

Apple Barrel

The Journal of the Houston Area Apple Users Group

August 2011

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Making Music with GarageBand

Saturday, August 20th

Thinking of submitting your own YouTube entry for *America's Got Talent* next season? Want to actually learn to play/make music first?

Well, you are in luck!

HAAUG's own Doug Smith and Joe Muscara will be present to give us a tour on the coolest app for music lovers and composers!

The SIGs start at 9am and the Main Presentation begins at 11:15. We'll see you there on the 20th!

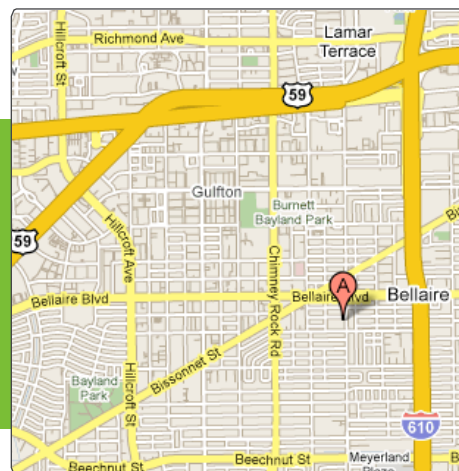


P.O. Box 570957
Houston, Texas 77257-0957

Meeting Location

Bellaire Civic Center
7008 South Rice Avenue
Bellaire, TX 77401

Just outside Loop 610 and south of Bellaire Blvd.



Boss HAAUG Speaks

Monthly Address from the HAAUG President



Apple made news twice at the end of July as it announced its second quarter results, and released OS X 10.7 (Lion). This is a far cry from the late 90's when there was speculation on the future of Apple. According to Apple's press release, "The Company posted record quarterly revenue of \$28.57 billion and record quarterly net profit of \$7.31 billion, or \$7.79 per diluted share." It was reported that Apple's cash on hand could buy investment banker Goldman Sachs. Sales of iPhones and iPads drove the revenue but Apple also sold almost 4 million Macs.

Apple released the latest version of the Mac operating system to much fanfare. This was heavily followed in the Mac/Apple blogosphere. Apple changed Lion's UI, price, and distribution method. Lion borrows many of the user interface elements of iOS, with "Mission Control" displaying all of your computer's apps on pages like iOS home screens. The price of Lion is \$30.00 which is a significant discount of the usual price for a full point upgrade. The last change is the method of distribution: it is currently available only via download from the Mac App store, though Apple announced that it would be selling USB drives with the installer loaded. The reported price for this is \$69, and it is for people who do not have access to a broadband internet connection. One other change carried over from Snow Leopard is that it works only on Intel processors. In addition, the Rosetta Stone Power PC translation technology was also dropped. This change orphaned several software packages: the most notable is Quicken 2007, whose code base is still Power PC based.

Apple also upgraded the MacBook Air and the Mac Mini to the latest version of the Intel Processor, and in the case of the Mini removing the optical drive. Like the original iMac which dropped the 800K floppy, the Mini points to the deletion of an optical drive in Apple hardware.

We did not have much activity at the July swap meet, but I was able to sell an old Titanium Power Book, to a member who needed a working machine for an older father that wanted to surf the net and do email. In August Doug Smith and Joe Muscara will be demoing GarageBand. I also believe Joe will be teaching Doug Guitar and GarageBand, so we all might learn something.

In club news: Treasurer Clair Jaschke reported at the last board meeting that the club was solvent and she has caught up with the significant backlog with the books, We will be able to audit the 2009 and 2010 club accounts soon. Although I don't expect to find problems it is good for all organizations to have a second set of eyes go over its accounts. This was a lot of work on Clair's part and I want to thank her for all the effort on HAAUGs behalf.

(cont'd on p. 8)

First Look: OS X 10.7 “Lion”

Ed Truitt, etee@me.com

When OS X 10.7 “Lion” first showed up in the Mac App store, I had already made the decision to wait awhile. Although I fancy myself an “early adopter”, I had heard stories of application incompatibilities, and right now I didn’t need any more complications in my life. Then, I got to thinking: if I could install Lion on a bootable SDXC card, I could “kick the tires” using my MacBook Pro, while keeping my apps (and, even more importantly, my data) safely ensconced in the Snow Leopard’s den.

