

KEYMAC

JOURNAL

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Get 'em while they're hot!

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Apple Deals

There are two specials being run by Apple right now that I want to bring to everyone's attention.



First, [MacBox](#) is a new software bundle from Apple that combines single license boxed versions of Mac OS X 10.5 (Leopard) with iLife '09 and iWork '09. MacBox is available for only \$132.49. Leopard normally sells for \$129.99, iLife and iWork for \$62.99 each. That makes this boxed set a total value of \$255.97. It's like getting both iLife and iWork together for only \$2.50, or to put it another way, this is a savings of \$123.48 compared with buying these titles separately. (All prices quoted were checked using Amazon. Other sellers may have slightly different prices.)

Secondly, Apple is looking for their one billionth customer. There is now a counter in the iPhone/iPod Touch applications store that is counting up to the one billionth iPhone applications download. Whoever that lucky customer turns out to be will win a 'fully loaded' MacBook Pro, 32 GB iPod Touch, Time Capsule, and a \$10,000 iTunes gift certificate. You qualify for this promotion whether you are buying a paid app or just downloading a free one. (See the Apple Store for details.) So, if there is an app you've been curious about, but just putting it off, don't wait too long.

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Apple Rumors

When Apple announced recently that the January '09 MacWorld Expo would be the last time it would attend, this news shook up the Mac landscape. MacWorld has long been the premier destination for Mac fans. It is a show that has been held at various times. Usually there is one in August on the East Coast, most frequently in Boston, and one on the West Coast every year in San Francisco. MacWorld was even starting to hold shows in Europe and in Asia, but these were canceled after Apple's latest decision not to attend.

Historically, these shows were where Apple revealed its latest breakthrough products. Steve Jobs would come on stage and introduce something that frequently blew everyone away. However, MacWorld Expo is not owned or controlled by Apple. It is an arm of MacWorld magazine, and therefore it matched a schedule that made more sense in the publishing world than in the computer sales world. It was no secret that Apple had long chafed at the necessity to hold some big products back from Christmas sales just so that it would have an announcement to make in January at MacWorld. One can only speculate about Jobs butting heads with the Expo planners until finally throwing up his hands in frustration. Steve, as you may be aware, is not known for his patience, so it is amazing that it took this long.

One thing is sure however, nature abhors a vacuum. Apple is very good at doing these rollouts. As the spotlight fades on MacWorld Expo, something else has to come to the foreground, and we don't yet know for sure how this change will solidify. We do know that WWDC (the World Wide Developers Conference) which is held in

June at Apple every year is now positioned to be the de facto stage for announcements. There has been speculation that Apple may switch to CES (the Consumer Electronics Show) in Vegas. CES is the big daddy of all gadget shows, but it is also held in January, so it remains to be seen if Apple wants to fall back into that product cycle or not.

So, what Apple surprises await us at WWDC this year? Apple is notoriously tight-lipped about upcoming products. Why give overt hints in advance when the tense anticipation of the Mac faithful is a powerful advertising vehicle in its own right?

We do have some educated guesses, however. First, for the past two years, Apple has used WWDC to introduce the iPhone and then the iPhone 3G. It is a good bet that Apple will have some iPhone-related announcements at WWDC. Two facts support this conclusion. One is that Apple recently placed a huge order for 8- and 16-gigabit NAND chips. These are the memory chips inside the solid state Apple products, which include the iPhone, iPod Touch, Shuffle, and Nano. Also, Apple has been testing a significant update to the iPhone software which would take it from version 2.x to 3.x. [This new version has many updates](#) and will be a real improvement of the features in the Apple iPhone.

Will Snow Leopard, the next version of the operating system, arrive before WWDC? It was announced in the past for the last quarter of '08, but then it slipped to spring of '09, yet we still haven't gotten a firm release date. Will there be any new

Macs or other Apple hardware? Will Apple reconsider their reluctance to make a netbook computer or will they stand firm in their current opinion that this would not be a good market space for them?

Nobody outside of Apple knows for sure. The rest of us are only guessing, but this guessing game has always been part of the fun of following Apple. It's almost like waiting for Christmas! Or, at least, if at Christmas, Santa told you what he was going to give you and then quietly delivered it months later. Sigh.

