

QBITS

Quad-Cities Computer Society
Newsletter for October 2009
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October 14, 2009
7:00 PM

Windows 7
presented by
Gary Stanley

The QCS thanks NBS ,
the host of the qcs.org site
Network Business Systems NBS
www.nbson.com

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Views and opinions expressed
by presenters
do not necessarily reflect those
of the Quad Cities Computer Society

**Monthly meetings are open to the
general public.**

QCS Review
Digital Scrapbooking
presented by Shari Baker
Creative Memories Unit Leader
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sharibaker@mchsi.com

by Joe Durham

The family scrapbook, the memory filled pictures, these items are a part of the American cultural landscape. With computing, digital scapbooking is a growing interest and industry. Shari Baker from Creative Memories came to show us the manifold features and helps in two software products that make scrapbooking easy and fun: Memory Manager 3.0 and Storybook Creator Plus 3.0.

Shari explained Memory Manager 3.0 helps you to import pictures and arrange them on your computer hard drive. Once they are organized they can be easily integrated into Storybook Creator Plus. She said that your images can originate from scanned photos, digital camera shots, digital videos, or internet images.

These programs never alter your original image unless you expressly cause them to. By default any changes you make are made to copies of the original. A good failsafe way to be creative as you put your digital scrapbook together.

For convenience Shari placed her original images on an external hard drive. It contained over 14,000 images and 107 videos. But an external hard drive is not required.

Memory Manager opens into three panels. The left panel is an arrangement of your folder names. The right panel contains information on each photo or group of photos that are displayed in the middle panel.

The middle panel is your working area where you can manage, alter (crop, red-eye, shade) your photos before they are saved into the folders you create. When your selected photo is displayed, multiple editing tools are available on the top tool bar: red-eye, cropping, lighting effects and many others.

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The *QBITS* can now be produced in Acrobat PDF format and sent to your email box. If you desire to have the newsletter sent to you electronically instead of by US Mail, notify:

Patty Lowry,
QBITS co-editor
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The QCS will then arrange to email your next issue to you.



Moving? Send an address change to:
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The right panel has two additional features that are handy to use. You can insert a story line to be associated with each picture you save. Shari also mentioned that you do not have to worry about dates on photo because these are transferred from the data stamps that digital cameras create when the photos are taken.

Photograph techniques common to photo software are available: black and white color and sepia color. With the cloning tools you can eliminate unwanted items and clear up wrinkles in old photos. The magic wand picks out clone colors in your photo. Then you can brush those colors in to other areas of the photograph.

Shari highlighted that you can cross reference your search and selection by several terms simultaneously. For example: you could search for a child's name, a date and a place. The software will bring up the narrowed selection of images that meet those criteria.

Once you have organized, edited and saved your images, Shari said that Storybook Creator Plus can take your selections and make a wonderful memory book of your ideas.

Storybook Creator Plus comes configured with many scrapbook layouts: paper style, paper size, book style and color arrangements. You can instruct Storybook Creator to automatically create a book for you or you can create one yourself.

This intuitive software will arrange your photos correctly by date and name association if you choose. Shari demonstrated that it is more enjoyable to create your own work.

Once again the workspace is divided into three panels. The left size is folder management and editing tools. The middle panel displays the current scrapbook page with associated images, and the right hand panel contains the various creative page arrangements that are available in the program.

Shari explained that there is new

content available from Creative Memories that you can purchase online as packages to add to the software as you go along.

Once you have assembled and saved your work, you can print it out, send it over the Internet for publishing, or post it on Facebook, for example, so that others can see your handiwork. Scrapbooks can contain up to 100 pages.

Shari said that their web site has a description of these software programs, places for online ordering, and tutorials. The Creative Memories product line can be viewed at :

tinyurl.com/mklmem. A free trial version of Storybook Creator Plus can be downloaded at tinyurl.com/lerzv8. Additionally there are several Webinars that can guide you through these programs. You can find these by clicking the Help Zone at the Creative Memories web page and navigating to the bottom of the page for Webinars.

The possibilities are endless. A fine scrapbook creation awaits your hand, so why not drop by the Creative Memories web site or leave Shari Baker an email with your interests. A QCS member won a personal 2 hour tutorial from Shari Baker at the end of her program. The QCS would like to thank Shari Baker for her fine presentation of this emerging and creative field.

Digital Image SIG New Directions

The Digital SIG thanks Norm Dunlap for his fine leadership of this group as he relinquishes his position. Norm has led this group for several years and is headed in a different direction with his time and talents.

Thus the Digital SIG is looking

for new coordinator. You **Do Not** need to be an expert in Digital Photography or Image editing. The QCS is looking for some one to moderate the conversation and guide the group along as the computer industry brings out new gadgets and software for us to try.

Faithful attendance in this group demonstrates that we are interested. SIG groups are a vital place for us to gather, share ideas, and help each other. It is the QCS!