Noticing that my local MicroCenter had 64GB SDXC cards in stock, I headed down on the weekend. While I was there, I noticed that they also had 750 GB hard drives in the 2.5” SATA format on sale for \$90. So, I picked up 2 (I *always* make it a habit to pick up 2 drives, so I will have an exact match for backups), and headed home.

The plan had now changed: I would perform a clean install of Lion on one of the new 750GB drives, migrate the applications and data over using the Migration Assistant, then swapping the new drive and the existing internal drive, if/when Lion proved stable enough. (Actually, the delay in swapping the drives was caused by the fact I misplaced my Torx driver, which is required to remove the drive mounting screws on the internal drive.)

I downloaded Lion from the App Store, then [extracted the Installer to a USB thumb drive](#). (Note: you have to do this before upgrading the OS on the existing hard drive to Lion, as the installer is deleted at the end of the upgrade.) I then connected the new hard drive via USB, partitioned and formatted it using Disk Utility, and restarted the MBP to kick off the installer. A little over an hour later, I had a new hard drive with Lion, my apps, and my data on it. Yippee!

The first thing I noticed was that things seemed slower. Start up, app launching, *everything*. This was fixed once I swapped the drives (which, contrary to my earlier understanding, does not appear to automatically void the warranty - I used a regular Phillips screwdriver, and followed [instructions taken directly from Apple’s support site](#)), and Lion now appears much more responsive than Snow Leopard. While it is totally to be expected that an internal drive would perform better than a drive connected via USB, it is still a surprise the first time you experience it.

Hardware and performance issues out of the way, I finally had a chance to dive in to some of the features of Lion. The first thing I encountered was the “infamous” natural scrolling. To be honest, I didn’t have any problems with it, I guess because I use my iPad for web surfing so I am used to this behavior. Those of you who aren’t iPad aficionados may want to change the scrolling direction back to how it works in Snow Leopard. I then started investigating Mission Control. A combination of Expose, Dashboard, and Spaces from earlier versions of OS X. This one took a little getting used to. First of all, I freed Dashboard from running in its own full-screen desktop, as I like how it behaves in Snow Leopard. Next, I had to dig through the app to figure out how to re-pin all my apps to the desktops they were in under Snow Leopard (I happen to be a fan of ‘pinning’ oft-used apps to different desktops, which allows me to switch back and forth without cluttering up my screen.) While the process is easier than under Snow Leopard (you drag the app to the desktop you want it on, switch to the app, then select “Assign to: This Desktop” under Options in the app’s icon in the Dock), it wasn’t as intuitive as I would have liked. Speaking of the Dock: I was fortunate in that the white dots indicating an open app transferred over from my Snow Leopard installation, otherwise that

(cont’d on p. 8)

QuickTip



On Lion, Expose and Spaces have received a major overhaul in the form of Mission Control. As usual they have included some nice subtleties in the way you can interact with it.

All the following tips apply when you already are in Mission Control and are from the perspective of someone not using gestures (no trackpad or Magic Mouse).

- You can use the Spacebar on a selected window to Quick Look its content.
- You can change the selected window (the one with the blue border) by using your mouse or by typing the beginning of the title of this window.
- You can enter the ‘Application windows’ mode by hitting **Command+**. If you keep on hitting **Command+** you will traverse all the open windows of an application for all the open applications on your system. Even applications with minimized windows are included. Note that **Shift+Command+** doesn’t take you in the reverse direction.

That’s it.

[crarko adds: Post other tips in the comments, or submit a new hint if you find something major.]

<http://hints.macworld.com/article.php?story=20110723060124545>

Find great specials online!

Special Offers for HAAUG Members via HAAUG Heaven

Check our forums for daily deals!

HAAUG discounts can be found on the HAAUG Heaven forums.

<http://haaug.org/forums>

The screenshot displays the HAAUG Heaven II forum website. The main header features the HAAUG logo and the text "mac + houston Houston Area Apple Users Group Members Helping Members since 1978". Below this, the forum title "HAAUG Heaven II" is shown, along with a description: "Forums for HAAUG members to post information and questions related to our User Group and Apple computers." Navigation links include "FAQ", "Search", "Memberlist", "Usergroups", "Register", "Profile", and "Log in to check your private messages".

