

macCompanion

YOUR GUIDE TO ALL THINGS MACINTOSH

HAPPY 30TH
APPLE!



In This Issue...

- Mac Security 101
- Creating a Score in GarageBand 3
- Business Card Reader II
- Step into Xcode
- and much, much, more...

VOLUME 4 ISSUE 4 April 2006

Table of Contents

<i>Masthead</i>	5
<i>Letter from the CEO</i>	6
Foolin' around with 64-bit systems, Iffy EFI and Mactel Manipulations	6
<i>Letter from the Editor</i>	11
What a Way to Start Spring!	11
<i>According to Hoyle...</i>	13
Cross-Platform Software Development from a Macintosh Perspective: Java compilers	13
<i>Views from the Ivory Tower</i>	19
Hackers and Mactels, Windows and French Law	19
<i>doc_Babad's Macintosh Tips - A Macintosh Tip or Three...</i>	22
<i>Mac Security 101</i>	27
Secure Building Blocks: Creating a Complex Password	27
<i>The Mac Night Owl</i>	31
Microsoft's Delays and Apple's Golden Opportunity	31
The Tiger Report: Do You Really Want to Run Mac OS X on a Plain PC?	32
<i>Mac Pro Podcast</i>	34
Video Podcast Basics - Editing & Encoding for Vidcast	34
<i>Mac ReviewCast</i>	36
Freeware of the Month	36
VLC-RAR Loader	36
Imagewell	36
Quickscale	37
KeepAnEye	37
MediaCentral	37
CenterStage	38
iTheater	38
mMedia	38
WebPhoto	39
Linotype Font Explorer X	39
QuickAccessCM	40
FlashMount	40
Automount Maker	40
SurplusMeter	41
iChat Extender	41
WinShortcutter	41
Shiira	42
PureFTPd Manager	42
Printwindow	42
Scroll Switcher	43
CamiTools	43
VitaminSEE	43
Sound Source	44
Exif Untrasher	44

<i>Macsimum News</i>	45
Musings on the Intel Developer Forum	45
<i>Music and the Mac</i>	48
Creating a Score in GarageBand 3	48
<i>Musings From Mars</i>	51
Windows Blogger Gets Excited About A New, Innovative Windows Tool That... Is A 5-Year-Old Mac OS X Feature	51
<i>Practical Strategies</i>	53
Reality Check - Life Strategies for an Imperfect World	53
The Good, the Bad and the PC	53
<i>Windows Vista: coming soon in Chipotle Flavor!</i>	55
<i>Books</i>	56
AppleScript Handbook: Mac OS X 3 rd Edition	56
Dreamweaver 8 Design and Construction	59
iPod and iTunes Digital Field Guide	61
Mac OS X Technology Guide to Dashboard	63
Macworld Digital Photography Superguide	66
Makers: All Kinds of People Making Amazing Things in Garages, Basements & Backyards	67
Penetration Tester's Open Source Toolkit	69
Perfect Passwords: Selection, Protection, Authentication – Create Password Policies That Baffle the Bad Guys, Not Your Users	71
Quartz 2D Graphics for Mac OS X Developers	73
Spam Wars: Our Last Best Chance to Defeat Spammers, Scammers and Hackers	75
Step Into Xcode	79
Take Control of Maintaining Your Mac (e-book)	80
Xcode Tools Sensei: Your Guide to the Mac OS X Developer Tools	81
<i>Hardware</i>	83
Business Card Reader II — There's a lot of hidden power in this little black box	83
<i>Software</i>	87
CardIRIS 30r4 — Stop it now! Right Now! No more typing business card information into PIMS, Databases or eMail Clients!!!	87
<i>Advertisements</i>	97
Lionhead Studios, Ltd - Black & White	97
Lionhead Studios, Ltd – The Movies	98
DigitaMediaTraining	99
<i>macCompanion Media Kit</i>	100
Statistical Analysis	100
Advertising with <i>macCompanion</i>	101

Site Ad Rate	101
PDF Ad Rates	101
Rate Table	102
Affiliations	103
Sponsorships	103

Masthead

Publisher

Editor-in-Chief
Consultants

Assistant Editors
Web Masters

Contacts

Correspondence

Robert L. Pritchett
Robert L. Pritchett
Harry {doc} Babad
Ted Bade
Julie M. Willingham
Derek Meier
James Meister
[webmaster at maccompanion.com](mailto:webmaster@maccompanion.com)
[feedback at maccompanion.com](mailto:feedback@maccompanion.com)
Robert Pritchett,
CEO of MPN, LLC
1952 Thayer Drive Richland
WA 99352 USA
1-509-210-0217
1-888-684-2161
[rpritchett at maccompanion.com](mailto:rpritchett@maccompanion.com)

This month's Authors (Alphabetical Listing):

Harry {doc} Babad
Ted Bade
Christopher Duncan
Kale Feelhaver aka: Applemacpunk
Dr. Eric Flesher
Jonathan Hoyle
Billy James
Daphne Kalfon
Robert Pritchett
Dennis Sellers
Steve Stanger
Gene Steinberg
Mike Swope
Tim Verpoorten

Application Service Provider

<http://www.stephousehosting.com>

Thanks to Daniel Counsell of Realmac Software Development (<http://www.realmacsoftware.com>) who graced these pages and our website with newer rating stars.

Our special thanks to all those who have allowed us to review their products!
And to our readers, who make this effort possible.

Letter from the CEO

Foolin' around with 64-bit systems, Iffy EFI and Mactel Manipulations

by Robert Pritchett

First off, Happy 30th Birthday Apple, and Happy 5th birthday to Mac OS X!

<http://happybirthdayapple.com/> and <http://arstechnica.com/reviews/os/osx-fiveyears.ars>

64-Bits

The IBM-based chipset in the iMac G5s are end-of-lifed and the next-gen Intel chip-based iMac G5s have been flying out the doors of Apple. Go to <http://appleintelfaq.com/> to see what Mactels can and cannot do. There is “controversy” regarding whether or not they really can do 64-bit <http://www.hexus.net/content/item.php?item=4604>. Apparently, first-gen Mactels have the 64-bit functionality disabled. To read more about Mactels, check out <http://en.wikipedia.org/wiki/Mactel>.

You knew that Mac OS X Tiger was 64-bit based, right?

<http://www.apple.com/macosx/features/64bit/> and Leopard has even more Mac-goodness built in; http://en.wikipedia.org/wiki/Mac_OS_X_v10.5 Hopefully, we will learn more at the now August-rescheduled WWDC; <http://developer.apple.com/wwdc/>

On Microsoft

Meanwhile Microsoft continues to commit Vista Seppuku <http://www.win.net/ratsnest/archive-articles21/fog0000000384.html> by announcing that the first releases of Vista will now be slated to not support EFI – the Bios replacement – with 64-bit technology and are backtracking to 32-bit technology instead and without EFI enabled.

<http://apcmag.com/apc/v3.nsf/0/E666E4A0A303D9AACA25712C008166C4> links to an audio of Andrew Ritz, Microsoft Development Manager’s comments on EFI and Vista plans. This pretty much squashes any plans to let Vista run natively on Mactel systems – at least legally.

CG5Addict reports that Apple senior software architect Cameron Esfahani said “No” to the Vista functionality <http://applexnet.com/index.php?name=News&file=article&sid=1762> at the Intel Developer Forum in San Francisco and Apple isn’t stopping development by others, but they are not exactly championing the cause either. And Apple’s VP, Phil Schiller has been quite vocal about not letting Mac OS X work on non-Mac systems.

Irony?

Any standup comedian would be happy offering the following ironic observations:

The stock ticker name for Microsoft is MSFT. Say it phonetically. Misfit? Pa-da pum!

Does Microsoft go out of its way to find people with double-meaning last names?

Nuke-em!

They sent a guy to the US Congress to tell the world the source code for the OS couldn’t be revealed, as it would endanger security for the US in 2002 – and then gave it to the Russians back in 2003. <http://www.cdi.org/russia/johnson/7028-15.cfm> The name of the person who acted in behalf of Microsoft was William Neukom, <http://news.com.com/2100-1001-944645.html>

Ho!

The head of the Apple Business Division's last name is Roz Ho (just don't say that last name in polite company with a southern accent),

http://seattlepi.nwsourc.com/business/158677_msftmac30.html

Too-Loose!

How bad is security at Microsoft? Things are so bad, that Microsoft has a whole section devoted to Security in *TechNet* called "Microsoft Bluehat Security Briefings"

<http://www.microsoft.com/technet/security/bluehat/default.msp> and there is a "Microsoft Security Response Center Blog" too

<http://blogs.technet.com/msrc/archive/2006/03/22/422849.aspx> The person who works for Microsoft as head of the *Microsoft Security Response Center* is saying that Apple needs a Security Guru – he apparently is looking for work at Apple. Name? Stephen Toulouse

<http://www.stepto.com/default/default.aspx>

MS Titanic – Not People-Ready! Microsoft's "Copeland"

And with the issues surrounding the "Not People-Ready" 6 flavors of Vista,

http://www.forbes.com/technology/2006/03/22/vista-microsoft-ballmer_cz_dl_0322microsoft.html and <http://blogs.peworld.com/techlog/archives/001513.html>

it is being renamed by pundits as *MS Titanic* and Microsoft is being called the **Enron of software!** Why? Because Microsoft is going through a massive reorg and because they said **60% of Vista has to be rewritten** before it will be released.

