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## Monthly E-letter


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




**The Day of the Tablet:** The iPad definitely ruled the Holidays! According to Wedge Partners analyst Brian Blair, "Not only did Apple crush the competition when it came to laptops and MP3 players, the iPad rules and its rivals drool." He continued on to say that, "Even with a handful of tablet competitors hitting the market, the iPad remained the only game in town." He even called Apple's rivals "junk for lack of a better word." And that "They are underpowered, poorly constructed and largely not ready for prime time." Those are some really strong words and I didn't even say them! Read the full article here: [Only game in town.](#)

The only contender that even comes close to the iPad is the **Samsung Galaxy Tab.** The iPad has a 9.7-inch LED backlit IPS display with multitouch capability which means that it's bright and you can view it from any angle. Whereas the Galaxy Tab's 7-inch

TFT LCD display is not as good but most users won't notice the difference. Portrait and landscape viewing work on both but the iPad's screen is massive compared to the Galaxy Tab. The Samsung Galaxy Tab runs the Android 2.2 Froyo operating system which does not have all of the incredible Apps that are available for the iPad from Apple's App store and is more prone to viruses. The major difference between the iPad and Galaxy Tab or G-Tab as I like to call it, besides their size is that the G-Tab has both a front facing and rear facing cameras. This difference will go away after the release of the next iPad due out at the end of February. The G-Tab is also a phone on AT&T or T-Mobile network which will allow you to make calls or use the Internet. The G-Tab has a 6 hour battery compared to the iPad's 10 hour battery. The Samsung Galaxy Tab is priced almost the same as the \$729 iPad 3G, WiFi 32 GB Model. It cost's \$600 when you sign up for a 2 yr. contract with a carrier whereas the iPad is month to month cancel at anytime for it's 3G Cell service. My advice? Wait for the next generation of iPad due out in February. The new iPad is rumored to have both front and rear facing cameras, a standard USB port and will be lighter in weight than the current model and be available on multiple carriers for it's 3G service. For a better understanding of the differences between the iPad and the G-Tab, read this unbiased article: [Apple iPad VS Samsung Galaxy Tab.](#)



**Tablet Flood:** Be aware that the Tablet flood is coming! There are currently 69 new tablet devices in production now! Motorola, Dell, Acer, RIM, Microsoft, Hewlett-Packard, and ViewSonic to name a few are introducing their tablet soon. Most will run Google's free Android software to keep costs down. None are expected to be an iPad killer. But who wouldn't want to be #2 in this lucrative market. Read more here from the Wall Street Journal about the [Tablet Flood.](#)



**Readers:** A Reader is a tablet that most people use just to read books. Amazon's Kindle was the first of it's kind and has won the hearts of many. It is bright, light and inexpensive starting at \$139 for the WiFi only model. It can store 3,500 books purchased from Amazon.com. The WiFi and 3G Model that can jump on Cell towers is \$189 with a 2 yr contract, The DX is \$379 without a contract. The more expensive option would be viable to a traveler who was going to keep their Kindle forever and wanted to use it to download books anywhere, anytime. The Kindle Reader is a free App that lets you read any book you have purchased from Amazon.com on your iPad, iPhone or Mac. One of the great things about the Kindle is that it works right out of the box and does not need to be synced with a computer and the battery will last for a month on just one charge.

**Readers Continued:** Another contender in the Reader Market is the NOOK by Barnes and Noble. Starting at \$149 it is comparable to the Kindle but can only store 1,500 books and periodicals, but you can purchase a memory card for more storage. The \$149 model has free WiFi you can use at home or at over 20 thousand AT&T hotspots nationwide. The more expensive \$199 3G & WiFi model allows you to hop on AT&T's cell towers and download books anytime, anywhere with no contract. There is also a built-in web browser for Internet Access. \$180 cheaper than the Kindle DX who's web browser is in beta only and not ready for prime time. The NOOK has a full-color navigation bar. You can connect the NOOK to your Mac and download pictures, music and PDF files making it more versatile than a Kindle. The NOOK works right out of the box and the battery lasts for 10 days on a single charge. The NOOK App is available for your iPad which will allow you to read content purchased at Barnesandnoble.com



The NOOKcolor was introduced just before Christmas and is the only color Reader on the market. The major difference between the NOOK and NOOKcolor besides color is that you now have the ability to read books, magazines, newspapers and the Web in full color! The NOOKcolor comes with WiFi for \$249 and there is no 3G option for cell tower access. It has a built in Media Player so you can listen to your favorite music, audio books or even watch a movie! The NOOKcolor also has Pandora Internet radio built in, chess, sudoku and crossword puzzles. The Media Gallery can even store your photos. The NOOKcolor works right out of the box and can connect to your Mac for you to load your favorite movies, music or pictures for a true personal experience. The 8 hr battery is more than enough to get your reading done. Charge it at night and you're good to go in the morning.