Decide today to share your interest and talents to lead us along in this new journey. You will be glad you did and members of the group will be thankful that the Digital SIG is available also.

If you are interested contact one of the QCS board members at the main meeting, or send us an email at our web page www.qcs.org or call our President Judi McDowell at 309-314-1780

jmcdowell@mchsi.com)

Elinor Budelier has stepped up and will lead this SIG in October. They will be reviewing the "World Wide Photo Walk in 2009" (While at a family reunion, there were several old photos being shared. Not having a portable scanner, I did what I thought was the next best thing. I started taking pictures of the old photos with my digital camera until I ran the battery down. It was easy to transfer the images to my computer from the memory stick. I was quite satisfied with the results. Patty)

Who Is Gary Stanley?

Gary Stanley is a former member of the QCS. He joined the group in 1991. While a member here, he was the MultiMedia SIG leader, Publicity Director, and Membership Director. Some of the longtime member probably remember Gary and his wireless microphone introducing new members and guests at

the General Meetings.

While in the Quad Cities, Gary was President of Stanley Engineering Company and Jet Pilot for a Moline Corporation. We lost Gary to Arizona in 1996 when he moved there to be near his retired parents. Gary's comment about Arizona, "I believe it is one of the most beautiful and diverse states in America."

Gary was a member of the Phoenix PC Users Group for a time. He was on their Board of Directors and held the same positions as he did in the QCS.

When asked if he missed the Quad Cities, he said "Absolutely. The Midwest has some of the finest people on earth." He has family and friends that he returns visits.

He enjoys traveling. You can see the results of that in his photo gallery on his web site, gary@stanley.net. While at his web site be sure to check out his newsletter, *Cyber News*.

Gary has agreed to be at the general meeting at **6:00 PM** on October 14 to visit with members before the meeting. We look forward to his presentation on Windows 7. Be sure and come to see what he has in store for the group. And bring a friend. This will be one of those meeting you won't want to miss.

Vista Ultimate Raffle!



The QCS is raffling a copy of Vista Ultimate that the Microsoft Corporation generously donated to the QCS. Raffle opportunities are :

- \$1— One ticket
- \$5— One arm length of tickets
- \$10—One length of tickets

finger tip to finger tip

If you are not present, the winning number will be published in the *QBITS* and posted on the QCS web site and emailed to all members as well. Please bring your winning ticket to the next meeting or your next SIG meeting to claim your prize!

Good luck to the future winner!

Cyber News!

gary.stanley.net/cyber_news.htm

gary-stanley.blogspot.com/
by Gary Stanley
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I was recently turned on to www.vistaprint.com where I ordered some business cards. It seems to be a one stop web site where you can order just about anything for doing business. Creating my cards was actually very easy and fun, although one thing that bugged me was placing the order. There were pages of other offers that you had to muddle through before consummating the deal. That aside, processing was fast, efficient, the price was more than fair, and delivery was even made ahead of schedule. I will admit that I ended up ordering a couple of T-shirts that I had no intention of doing.

Read my opinion about some ink-jet printers, but picture Andy Rooney from Sixty Minutes saying it. Have you ever tried to print a simple document using just black ink, but the printer refuses to cooperate because one of the color cartridges is empty? What's up with that? My Canon printer has six cartridges, one black and five color. I can understand, if I try to print a color picture and one color cartridge is empty that I would get a

—continued next page—

message to replace it. But come on Mr. Canon, aren't you holding me hostage? If all five colors are empty shouldn't I be able to print a simple black and white document without going to the store to buy color cartridges?

It was mentioned last month that I ordered a little black box that enables us to watch Netflix movies. The movies actually come down our high speed Internet connection then sent to our wireless router, picked up by the little black box and fed to our big screen TV in another room. Now that we have had a chance to use this gadget for over a month I can report to you that it really works great! Here's the link tinyurl.com/muwuz3 again incase you're interested. Of course you don't have to purchase the black box if you just want to watch Netflix movies on your computer.

Dale from San Diego, who is also a computer consultant, sent me a You Tube video tinyurl.com/nqxgqc about the increase in brain cancer thought to be caused by cell phones. I encourage you to watch this, and part two when the first one finishes. Now you have been informed and can make your own decision as to how to use your cell phone.

I should have written about this a long ago but a recent email brought it back to my attention. Some of you have a high speed connection to the Internet and are still using and paying for AOL. In other words you have two paths to the Internet and that is not cost effective. Some customers have told me they don't want to dump AOL because they would have to change their email address. Actually you can cancel your account and keep your AOL email address for free. Getting rid of that extra account is a simple process. Call AOL and cancel your account. This is the hardest part because they will promise you the moon if you stay with them. Step two is to use your built-in Microsoft browser to surf the net. Step 3 is to either use web mail or configure

Outlook Express for your AOL account.