<http://www.smarthouse.com.au/Computing/Platforms?Article=/Computing/Platforms/R7G5G6U>

4

Target dates have moved to November for the two Business (Server versions with 64-bit coding) and four Home versions (32-bit coding) and apparently, they pulled in their Xbox coders to help out.

The Mac community is looking at Vista as Microsoft's Copeland – a name of one of Apple's "failed" projects;

<http://osviews.com/modules.php?op=modload&name=News&file=article&sid=2889>

Microsoft History Video

There is a wonderfully done *History of Microsoft* over on *The Unofficial Apple Weblog*;

<http://www.tuaw.com>

Microsoft Office Spring Cleaning Sweepstakes

Meanwhile, there is a Spring Cleaning Sweepstakes at <http://www.officeformacssweeps.com>, where \$100,000 USD of prizes (Office 2004 for the Mac) is being given away. How's that for irony?

Mactels

To read frequently asked questions regarding Mactels, check out <http://appleintelfaq.com>.

Mac OS X on Dells

The Dells can now have pirated versions of Mac OS X loaded on them designed for Mactels, according to *MacWindows* at <http://www.macwindows.com> Do you *really* want to break the law?

Windows on Mactels

The best dual-boot analogy I heard relates to vehicles, of course. It relates to waking up one morning to discover a Lexus in the driveway, after you've been driving around in a Ford Pinto. Then being hair-brained enough to take the Ford Pinto engine and sticking it under the hood alongside the Lexus engine. Who in their right mind would do that? Apparently, lots of folks:

OpenOSX had developed *WinTel* to run on Mactels at <http://www.openosx.com/wintel/index.html> and it uses Windows 98.

XP on iiMacs

We call them Mactels, because Apple is in the middle of trade marking the name, but the dual-platform geekset calls the units *iiMacs*.

See the *Joy of Tech* cartoon; <http://www.geekculture.com/joyoftech/joyarchives/802.html> or the "been there, done that, feel dirty" cartoon.

Eric Bangeman at <http://arstechnica.com/news.ars/post/20060310-6361.html> stated earlier that the reward had not been given to get XP Pro to boot on a Mactel system, but two guys in California (*blanka* and *narf2006*) took home the nearly \$14,000 USD prize by showing how XP Pro could run in dual-boot mode on Mactels and made geekdom history:

<http://www.hardmac.com/news/2006-03-16/#5271>

<http://onmac.net/>

<http://news.bbc.co.uk/2/hi/technology/4816520.stm>

<http://www.informationweek.com/news/showArticle.jhtml?articleID=183700267>

Download Instructions

<http://arstechnica.com/news.ars/post/20060316-6393.html>

<http://wiki.onmac.net/index.php/HOWTO>

<http://download.onmac.net/>

Watch the video; <http://features.uneasysilence.com/mactel/> And if you watch *MacBreak* over on iTunes, Leo LaPorte also is involved in a MacBreak video too.

Jason Snell did a follow-up report;

<http://www.macworld.com/weblogs/macword/2006/03/winmac/index.php?lsrc=mwrss>

Windows Drivers that work on *iiMacs*; <http://wiki.onmac.net/index.php/Drivers#Ethernet>

And Driver searching; <http://forum.osx86project.org/index.php?showforum=63>

iSlayer at AppleTalk Australia has a 3-part article on Windows on Macs including an interview with Jesus Lopez who is *blanka*:

<http://www.appletalk.com.au/articles/index.php?article=17703>

<http://www.appletalk.com.au/articles/index.php?article=17797>

<http://www.appletalk.com.au/articles/index.php?article=17885>

Gearlog showed benchmark tests of Windows XP on Mactels doing better than XP on non-Mac Core Duo PCs; <http://gearlog.com/blogs/gearlog/archive/2006/03/21/8212.aspx> and

<http://www.insanely-great.com/news.php?id=5906>

Rob Griffiths over a MacWorld offered his experience installing XP on a Mactel (don't try this at home kids); <http://www.macworld.com/2006/03/firstlooks/xpmini/index.php?lsrc=mwrss>

Arik Hesseldahl in *BusinessWeek Online* didn't have a good experience with this either;

http://www.businessweek.com/technology/content/mar2006/tc20060322_658188.htm?campaign_id=search

Over on *MacInTouch* there is a lot of chatter about Macs on Intel;

<http://www.macintouch.com/readerreports/macsonintel/index.html>

There is also a way to **not** dual-boot on Mactel, and that is by running *Darwine* on a Mactel instead. No Microsoft OS is involved, but Windows apps can run in emulated mode;

<http://darwine.opendarwin.org/>

http://www.osx86project.org/index.php?option=com_content&task=view&id=114&Itemid=2

And I also heard that may be a virtualization process could be in the works for Mac OS X Leopard;

http://www.macsimumnews.com/index.php/archive/apple_intels_idf_and_getting_personal/

<http://www.macosxrums.com/articles/2006/03/23/leopard-to-include-vmware-like-virtualisation-software/>

Other Tantalizing Technologies

Intel continues to work on relationships and one that is very interesting is with Transitive (makers of the Rosetta emulator for Mactels);

<http://www.hexus.net/content/item.php?item=4894>. It is possible that other Windows-based apps could run on Mactels with Transitive's help. Intel also has plans for Apple products and these are revealed by Neo at *Macsimum News*:

http://www.macsimumnews.com/index.php/archive/apple_intels_idf_and_getting_personal/

The Q.app is continuing to be worked on at <http://www.kberg.ch/q/> by Mike Kronenberg. "Q" runs Windows, Linux and other operating systems on a Mac as "guest PCs" using OpenGL, Coreimage and Coreaudio technologies to run under Mac OS X using the Cocoa port of Open Source QEMU at <http://www.qemu.org/>.

You might also want to keep your eyes on EyeOS at <http://www.eyeos.org/>. It is a web-based OS from Barcelona that could perhaps one day have something for Mactel systems.

So if you don't mind foolin' around in April with Mactels, EFI and alternate options for the Mactel platform, there are lots of opportunities out there to do so.

No kidding!

Letter from the Editor

What a Way to Start Spring!

by Robert Pritchett

This month is the 30th anniversary of Apple and last month was the 5th anniversary of Mac OS X. Happy Birthday Apple!

Each week we participate in the *Mac ReviewCast* podcast, so if you would like to hear what is going on in the Mac environment, go take a listen at <http://www.surfbits.com>.

I tend to have grabbed a bunch of links on Mactels, and discussions around Microsoft's possible Copland with the current name of "Vista", Windows XP on Mactels and getting non-Mac Operating Systems working on Mactels in the **Letter from the CEO**.

Jonathan Hoyle looks at Java Compilers in **According to Hoyle...**

Meanwhile, please give a warm welcome to our new columnist, Kale Feelhaver, aka *Applemacpunk*, who is currently employed in Information Security as a Security Awareness Trainer for a large US corporation and has been given permission to write for us in his new *macCompanion Mac Security 101* column. This month, he discusses passwording. He also wants to build up participation in his own *Applemacpunk Forums* at <http://www.applemacpunk.com/forums/index.php>. Go register, if you are interested.

We have two articles by Gene Steinberg in this month's **The MacNight Owl** on **Apple's Golden Opportunity** and questions **why anyone would want to run Mac OS X on a PC**.

Ted Bade talks about **Hackers and Mactels, Windows and French Law** in his **Views from the Ivory Tower** this month.

Daphne Kalfon tells us what to watch for when writing musical scores for videos in **GarageBand 3** in her column on **Music and the Mac**.

We have another article on **Video Podcast Basics** in the **Mac Pro Podcast** column. This time, Joseph Nilo discusses editing and encoding Vidcasts. Joseph's audio and video projects are beginning to blossom, so we may not see too many more of his columns. Let us know and also send him Emails if you want to see more of his work in print.

We have combined four published articles from Dennis Sellers, as he writes about his musings and prognostications on the latest Intel Developer Forum activities as the Intel Team discussed plans for future possible Apple projects in this month's **Macsimum News** column.

Leland Scott was busy this month with a few articles on his website at <http://www.musingsfrommars.org>. We *strongly* suggest going there to read his archived articles for March on his excellent discussion on **AJAX and DHTML**, pricing issues he found at **PC Magazine on the G5 Quad** and this issue of *macCompanion* captured the one on his take on a Windows environment for accessing browser bookmarks named *Netjaxer*. He points out that this kind of technology has been available in Mac OS X for 5 years now in his **Musings From Mars** column.

Steve Stanger opted out this month. He too has been really busy lately. Go see what he has been doing at *The Mac Attack* at <http://themacsattack.libsyn.com/>. Write to him if you would like to see more of his efforts in *macCompanion* as well and of course, listen to his **The Mac Attack** podcast each week.

We also have another article from Christopher Duncan's *Reality Check* about Political Correctness (the other PC) in his **Practical Strategies** column.

And Tim Verpoorten has included his list of Freeware for the month in his Mac ReviewCast column.