The "HAAUG Heaven II Forum Index" table is as follows:

Forum	Topics	Posts	Last Post
Houston Area Apple Users Group			
READ ME FIRST!! *How-To* instructions for HAAUG Members to register for forum access.	1	2	Sun Jul 16, 2006 7:21 pm Robert Lacey
HAAUG EVENTS This is an area for registered members to post information related to upcoming events hosted by HAAUG.	3	3	Fri Sep 15, 2006 11:45 pm Tamara Lewis
ANNOUNCEMENTS The area to post announcements about HAAUG or anything Apple related.	2	2	Wed Jan 10, 2007 7:46 am Joe Muscare
MEMBERSHIP Post information or questions related to HAAUG membership. Registering on these Forums is limited to members of the Houston Area Apple Users Group.	2	2	Sun Oct 16, 2005 9:43 am Robert Lacey
SOS Need help? Post your requests for assistance here with as much information as you can provide about your OS, hardware and software.	12	36	Wed Feb 07, 2007 10:54 pm Jack Reiter
CLASSIFIEDS Post hardware/software items that you have For Sale or make a request for Items Wanted. Spam posts will be deleted cheerfully.	6	8	Thu Nov 23, 2006 4:19 am Robert Lacey
INTERESTING WEBSITES Please use this forum to post URL's to websites that you have found to be interesting and/or useful. A brief description would be helpful.	4	4	Thu Aug 03, 2006 4:07 pm Joe Muscare

The "Who is Online" section shows: "Our users have posted a total of 122 articles. We have 36 registered users. The newest registered user is George Stroka. In total there is 1 user online: 0 Registered, 0 Hidden and 1 Guest. Most users ever online was 23 on Sat Aug 26, 2006 9:46 am. Registered Users: None." Below this is a "Log in" form with fields for "Username:" and "Password:" and a "Log in" button.

NOTE: You must be a current registered HAAUG member to use these discounts.

Classifieds

Products and support for the Macintosh community

Got a story, or photo you would like to see in the monthly edition of the Apple Barrel?

The Apple Barrel is always looking for good, meaty material for its monthly publication. If you have a personal story, review of a new product or just a funny or helpful thought, feel free to spread the word via the Barrel.

Submit your story, review or photos, etc. to: abe@haaug.org



QuickTip

In Mac OS X Lion, Apple for some reason assumed we all want to scroll backwards. Here's how to undo that annoying behavior.

Simply open System Preferences, go to Trackpad, and uncheck the box at the top saying 'When using gestures to scroll or navigate, move content in the direction of finger movement.'

[crarko adds: This was the very first thing I did after the scrolling in Safari started driving me nuts. I also found it absolutely essential to check 'Ignore accidental trackpad input,' as the sensitivity of the Trackpad on the MacBook had been greatly increased.]

<http://hints.macworld.com/article.php?story=20110704113843418>

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Classifieds

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Number of insertions in a 12-month period determines frequency rate.

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1/4 Page Ad

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Frequency: 1X 65, 2X 60, 3X 55

1/6 Page Ad

Dimensions: 5" x 2.5"

Frequency: 1X \$40, 2X \$35, 3X \$30

Business Card Ad

Dimensions: 3.5" x 2"

Frequency: 1X \$30, 2X \$25, 3X \$15

** Dimensions of advertisements may vary as a result of document layout.*

Minutes

HAAUG Board of Directors Meeting – Saturday, June 18, 2011

Location: Bellaire Civic Center, 7008 South Rice Avenue, Bellaire, Texas.

Attendees: Philip Booth, Jim Connell, Michael Epstein, Clair Jaschke, David Jaschke, Michael King, Rick Roberts, Doug Smith, Ed Truitt, and Greg Wright.

Call to order: 12:59 p.m. by President Philip Booth, a quorum of voting members of the board being present.

General Announcements: Phil Booth thanked Rick Roberts, Doug Smith, and Greg Wright for their presentation on Cutting the Cable: New Ways to Watch TV at today's General Meeting.

MONTHLY REPORTS:

Secretary – Open: The minutes of the board meeting held on May 21, 2011, were unanimously approved as submitted.

Treasurer – Clair Jaschke: Clair Jaschke reported that HAAUG has more than \$10,000 in the bank, that all bills received have been paid, and that all monies received have been deposited. She has updated HAAUG's financial records through September 2010. She has still not received the \$300 check that the relatives of Irv Greenbaum donated to HAAUG after his death. Clair is investigating electing to receive electronic bank statements in lieu of paper statements.

