

January 2009



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THE MACINTOSH EXPERTS

Monthly E-letter

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

MacWorld Expo 2009: MacWorld Expo San Francisco, came and went without much fanfare since Steve Jobs didn't give the keynote. There really wasn't much to wow the crowd and Apple stated that it would be the last MacWorld Expo for them as they are pulling out. Rumors have it that they will be showing at CES (Consumers Electronic Show) in Vegas next year. Having personally attended CES in the past, I think Apple is making the right move and it was time to move on. The annual Apple lovefest is over for MacWorld Expo. Time for a real show with competition and other vendors out in the real world. WWDC (World Wide Developers Conference) will be the Apple lovefest replacement.

MacWorld Highlights

• **iLife 09 - New iPhoto, iMovie, GarageBand and iWeb!**

- **Photo 09** has face recognition capabilities called Faces which uses this technology to organize your photos atomically by recognizing who's in them. Places uses data from GPS enabled cameras or your iPhone to categorize photos by location. Themed Slideshows will spice up your photos and allow you to export them as a movie. Online Sharing allows you to share photos directly with Facebook or Flickr without ever leaving iPhoto. Plus enhanced photo editing and travel maps for all the great albums you can create.
- **iMovie 09** enhances drag and drop editing first seen in iMovie 08. Advanced Tools include cutaways, picture-in-picture, and green-screen effects. A new feature is the Precision Editor. It displays a magnified filmstrip so you can precisely cut your video. You can also mix up audio and video independently. Something called Dynamic Themes automatically creates transitions and animated titles without you doing anything. 3D animated travel maps have been added to give you professional results. iMovie 09 is smart enough to analyze how much your camera shakes and fix it so that you don't make viewers sea sick. There are new titles, transitions and effects to make your movies GREAT!
- **Garage Band 09** introduces Basic Lessons to teach you how to play the piano or guitar. Once you learn how to play, Artist Lessons actually has a famous musician teach you how to play what you have learned. New amps and stomp boxes will have you playing like a pro in no time. Magic Garage Band lets you play with other instruments for a real live Garage band sound! Podcast or create ring tones for your iPhone too!
- **iWeb 09** has cool new designs to make your web site look great! With this version you can now add Widgets. Host your site with MobileMe or any one else. The choice is yours. You can also notify your friends on Facebook when you update your iWeb page right through iWeb. Simple and easy.



• **iWork 09 - New Pages, Keynote and Numbers!**

- **Pages 09** includes over 180 Apple designed templates. New Dynamic outlines allow you to create detailed outlines with multiple levels. You can also create a Mail merge with Numbers. No need to purchase Microsoft products. You can easily create Word or PDF documents in an instant.
- **Keynote 09** New animations and themes. Exciting transitions and effects. Even a way to use your iPhone or iPod touch as a remote. You'll blow your audience away! You can even share your presentation as a PowerPoint file. It won't look as pretty but it will make Windows users happy.
- **Numbers 09** Writing formulas, organizing data and creating charts is a snap with Numbers. Templates are easy and beautiful. You can also share this information with Windows users as an Excel file.



- **New 17" MacBookPro** was introduced at MacWorld. It's wider, lighter, brighter, faster, and better than ever! It even has 8 hours worth of battery life! It can be yours for about \$3,000. Remember, this is a Pro model for all you graphic artists or movie makers. It's not for the average user.
- **Steve Jobs:** Did not attend MacWorld. Steve has stepped down as iCEO for Apple. He is taking a medical leave. Rumors have it that he is searching for a new liver. Keep him in your prayers. Apple without Steve is like bread without butter.



Apple Rumors and Innuendoes: New iMac Delays: Last months rumor of new iMacs in January didn't hit the mark. Rumors have it that Apple is still working out the kinks regarding processor design and the cooling system. Hopefully new iMacs will be here soon. I'm waiting for a new Mac mini. I won't hold my breath.

New iPhones Soon? Rumors of a small iPhone will hopefully soon be proved or disproved. Testing of an iPhone 2.1 device are evident in the San Francisco area within Apple's neighborhood. For more information, visit: www.macrumors.com.

Mac Rumors Buyer's Guide: Use this information to get the most for your money when purchasing your new Mac.

iPod classic: Neutral. Mid product cycle.

iPod touch: Neutral. Mid product cycle.

iPod nano: Neutral. Mid product cycle.

iPod shuffle: Neutral. Mid product cycle.

iPhone: Don't buy. Updates soon.

Mac mini: Don't buy. Updates soon.

iMac: Don't buy. Updates soon.