Harry {doc} Babad rounded up some more tips for us to devour in his Macintosh Tips column.

And we snuck in a guest article that just seemed to fit April from Billy James about Windows Vista that could possibly not 31 Baskin-Robbins flavors, but rather, Chipotle.

And of course, we have a bunch of book reviews that run the gamut of the computer industry that are intended to educate and inform. If you like what you see, go check out the books via our links and buy one or two.

Our software reviews are running a little scant this month. Promised software hasn't showed up yet. Seems everyone is getting Ubinary-happy what with the move to Mactels, but Harry was able to do a combo of *Business Card Reader II* and *CardIRIS* and Ted Bade was able to review *Flip4Mac* for us.

Please take the time as Spring begins to drop by our links, *macCompanion* links to our staff and other folks who enjoy Macs as much as we do, and our affiliates, so we can continue to give you interesting reading items each month.

Once again, happy birthday Apple! We dedicate this issue to all those folks over the years that have made this industry and magazine possible. May we all be fruitful!

May peace, health and prosperity be yours.

Sincerely,

Robert Pritchett

According to Hoyle...

Cross-Platform Software Development from a Macintosh Perspective: Java compilers

by Jonathan Hoyle

[jhoyle at maccompanion.com](http://www.maccompanion.com/jhoyle)

Last year, we began our series on cross-platform software development for the Macintosh, covering a number of development environments and frameworks:

- **Intro:** http://www.maccompanion.com/archives/september2005/Columns/According_to_Hoyle_1.htm
- **Qt:** <http://www.maccompanion.com/archives/october2005/Columns/AccordingtoHoyle.htm>
- **wxWidgets:** <http://www.maccompanion.com/archives/november2005/Columns/AccordingtoHoyle.htm>
- **CPLAT:** <http://www.maccompanion.com/archives/december2005/Columns/AccordingtoHoyle.htm>
- **REALbasic:** <http://www.maccompanion.com/archives/january2006/Columns/AccordingtoHoyle.htm>
- **Runtime Revolution:**
<http://www.maccompanion.com/archives/february2006/Columns/AccordingtoHoyle.htm>
- **AMPC:** <http://www.maccompanion.com/archives/march2006/Columns/AccordingtoHoyle.htm>

In this month's column, we review the state of Java compilers for the Macintosh developer.

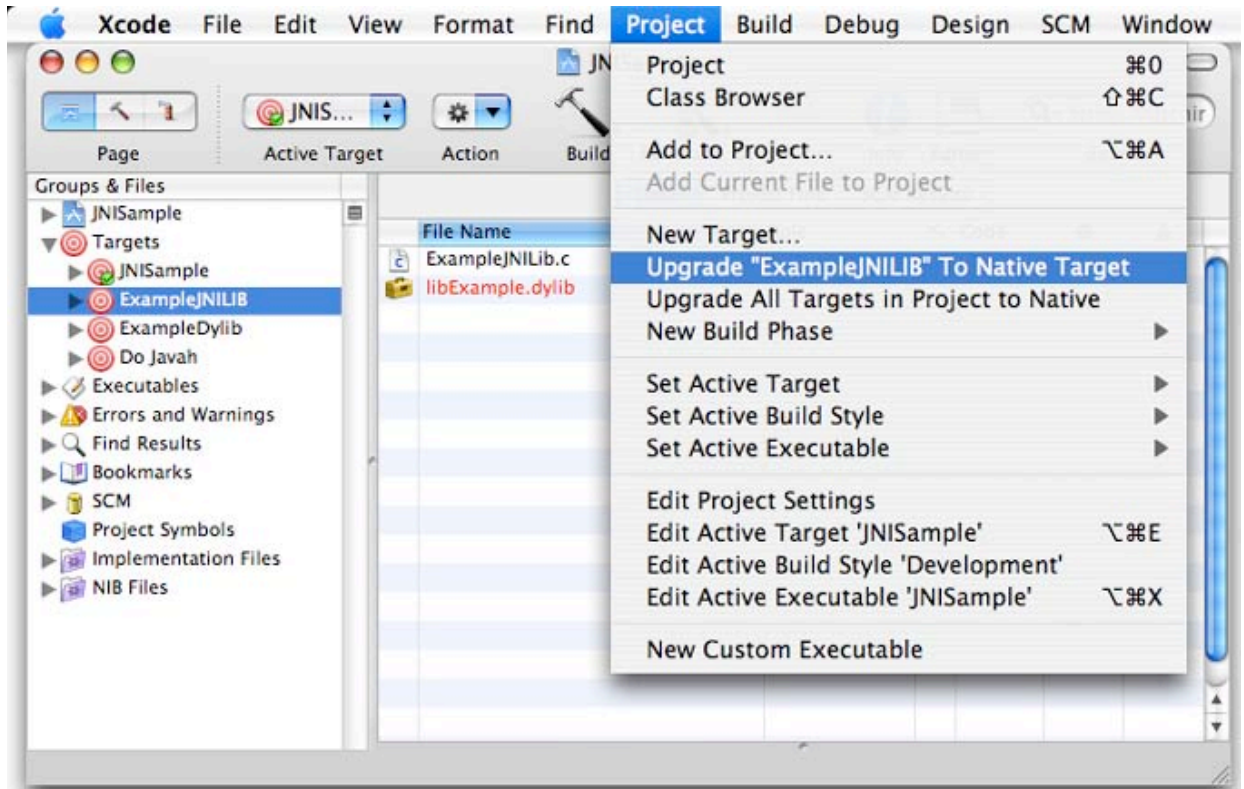
Java: The Preeminent Cross-Platform Development Platform

Unless you have spent the last 10 years as a prisoner of Azkaban, you have no doubt heard of Java. Developed by Sun Microsystems to be an object oriented language loosely based upon C++, Java has quickly grown to be one of the most popular programming languages. With built-in garbage collection, Java sheds C++'s pointer weaknesses of memory leaks and access errors. Most importantly, the designers created the Java Runtime Environment (JRE), allowing Java applications to run on any platform that supports the JRE.

It is important to remember that there are two sides to Java: the front end Java programming language, and the back-end Java byte code that runs in the JRE. Although they are typically found together, there are commercial packages in which they are separated. For example, Microsoft's *Visual J#* development environment compiles the Java programming language into the .NET intermediate language instead of Java byte code; a reverse example is *Axiomatic Multi-Platform C* (reviewed last month) which compiles the C programming language into Java byte code. A more insidious example is the now defunct *Visual J++*, Microsoft's Java compiler, which failed to be fully cross-platform (many apps it created ran only on Windows). In this article, we shall review only fully compliant Java development environments, both front end and back end.

