


April 2010

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Anything



Lakeshore Mac



Your Everything  Experts

Monthly E-letter

Useful, creative, and easy information to make owning a Mac just that much better! From your friends at Lakeshore Mac

Why I write an E-letter every month: Every month, I collect data from you. I get tons of E-mail every day with questions that I dutifully answer. I take all the monthly problems that most of you have been experiencing and put it here. I have found that if you are having problems, chances are that someone else is having the same problem. I will not name names but I might write about something you have experienced. If you have a subject that you would like me to talk about, please E-mail me and let me know. I guarantee you will see it here.



New MacBook Pros! Aren't they beautiful! Besides beauty, what's the big difference, you might ask. The new MacBook Pros have a new Intel Chip called the i5 or i7. The Core i7 has a Completely new architecture and is much faster and more efficient than the Core 2 Duo in the previous MacBook Pro models. Core 2 Duo had two cores on a single die merged together. The i7 has 4 cores on a single die making it faster. And we all know that faster is better! Apple still sells the 13" MacBook Pro model with the older Intel Core 2 Duo. The 15" and 17" have an intel Core i5 with one 15" sports an i7 processor. 4GB of Memory and a 500GB hard drive are in the top 3 models. Most of you don't need this powerful Mac laptop. It would



be like taking a Ferrari on a dirt road. A MacBook is more than most of you will ever need or use. A MacBook Pro can cost you \$1,500 more than the MacBook. If you are a professional and get paid for using your Mac laptop, then you might need a MacBook Pro. That's what the Pro stands for. You are a professional and need a professional Mac laptop. If not, get a MacBook but wait for a bit. New ones are on the way soon. If you are not sure whether you need this Mac or not, please call me and I will help you make the correct decision.

Backing Up: I have talked about backing up your information a million times. But some of you are still having trouble grasping the concept of exactly what that is so I will try to explain it again to make sure that you grasp the concept and know exactly what to do.

First thing, go to Best Buy today or tomorrow and get the 1TB Western Digital My Book external hard drive for \$100 bucks! SKU# 9467178. You'll be saving \$30 over the Apple Store or anywhere else. Sale ends Saturday, May 1st. Even if you have an external drive, go get another one. More is better. 1TB is pretty big. It can hold about 250,000 songs. The more places you have your data, the better off you will be if you suffer a catastrophic disaster on your Mac. I really hate to see you guys cry because you lost baby pictures or pictures of that once in a lifetime trip to Europe. If you care about your pictures, your movies, your E-mail, your address book, your Safari Bookmarks, or anything else on your computer, iPhone, iPod, or iPad, you had better have that information stored in more than one place. That is the key. I'll scream it again, IT MUST BE IN MORE THAN ONE PLACE!



My Book

Bad Example: You have over 8,000 photos and your Mac hard drive is almost full. You have a couple of external hard drives and use a Time Machine backup on one. You have to do something to make room on your Mac's internal hard drive so you remove half the photos and store them on your extra external hard drive. Now the external hard drive fails and you just lost half your photos because you had them in only one place! Don't think this doesn't happen, it does every day! The photos you left on the Mac are fine because you are using Time Machine to back those up. You must back up every drive you have data stored on. IT MUST BE IN MORE THAN ONE PLACE!

What do you do! The easiest way to backup your Mac is by using Time Machine. It comes on the Mac with OS X 10.5 Leopard or 10.6 Snow Leopard. It works great but is not fool proof. All you have to do is plug in an external hard drive. Your Mac will ask you if you want to use the drive as a Time Machine backup. Just click on Yes. If you have an older Mac with OS X 10.4 Tiger, you do not have Time Machine and must do something else. Also, if you have an external hard drive that is not backed up, you must do something else too. The best and easiest thing I have found is Super Duper and it is free! But you must do the backups manually. If you want to be able to schedule backups, Super Duper can do that but it will cost you \$27.95. That's really cheap considering that a drive recovery service costs a minimum of \$800 and up! All you need is an external hard drive for your data. Then, if you have an external hard drive that is not being backed up, you will need an external hard drive for that data also. Like I said, more is better. Instructions are easy. If you need help, you know that I'm always here. I hate to see you cry. Get Super Duper and BACKUP ALL YOUR DATA EVERYWHERE! Get : [Super Duper](#).

