

March 2010

We
Love
Anything



Monthly E-letter

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



This issue is dedicated to the iPad.

iPad iPad iPad! I told you about the iPad in January when it was first introduced by Steve Jobs and I thought that would be it. Boy was I wrong. Since then, the iPad has created a fire storm of activity! My iPhone and Inbox have been overflowing with questions from many of you, who like me, have heard so much. That's pretty strange for a product that no one has in their hands yet! I wasn't going to be the first to order one either. I was planning on waiting until everything died down to get mine. Wrong again. Mine is pre-ordered and should be here in three weeks. I just had to get it after reading all the information circulating about the iPad. Why, you might ask, did I have to drink the Apple Kool Aid once again so willingly. Here's why:

THE IPAD IS PREDICTED TO CHANGE THE CORSE OF COMPUTING FOREVER!

That's some pretty heavy stuff. It's just a snow job from Mr. Jobs, you might retort. Not so. Steve hasn't said a word since demonstrating the iPad at Apple's Keynote in January. The buzz is from all the big thinkers that have had two months to study just how this little \$499

device will change the world. Here's how:

You must understand how Apple had changed history first in order to understand how they will change the future:

The two Steve's set out to change the world in 1976 with the introduction of the Apple I computer. The world was changed and personal computing was born. Before that, computing had to be done in big rooms with big computers.

In 1984, the Macintosh computer was introduced. It was different in that it had a mouse and used a GUI (little pictures) interface instead of CLI (words) and just a keyboard. It changed the world in that we all click on little pictures of things we want instead of typing in command lines of gobblety gook.

Apple introduced the iPod in 2001 and set the Music Industry on it's ear. It changed everything! No one buys CD's any more. Recording artists don't need a big studio any longer and can do it themselves. And we can have beautiful music, anytime, anywhere in our own little personal space.

The iPhone was introduced in 2007. I thought, why is Apple getting into the phone business. I already have a phone. Who cares! The iPhone was like none other. It was a "Smart Phone". It has turned out to be the "Smartest" phone in the industry. AND STILL IS! The iPhone taught us how to use gestures with our fingers. No more mouse, no trackpad, no stylus, no typing with our thumbs! A computer, camera, camcorder, phone in your hands using just your hands.

Now do you see how Apple has changed computing over the years? Here is how they will change your future.....

You've all seen a tablet before. If you are a graphic designer, you have been using a Wacom tablet to get pictures and drawings into your computer since 1983. That's a long time! One year older than the Macintosh itself. When I go to the doctor, he whips out is big clunky looking PC tablet and writes prescriptions with his styles or electronic pen. Cool I thought.

2010 Apple Introduces the iPad! At this point in time, we have desktop and laptop computers, tablets and smart phones, iPods, MP3 players, Netbooks, digital picture frames, LCD TVs and on and on. **THE IPAD IS THE CONVERGENCE OF ALL THIS TECHNOLOGY PUT TOGETHER** into one small beautiful device weighing a pound and a half, about the same size as an 8 X 10 picture frame.

The future is now! The iPad will change it. I don't get paid by Apple Inc. to be their spokes person. I wish I did. I have been in this industry long enough to know something great is coming and I want to be on the ground floor when it does. Maybe it's because I was born the same year that Sputnik was launched into space by Russia. That was the start of something big and changed history. I have been watching it change ever since and it will change now.

The iPad will eliminate the need for Netbooks and most laptop computers like the MacBook. With a stand and wireless keyboard, it might even eliminate the need for an iMac! The iPad is a computer that we can use in our lap anytime, anywhere. You can write documents, read books, play movies, get Email, surf the net, play games, give presentations, and who knows what else! This is in it's infancy people! All we need is our lap and our hands. Steve Jobs main goal in life has always been to make complicated technology easy and beautiful for the masses! NO MORE GEEK! In fact, I am becoming a dinosaur. You won't need me any more. Heck, even now, with AppleCare, an external hard drive and a Time Machine backup, you can fix your Mac yourself. You don't even need me now. I'm considering going back to PC repair where I'll be needed forever! All of us Geeks will have to climb back into our hole where we came from. Sure, we will still be needed. Invisible working in the back ground as developers, designers and engineers. You just don't need to know what we do. Apple is taking the Geek out of Computer Science. You can still be a Geek, only if you want to. You will no longer be forced to have to learn Geekdom just to write a letter.

iPad release: If you ordered an iPad with just WiFi, you will be getting it soon. Apple started shipping them today. You will be able to go to your local Apple Store or Best Buy to see one for yourself on Saturday. If you pre-ordered an iPad with WiFi and 3G, you will be getting it in about 3 weeks. What is the difference? you ask.