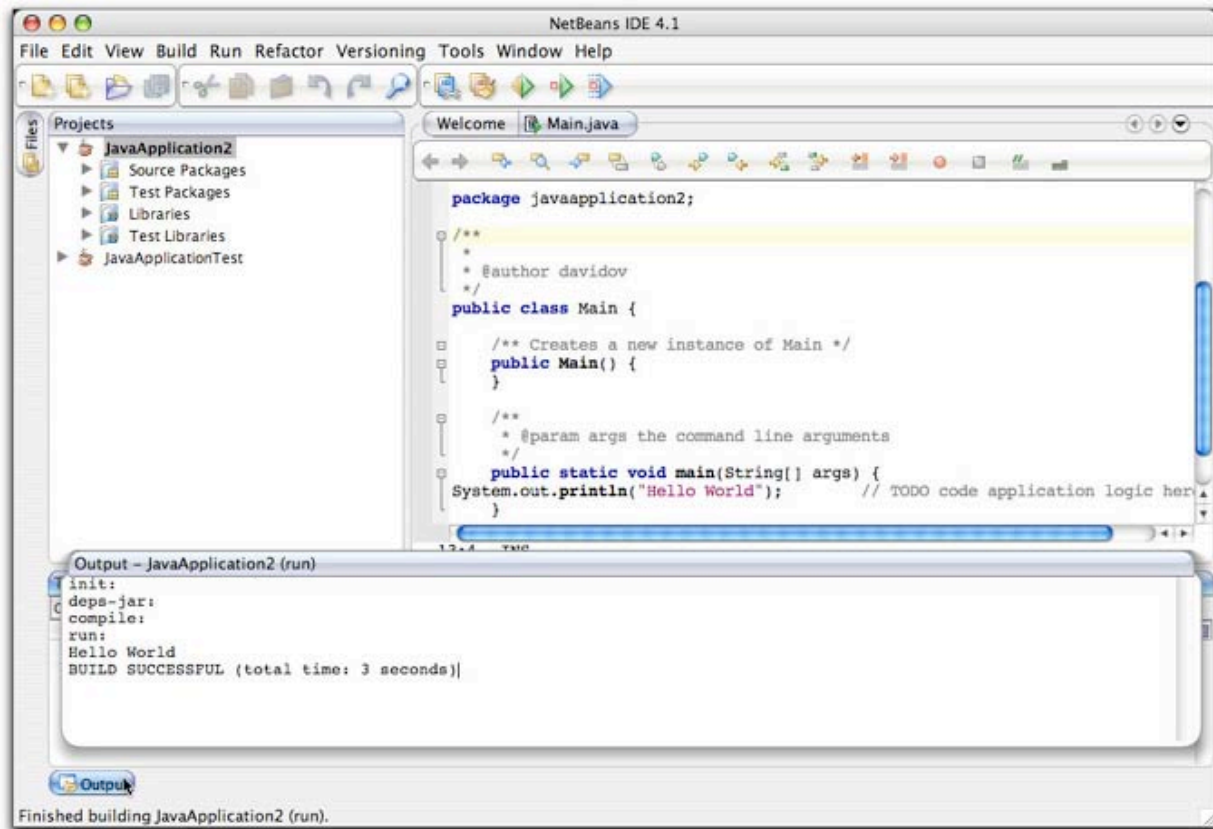
Free Java Compilers

Not all Java compilers are created equal, at least not from a Mac OS X perspective. Sun provides a free Java compiler called *javac*, and IBM provides a highly optimized one named *jikes*. Each of these, however, is a command line interface compiler and thus requires you to run it inside the *Terminal* application. Although they are both good compilers, console applications do not provide an acceptable Macintosh user experience. Fortunately, Apple comes to the rescue here with *Xcode*, the free IDE that comes with Mac OS X. *Xcode* can wrap either *javac* or *jikes*, allowing you to build Java applications <http://www.apple.com/xcode>. With its code completion and enhanced debugging capabilities, *Xcode* is an excellent platform for Java development on the Mac. However, because *Xcode* itself is Mac-only, the only way to debug Windows or Linux is through remote debugging. This is a less than optimal way to develop cross-platform code.



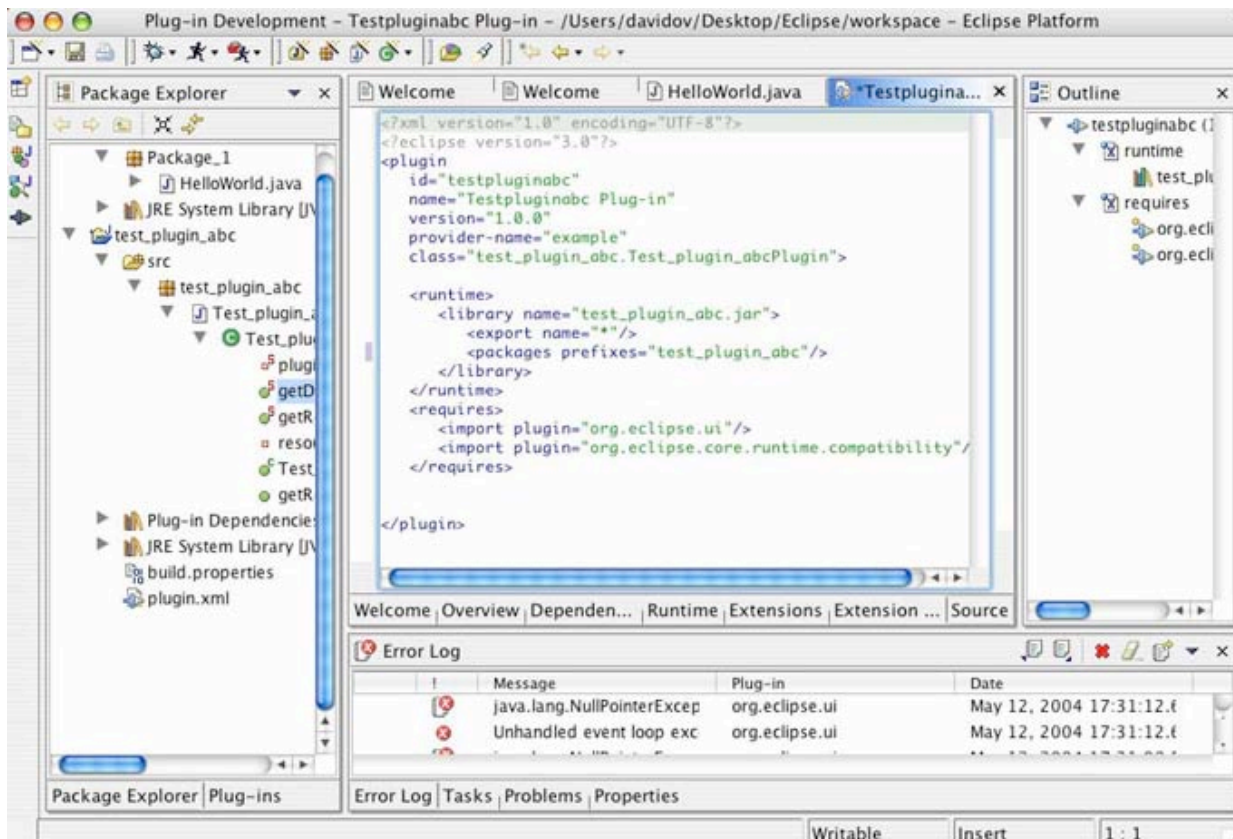
Xcode screenshot

There are two other free (and in fact Open Source) Java IDE's, which are themselves written in Java. One is *NetBeans* <http://www.netbeans.org>, a very popular open source Java programming environment. *NetBeans* has a built-in GUI builder, code completion, code folding and much more. Its feature set is rich and far more powerful than that found in *Xcode*. Unfortunately, its GUI is still a bit immature from a Mac perspective. The most obvious sign of this is its application menu bar being attached to the window, as opposed to being at the top of the desktop. This is a common problem found in applications written by Java developers who think of their Mac clients as an afterthought.



NetBeans screenshot

A better choice, and the one recommended for a free compiler, is *Eclipse* <http://www.eclipse.org>. *Eclipse* has most of the features that *NetBeans* has plus a cleaner Mac OS X user experience. *Eclipse* also has a great feature called *code refactoring*, the ability to make global changes to your code when changing the name of a method, variable or even modifying a function parameter list. Although *NetBeans* has recently added this to its feature set, code refactoring remains more mature in *Eclipse*. Furthermore, the user interface, besides being more Mac friendly, is also a lot more intuitive and easy to navigate. It has also begun to capture a huge chunk of the Java marketshare. By all accounts, *Eclipse* is the leader in the freeware Java arena.