Warning: Surfing the Internet can be hazardous to your computers health! Be careful when clicking on any web site link. Sometimes you think you're going to a certain site, but it's counterfeit. It may look exactly like the real thing but it's fake and that's where the trouble starts. Example: If you think you're going to Facebook, make sure it says **facebook.com** in your browser's address window. If it's fake it will read something different, and then it's time to vacate the site!

More technology also brings more danger areas. I mentioned a couple of months ago that your chances of having an accident while driving have increased because of people texting on their cell phones. Another danger is using wi-fi spots in hotels, coffee shops, or airports. If you occasionally access the Internet this way, you might want to watch this video tinyurl.com/m8y6p9 for safety tips. You'll have to watch a very short commercial first, but it's worth your time.

A couple of months ago I mentioned that I had tried Facebook but didn't get too excited about all the trivialities. I'm beginning now to wake up that social networks are here to stay. Are sites like Facebook a fad, or is it the biggest shift since the Industrial Revolution? Is email on the way out? Go to tinyurl.com/lbmuxv for some very interesting facts! Also you might like to read about "10 ways to stay out of trouble when you post to a social network".

tinyurl.com/kwk7d5

Beware of piggyback installs. More times than not these days when you install a program it will try to install another program that you probably don't want. Vendors pay other vendors to do this. Two of the most common offenders are Yahoo and Google toolbars. During the install watch for these piggyback programs and uncheck the

unwanted application's box before clicking on "Next."

My wife and I do a lot of camping in the wilderness, mostly in Northern Arizona. Many a night, we along with friends have watched the sky in total awe sometimes for hours sighting satellites and meteors. There are thousands of satellites circling the earth and are not that hard to spot. One night we even saw the shuttle trailing shortly behind the space station. It's difficult to wrap your mind around what you are experiencing. If you think watching the stars with your naked eye is something, what happens when you point the Hubble Space Telescope to a seemingly blank patch of sky? This is an incredible view that will take you to the edge of the universe. You can watch this video tinyurl.com/rdzpzu in HD and in full screen, and if this doesn't set your mind wondering, nothing will!

If you see a laptop at your favorite computer store and it touts a battery life of 5, 6, 7, or 8 hours, is this really the truth? The answer is no and in reality you can count on about 50% of what is advertised. Find out why from *Newsweek*.

tinyurl.com/m845x3

If you have never heard of Kim Komando, it's about time you meet her. She lives in Phoenix and probably knows more about computers than I'll ever know. Her weekly three hour computer talk show is heard on 450 radio stations and probably on one near you. Check out Kim's website

<http://www.komando.com/> where you can get lost in computer information!

Microsoft's Movie Maker has always been a great application and the best part is that it's free!

This program allows you to make movies with professional transitions, music, and special effects. You can take short movies with your camera, edit them in Movie Maker and upload them to Facebook, You Tube, use them in presentations, or email them to friends.

The latest version is even better with more goodies, but there's one catch; you have to be using Vista or Windows 7. Here's the skinny from Microsoft. tinyurl.com/nc8p8r

Is your computer masculine or feminine? Find the answer to that question on my Blog.

We are living in an age of superior creativity. We are born with abilities to create and technology has greatly enhanced this field. Here's a short video of a winning entry in a University of Copenhagen science competition, which is creativity personified!

You've heard of the term "Photo Shopped," which simply means that a picture has been manipulated. I have often taken my pictures and altered them, some just slightly to give them a special effect such as in my "Photo Effects" Gallery.

tinyurl.com/psn2a8 Some of my pictures have been drastically altered as in my "Photo Art" Gallery.

tinyurl.com/178cwn Here's a site tinyurl.com/18tq5q that I know you will enjoy where animals, insects, and birds have been altered with some pretty amazing and funny results!

Photo Tip of the Month: When transferring pictures from your camera's card to your computer, be sure you use the copy command. Once transferred, double check to make sure all photos are on your hard drive. Once this is established you can format the card in the camera for a fresh start. Now you are only half finished as you are living dangerously with only one copy of your pictures. Back-up to an external hard drive so that you're not sorry if your computer crashes. I recently upgraded an older drive with a new Seagate 1.5 terabyte external drive for only \$120, and it came with excellent back-up software. Now I admit, that's a very large capacity but I'm thinking of the future. Of course you can purchase a smaller one for a lot less money. The point is; DO IT!

Check out my photos that I've taken from around the world.

You'll find over 1,100 pictures in 38 different galleries. We have had over 242,000 views on our Photo Site,

http://www.pbase.com/gary_stanley thanks in part to Cyber News readers!

Finally this month, let's talk about love. There are lots of things in life that we love. We love a good meal, we love a good movie, a walk in the park, a beautiful sunset, a nice vacation, and we love other human beings especially. Most of us love God and love is mentioned in the Bible almost 700 times. And then there's the love of an animal.

Here's a story about Phyllis and her horse Shagra. It's a heart warming video inyurl.com/pgh7zh that I know you will enjoy.

