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our Macs!



Monthly E-letter

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



Apple's New iPad! The Apple Tablet is here! Finally the rumors were true after months of telling you that it was coming. So, what exactly is an Apple iPad? No, it is not a feminine hygiene product. There, I said it. Enough said. Steve Jobs says that it's the most advanced technology in a magical & revolutionary device at an unbelievable price. Here is what I think:

When Apple first came out with the iMac in 1984, I thought, what is Apple doing? Who is going to use that little computer. What's wrong with the Apple IIe? The iMac revolutionized desktop computing. When the Bondi Blue iMac was introduced in 1998, again I thought, what is Apple doing? It looks like a toy Easter egg. That little iMac revolutionized the look of every computer after it. In 2007, Apple introduced the iPhone. I thought, what is Apple doing getting into the phone business. I already have a phone. What can this one do that my Motorola E85 can't. The iPhone has changed the world and me. I can't live without it. I have finally learned to not second guess Steve and company.

If Steve says that this is a magical & revolutionary device, I'm going to believe him for a change. Here is what the iPad is and what it will do when it ships in two months:

Jony Ive from Apple said, "No pen, No up, No down, No right or No wrong way of holding it. You don't have to change yourself to fit the product, it fits you".

It looks like a big iPhone without the phone of course. It measures 9.7" diagonally and is almost 10 inches high and 7 1/2 inches wide. So, imagine holding an 8 X 10 picture frame. Kind of like that. If you have an iPhone or an iPod Touch, you already know how to work it and most of the Apps you already have will work on the iPad. I call the iPad a knee top computer because that's how you work it. In your lap, propped up against your knees. There is a Dock and keyboard accessory that acts like a stand for the iPad with a physical keyboard. The built in digital keyboard is almost full size and works just like the keyboard on the iPhone.

The iPad has built in Wi-Fi so it can jump on your wireless network at home or at Panera bread or anywhere they have an open Wi-Fi connection. For \$130 more you can get built in 3G cell service so that you can jump on the Internet anywhere. The great thing about this option is that you don't have to pre-buy a cell service plan. There is no contract. You can just activate the cell service on a month to month basis when you need it. Say for when you are taking a trip out of town. It will cost you \$14.99 for 250 MB of bandwidth or \$29.99 for all the downloading, video streaming or anything else you want. It's a pay as you go service by AT&T.

Apple is the largest mobile device vendor on the planet and the iPad is a mobile device that fills a niche between the iPhone and a MacBook. It will not replace either. Steve Jobs said that it is the best device for browsing the Web, Email, watching Videos and Movies. Also for sharing photos, playing music and games. After watching Steve's Keynote, I believe that the iPad is a great device for the digital consumer. You don't need to be a geek to work it and you don't need to know how it works. You just do it. That's the magical part. Most computer users will never make a movie or create a Podcast or any of those wonderful things that your iMac or MacBook will do. They just need something easy to keep in touch with the outside world. Something to easily view their beautiful photos of their most recent vacation and maybe watch a movie or listen to some music. Reading a book is a visual pleasure with the iPad and the new iBook Library has plenty to choose from. If you like the games on the iPhone or iPod Touch, you will love the same games on the iPad. Gaming just got a whole lot better on the iPad. Developers are using the larger size of the iPad to make gaming more realistic and fun. The iPad is priced great too at just \$499. Here is how I will justifying purchasing one for myself.

I was looking at a Kindle reader by Amazon a few months ago because I want to start reading eBooks. It is priced at \$259. I was also looking at a Phillips 10.4" Digital photo frame for \$99. I held off on purchasing both knowing that there was an Apple Tablet in the works. The iPad will do both a whole lot better for only \$50 more. I'm really glad that I waited. If you have been waiting for something digitally simple that will do many things easily, maybe the iPad is for you. If you are a computer geek and make movies, Podcasts or know how to use Handbrake, the iPad is probably not for you unless you are like me and just have to have everything! If you are interested in the iPad, watch Steve's Keynote demonstration. [iPad Keynote](#).

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: Neutral - Mid product cycle

iMac: Neutral - Mid product cycle

Mac Pro: **Don't Buy - Updates soon**

MacBook: Neutral - Mid product cycle

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

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

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

Apple Rumors and Innuendoes: Steve's comments on why Adobe Flash is not on the iPhone or iPad

Steve Jobs said that Adobe is lazy and Jobs blames Adobe for a buggy implementation of Flash on Mac as one of the reasons they won't support it. Apple does not support Flash because it is so buggy, he says. Whenever a Mac crashes more often than not it's because of Flash. No one will be using Flash, he says. The world is moving to HTML5. Read full article here: [Adobe is Lazy](#)

Spanking Corner: iPad Bashers: Before you bash an Apple Inc. product and make a fool out of yourself, at least wait until it ships. Then wait for another year while 3rd party Apps are being developed to really make an Apple product sing and dance. How many time has Steve proved you wrong. I learned my lesson.



Cool iPhone App: ShopSavvy: This free little App turns your iPhone 3GS camera into a barcode scanner.

Use it to scan an item at a store then compare the price on the Internet. Never get ripped off again. Get it from the App Store on your iPhone.

Words of Wisdom: Confucius Say: Man who stick foot in mouth get athlete's tongue!



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