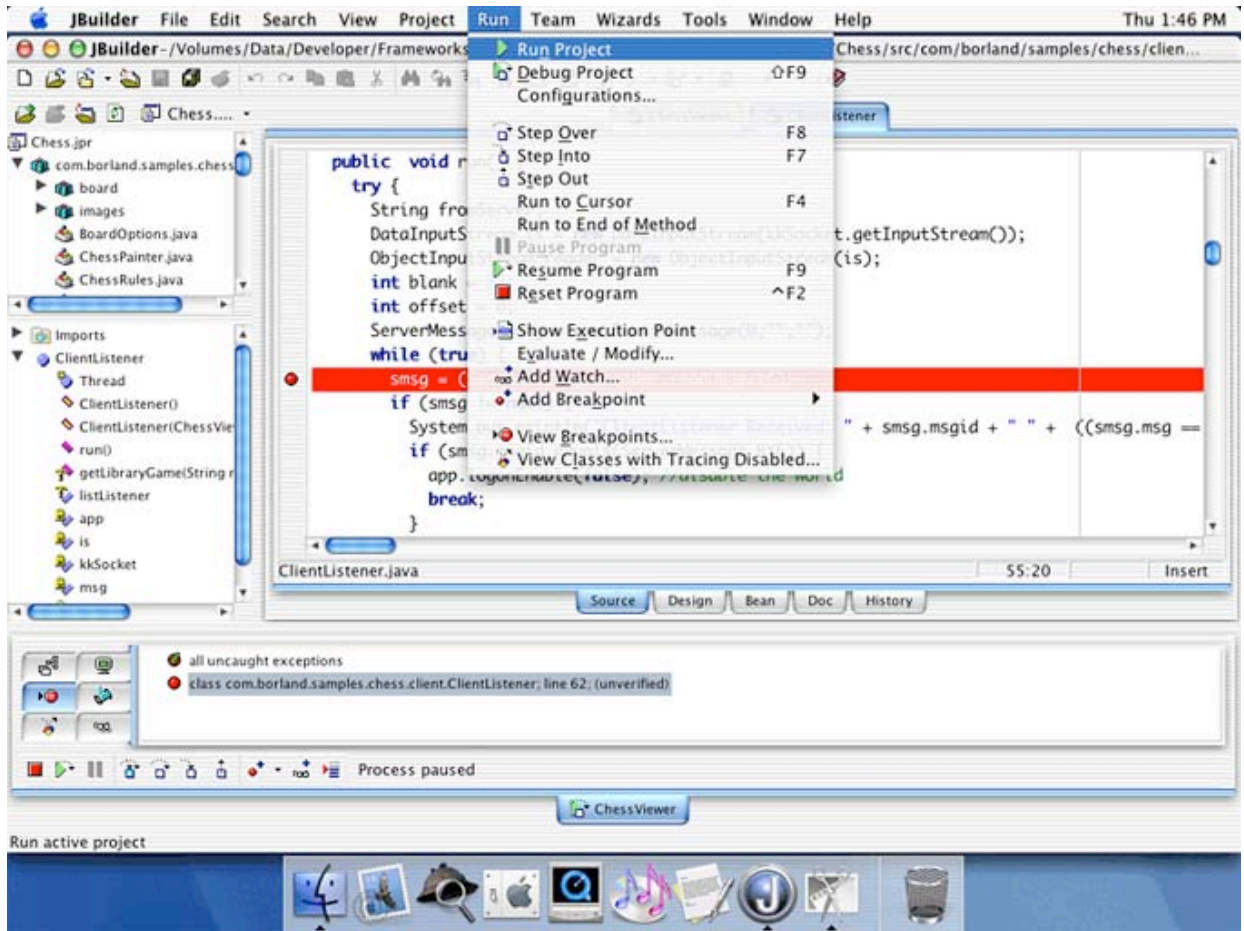


Eclipse screenshot

Commercial Java Compilers

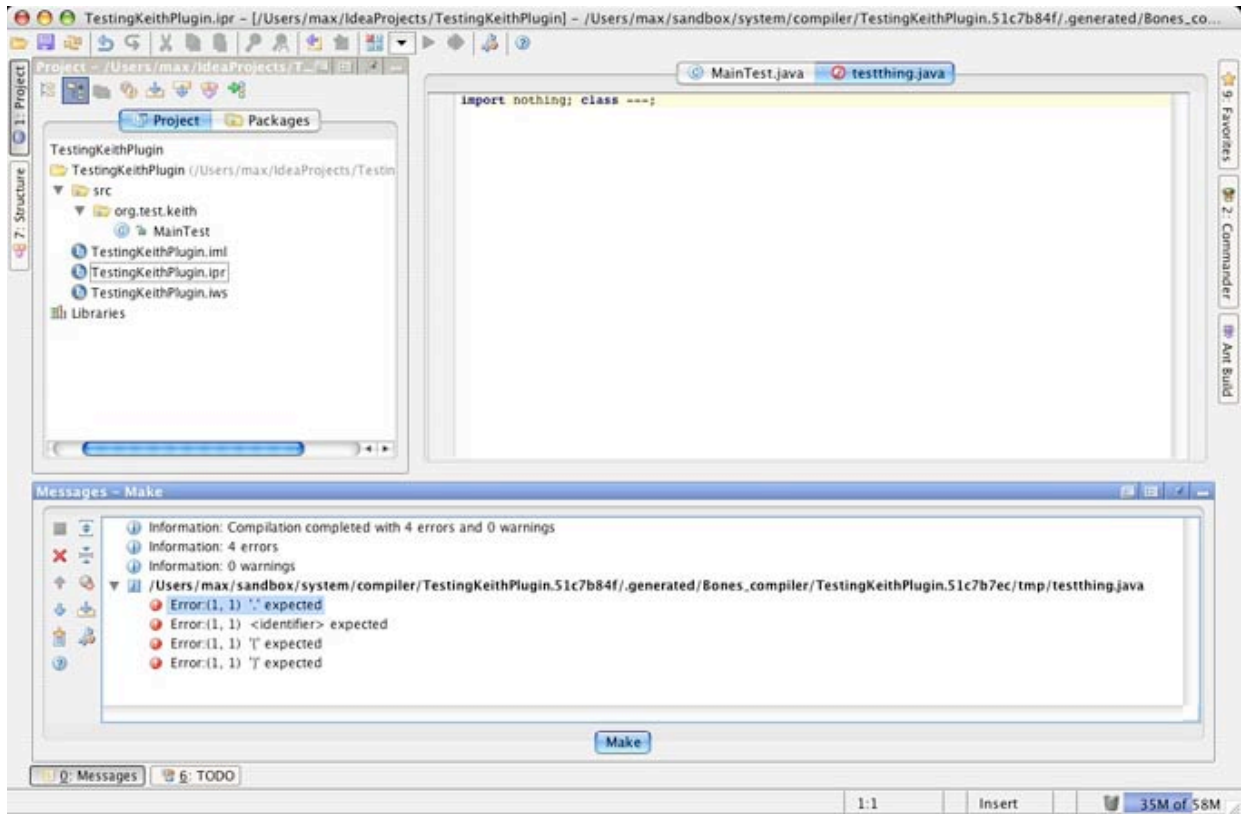
With the number of high quality freeware options for Java on the Mac, the need for a commercial Java package may be a bit limited. With CodeWarrior dropping out of the Mac and Windows development arena, coupled with Apple's big push to their own free tools, there are essentially two compilers left standing in the commercial world for the Mac: *JBuilder* by Borland <http://www.borland.com> and *IDEA* by JetBrains <http://www.jetbrains.com>. Each retails for \$499.

Shortly following the release of Mac OS X in 2001, Borland returned to the Mac development community with *JBuilder*, after an absence of nearly 15 years. Borland won a large number of awards for their *JBuilder* product, particularly for its ease of development. Supporting all of the latest standards, *JBuilder* quickly became the dominant IDE for Java, both on Windows and Mac OS X. Borland began making appearances at Apple's Worldwide Developer's Conference and quickly made inroads into the Macintosh. However, the tide began to turn in 2003 and 2004 when the popular (and free) *Eclipse* began to erode *JBuilder's* marketshare. About a year ago, Borland finally gave into the competition by announcing that its future roadmap will include integrating *JBuilder* with *Eclipse*: http://www.theserverside.com/news/thread.tss?thread_id=34246. As of this writing, *JBuilder 2006's* system requirements no longer include the Macintosh.



JBuilder screenshot

For the best Java compiler available today, the hands-down winner is *IDEA*. *IDEA* is similar to *Eclipse* from a feature checklist perspective, but *IDEA* does it more easily and more intuitively. Despite how nice *Eclipse* is, it appears clunky when compared with *IDEA*. *IDEA* takes fewer keystrokes to do most of the same tasks, and the workflow appears smoother. Its interface is more easily discoverable as well. Its GUI builder is also very intuitive and very powerful. The benefits of *IDEA* are harder to describe than they are to show, so I would encourage anyone interested should download the demo from their web site at: <http://www.jetbrains.com/idea/download>.



IDEA screenshot

Conclusion

Each of the packages discussed in this article are very good Java compilers, so from that perspective, you really can't go wrong. However, *Eclipse* has taken on the Java world by storm and is likely to come out the clear winner in marketshare. It is one of the best freeware IDE's ever made available, and is better than most commercial ones. The only product better is *IDEA*, which excels above and beyond and Java IDE before it. *IDEA* is the best of the best and is this author's recommendation for Java development.

Views from the Ivory Tower

Hackers and Mactels, Windows and French Law

by Ted Bade

All you Mac fanatics out there have been stirring up trouble with the “hacker” community. They (and we) have been going around crowing as loud as they can (and to anyone who will listen), that Mac OS X is incapable of being hacked into. This apparently has been taken as a challenge by some members of the hacking community. Which means that some of them have been working hard to bring some piece of true malware to Mac OS X.

You might have heard that a fellow in Sweden apparently placed his *Mac mini* on the Internet and challenged any hacker to break into it. Again apparently, it took one hacker only 30 minutes to break in. But don't worry, I said apparently for a reason. According to some sources, this was some type of setup.

According to one article, the task of hacking into the Mac was made very easy by giving the hacker an account on the Mac in question. Well sure, if a person already has an account on the machine it would be significantly easier to break into other parts of it. I guess the lesson here is; **if you don't want hackers to hack into your Mac, don't give them an account on it.**

In any case, the person who was questioning this hack, put his *Mac mini* on the Internet and asked people to hack into it as well; <http://www.macworld.com/news/2006/03/07/hacked/index.php?lsrc=mwrss>. Except that he followed some basic sensibility rules:

The difference in this case was that he set up his *Mac mini* like a typical user and gave away no accounts.

The test went on for a while, until it was abruptly cancelled, not because the Mac was hacked, but because the university he was at said he couldn't continue the challenge any more. (I think he forgot to ask for permission to clutter up the University's bandwidth.) In any case, the *Mac mini* was hit a number of times during the trial period. According to one article, <http://www.techweb.com/wire/security/181501999>;

“The Mac had two local accounts, and Schroeder left both SHH and HTTP open. The mini garnered attention and lots of traffic, said Schroeder, who logged 4,000 attempts. The machine weathered two DoS attacks, various Web exploit scripts, SSH dictionary attacks, and untold probes by scanning tools, he added.”

Actually **this** *Mac mini* was never compromised in the 38 hours it was open to attacks. What does this tell us? Well it seems to me that we can safely say that Mac OS X is secure. While it probably is not invulnerable, it definitely requires much more effort to break into a Mac than it does to break into a Windows-based machine. Which means, at the moment, Mac users won't need to pay the Window's virus tax.

My policy on this is to keep alert to what is going on, install all of the security updates that Apple provides, and to stay alert to how I use my Mac. Recently a number of “Concept” viruses have popped up for Mac OS X. The one thing that is common with every one of them is that the user has to do something to give the malware permission to do its deeds. Everyone makes mistakes, but when your computer asks you for permission to do something, try to understand what it is asking. If you aren't sure what it is, say “No”, and ask someone who might know the answer. If you say no and later discover whatever it was, was not a bad thing. You can always go back and continue. If you say “Yes”, it might cause a lot of work to recover your computer! Remember, only you can prevent SUS (Stupid User Syndrome)!