1st Vice President – Programming – Greg Wright: Greg Wright reported that the Semi-Annual Swap Meet will be held on July 16, 2011. The following topics are being developed for the Main Presentation at remaining General Meetings this year:

August 20: Mac OS X 10.7 Lion (available in the Mac App Store next month)

September 17: GarageBand (presented by Doug Smith and Joe Muscara)

October 15: Free-Form Movie Editing

November 19: Digital Camera Update (presented by Reagan Atkinson)

December 17: Cutting the Cable, New Ways To Watch TV, Part 2

2nd Vice President Facilities – Doug Smith: Doug Smith reported that Bellaire Civic Center is booked for HAAUG's monthly meetings through the end of the year, and rent has been paid to the City of Bellaire through September 2011. The board unanimously approved the payment of \$25 per month to the City of Bellaire for the use of the BCC's new overhead projector for the remainder of the year.

Membership – David Jaschke: David Jaschke reported that HAAUG had 179 members at the end of May 2011, a decline of four members from April 2011, and a decline of 26 members from May 2010. One new member joined HAAUG, and four members renewed their membership last month.

SIG Coordinator – Open: The board discussed the feasibility of starting an iOS programming SIG, which might attract new members from a local outside group that is involved in programming for the iOS devices. Someone would need to lead the SIG. The board also discussed the possibility of inducements to attract SIG leaders.

Apple Barrel Editor – Ed Truitt: The deadline for submitting articles for the July Apple Barrel is Saturday, July 9, 2011.

HAAUG Electronic Communications Systems - Ed Truitt: No report.

OLD BUSINESS:

Revision of the HAAUG By-Laws: David Jaschke reported to the board regarding the proposals to revise the By-Laws developed from last month's committee meeting. He will submit to the board

(cont'd on p. 8)

First Look: OS X...

(cont'd from Page 3)

would have been the second change I would have made.) I am really a fan of the new Mail app: Apple made the right decision in re-writing this app to behave more like its iOS sibling, in my opinion.

As to the problems I encountered: there weren't many. I did have an issue with a medical web app, which I resolved by configuring the User-Agent string Safari sends (under the "Develop" menu) to fool the app into thinking I was running Snow Leopard. There was an update needed for SuperDuper!, which was a quick download. (Note: I am still having some issues backing up with SuperDuper!, as it fails upon finding open Safari cache files. This may, or may not, be a Lion-related issue.) The last issue I had was related to Parallels: for some reason, my virtual machines would activate, but the windows would never appear. I had to delete all my desktops in Mission Control, then re-create them. It actually looks like you have to specifically pin the VM window to a desktop, as opposed to letting it be assigned to "None." A bug? Maybe.

I would point out that I haven't experienced any of the [problems Dwight Silverman detailed in his post on TechBlog](#): SnapzProX didn't ask for a new registration code, and I didn't have to disable my A/V (however, I use [Sophos](#) instead of Avast!) Perhaps most importantly, I do not have (or at least I don't use) legacy apps which are dependent on Rosetta: No Quicken, no MS Office for Mac 2004, no Flip video transfer software (I use iMovie), no camera-specific utilities (I use Aperture, and the software from Olympus is Lion-ready.)

So far, Lion has proven so stable that I haven't had to "back off" to Snow Leopard (the 500 GB hard disk is sitting in a safe place, ready to respond if called upon though.) I am really enjoying the extra GB that my new hard drive brings to the table (though I really, really need to get a good backup taken, and either implement Time Machine or get a backup process in place.)

Now, all I have to do is pry my wife's MBP away from her for a few hours, and install Lion on it (who knows, maybe I'll swap out her hard disk with a new SSD?)

Minutes...

(cont'd from Page 7)

proposed revisions that reduce the number of elected and voting board members from the current 16 to 9 and eliminate functions such as HAAUG Heaven that the members are no longer using. He anticipates submitting the revised By-Laws to the membership for adoption at the October General Meeting, with the revised By-Laws being effective January 1, 2012.

Adjourned: 1:50 p.m.

Boss HAAUG...

(cont'd from Page 2)

Several positions are open on the HAAUG Board of Directors. Participation on the Board give members a chance to influence how the club is run and what direction the organization will take. Please see me if you are interested in getting on the Board.