The \$499 iPad with WiFi only will hop on your wireless network at home to enable you to play movies, surf the net, and get Email, download games and music. If you don't have a wireless network at home, then your iPad is a brick! You must have some type of wireless connectivity at home for it to work. You can do this with a wireless router if you don't have one already. Any wireless router will work. Not just one from Apple.

The \$629 iPad has both WiFi and 3G meaning it can be used anywhere to get on the Internet. Not just at your house. It uses the same cell phone technology as the iPhone. Of course, this is not magic and you must pay AT&T to use their cell network. It's pretty cheap though at \$30 a month for unlimited access NO CONTRACT! It's from month to month and you can cancel at any time. I am actually thinking about getting a cheap Verizon phone and plan then use the iPad for everything else. It would actually save me money. The iPad is even eliminating the need for an iPhone. If you do get an iPad, make sure you get the \$100 AppleCare. It is well worth the money to get your iPad fixed for free if it ever breaks.

Even if you don't order an iPad, at least you will know what all the commotion is about. To get your iPad or to learn more about it, click here: [Apple iPad](#)

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

iPod nano: Neutral - Mid product cycle

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

MacBook Pro: Don't Buy - Updates soon

MacBook Air: Don't Buy - Updates soon

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

Apple Rumors and Innuendoes: New iPhone HD: Rumored to appear in stores on June 22. This new iPhone will also have iPhone OS 4 which will support multitasking. Read the article here: [iPhone HD](#)

Great Deals: Print Explosion Deluxe 3.0 for Mac. Use Print Explosion to make cards, posters, flyers, stationery, banners, crafts and so much more. It previously sold for \$44.98. Now on sale at MacMall for \$19.98. Get it before April 30 and receive a \$15 mail-in-rebate. So this fun piece of software will cost you under \$5. Click on the link here to go to my web site. Once there, click on the banner add at the top that says Mac Software Solutions. Once you're on MacMall's site, scroll to the bottom and you will see Print Explosion Deluxe 3.0. Don't forget to print out the mail-in-rebate and send it in to get your \$15 back. [Print Explosion Link](#)

Great iPhone App: Barcode Scanner. This 99¢ App. is just too cool. Click on the Barcode Scanner then hold your iPhone over any barcode. Your camera will snap a picture then search for the cheapest price for the item you just scanned. I just did this with a \$40 double ink cartridge for a printer. Barcode Scanner found the exact same thing on line for \$19.95. That's half price! Save a tone scanning any barcode. Get it on the App store.



South West Michigan Mac Users Group: Our first meeting will be this Tuesday night, April 6th at 7:00 PM at the Church of the Epiphany in South Haven. At this meeting you will find out exactly what a Mac Users Group is and how it can benefit you. Learn of all the special discounts that are available to members of a Mac Users Group and how to get them. You won't want to miss it!

We will meet the first Tuesday of every month at 7:00 PM until 8:00 PM. The next meeting will be May 4th when I will be demonstrating my new iPad. If you want to see one, make sure you come.

For a map and directions from your house, click on the link, scroll to the bottom of the page and insert your address. [SWMMUG](#)

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/>

Contact Me: Call for service or E-mail me if you have a problem. 269.214.2356, jodi_spangler@lakeshoremac.com

Find me on FaceBook: lakeshoremac or Twitter: www.twitter.com/lakeshoremac or www.twitter.com/macfindher

iChat or IM: lakeshoremac

iWeb: http://web.mac.com/lakeshoremac/Jodis_Site/Welcome.html



Thanks for Reading!
Jodi