Can't get that virus to run on Mac OS X? Install Windows and it will work like a champ! - We all expected that once Apple began sticking Intel chips into their Macs that it would only be a matter of time before someone figured out how to run some variety of Windows on it. I don't think these people are masochists. Just simply people who for some reason, need to run an application that doesn't have a Mac OS X version.

You might have heard that a contest was created to foment a workable solution. One of the major hurdles was the fact that the Intel-Mac uses EFI rather than BIOS technology to provide hardware interfacing. If you want to run some variety of Windows on a MacIntel natively you need to account for this major difference. (A major incompatibility. Apparently Microsoft's new OS named *Vista* was going to use the EFI technology as well. (Although, I did hear that they were rethinking this.)

Some enterprising person decided to get people working on the problem by creating a contest. The prize would go to the first person that successfully booted Windows XP on an Intel Mac! Since there was money riding on making it work, it didn't take very long for someone to claim the prize.

If you are interested in how it is done, there are many sites that host the instructions. MacWorld has a long article on the process (including some suggestions on how to recover if things go wrong) at <http://www.macworld.com/2006/03/firstlooks/xpmini/index.php>. Another site has a video on how to do it! <http://features.uneasysilence.com/mactel/>.

The bottom line is that you need a little utility program (provided for free by the hacker), a working copy of Windows, and the time to bring it all together. Now that all the hard work is done, I expect people will refine the process and make it easier and easier to do.

Meanwhile, in France - French lawmakers are not happy with Apple's DRM, or at least with how it remains closed. The problem is this, Apple's DRM can only be used by Apple, and, most importantly, can only be played on Apple branded digital music players (that is, any variety of the iPod). This means if you want to buy music or video from the ITMS, you must use an Apple product to make use of it. (There are ways around this.) It also means that I cannot start a company to sell audio and apply Apple's DRM to it. If I want something to be protected and have it work on an iPod, I have to go through Apple.

What the French Law wants is that companies like Sony and Apple to share their DRM techniques, so that anyone can use them and anyone can make a player to play the protected files. Sounds like a fair deal for the consumer and not the best deal for the Corporation. However, I imagine, like Microsoft, Apple could license the DRM technology to those interested in using it. And like Microsoft, they could be selective who they license it to.

http://biz.yahoo.com/ap/060321/france_itunes_challenge.html?v=3

However, the law might be really asking for DRM to be removed from these files altogether, or disabled in some other fashion. This would not be a good thing. All copy protection techniques keep honest people honest and make it a bit more difficult for people to pirate the music. If the French law requires the removal of DRM, then they are going to create a lot of issues. Some US politicians are concerned with this as well and are working with Apple against the French law. <http://www.physorg.com/news12082.html>

Apple says that opening the DRM will create State-sanctioned piracy of music.

http://today.reuters.com/news/newsarticle.aspx?type=internetNews&storyid=2006-03-22T015826Z_01_N21354430_RTRUKOC_0_US-APPLE-FRANCE.xml&rpc=22

Apple's closed DRM means that some materials won't become available for the iPod. (Read my previous rants about audio book lending programs in the US.) It also makes the DRM a lot harder to break, which reduces piracy. If the DRM is opened, it would be inherently easier for people to break it. I don't know what will ultimately come from this law.

Happy 30th birthday Apple - As I write this last note, it is only a few days before April 1st, which will be Apple Corporation's 30th anniversary. Realizing that the founders of Apple specifically choose April Fool's Day to officially begin business, gives you a perspective of the people who founded Apple and the company itself. When the 20th anniversary came around, Apple release a really cool looking computer, which turned out to be an extremely early foreshadow of what was to come. Today, really cool looking computers are the standard from Apple. So what will Apple bring us on this anniversary?

Will it be a new and exciting computer form factor? Will it be the iPod pico, an iPod so small it fits into your ear, holds your entire library and plays what you want to hear? Or will it be something totally new to Apple? Then perhaps the people at Cupertino will just sit back and relax for a day. Who really knows? I can't wait to see!

Cache Out

Mac OS X attempts to make your Mac more efficient by saving (or caching) frequently used data to keep it readily available. This is a great idea, and generally caching works quite well. However, like anything, data in the caches can become stale after a while, causing the OS to stumble a bit, so clearing your caches out can be a good thing—as long as you're careful. The two main cache folders used by Mac OS X are /Library/Caches and /username/Library/

By deleting the contents of Mac OS X's cache folders, you can help clear out any old or erroneous data from the OS.

Caches. Delete the contents of these folders (but not the folders themselves!) and reboot to rebuild them with fresh new data.

20 MacAddict October 2005

The fix worked but of course wiped out my clipboard entries. But in a few days, I'd replaced them so I was in business again.

(Benjamin Salanki, StupidFish 23 Software, [fish23 at stupidfish23.com](http://fish23.at.stupidfish23.com))

§ § § § § § § § § § § § § § § § § §

Working With Locked Acrobat Files - PDF Skeleton Key

Q: How can I print or edit password-protected PDFs?

A: That depends on what exactly the password is protecting. If the PDF is locked so tight that you need a password to even open it, then sorry, no dice. If it's simply locked against editing or printing, you can use PDFKey Pro www.pdfkey.tk create an identical, but copy of your PDF. This utility costs about \$12 at press time.

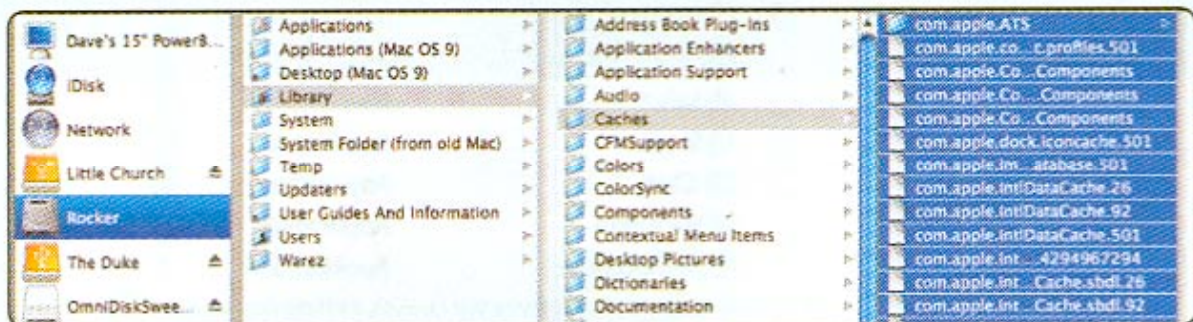
MacAddict Magazine http://mac-hints-tips.com/mar2006_tips.htm

Note I'll be reviewing this product in an upcoming macCompanion so keep an eye out for it. *Doc.*

§ § § § § § § § § § § § § § § § § §

It's All About Those Caches Files Your System Installs, and Installs and... — So Cache Out

Mac OS X attempts to make your Mac more efficient by saving (or caching) frequently used data to keep it readily available. This is a great idea, and generally caching works quite well. However, like anything, data in the caches can become stale after a while, causing the as to stumble a bit. So clearing your caches out can be a good thing - as long as you're careful. The two main cache folders used by Mac OS X are Library/Caches and username/Library/Caches. Delete the contents of these folders (but not the folders themselves!) and reboot to rebuild them with fresh new data.





<http://www.applemacpunk.com>
applemacpunk@cox.net

Mac Security 101

Secure Building Blocks: Creating a Complex Password

By: Kale Feelhaver aka: Applemacpunk

The password is the first and foremost building block of security. The complexity of a password determines how strong this building block will be. Many Mac users have heard of complex passwords, but have no idea what they are, or how to create one. This article takes a brief look at complex passwords and several methods to easily create them. The tips in this article can be used to create user account passwords on your Mac, but can also be used to create passwords in general. From user online banking to email, passwords are everywhere. Complex password can create a strong building block to help avoid identity theft and data loss.