Love is especially expressed in weddings. As our society has changed, expressions of love are expressed in many different ways. Here is one such special occasion that attendees will not soon forget! tinyurl.com/mpkbp

Windows 7 Launch Party

The QCS and Gamerz Arena are co-hosting a Party to Launch Windows 7 on October 22nd at 7:00 PM. The event will take place at 901 East Kimberly Road, Davenport, Iowa. This is open to everyone so bring a friend and join us. Be sure and watch our web site for any updates. www.qcs.org If you have any questions, contact Patty Lowry at 563-332-8679 or heidih@solocconnect.com

Optimize Your PC

Written by Jon Jackman, President, Fox Valley PC Association, Illinois
Fox Tales, August 2009
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I saw an e-mail from *PC World* inviting me to speed up my slow PC. This directed me to a link for a "free scan" of my computer using PC Pitstop Optimize 3.0. Recently, we had a discussion at our general meeting of slow system performance, so I decided to give it a try and document the effort here. It may postpone an inevitable Windows re-install, but we will see.

The scan yielded some interesting results and offered to do it for me if I purchased the program (for about \$30.) I looked at the results and wondered how I might be able to do this manually for free? I looked around on Google and found some step-by-step guides on basically accomplishing the same things that PC Pitsop's Optimize would do if I paid the \$30. I ran the program and it began to scan my system. Interestingly it ran 3 scans of my Download speed. Not sure what that was about. It then displayed several pages of results: Junk Files, Internet Settings, Startup Programs, Registry Fixes and Performance Tweaks. When I reboot, it reminds me of what it can do to make things run better by displaying red messages. I will try some manual fixes and watch to see if the start-up scan gets progressively greener.

Looking at what Optimize tries to do I first decided to run CCleaner, a free program that has been a recent DOQ offering (2009 DOQ-2). Alternately, you can download it from www.ccleaner.com.

Junk Files

The first Optimize Results screen listed the junk files that I could safely delete. In my case, Optimize listed Temporary Files, Recycle Bin

—continued next page—

and Internet Caches. Using CCleaner in the Cleaner option under the Windows tab, files for Internet Explorer, Windows Explorer and System are listed by default, so I ran the "Analyze" tool. I was reminded to close Firefox to enable the Internet Cache to be cleaned as well. After several minutes it was complete and it said that ANALYSIS COMPLETE - (526.859 seconds), 555.9MB to be removed. (Approximate size). As a comparison, Optimize indicated that 729 MB would be cleaned. I ran the "Run Cleaner" option.

Internet Settings

The second Optimize Results screen looks at Internet Settings and explains that they may be tuned for faster throughput and may provide a substantial increase in Internet performance. In my case, my connections (HTTP, TCP/IP and Firefox) had no recommended adjustments. However, you may try using the Optimize free scan yourself and see that you have some that are recommended. In that case, you may try to Optimize your settings manually. Search Google for "TCP Optimizer", download and run it. Select "Optimal", then apply. Look around carefully and see what else you might optimize.

You will need to reboot.

Startup Programs

When Windows starts up it automatically loads a number of programs, many of which you may not need. As you install more and more programs, this list can continue to grow. In my situation, there were several Startup Programs that Optimize considered "unnecessary." (You could run the free scan and see what it says about your system.) The ones listed on mine were: InstallShield Update Service (2 instances), Adobe Acrobat SpeedLauncher, QuickTime Icon and Realtek HD Audio. Using CCleaner I went to Tools and then selected Startup. I looked at the programs that Optimizer 3.0 suggested and right clicked on them and chose

"Disable".

Registry Fixes

Programs sometimes leave incorrect information behind in the registry, either because they uninstall improperly or because the files associated with the entries have been moved or deleted. Cleaning the Windows registry would help to keep your PC in working order and keep the system running at peak performance. Using CCleaner, select Registry and then "Scan for issues". You can then choose to Fix them. Afterwards, not too many of the Optimize findings were changed.

Performance Tweaks

Optimize made some recommendations to adjust some settings in the Registry. Using the suggested tweaks I searched the Registry and made the adjustments to the keys that I could find, although not all of the ones recommended could be found. As always, back up your registry first! (CCleaner would have done that prior to fixing the registry in the step above.) Start, Run "regedit", then Edit, Find and enter the string. Right click and adjust the value.

Additional Fixes

Use Auslogics Registry Defrag
Defrag your hard drive!

Uninstall Optimize 3.0... You might want to reinstall it and run a new scan after you have done all of these steps to see if you made progress.

You should see a faster booting, faster running machine!

Good luck!