**Why am I telling you all this?** I love my iPad and you'll have to pry it out of my cold, dead, fingers to get it away from me. Even though I am one of the biggest Apple Fan Girls on the planet, I believe that the iPad is not for everyone and here's an example why; I only need one Geek in our family and that's me. My husband just hands me the remote, garage door opener, key fob, or any other device and tells me that it doesn't work. I considered purchasing an iPad for my husband but that would be like giving him a Farrie to drive on our dirt road! Not the best use for such a high powered car. My husband loves to read. He loves books, newspapers, and magazines. When the NOOKcolor came out, it had his name written all over it. I bought it for him for Christmas, created an account on the Web Browser and downloaded some books from his favorite author, his favorite magazines, and his favorite newspapers. I then set his home page on the web browser of the NOOKcolor to his favorite site that he reads every day. When he opened it on Christmas morning, he thought it was a regular book because of the inconspicuous blue \$29 case I had placed it in. Upon opening the case and seeing the digital face, he said, "Oh, you bought me an iPad"? I just laughed and then I showed him what it was and what it did. He was off and running in no time. In fact, I have created a NOOK monster! He even takes it to work to read the paper at his desk when answering phones. His face is always in his NOOK. Even at night, he will crawl into bed and step into another world on his NOOK. (No NOOKie for me! :)

**So....** If you call me and ask me if you should purchase an iPad or a NOOK, a MacBook or an iMac, an iPhone or a Droid X, I'm going to give you my personal opinion based on what you do now or what you would eventually like to do in the future. Tech is personal. Don't you dare tell the avid Kindle owner that their product is inferior just because it's not an iPad. If they love it and it does everything they want, then it's the best Tech for them.



**Great iPhone/iPod Touch App: Skype:** This free App allows you to make and receive calls, instant message, or video chat with anyone else using this program anywhere in the world! For free! Get it from the iTunes store here: [Skype for iPhone.](#)



**Great iPad App: NOOK for iPad: Free.** Puts more than 2 million eBooks, magazines and newspapers at your fingertips. You can share eBooks with your friends and family too. [NOOK for iPad.](#)



**Great Mac App: Skype:** Free Skype to Skype calls, instant messaging and video calls anywhere on the planet. You can also screen share with someone if they need help. Get Skype for Mac here: [Skype Mac.](#)

**Great Deals: Web Camera:** Have an older Mac or a Mac Mini without a camera and want to use Skype to see your grand child across the country? No problem! Get a Logitech QuickCam Vision Pro for Mac for \$75.99 from Amazon.com. Just take it out of the box, plug it into your USB port and it will work. Get it here: [Logitech QuickCam Vision Pro](#).

**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 Now! - Discontinued soon

**iPod touch:** Neutral - Mid product cycle

**iPod nano:** Buy - Product recently updated

**iPod shuffle:** Neutral - Mid product cycle

**iPhone:** Buy only if needed - Approaching end of cycle

**iPad:** Buy only if needed - Approaching end of cycle

**Mac mini:** Neutral - Mid product cycle

**iMac:** Neutral - Mid product cycle

**Mac Pro:** Neutral - Mid product cycle

**MacBook:** Don't buy - Updates soon

**MacBook Pro:** Don't buy - Updates soon

**MacBook Air:** Buy - Product recently updated

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



**South West Michigan Mac Users Group:** We meet the 1st Tuesday of every month at the church of the Epiphany in South Haven. Our next meeting will be next Tuesday, January 4th at 7:00. Since I showed you how to get Skype on your Mac, iPhone or iPod Touch, Fr. Michael will be showing you how to use Skype at the meeting. You won't want to miss it. For door to door directions and meeting links, click here: [SWMMUG](#).

I hope you enjoyed this months E-letter. If you have a question or a problem, there are tons of ways to contact me.

**Lakeshore Mac Web Site:** Information for your Mac and great deals via MacMall. <http://www.lakeshoremac.com>

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*Thanks for Reading!*  
*Jodi*