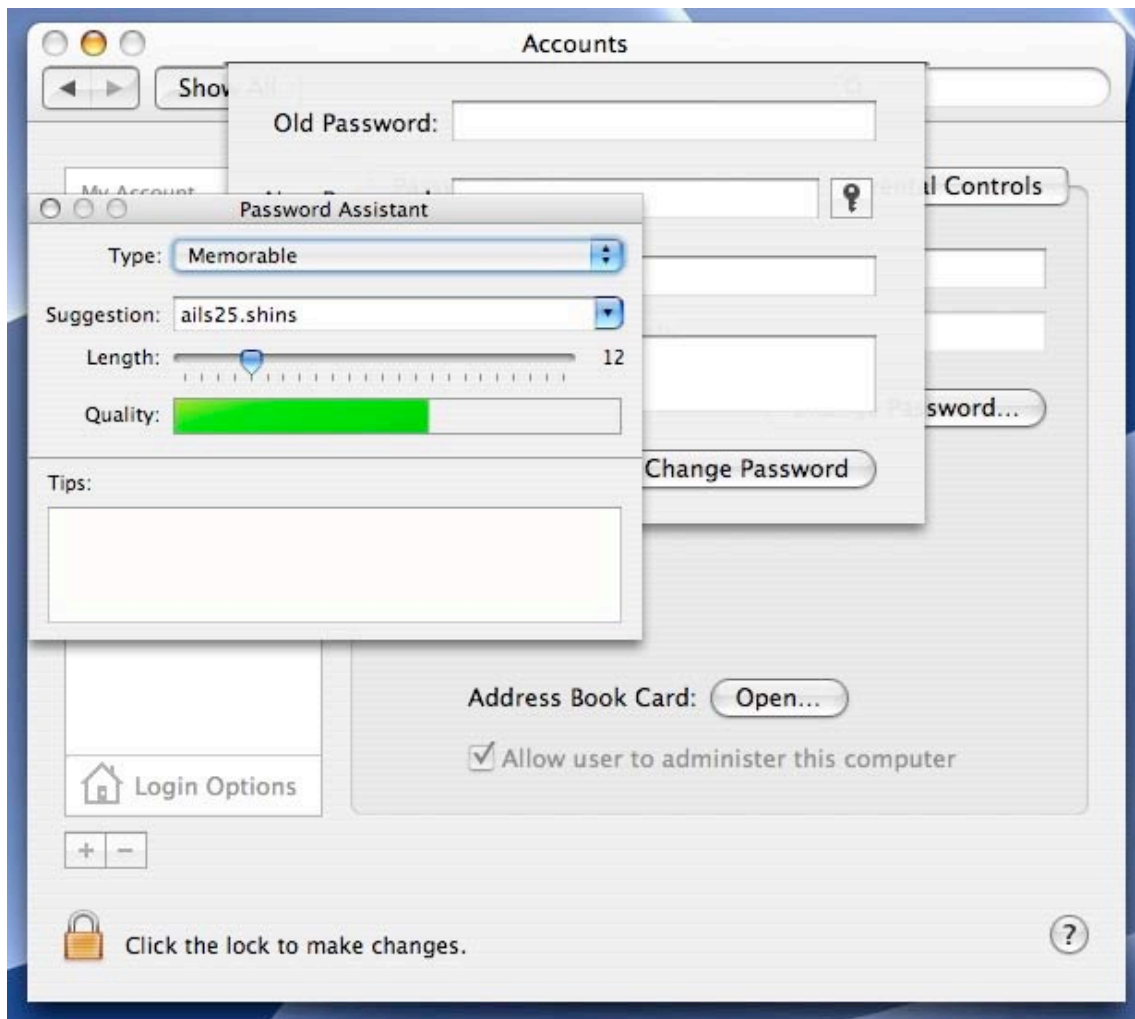
The phrase “complex password” has no definite meaning. This definition will vary from person to person. For certain applications, a complex password may be 16 characters or more (and may include several non-alpha or non-numeric characters), but for the sake of this article, I will define a complex password as having the following four requirements. It should be at least 8 characters in length, have at least one uppercase letter, at least one lowercase letter, and have at least one number or symbol. However, simply meeting these requirements does not necessarily guarantee a complex password. Here are some examples of passwords that meet the above requirements and still are not complex passwords: P at ssword, 116ElmSt, Monday01.

Even though these passwords meet the requirements, they are easy for a hacker to guess. A complex password is not only a mixture of uppercase, lowercase and non-alpha characters, but also not based on a dictionary word. There are hacking tools circulating the Internet, which can cycle through every word in the dictionary (including foreign languages) in a matter of minutes. A password based on a dictionary word can easily be compromised using such a tool.

To create a complex password, Mac users should try to avoid dictionary words and other common hacking targets. Do not use things like dates, family member’s names, license plate numbers, social security numbers, usernames, or addresses in your passwords. These can be easily guessed by anyone who finds out a little about you. Complex passwords should be easy to remember, hard to guess, and easy to type quickly. Once you have created a complex password, keep it a secret. Giving away your password defeats the purpose of creating one. Most importantly, never leave a password blank. Even if the system allows you to do so, this is not a good security practice.

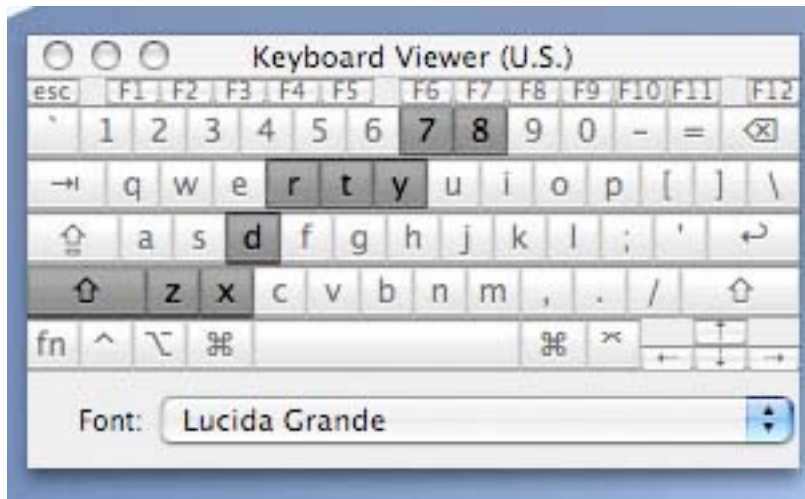
“So how do I create a complex password?” There are several ways to create one. First, I’d like to talk about Mac OS X’s built-in Password Assistant. To access this utility, launch System Preferences, click on the Accounts icon, select your user, click the Change Password button and click the lock icon.

This utility can be used to generate random passwords, and also to test the complexity of the passwords you create. This tool is extremely comprehensive, very easy to use, and free with Mac OS X. If this program is not your style, there are a number of websites that have similar tools for creating random passwords. Among them are <http://www.techzoom.net/security-password.asp> and <http://www.authenticator.com/>.



While password generators produce very complex passwords, the average user would find many of them hard to remember. For the remainder of the article I will discuss 4 alternate methods to create complex passwords that are easy to remember. I will approach these methods using the criteria defined above, but you can easily apply your own criteria to create passwords that are longer or require more special characters.

The first is the “Keyboard Pattern” method. This method is simple. Create a pattern on the keyboard and look at the password as a series of keystrokes rather than as a series of characters. An example would be ZXdrty78. The keyboard pattern is shown below.



This can be a great way to create passwords, but be careful when using this method. Do not use obvious patterns like qwerty, and make sure to use a mix of uppercase letters, lowercase letters, and numbers or symbols. Don't make the pattern too symmetrical, or it can be easy to guess. Always use a pattern that is easy to remember, but not obvious.

Method two is the "HaXor" method. This process involves using simple words or phrases, but replacing letters with numbers (or symbols) and intermixing capital and lowercase letters. An few examples are listed below:

1. Sea Lions = S3aL!0n5
2. I Like Tea = i!k3tEA
3. Encryption = 3Ncrypt10n

The "HaXor" method is an easy way to make a password that is hard to guess, but easy to remember.

The third method is the "Acronym" method. Think of a sentence that means something to you and nobody else. Use the first letter from each word in the sentence to create a password. For instance, I had a 1977 Buick LeSabre that was stolen from my driveway several years ago. I could use a sentence like: "My 77 Buick was stolen from my driveway"... and translate it into this password using the "acronym" method: M77Bwsfmd.

The "Acronym" method produces a password that is both easy to remember and difficult to guess. This is my preferred method of creating passwords, and perhaps the simplest of the methods discussed.

The final method I want to discuss is the "cipher" method. The word cipher is defined as a code used to disguise a message. A simple way to create a cipher is to use a book. Any book will work. Turn to any page in the book, and use the first 3 letters and last 3 letters off that page in conjunction with the page number. For instance, let's say you turn to page 13 in your favorite novel. If the first word on the page is "During" and the last word on the page is "ever", your cipher would be 13Durver. The "Cipher" method produces a password that is very difficult to guess. If you ever forget it, you only have to remember which book and which page you used to create it. The process is called the "Cipher" method because there is always a key to decrypt it. You can further increase the complexity by adding more characters, or characters from multiple pages. For instance, you could use the first and last letter of the first paragraph on the page, coupled with the page number and the last 4 letters of the author's last name. The possibilities here are endless.

What happens when you create an account password that is so complex you can't remember it? Luckily, Mac OS X includes a Password Reset utility on the install disc. To use this utility, put your Mac OS X install disc in the optical drive, and restart your Mac with the "C" key held down. This will force your Mac to boot off the CD instead of the hard drive. Once you reach the installer screen, choose *Reset Password* from the *Installer* menu (if you're using Panther or Jaguar) or the *Utilities* menu (if you're using Tiger). Select your user account and set a new password. Then reboot and log in with your new password. For this reason, your Mac OS X CD's should never be stored near your Mac. Store them in a safe or other out of the way area. If someone was to gain access to your Mac and your Install Disc, they could change all the password and render your Mac unusable. Remember, the Install CD is not only possible security threat, but it is also your license for Mac OS X. Keep this disc in a secure place.