Mac Pro: Don't buy. Updates soon.

MacBook: Neutral. Mid product cycle.

MacBook Pro: Neutral. Mid product cycle. (Except 17"new, buy now!)

MacBook Air: Buy. Product recently updated.

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



Spanking Corner: Wallstreet. They just don't get it, do they. Over 18 billion, that's BILLION with a "B" dollars worth of tax payer money was given to employees as bonuses. Hmm, did you ever get a bonus when you failed and didn't do a good job? Usually you get fired! At least the Obamanator is on their tail calling their actions "Shameful". Hopefully he'll do some spanking!! At least he has his Mac to help him. Check out this picture. You will find his MacBook with Pac Man eating the Apple under the yellow arrow. Too bad he won't change out his "Crack"Berry for an iPhone.

Mac Malware: It's the new year and I felt it appropriate to talk about Malware formerly known as viruses. What is Malware? Nasty programs people write or deception tactics bad people use to steal from you. Fact or Fiction: Mac's are invulnerable to viruses. Fiction! Any computer has the ability at some point to contract a virus. Hot malware for Macs at the moment are Trojans and there are many.

Trojans got their name from the ancient story of the Trojan horse which Troy unwittingly accepted as a gift from the crafty Greeks who were hiding inside. (*Not from condoms although I'm not so sure as they provide protection.*) The same is true for a Trojan virus. You unwittingly let it in and it pulverizes you! One of the first Trojans for a Mac was found on porn sites that told you to click on a sexy video to see the girl for free. Once clicked, the DNSChanger Trojan entered and wreaked havoc on your Mac. The new ruse is disguised in free software downloads. There's that "FREE" word again! FREE iWork 09! FREE PhotoShop CS4! You fall for it and download this supposedly FREE software and you now have the iWorkServices Trojan or the OSX.Trojan.iServices.B. Don't panic! The great people at Secure Mac will give you a "FREE" iServices Trojan Removal Tool as well s the DNSChanger Trojan horse removal tool. Just click on the Secure Mac link here and download it from their web site. [Secure Mac](#). (*Keep reading the information posted there and it will scare the hee bee jee bee's out of you!*)



Phishing Scams are another type of Malware that is getting worse and worse. Pronounced fishing, Wikipedia's definition of Phishing is: "The criminally fraudulent process of attempting to acquire sensitive information such as username, passwords and credit card details by masquerading as a trustworthy entity in an electronic communication". Here's how it works..... You get an E-mail from PayPal that says they need to update your user information by clicking on a link in the E-mail body. You click on the link within the E-mail and Safari opens to a site that looks exactly like PayPal. You enter your information such as user name, password, bank routing numbers and in a flash, your bank account is wiped out! There is no virus protection program that you can purchase that will completely eliminate this type of theft. You must be smart.

NEVER, EVER, click on a link in the body of an E-mail from ANYONE asking for personal information! Even if it looks legitimate. These scam bags have great web site developers and you would never know. If you get an E-mail from any one wanting personal information, close the E-mail and open Safari or Firefox yourself and navigate to the web site of the E-mail in question and log into your account. Check to see if it really was from them. Better yet, if the E-mail in question looks like it was from your bank or financial institution, call them on the phone with the phone number provided by you. Clicking on the link within the E-mail or calling a phone number within the E-mail is what will get you into big trouble! Phishing Scams can come as a text messages too! Be careful! Navigate yourself, never trust a link within an E-mail that asks you for personal information. I don't want you to be paranoid, I just want you to be smart.

View the Internet as the Wild, Wild West. Anything can happen. I offer Internet Cleanup 5 for only \$29.95 on my web site that will give you extra protection on the Internet. Also Safe Eyes to protect kids while they are surfing. I am selective of what I offer to you on my web site. These are great products. Get it here: [Lakeshore Mac Virus Protection](#).



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Here's the deal, As a MacMall affiliate, you can get the MacBox Set on my web site for \$148.99 plus reimbursement for shipping. So it's just \$148.99. I don't know how MacMall does it but they throw in Leopard for free plus \$11 off Apples price if you were to purchase just iWork and iLife09 from them. Click this link if you are interested, then click on the picture. [Lakeshore Mac MacBox Set](#).

Mac FindHer Web Site: Tech information geared toward females. Yes, I do some man bashing here and might use some offensive language. I even bash women from time to time. Warning! I kind of let it all hang out. If you are easily offended, no peaking! Remember, I'm one of those California fruit loops. <http://www.macfindher.com/>

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Thanks for Reading!
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