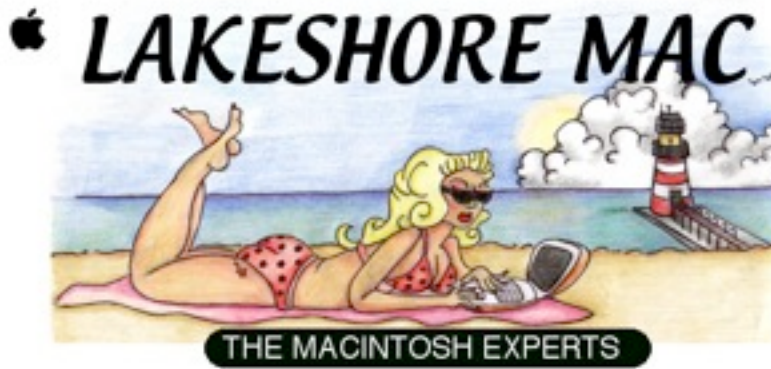


June 2009



We love
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

New Mac Laptops and iPhone! I told you they were coming! First, I'll talk about the iPhone.



iPhone 3GS: The new iPhone is called the 3G "S". The "S" stands for speed and it is twice as fast as last years 3G. It has a built in camcorder for creating movies and they have upgraded the camera from 2 megapixels to 3. The new Voice control allows you to use it hands free and it has a built in Compass just in case you get lost. They have increased the memory in the phone to 32GB which you'll need if you're going to be creating lots of movies. This iPhone costs \$299 while the 16GB model cost's \$199. You can still get last years 3G iPhone for \$99 bucks. That's a great deal! AT&T is still the only carrier and plans start around \$70 a month with a 2 year commitment. I hate that we don't have a choice in carriers but I love my iPhone. It's so much more than a phone. It's a Mac in your Pocket! If you purchased the first iPhone, now is the time to upgrade to the new iPhone 3GS. If you purchased last years model, you are still in the middle of the two year contract. To upgrade and weasel your way out of this contract and into a new iPhone 3GS will coast you around \$700!! Unless you're rich or a total geek that has to have the latest and greatest, I don't recommend it.

MacBook and MacBook Pro: Apple makes it easy with the new **MacBook** since there is only one to choose from. Every upgrade usually includes a larger processor, bigger hard drive and more memory than the previous model. This new MacBook is no exception. Only offered in polycarbonate plastic, it's a great laptop just shy of \$1,000. Now the **MacBook Pro** is a different story. I can't remember when there were so many models to choose from! Six in total. Two 13 inch, three 15 inch and one 17 inch. Prices start at \$1,199 and go all the way up to \$2,499 for the 17 inch model. The biggest difference in hardware is the DDR3 Memory which is the next advancement in memory technology. Larger processors, hard drives and a larger Video processor is what increases the price in the MacBook Pro. The aluminum uni-body and beautiful glossy black rimmed screen with illuminated keyboards rounds out these beautiful Pro laptops.



Which Mac to Buy?: Last month I talked about how to tell when it's time to buy a new Mac. Remember the 5 year rule? This month I'm going to talk about how to make the right choice in which Mac to buy. One of the most basic questions is Desktop or laptop? Which is pretty easy to answer. If you need to take your computer with you on numerous occasions, you need a laptop. If you sit at home in the same place, then a desktop is for you. I'll call you a "Desk Potato". The iMac is a great desktop computer for the Desk Potato. The exception to the rule is if you are a Pro. When I say "Pro", I mean that you get paid for the work you do on your computer. I'll call you a Desk Pro Potato. In that case, you might need the Mac Pro tower for your desktop computer. If you are always running around and frantically have to work from many different locations you need a laptop. I'll call you a "Rolling Stone". The MacBook is a great laptop for most Rolling Stones, the exception of course is the Pro Rolling Stone. Someone who gets paid to roam all over the world doing great Mac things needs a MacBook Pro. There is still someone else in this classification that I'll call a "Rolling Pebble". Rolling Pebbles roam all over the world giving presentations and need to travel light. The MacBook Air is for you. Now since we cleared that up, which model do you buy? I know that unless you're a geek, all the numbers next to the different models of Mac's mean nothing to you. So, how do you make a good choice without having to pay someone like me to do it for you? I'll call this rule "One to the Left". Example: You know that you are a Desk Potato and want an iMac. You go to Apple's on-line store and see that they have four different models of iMac's. Which one do you buy? Here's where you use the "One to the Left" rule. Look at all four models on the page and find the one on the right. This would be the most expensive model. Now go "One to the Left" and that's the one you want. Now lets do the same thing for the