Wolverine F2D Slide Scanner

By Joe Nuvolini, Pikes Peak Computer Application Society, Colorado
<http://ppcompas.apcug.org>

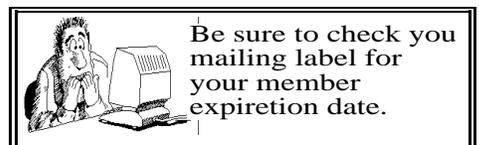
nuvo@juno.com

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Over the years, I have amassed about 3,000 color slides. I have been wanting to scan them into my computer, but up to now, had not seen a scanning product that would allow me to get the job done in a reasonable time. One day I came across the Wolverine F2D 35mm Film to Digital Scanner while surfing the Internet. It looked like the answer I was looking for.

I read a number of reviews and found a wide variety of opinions. People seemed to love it or hate it but the positives were greater than the negatives so I decided to try it. I was not disappointed. The unit is self-contained, though you can connect it to a computer USB port for power. However, no computer is required to use it. In fact, I am using it on an island in my kitchen. The unit comes with two film holders; one for slides and one for color or black and white negatives. The unit saves the images to an SD card in JPG format. Before saving the images, they can be mirrored or rotated, if necessary.

The package includes the unit, the two film holders, an AC adapter you can plug the USB connector into for power, a brush to clean the internal screen, a 1-GB SD card, and a 19-page manual. The first thing I did was go to the Wolverine Website (<http://wolverinedata.com/f2d>). I downloaded a PDF copy of the manual so these tired old eyes could better read it. I also downloaded the latest firmware update and installed it. I then started my project. I can scan 125 slides in about 30-35 min-



utes. The more images that need to be rotated before saving, the longer it takes. They advertise 5-MP images and I found the file sizes ran from 900 KB to just over 1 MB.

There are a couple of things to watch out for. The most important is to make sure your slides (up to 4) are properly seated in the tray. If they are not, the tray will bind up in the scanner. I have had a couple of close calls on this one. Also, I have found that for no good reason the image on the screen of the unit will shift to black and white or have some goofy colors. I have found in most cases pressing the mirror button twice will fix the problem. If not, turning the power off and back on will do the trick for sure. There is one other item the manual warns about, and that is not to tip the unit backward to better view an image on the unit's screen. The reason is that the connector on the USB power cable plugs in near the bottom on the back of the unit. The connection is a small USB connector, like the one on your camera. Repeated tipping can place stress on the connector causing it to fail.

Pricing varies. A Google search for "Wolverine F2D" brought a range of prices from \$119 at the Wolverine site to \$99.99 on the Costco site. I am quite satisfied with the product. If you take care in using it, you will be too.

iBrain: Surviving the Technological Alteration of the Modern Mind

Authors: Gary Small, M.D. and Gigi Vorgan

Reviewed by Bayle Emlein
Secretary, PC Community, California

PCC News, May 2009

www.pcc.org

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In *iBrain*, Dr. Small addresses the differences between the mental processes of "digital natives" and "digital immigrants." Digital natives are those born after about 1980, who have never known a world without computers, Internet, video games. Those born before electronic saturation have, with varying amounts of skill and willingness, learned to use these electronic extensions of the human mind. But no matter how proficient we become, we always operate as outsiders, immigrants with the slightest trace of accent, not quite able to function with the unconscious abandon of a native speaker in the digital culture.

Gary Small is the Director of the Memory & Aging Research Center at the Semel Institute for Neuroscience & Human Behavior and the Center on Aging at UCLA. In previous books he popularized some of the new information on brain development, plasticity, and neurological changes.

This is a book, actual paper with static black ink. the book itself does not have a Web site, though Dr. Small has one that focuses heavily on the book --

<http://www.drgarysmall.com>. I went there and was immediately blasted with a feature clip from a Los Angeles area TV show's brief review of the book and the topic of brain plasticity.

The book has many short case studies/vignettes that make a point or describe how it looks in real life. While these are all probably valid for the group they describe, it's missing large segments of the population. It seems to me that Dr. Small is stuck in a restricted point of view that every kid in the industrialized world has the same kinds of experiences that his UCLA environment provides his family. Where are the

single mothers holding down two minimum-wage jobs, the foster kids pushed out on their 18th birthday? I wonder what kind of differences Dr. Small would find in looking at the brains, and minds, of the digital native generation who struggle with basic literacy or with the English language. He frequently mentions that digital natives 'multitask and parallel process with ease,' though other sources find that multitasking sets the mind up for errors and may not be as productive as linear focus sequential tasks. Since he doesn't give his sources for these tidbits, it's hard to check his accuracy against other studies.

Frequent anecdotes put the brain science into everyday life and illustrate how we'd see the neurochemistry in the everyday world. There are several self-analysis surveys. They are designed to help the reader figure out from her/his own behavior what might be going on inside his brain. The questions are worded in such a way that they add to understanding of the topic.

There are points for both groups to consider. Digital natives, often fail to develop social and interpersonal skills. Digital immigrants plod through information, missing connections. Immigrants generally know they are in foreign territory: digital natives might be surprised to consider that their citizenship in the post-information age is not necessarily an all-encompassing advantage. This might be a book you'd like to show to your acquaintances (including family members) who have a different orientation than you do.

