things, Apple recently gave a comment on the Microsoft Laptop Buyer ads [Lauren, Giampaolo, Lisa and Jackson]. "A PC is no bargain when it doesn't do what you want. The one thing that both Apple and Microsoft can agree on is that everyone thinks the Mac is cool. With its great designs and advanced software, nothing matches it at any price," said an Apple spokesperson. Microsoft declined to comment.

MacBooks sweep Consumer Report scores

Apple has earned the crown in Consumer Reports' latest computer study for its current MacBooks, as well as tech support. The June report gives Mac portables the lead in every size category, covering performance, design, versatility, screen qual-

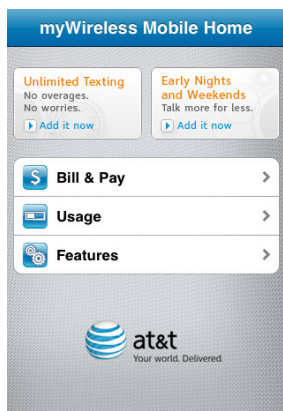
ity and battery life. (Symbolically embarrassing for Microsoft, the exact same HP Pavilion dv7 that actress Lauren thought was a better deal in the first Microsoft commercial placed fourth.) Apple also had the best tech support marks for both desktops and notebooks. Apple desktops



managed second place in both of the two categories in which it competed. The Mac Mini's 59 was two points behind the HP Pavilion Slimline's 61, while the 20-inch iMac's 70 was enough to earn a runner-up position behind the Dell XPS One 24. Overall, the study supports Apple's notion that it wants to make the best computers, not the most computers, and that it's therefore willing to give up market share for a better reputation.

http://www.pcworld.com/article/145502/apple_tops_consumer_reports_tech_support_ratings.html

SOFTWARE/HARDWARE



The AT&T myWireless Mobile application on the Apple App Store, allows iPhone customers to manage family and individual accounts directly from their iPhone.

Photo Recovery (\$69) for Mac OS X can recover images (including RAW), videos and music files, finding and reconstructing fragmented digital photographs after deletion or formatting of a memory card. <http://www.diskdoctors.net/photo-recovery.html>

The Elgato Video Capture hardware for Mac (\$100) captures and encodes analog video, with resolutions up to 640 x 480, in either H.264 or MPEG-4 formats, which can be easily transferred into iTunes and onto an iPod, iPhone, or Apple TV. <http://www.elgato.com/elgato/na/mainmenu/products/Video-Capture/product1.en.html>



PDF Studio 5.60 (\$60) is a program for viewing, printing and manipulating PDF documents. It can add sticky notes using text and graphic markup tools, scan to PDF, fill out PDF forms, add audio comments, extract text to a file, add hyperlinks and more. <http://www.qoppa.com/psindex.html>

Pixelmator (\$59) delivers many of the core features of Photoshop. A free demo is available as well as a PDF user's guide. The full review is at: <http://macrevu.com/2009/04/review-pixelmator-is-it-a-59-photoshop/> <http://www.pixelmator.com/>

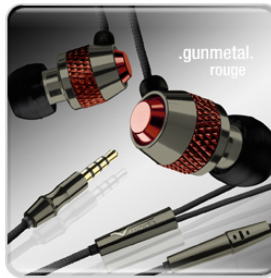
The Quicken Online Mobile application on the App Store works with the free Quicken Online service to track your spending.

Office 2004 will reach the end of its supported life on October 13th.

The iPWR SuperPack external battery for the iPod and iPhone (\$60) is a dock-connecting battery pack that provides up to 40 additional hours of music, 7 hours of additional talk time, 10 hours of additional video, or 10 additional hours of Internet access on an iPhone 3G. <https://www.ipwr.com/shop/default/ipwr.html>



V-MODA's Vibe Duo Audio Visual Control (AVC) series ear phones (\$101) add in-line control for play, skip, volume and VoiceOver features of the 3rd-generation iPod shuffle. <http://shop.v-moda.com/p-35-vibe-duo-w-control-playback.aspx>



Recover PDF Password for Mac recovers forgotten passwords to PDF documents with ease. It supports all versions of Adobe Acrobat. <http://mac.eltima.com/pdf-password-recovery.html>

JIBBLE

PICT with Jobs For a free historical perspective of the Lisa and Macintosh design, download the free "Twenty Years with Mac" PDF eBook (16.7MB) by Bill Atkinson, current noted photographer and former member of the original Mac team. <http://homepage.mac.com/billatkinson/FileSharing2.html>

Since the first iPhone came to market in mid-2007, AT&T has signed up more than 7 million subscribers. In the recent quarter, 70% of AT&T's new subscribers signed up to get an iPhone. AT&T activated 1.6 million iPhones on its network in the first quarter of 2009. The average bill is \$94 a month, 60 percent higher than the company's overall customer base.

Microsoft's recent Laptop Hunter ads are made by a Mac-based marketing firm, Crispin Porter + Bogusky.

A 3rd-gen shuffle costs \$21.77 to produce, or 28 percent of the retail cost.

Apple is selling an aluminum 20-inch iMac to educational institutions for \$899.

Microsoft is floating a 36 million proposal (of which they want 11 million from a taxpayer-funded federal stimulus package) to build a bridge from their East campus over a highway to the West campus. The bridge is truly a "bridge to nowhere," since the newer West campus houses the Zune headquarters. They also confirmed that their Windows XP downgrade program will still be an option even after Windows 7 launches! Buyers have to pay extra to install the 8-year-old (10/25/01) Windows XP OS, however.

In the recent quarter, Microsoft's net income of \$3.0 billion was a 32 percent drop in profits from last year.

A billion is a popular word in the news now-a-days. Here's a few facts on how we can relate to a billion:

- A billion seconds ago it was 1959.
- A billion minutes ago Jesus was alive.
- A billion hours ago our ancestors were living in the Stone Age.
- A billion days ago no one on two feet walked on the earth.
- A billion dollars ago is only 8 hours and 20 minutes at the rate our government is spending it.

TIPS

Want to view something in the Trash without dragging it out first? Select it while in the Trash and hit the spacebar.

Mac OS X Leopard lets you make your Mac as secure as you'd like. You can use its built-in tools to prevent others from casually observing the content of the documents you're working on or encrypt the contents of your Home folder, preventing someone who steals or gains access to your Mac from seeing or copying your files. Find out how by watching the Mac OS X Quick Tip at:

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

Mac OS X 10.5 (Leopard) can create large preview icons for videos and images, but to take advantage of these large icons (both standard OS X icons and preview icons), you need to use Cover Flow mode and maximize the size of the overall window first, then the preview area within it.