Upcoming Events

Houston Area Apple Users Group 2010 Officers and Directors

President
Phil Booth

1st Vice President Programs
Greg Wright

2nd Vice President Facilities
Doug Smith

Secretary
Lyda McGhee

Treasurer
Clair Jaschke

Director-at-Large 1
Jim Connell

Director-at-Large 2
Michael Epstein

Director-at-Large 3
Michael King

Director-at-Large 4
Rick Roberts

Apple Barrel Editor
Ed Truitt

HAAUG Heaven Sysop
OPEN

Membership Chairman
David Jaschke

SIG Coordinator
OPEN

Immediate Past President
Matt Willmore

Boutique Manager
Barbara Long

Webmaster
Jeff Davis

HAAUG Hotline
Phil Booth

Mentor Program
- OPEN -

Publicity Chairman
Jim Connell

Vision Committee Chairman
Joe Fournet

Volunteer Coordinator
OPEN

Senior Advisor
OPEN

Apple User Group Liaison
Doug Smith

Saturday, September 17th, 2011

Mac OS X 10.7 "Lion"

Come learn about the new features in Apple's newest "cat".

Location: Bellaire Civic Center | Map online at www.haaug.org

Saturday, October 15th, 2011

TBA

We have several topics "in the works" - check back to see which one was chosen!

Location: Bellaire Civic Center | Map online at www.haaug.org

Saturday, November 19th, 2011

Digital Camera Update

Presented by Reagan Atkinson from Houston Camera Exchange

Location: Bellaire Civic Center | Map online at www.haaug.org

Saturday, December 19th, 2011

Cutting the Cable

New Ways To Watch TV, Part 2

Location: Bellaire Civic Center | Map online at www.haaug.org

Locations, Directions + Parking

Bellaire Civic Center

7008 South Rice Ave. • Bellaire, TX 77401

The Bellaire Civic Center has been a great location asset of HAAUG for the past 4 years and includes many amenities such as wireless internet and both open and closed spaces for Special Interest Group (SIG) meetings and other functions.

Find out the latest news on future HAAUG meetings...

www.haaug.org/meetings.htm

STARTRONICS

George McKenzie

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4141 SW Freeway Suite #470

Houston, Texas 77098

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August 2011 Event Schedule

	Main Room	2nd Room
9 a.m.	Mac 101	iOS
10 a.m.		Digital Photography
11 a.m.	Club Business	
11:15 a.m.	Main Presentation: Garage Band and Guitar Lessons	
1 p.m.	Clean-up	Board of Directors meeting; followed by social time, and lunch

Main Presentation: Doug Smith and Joe Muscara give a tour on the coolest app for music lovers and composers.

Mac 101 & Fundamentals: Jonathan Magnus* - The SIG for basic to advanced Macintosh topics.

iOS: Doug Smith - iPad, iPhone and the apps that make our lives better.

Digital Photography: Andrew Polk – Bring your cameras, bring your photos and we'll discuss what makes a great photo.

Ad hoc: Groups are welcome to use the casual spaces to meet on other topics. Scheduled SIGs take precedence.

The HAAUG SIG Coordinator is currently open. If you would like to volunteer to be the SIG Coordinator, please see any member of the Board of Directors.

Got Junk?

Computer recycling opportunities in the Houston area

Houston area recycling centers:

Environmental Service Center

11500 South Post Oak Road • Dial 311 or 713-837-9130

Westpark Recycling Center

5900 Westpark • Dial 311 or 713-837-9130

Goodwill COMPUTER WORKS

12230 Westheimer
Houston, TX 77077
281-589-1215

Commercial electronics recyclers:

ScrapComputer.com

350 W. 38th St., Houston, TX 77018 • 713-691-9995

***Accepts all computer-related items free; offers free pickup for large amounts.*

Altech Metals, Inc.

10612 Hempstead, Building A • 713-680-9325

***No TVs or monitors*

ARM Trading, Inc.

2476 Bolsover, Suite 557 • 713-665-0213

Compucycle

620 W. 6th St. • 713-866-8021

ONYX Environmental Services

Baytown • 1-800-624-9302

Houston Computer Recycler

6102 Brittmoore, Suite N • 713-937-3334

Recycle America Waste Management Asset Recovery Group

2102 Atascocita Road, Humble • 281-540-8900

Eagle Electronics

10612 Hempstead, Building A • 713-934-8585

QuickTip



The new version of Mail in Lion has a nice Conversation

View, which shows messages in thread form (like Gmail). I like this view, but the main problem that I had with it was that, to see messages that you've sent in that conversation, you have to move to Sent Mail.