I've heard that when writing was introduced to many oral cultures, it was lamented as the end of memory, since people no longer need to memorize in order to preserve history and culture. Whether writing is ultimately a blessing or a curse, it appears here for the foreseeable future. The same can be said for always-on electronic communica-

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tion. It's silly to lament a simpler past. It's equally silly not to use the tools now available to understand the implications of changes taking place and make the most of developments. iBrain helps folks from each side understand their own point of view better and gain some perspective on the other. Definitely worth reading while waiting for the next discovery in brain science.

Product Information

iBrain: Surviving the Technological Alteration of the Modern Mind

List price, \$24.95

Gary Small, M.D. and Gigi Vorgan
Harper Collins, Publisher, 2008

www.drgarysmall.com

(Editor's note: This book is also available in Kindle form @\$9.99)

"Mr Watson Come Here, I Want To See You"

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"Mr Watson — Come here — I want to see you" If only Alexander Graham Bell had known about APPS!

I surrender! I have for a very long time been ignoring the smart phone craze. Mostly because I just can't see myself doing everything, and I mean everything on a phone! But I have to admit, the proliferation of "apps" via a bazillion storefronts on the web, has me fascinated, from a business point of view that is, so I have spent a considerable amount

of time researching what I call the "app phenom" and consequently, I have at least as many pages of stuff on the topic as there are app storefronts...I think! So, I confessed this to a colleague and he immediately said: "so do a column on it already." After a bit of soul-searching, I decided what the heck, why not and I began to organize the plethora of info I have accumulated. Early on it became obvious I had not been very discriminating in what or how I filed away app stuff and I was about to pick another topic, when my friend, Andy Marken came along with the solution to my problem, so sit back and read a most insightful dissertation on the subject of "apps"

Open for Business – Apple wasn't the first to build a Smartphone or the first to offer apps. They were just the first to make them real, real fun/interesting. Offer the right merchandise, the right mood and most people will take the bait. Source – Screen Gems

Guess when you have \$56 billion and change in the vault in today's economic environment you must be doing something right. Just wish our kids would quit contributing to the stash Apple is using to buy GPU (graphics processor unit) technology and game designer talent.

A few years ago Apple decided all Smartphones sucked (they're not too hot on netbooks either). So they announced the step up from the iPod (they didn't like those other MP3 players!)...the iPhone.

Make a Call Too – When Apple introduced the iPhone it was more than a Smartphone. Actually it was everything else first and then a phone. Good move because the company set its solution way apart from everyone else and the rest of the market scrambled to catch up...still are. Source — Apple

Changing the Game

Then they did something really dumb...gave AT&T a two-year exclusive on the phone. They decided

ecommerce was no longer cool and that iCommerce is so much better.

Goes well with:

- iTunes
- iPod
- iPhone
- iMovies
- iStore
- iApps

Instead of keeping a closed ecosystem as they did with the Mac, they encouraged others to make products they would sell in their store.

Sure it's Apple which means:

- works on their devices (iPhone and iPod Touch), their way
- works in their closed environment
- sold only in their store

It also means:

- you use their SDK (software development kit) but heck it only costs \$99
- they determine which apps fly and which don't make the cut (sure fire rejection is something that competes with their stuff!)
- you agree to the 70/30 split (70% for you, 30% for them – seems retail fair)

Developers' Dream – The new Apple developers kit makes it fast, easy for people to produce applications they can make available to iPhone/iPod Touch customers (once Apple gives its stamp of approval). Source - Apple
Cripes it seems to works!

Mega Store

The iPhone apps store looks like a Wal-Mart mega store. The store has been open less than a year, product is stacked to the rafters, people are mobbing the aisles. They've got 30,000 (give or take a few thousand) apps to choose from. Some free...some \$1-\$5...some \$20-\$30...some heftier ones for businesses. In less than a year they recorded some kid making the billionth download.

Number 1 Billion – Some kid really racked up the loot after being the

one who grabbed the one billionth download from the iTunes apps store. Lucky stiff – 10 grand in booty without even trying. The store has been open less than a year and has averaged 3.5 million app downloads a day and the iPhone/iPod Touch users have grabbed an average of 33 apps...each! Source — Gizmodo

That's:

- 3.5 million downloads a day
- Average of 33 apps per device

That's an attach rate any company would kill for! Suddenly they don't look that stupid! Carriers and other "interested" parties seem to agree. Little apps stores are popping up all over the iNet.

Stores Everywhere – Big and small there are Smartphone app stores everywhere. Some richly stocked, some sparsely. The challenge for developers is to be found on the shelves. The challenge for users is picking the ones they'll need and/or enjoy the most. Source — NYTimes

Google, Microsoft, Nokia, RIM (Research in Motion – Blackberry), all the carriers.

Who did we miss?