Mac Rumors Buyer's Guide: Tired of buying something new and have a new model crop up the next day. Use this information to get the most for your money when purchasing your new Mac, iPhone, iPod or iPad.

iPod classic: Buy only if you need it - Approaching the end of a cycle

iPod touch: Buy only if you need it - Approaching the end of a cycle

iPod nano: Neutral - Mid product cycle

iPod shuffle: Don't Buy - Updates soon

iPhone: Don't Buy - Updates soon

iPad: Get them while their hot! 3G available today!

Mac mini: Neutral - Mid product cycle

iMac: Buy only if you need it - Approaching the end of a cycle

Mac Pro: Don't Buy - Updates soon

MacBook: Buy only if you need it - Approaching the end of a cycle

MacBook Pro: Buy Now! - Product just updated

MacBook Air: Don't Buy - Updates soon

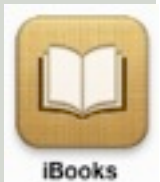
Information gathered from [Mac Rumors Buyers Guide](#).

Apple Rumors and Innuendoes: New iPhone HD: I told you last month that the new iPhone HD was coming. Well, last week Gizmodo got hold of one that an Apple engineer lost in a bar and took it apart then reported it to the news. He's in trouble for receiving stolen property and Apple isn't too happy. You don't want Apple Inc. as an enemy! Anyway, it is suppose to appear in stores on June 22. This new iPhone will have iPhone OS 4 which will support multitasking, there is also a front facing camera for video conferencing, a new chip and bigger battery. If you are interested, read the article here: [New iPhone HD](#)

Great Deals: 1TB My Book External USB 2.0 Hard drive. Get it at Best Buy in the store or on-line. Great for backing up your Mac or external hard drive. Only \$99.99 Read about it here: [1TB My Book](#).



Great iPhone App: Dragon Dictation. This free App allows you to speak into your phone and it captures your voice. You can then send it as a text message without typing anything. With new laws on the books about texting and driving, this App is a must have. Get it on the App store in iTunes.



Great iPad App: I just got my iPad today and have spent the entire night last night and all day downloading Apps. My favorite so far is iBooks and it's free. iBooks is a Book Store and Library. I purchased 5 books and downloaded over 80 free books. Every classic novel you have ever heard of is free in the iBooks store. Get it on the App store in iTunes.



South West Michigan Mac Users Group: Last month 15 of you came to the first SWMMUG meeting. Thank you for your time and input. We talked about what you wanted to see and hear in the meetings. Come and see my iPad this Tuesday night, May 4th at 7:00 PM at the Church of the Epiphany in South Haven. I'll even let you hold it and use a few Apps if you would like. Find out all about the iPad and if it could be in your future. I'm sure am having fun with mine. For a map and directions from your house to the meeting place, click on the link, scroll to the bottom of the page and insert your address. [SWMMUG](#)



Where can you get an iPad: Want an iPad now? You can get one at the Apple Store in Grand Rapids or at any Best Buy and bring it to the meeting Tuesday night. If you plan to travel and want the ability to get on the internet anywhere and at anytime, you will want the 3G/WiFi iPad. Make sure you always get AppleCare for any Apple product. I purchased the 32GB WiFi/3G model for \$729. AppleCare was another \$100. I spent \$40 on Apps last night and another \$20 for books today. I also purchased a case for \$16 and a Dock for \$29. So, I'm just about \$100 shy of a new MacBook. It's not cheap, but it sure is fun! See you Tuesday night.

Thoughts on Flash. Flash is an Adobe plug-in that gives Safari the ability to see web sites that were created in Flash or have a flash component. Apple is moving away from Flash and adopting the new standard of HTML5. How it effects you is that when you go to a web site on your iPhone or iPad, you see something that looks like a blue lego with a question mark. You do not get to see what you wanted to see. Some people are really upset at Apple. To read the entire reason why Steve Jobs does not support Adobe Flash, Click here: [Steve's thought on Flash.](#)

Fake Steve Jobs: For those of you who have never read the Secret Diary of Steve Jobs, here is the real reason why Steve doesn't want Flash. [Secret Diary of Steve Jobs.](#)



Lakeshore Mac Web Site: Information for your Mac and great deals via MacMall. <http://www.lakeshoremac.com>
Mac FindHer Web Site: Tech information geared toward females. <http://www.macfindher.com/>
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Thanks for Reading!
Jodi