Luckily, Mail lets us show messages we've sent as well. Here's how to enable that:

Go to *Mail » Preferences » Viewing*. Under *View Conversations*, check the *Include related messages* box. Conversation view is now complete.

[**crarko adds:** I tested this, and it works as described.]

<http://hints.macworld.com/article.php?story=20110712105857790>

Become Part of the Action

Join or renew your membership with the one and only Houston Area Apple Users Group today!

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online with a credit card is
secure, fast and easy!

Visit www.haaug.org/join for
details on joining.

Join by Mail:

Please fill out and complete the following form. Send a check or money order payable to HAAUG and mail it to the address shown below. First year dues are \$45 and renewals are \$40 per year thereafter. Memberships are available for full-time students at \$25 per year, including the first year. Associate memberships are also available for \$25 per year.

Your membership card will be mailed to you. You may pick up your starter kit at the next HAAUG meeting.

First: _____ Last: _____

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Home Phone: _____ Work Phone: _____

Email: _____

Type Of Computer: _____

Membership:

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|---|---|
| <input type="checkbox"/> New Membership (\$45.00) | <input type="checkbox"/> Renewal (\$40.00) |
| <input type="checkbox"/> Early Renewal (\$35.00) | <input type="checkbox"/> Two Year Renewal (\$70.00) |
| <input type="checkbox"/> Associate (\$25.00) | <input type="checkbox"/> Student (\$25.00) <i>Requires Student ID</i> |

Check # _____

Member # (if renewing): _____

How did you hear about HAAUG?

Do you know someone who would be interested in joining HAAUG? Y | N

Would you be willing to volunteer in HAAUG?

Mail check to:

HAAUG
P.O. Box 570957
Houston, TX 77257-0957
Attn.: Membership Chairman

Membership Benefits

Enjoy the benefits of being a HAAUG member.

Monthly Meetings

This is where the excitement begins. On the third Saturday of each month, members of HAAUG meet for a day filled with activities, including presentations by major software and hardware vendors, special interest group (SIG) meetings, public domain software libraries, raffles and much, much more. Swap Meets are held twice each year, in January and July.

Software Libraries

HAAUG maintains public domain and shareware libraries for the Apple II, Macintosh and Newton systems. HAAUG also distributes system software for the Macintosh (7.0.1 and earlier), Newton and all Apple II series computers. HAAUG has been designated by Apple Computer to be the Central United States Repository for Apple II Software.

Bulletin Board System & Internet Link

HAAUG Heaven is our 24-hour meeting place with several gigabytes of downloadable software, helpful information and discussions on all topics of computing, all accessible at rates from DSL speeds down to 33,600 bps.

HAAUG Heaven

HAAUG Heaven provides each member with an internet e-mail address allowing exchange of world-wide electronic mail. Many discussion topics and many internet newsgroups make the answers to your questions as close as your keyboard.

Club Magazine

Club and industry news, meeting information and special member offers are published in our monthly newsletter - The Apple Barrel. The Barrel's content is also available to members on HAAUG Heaven in Adobe Acrobat format.

Mentor Program

The HAAUG Mentor Program puts people with hardware, software, system or network problems in contact with volunteers who can provide solutions. Contact with the mentors can be made through the HAAUG Hotline, HAAUG Heaven, e-mail or at the monthly meetings.

Special Interest Groups (SIGs)

People with common interests, including Macintosh and OS X basics, Newton, iOS, internet, games, educational computing, databases, publishing, graphics, desktop video, programming and more gather for in-depth discussion, product demonstrations, tutorials and general knowledge sharing.

HAAUG Hotline

Call the HAAUG Hotline at 832-305-5999 for the latest meeting information and to leave voice mail for officers.

Lots of Fun & Friendships

HAAUG is a not-for-profit volunteer group founded in 1978, three years before there was an IBM PC. Approximately 300 members enjoy the benefits of HAAUG. We range from beginners to experts, but we all know the secret to making our computers more valuable - a HAAUG membership.

Learn more about the benefits of HAAUG membership at www.haaug.org.

The Apple Barrel is a monthly publication of the HOUSTON AREA APPLE USERS GROUP (HAAUG) P.O. Box 570957 Houston, Texas 77257-0957.