Oh yeah...Palm will eventually introduce its Pre counterpunch with powerhouse Sprint. While everyone else has their app store shelves well stocked visiting Palm's store is...depressing. Looks a little like a grocery stores in St. Petersburg Russia in WWII...

We can see why OS folks want an app store. The more apps on the shelves the more device manufacturers they attract, the better they look to carriers, the more app developers they attract and the popularity courting continues.

But carriers?

Dialing for Dollars

Selling apps won't really impact their bottom lines. Lots of the apps are freebies, most sales are \$1-\$5; they only get 20 or 30% out of the sales. The developers drink from

the same cup. They'll jump on the iTunes bullet train with their neat app. The power of Apple will sell their music program, video games, direction/people finder, weather tracking, restaurant/store finding friends tracking (stalking), whatever app and they'll instantly get rich. Assuming people can figure out how good your thingy is and how much he/she needs it – awful tough without good articles/reviews — the apps dude/dudette will make a whole 70 percent on each of those \$1-\$5 sales. But for carriers it's all about selling more connection time, more bandwidth.

Their bucks come from:

- your data communications over their pipes
- making sure you stream music, TV, video to your third screen.
- connecting you with other gamers, friends.

The carrier sells you airtime for days, weeks, months, years on end. Someone needs to ask the carriers almost the same question Beth asked Derek, "She was naked in your hotel room?" Then quickly add what Derek told Sharon, "You need help."

It's the money play folks!

Our kids are like the millions of other iPhone, iPod Touch users around the globe. They love muddling through the Apple iTunes app store ...just to see what's new, what's hot, what's fun, what's available.

Apple Apps – 30,000 iPhone/iPod Touch apps and counting. Serious developers, kids in class, techs in their spare time (or at work) are all busy developing business, personal entertainment, game, audio/video applications they hope will rack up big sales on the iTunes site and profits for them. Move them to other platforms and even more money if they look as good on the other devices. Source — Apple

Too bad there aren't any aisle (category) signs or sampling stations along the way. Since there

isn't, they see something they think they'll like and BAM !!! easily download from iTunes (we get billed). Then they suck up more minutes from AT&T! Sure Google, MS, Nokia and Blackberry are adding apps as fast as they can but it's just way too easy for folks to buy from iTunes. Our son – who has an "I can make it better" mind – was thinking about some apps that he knows people are eagerly waiting to buy. He coughed up the \$99 for Apple's SDK.

Next Round

He got real excited when Apple announced the iPhone OS 3.0 SDK...100 new visual features, 1,000 new APIs (Application Programmer Interface), the thinly veiled promise of doing stuff that would run beautifully on three screens – TV, computer, iPhone.

Next Generation – One thing you have to admit is that Apple makes a big deal out of every announcement and the unveiling of the iPhone OS 3.0 software and new SDK was no exception. The event said a lot about the company's three screen plan without saying a lot and opened new doors for more powerful, more graphically intensive iPhone games and applications.

Source - Apple

That got his mind racing.

All we saw with the new developer's kit was that Apple had raised the bar again with their closed environment. That means:

- people will develop more, richer, more intensive, more intrusive apps for Apple to sell so they dig their hooks even deeper into those poor Kool-Aid drinking folks
- more people will get excited about buying/using/playing with the iPhone and Apple might – just might – become the #1 Smartphone producer (something they totally ****ed up with the all-inclusive Mac)

• AT&T will sell more 2-year contracts, more on-air minutes

Sure Apple may do an iPhone Lite for Verizon (huge whisper campaign going on) but who wants lite when you can have a real iPhone? And an overly stuffed/easy to use iTunes store. Lite just doesn't seem to have the panache! Suddenly a Smartphone is so much more than an e-wallet (iWallet). Really smart kids, doodling program developers and idea folks see their road to riches! First they'll supplement their income making fun, neat, useful, relaxing, whatever apps. Then they'll rent Steve's grounded jet. The mobile apps market may reach \$214 billion by 2014 but it's a market made up of tens of thousands of inexpensive apps developed by thousands of people.

Herding Cats

It doesn't have the formula to appeal to VCs. It's tough for them to sell these "businesses" to the public or some other company so they can rack up a huge return. It's too much like herding cats. But that's ok. Can't wait for the kid to release his iPhone apps and starts collecting the dimes and quarters. Then he plans to modify them for Android, Windows Mobile...maybe even BlackBerry. Think Man, Think – Apple's enclosed ecosystem has executives at other OS and hardware firms scheming on how they can outdo the fruit company and have the same unfair advantage with carriers and consumers. Individuals with serious and funky application ideas see the locked system as a great opportunity to earn fame and fortune. Source – Screen Gems If we're lucky he may be able to replenish our devastated 401K.

Apple may have gotten it right this time. Key question is how quickly, how comprehensively, how successfully will the other players – Google, MS, RIM, Nokia/Symbian — get their acts together.