MacBook. Ummm, you only have one to choose from. Well, that was easy! Now, lets try the MacBook Pro. You have five to choose from. If you start on the right and go "One to the Left", you get the top of the line 15" MacBook Pro. This is a great computer, but since there are so many models, "Two to the Left" would also work. Use these simple rules to get the most for your money and make a great choice without getting more or less than you need. If you are pretty much a geek and know how to make an accurate decision based on processor type and speed, memory type and speed, hard drive size and type, number and types of ports, then I'm sure you're laughing by now at my rule. Just ignore it and be glad that you understand all this geek speak. To get a new Mac or iPhone visit: <http://store.apple.com/us>

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

iPod classic: Don't buy - Updates soon.

iPod touch: Don't buy - Updates soon.

iPod nano: Don't buy - Updates soon.

iPod shuffle: Neutral - Mid product cycle

iPhone: Buy Now! - Product just updated

Mac mini: Neutral - Mid product cycle

iMac: Neutral - Mid product cycle

Mac Pro: Neutral - Mid product cycle

MacBook: Buy Now! - Product just updated

MacBook Pro: Buy Now! - Product just updated

MacBook Air: Buy Now! - Product just updated

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

Apple Rumors and Innuendoes: Apple to reduce it's prices on MacBook and iMac's: Apple Insider states that Apple will move toward more affordable Mac's trying to grab more of the PC market and keep in competition with NetBooks. More affordable Mac's could turn up any time. To see the entire article, click here: [Apple Insider](#)

Spanking Corner: Steve Jobs. We need to spank Steve for scaring the bewjezes out of us! A liver transplant is nothing to sneeze at. You only need one when your liver turns into a rock! Then you have to wait for some motorcycle road kill to get another one. He's back at work part time. Get well Steve and take care of yourself. More carrot juice!

Apple Sauce: Rumors of overheated iPhone 3GS handsets are flying around. The iPhone has a safety feature that turns the phone off when it reaches 113°. Ouch! That wouldn't feel too good next to my ear. If you have a new iPhone 3GS and it starts to feel really hot, take it to the Apple Store and have them check it. Who knows, this could be a problem in the future. If you get the phone, it is under warranty or a year. Make sure you purchase Apple Care to extend the warranty for an additional two years. See article here. [Tech Inciter](#).

How To: Easily View long file Names. Ever open a window and you can't see the name of a file because it's cut off? Here is an easy trick to see long file names in an instant. When at a Finder Window, click on Column View.



At the bottom of the first column you will see two hash marks that look like this "||". Click on them and it will instantly expand the column so you can see all of it's name. Easy!



Free Stuff: iPhone 3.0: If you have an iPhone make sure you upgrade it to the 3.0 OS software. We finally get cut, copy and paste. Included is the Landscape Keyboard in every application not just a few. You can also buy movies directly to your iPhone. Many other things have been enhanced. Sync your iPhone in iTunes then upgrade the software. You won't be sorry.

iPhone Apps: WikiHow: The Swiss Army knife for your iPhone. Want to know how to build a fire or an igloo? WikiHow will show you. Forgot how to perform CPR or how to deliver a baby? It will show you that too! Change a tire, basic first aid, or how to get your car out of the snow? WikiHow is a genius in your pocket and it's free! Get it on the iTunes App Store.

Words of Wisdom: A computer lets you make more mistakes faster than any invention in human history - with the possible exceptions of handguns and tequila. ~Mitch Ratcliffe



Sorry, I try to keep this news letter to 2 pages. Just ignore the rest. :)

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Thanks for Reading!

Jodi Spangler, CEO Lakeshore Mac & Mac FindHer