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Amazon Fires Back: Amazon Cloud Reader

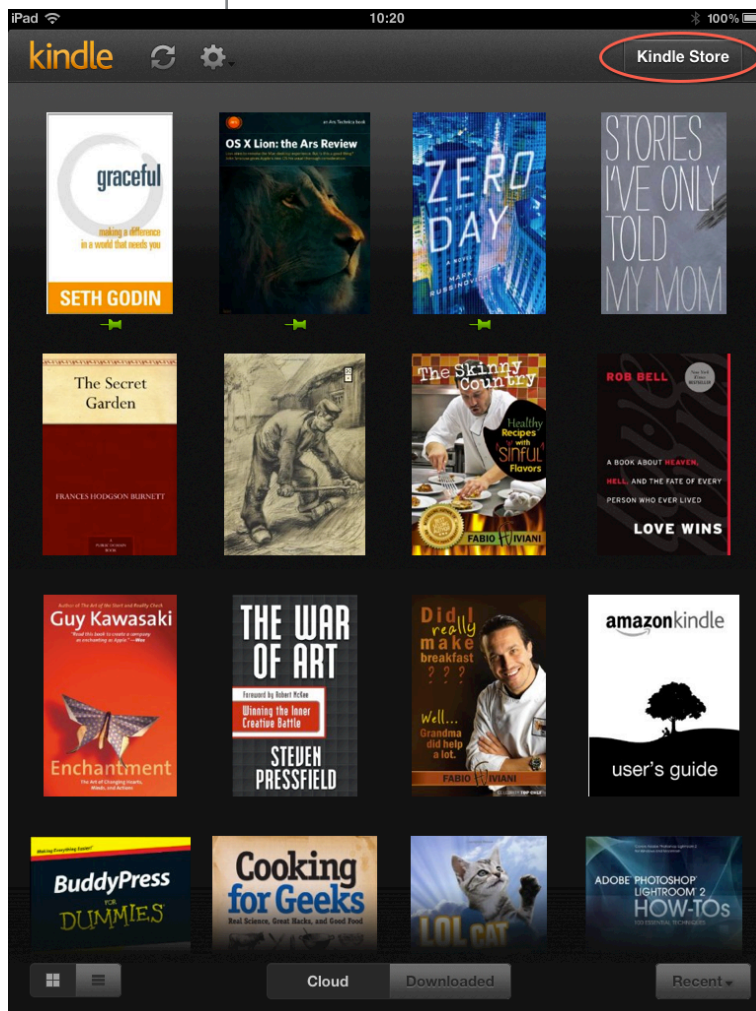
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Earlier this year, Apple made a minor change to their iOS App framework, which sent shock waves rippling through the developer community. Want to offer in-app purchases? It is now enabled (though under a legal cloud, thanks to a patent lawsuit), but along with this change came a real shocker: if you offer extra content in-app, you

have to give Apple a 30% cut. And, you can't bypass this by sending the user to your website to make the purchase, via an in-app button. This really hit some of the eBook sellers (e.g. Amazon, Barnes & Noble), where their profit margin would be erased by that 30% cut. Sure enough, last month an update to various eReader apps came out, removing the "Buy" buttons.

Well, Amazon has fired what may be the opening salvo in the next campaign. They released their newest app, called "[Amazon Cloud Reader](#)". It runs on both "traditional" PCs running Windows, OS X, or Linux, as well as the iPad. It is a web-based app, written in HTML 5. While it currently works only on the Chrome and Safari browsers, support for others (including IE and Firefox) is on the roadmap. It does install an extension to allow you to read content while offline, and on the iPad will ask you for permission to use 50MB of database space to store downloaded content.

While it doesn't have all the features of the Kindle app for iOS, one very important feature (at least from Amazon's point of view) is back: the "Kindle Store" button, allowing you to shop directly from the app, is back in the upper-right hand corner.



Kindle Cloud Reader app on an iPad (screenshot)

I have used this app a bit (and plan to test it more extensively while on my upcoming business trip), and if it works as well as initial tests indicate, I can see this becoming the future of this type of app. After all, what's not to like about it? It's mobile, it's cross-platform, and you can use it whether connected or offline. The only one who might not like it is Apple, but right now [Apple isn't exactly hurting for money](#) - and so I don't think too many people will be crying tears on their account. What's ironic is that this is how Apple first posited "apps" for the iPhone - as web-based creations - had the capabilities of HTML 5 been available back then, just think how different the app landscape would be today.