So, the key question for me is, will I now take the leap to the app world and get a smart phone? Stay tuned and I will let you know what

I decide, and remember to have fun with all the new goodies, especially if you already are a smart-phone person. I'd be interested in what you think. Be sure to give me a call!

Aloha, Lou

Google Docs 4Everyone

Reviewed by John Krill
Orange Bytes, August 2009
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This article has been obtained from APCUG with the author's permission for publication by APCUG member groups; all other uses require the permission of the author (see e-mail address above).

Confession first: I'm a big Google fan. After two nightmare situations with Yahoo!, I went over to the bright side and got a Gmail account. Now I have four Gmail accounts. The center of my Internet existence is Google's Personal Web portal. I also use Google Blogger for three blogs. Lastly there is Picasa for organizing all my photos and the Picasa's web space for displaying the photos I want to share with others.

The one Google application that I have wanted to use but have put it off is Google Docs. This application is a word processor, spreadsheet, and presentation program in one wrapper. Why use Google Docs when Microsoft Word and Excel are fast and easy to use? The primary reason is Google Docs ability to easily collaborate and share with others.

You can't learn this stuff on your own -- can you? That's where Google Docs 4Everyone comes into play. Let's be honest I really didn't think I needed a manual to learn Google Docs. I was wrong. The first chapter alone gave me information on Google accounts that I've already taken advantage of. If you only read

about the collaboration tools (Chapters 5, 8, and 10) in Google Docs you will benefit greatly. The book covers word processing, spreadsheets, presentations, and collaborating and sharing the documents you work with in Google Docs.

Remember the manual you received with your software? Well Google Docs 4Everyone is your manual for Google Docs. It's that simple. Most of you have a wealth of knowledge using word processors, spreadsheets, and presentation software and what you need is a manual that gives the basics of Google Docs, especially its limits. The important subjects are those that make Google Docs special. Primarily its collaboration tools and Google Docs ability to publish to the Web and post to blogs. It's all covered in Google Docs 4Everyone.

This book is very much recommended. I'm now a big fan of Google Docs because of Google Docs 4Everyone. The list price for Google Docs 4Everyone is \$19.99 and it can be had at Amazon for \$13.59. (It also can be ordered from the publisher with a 35% discount if your group is a member of the Pearson User Group program).

Google Docs 4Everyone is authored by Steven Holzner and Nancy Holzner. 251 Pages. Publisher: QUE, 800 East 9th St., Indianapolis, Indiana, 46240. (<http://www.informit.com/store/product.aspx?isbn=0789739364>)

Flash..... Digital SIG NEWS

Elinor (Nomie) Budelier has stepped up and will lead this SIG in October. They will be reviewing the "World Wide Photo Walk in 2009" There is sure to be some interesting photos and discussion.

QCS Meeting Dates

Sun	Monday	Tuesday	Wednesday	Thursday	Fri	Sat
		October 2009		1 Oct	2 Oct	3 Oct
4 Oct	5 Oct 7:00 PM Microsoft Office SIG Judi McDowell 309-314-1780 jmcdowell@mchsi.com	6 Oct	7 Oct 6:00 PM QCS Board Dinner Meeting Judi McDowell 309-314-1780 jmcdowell@mchsi.com	8 Oct	9 Oct	10 Oct
11 Oct	12 Oct 7:00 PM Internet SIG Ted Huberts 309-792-9470 slowhand54@sbcglobal.net	13 Oct	14 Oct 5:45 PM Beginners SIG 7:00 PM Windows 7 Gary Stanley	15 Oct	16 Oct	17 Oct
18 Oct	19 Oct 7:00 PM Genealogy SIG Len Stevens 563-359-9672 judylenstevens@msn.com	20 Oct	21 Oct 7:00 PM Digital SIG Elinor Budelier n.budelier@att.net	22 Oct 7:00 PM Windows 7 Launch Party at GamerzArena	23 Oct	24 Oct
25 Oct	26 Oct 7:00 PM Windows SIG Larry Stone 309 787-5574 lstone521@mchsi.com	27 Oct	28 Oct	29 Oct	30 Oct	31 Oct 
1 Nov	5 Nov 7:00 PM Microsoft Office SIG Judi McDowell 309-314-1780 jmcdowell@mchsi.com	November 2009	7 Nov 6:30 PM QCS Board Meeting Judi McDowell 309-314-1780 jmcdowell@mchsi.com	8 Nov	9 Nov	10 Nov

***Beginner's SIG meets at Tri-City
Jewish Center
before the QCS program
Jim Kristan
309-755-8277
jmkris@gmail.com**

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QCS Main Meeting

Wednesday
October 14, 2009
7:00 PM
Windows 7

presented by
Gary Stanley

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Referred by:	_____
Membership Level	
	New Renewal
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Individual \$30	<input type="checkbox"/> <input type="checkbox"/>
Family \$40	<input type="checkbox"/> <input type="checkbox"/>