KeyMac Meetings

If your memory is anything like mine, frequent reminders are a good thing. May is an exceptionally busy schedule for KeyMac. Here's a list of our upcoming meetings . . .

- May 5, 10 a.m. - Mac OS X meeting
- May 13, 9 a.m. - Mac Basic Class
- May 19, 10 a.m. - KeyMac General meeting. We will be screening the documentary [MacHeads](#), which focuses on the people who use Mac.
- May 20, 9 a.m. - Mac Basic Class, part deux



The *KeyMac Journal* editorial staff wishes to remind you that the the blue, underlined portions in the Journal are links to material on the web. You can only access these links when you view the Journal on your computer or iPhone.

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Liz Castro's iPhoto Book Themes Site

by Adam C. Engst

Courtesy of [Tidbits magazine](#)

I'll admit that I prefer iPhoto's calendars to its hardcover books, simply because if I spend the time creating a calendar, I'm certain it will be displayed (on our wall, or by whomever I give it to) for an entire year. In contrast, lovely as iPhoto's hardcover books are, my experience is that they're looked at a few times and then put away on a shelf. That's not a bad thing - a book may be perfect for documenting a special trip or event and not require constant attention.

But honestly, the other problem I have with books is that they're quite a bit of work to create, at least if you're as obsessive as I am about getting things just right. Even after selecting all the photos and figuring out what, if anything, I want to say about them, iPhoto offers oodles of themes and layout options within each theme. Sometimes I become overwhelmed just picking my desired layout and have to go read email or something easy.

If you're thinking about making a book in iPhoto, my fellow Peachpit author Liz Castro has created [a wonderfully useful Web site](#) where she obsessively documents each and every iPhoto book theme. For each theme, she uses screenshots from iPhoto to summarize the outside layouts, the inside layouts, and possible backgrounds.

Then she moves on to provide examples for each layout option, for the cover, for the introduction page, and for pages containing each of the possible number of photos for that theme. Each page is exhaustive, but it's far easier to scan

them than to work your way through all the options in iPhoto itself.

Liz first started this site to document the themes in earlier versions of iPhoto, and while the pages for iPhoto '08 are still available, she has updated them all for iPhoto '09. For the most part, the book-related changes in iPhoto '09 revolve around the Travel theme, but it's worth noting that you can add either an introduction page (really just a text page, since it can go anywhere in a book) or a map page to any of the themes, although the Travel theme offers the most customization options. Liz also provides some [useful tips on using the new map pages](#).

So if you're a bit overwhelmed by all the options in iPhoto, or are just looking to figure out what has changed with books in iPhoto '09, drop by Liz's site.

(Editor's Note: Tidbits also has a very good article by Adam entitled [10 Undocumented Changes to iPhoto 09 8.0.2](#). I would highly recommend reading this article to all users of iPhoto in KeyMac. - Wayne)

Apple Financials

On Wednesday, April 22, Apple announced their second quarter financial report for 2009. Because this report is so important, we held the Journal to include this breaking news. (See, it's not because I

personally was late, it's because the news was late. That's my story and I'm sticking to it.)

Apple's report had been hotly debated in the past couple of months among business analysts. Some were sure that Apple would fall with the economy. Apple's prices are high, they reasoned, and no one wants to pay a premium for consumer goods in today's economic climate. Others predicted that Apple would be recession proof, stating that Apple's products are so unique that there is no real lesser-priced competitor. Listening to both arguments, I found myself unable to even guess which would turn out to be right. Both sides had a ring of authenticity to them.

Well, now the results are in. Apple announced the strongest non-holiday quarter that they have ever had. This was primarily due to other products that Apple now produces in addition to the Macintosh. The negative analysts had predicted that Apple's iPhone and iPod sales had pretty much reached saturation. They claimed that sales of those products are due for a steep decline, but apparently consumers don't agree. These sales showed strong growth.

Sales of Macs showed a slight weakness, however, declining three percent during the quarter. Apple explained that this is primarily due to a ripple effect in the economy of the United States. Because so many local governments are strapped for cash, the education market is unable to purchase computers. Such purchases have been put on hold until things turn around. This lack of orders has flattened sales of computers somewhat.

Apple's stock price is up almost three percent as I write in reaction to this strong quarter.

KeyMac Journal Legalese

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