If you ever forget a password for a website, bank account, or other password protected service, simply follow the company's policy to retrieve it. Most banks, forums, shopping carts, and other sites have a lost password policy. Normally this can be done through the browser, but sometimes the company may require you to make a phone call or send an email. In any case, most sites post their password retrieval policy and make it easy to find. Don't panic, just breathe and follow the policy.

Using these steps, all Mac users should be able to quickly and easily create complex passwords that are both secure and hard to forget. You should also be able to regain access to your data in the event of a lost password. Since the password is the building block of security, a complex password can be the difference between a house built on rock or a house built on sand. When it comes to security, put your Mac on the rock.



The Mac Night Owl

<http://www.macnightowl.com> Copyright © 2006 Making The Impossible, Inc

Microsoft's Delays and Apple's Golden Opportunity

by Gene Steinberg

All the bad news from Microsoft appears to indicate the company has its share of problems. In fact, this has been a perfectly awful week for the house that Bill Gates built.

First, there's the news that the consumer version of Windows Vista will miss its holiday shipping deadline, and won't be out until 2007. PC box makers are going to have to find something else to sell their products, and don't be surprised if they take the hit and offer ultra-cheap or free Vista upgrades for folks who buy a new computer for the holidays.

Second, Microsoft reorganizes its Windows unit, and you can bet that's a strong public statement, regardless of the spin, that things have gone terribly wrong in its operating system arena. It's also meant to reassure everyone, including Wall Street, that the company will somehow get its act together. Of course, whether anyone believes it is another matter entirely.

And, as might be expected, the forthcoming Office 2007 gets a late slip too, and this will supposedly allow for a simultaneous release of both products. Of course, missing the critical holiday season no doubt means that Microsoft will need to ramp up the Xbox publicity machine, to divert your attention and surely to compete with Sony's PSP 3, which will be in full bloom by then. That is, unless Sony, too, is beset with still another delay.

Meantime, in this corner is Apple Computer with a once-in-a-lifetime opportunity to gain a huge amount of market share at the expense of Microsoft. It's not, of course, as if lots of businesses will all suddenly desert the Windows platform and buy new Macs, even if the technique to dual-boot both operating systems has been greatly simplified by then. That's a market that will provide only modest support for the Mac and, as usual, largely in the creative departments. When it comes to consumers, however, it'll be a different story, and here Apple might have the entire field largely to itself, even if PC makers fall over themselves offering deals to get the Vista upgrade, whenever that really ships.

As a practical matter, you might expect that Apple will want to shorten its Leopard development time, and that Steve will get the troops in line to get it out in some decent form by late October or early November. But will it even be possible? Bear in mind that the WWDC won't occur until August, and developers are going to want a reasonable amount of time to absorb the changes in 10.5 and get to work bringing their products in line. No doubt there will have to be special kits to allow developers to harness the new features in their own products and forcing them to add support within a couple of months will be no mean trick. Lest we forget, many will still be trying to get their Universal upgrades out the door.

Yet, most of the heavy lifting of Mac OS X has already been done, and it may well be that Apple can not concentrate on packing on new and improved features without affecting the basic plumbing. That means that the need for major updates won't be necessary. Just about anything that runs properly on Tiger will run on Leopard, and if that's the case, as many hope, it won't matter if there's a very short window of opportunity. Now that would be a statement that'll get loud cheers, because it'll provide reassurance to developers that they don't have to do a thing to ensure full Leopard support.

Remember, also, that all new Macs will be shipping with Intel processors by then. In fact, you may likely see second-generation versions of the MacBook Pro, iMac and Mac mini, since Intel makes frequent and very public updates to its chips. There will be plenty of stuff to sell for the holidays, and having all that gear ship with a brand new version of the Mac OS will be the icing on the cake. At the same time, Apple won't have to confront the Windows marketing machine head on. It'll have the field for itself.

But there is one potential downside here, regardless of whether Leopard ships before the end of the year or not, and that's whether people truly care about operating systems these days. This is a point I've raised before. While Microsoft will probably have a harder time persuading its customers to upgrade to Vista, at least until there's plenty of vetting time to check for serious bugs and other issues, it won't be a cakewalk for Apple.

I mean, how often do you really want to spend \$129 for Mac OS upgrades, when the one you're using runs perfectly fine now? Sure, Apple has slowed its operating system development process to a more reasonable level. I'm even sure that it will graft some awesome features onto Leopard to entice you to buy a copy. But, other than getting it on a new Mac, will you just decide you are perfectly content with Tiger for now?

On the other hand, Apple will probably be too busy selling iPods and other consumer electronics gear to care.

The Tiger Report: Do You Really Want to Run Mac OS X on a Plain PC?

Last year, when Steve Jobs announced that Macs would soon sport Intel processors inside, some wondered whether that meant that Mac OS X would eventually run on just about any PC box, such as a Dell, HP, Gateway and all the rest. "No", said Apple. The Mac operating system was meant strictly for Mac hardware, although they'd do nothing to prevent you from running Windows. Of course, they wouldn't help you either, and, frankly, no effort to install Windows on a Mac without an emulator has succeeded, at least not yet. [Note: See the *Letter from the CEO* this issue.]

In some quarters, saying "no way" is nothing more than a challenge to do it anyway. Once prerelease copies of Mac OS X for Intel got into the hands of developers, a few predictably also turned up on peer-to-peer networks, and crackers went to work to see if they could prove Apple wrong. Despite the expected hardware and software protections, a few reports appeared that proclaimed success in making it run on a vanilla PC.

Were Apple's efforts to keep the Mac OS on real Macs doomed to failure? A good question, and it's a sure thing that protective measures were enhanced once the first MacIntels shipped. But that didn't stop some folks from just working that much harder to find back doors and other methods to make it happen anyway.

To be sure, Apple's legal department has gone after sites that posted the methods used to hack Mac OS X to install on non-Apple hardware. But this is apt to remain a cat-and-mouse game, with Apple enhancing its dead bolt locks and methods being found to break down the doors anyway.

Forgetting the legal ramifications, consider the time it takes to engage in this questionable process. Now consider that you can buy a real Mac, the mini, for just \$599, and that it contains far more goodies that you'd find in most any PC box anywhere near its price, and you wonder why people bother. Well, there is, of course, the badge of honor, being able to do something that someone else tells you can't or shouldn't be done.

But let's not forget that getting Mac OS X to install and boot on a regular PC is only part of the process. While Apple provides plenty of printer drivers covering most popular models, except the recent ones, what about support for all the thousands of possible hardware setups out there in the wild? What about drivers for graphic cards, sound cards, and all the rest? Is it worth all the bother just to get your \$299 Dell PC to function properly as a faux Mac?

Yes, I'm sure that Apple will continue to do what it can to keep these characters from misappropriating its intellectual property. Whether you like it or not, it's not just a matter of fiddling with installers and engaging in other sorts of legerdemain to fool the operating system so it works on ordinary PC hardware. The copies of Mac OS X in the wild now are mostly pirated copies, clearly illegal. Of course, I suppose some people who actually bought new Intel-based Macs are using the genuine installer DVDs to perform their illegal acts.

Illegal? Yes, because Apple licensed its operating system to run strictly on its own hardware. That could, of course, change, but I rather suspect it would only happen in a dire emergency, in the event sales of real Macs somehow hits bottom, and I don't see that happening in the foreseeable future. Otherwise, it would be over the dead body of Steve Jobs, the man who killed Apple's one and only attempt at licensing its operating system.

It all comes back to this basic question: What makes a Mac a Mac? From a practical standpoint, do you really think millions would pay what they might consider a premium price for a genuine Apple product, however attractive it looks, when there's a cheaper alternative that runs the very same operating system? If you take a thin putty knife and open the case of, say, the new *Mac mini*, would you find much, if anything, that differs from a standard PC? The hard drive and the optical drive would be the same, as would the RAM. The logic board? Well, it's a standard Intel chipset, complete with integrated graphics and such things as USB, FireWire and Ethernet chips are pretty standard these days. So aside from the simple, compact case, what separates the mini from a generic PC?

That's a rhetorical question, of course, but it explains why Apple doesn't want you to run Mac OS X on other personal computers. That, however, won't stop crackers from finding ways around whatever protective measures are taken by Apple, regardless of the legal consequences. Of course, every time they succeed, it will only encourage Apple to work harder to enhance its security.

In the end, a small community of people who succeed in running Mac OS X on their PC boxes will probably persist. Even a warning from an attorney with the threat of a lawsuit, or the actual legal papers, won't stop them. But maybe it'll encourage them to consider the easy way out of their dilemma, which is to just buy a Mac.



Mac Pro Podcast

<http://www.macpropodcast.com/>

Video Podcast Basics - Editing & Encoding for Vidcast

by Joseph Nilo

Ok, I hope you got some good tips last time that have you shooting some award-winning video. This week we'll talk about editing and encoding it. There are a few players in the video-editing realm available from Apple: iMovie, Final Cut Express, and Final Cut Pro. Here's an overview of what they're all about:

iMovie	Final Cut Express	Final Cut Studio
Free; \$79 US as a part of iLife	\$299 US	\$1299 US
Supports MiniDV only	Supports MiniDV, DVCAM, DVCPro	Supports most formats
No logging of footage, batch capture, or batch export	No logging of footage, batch capture, or batch export	Logging of footage, batch capture, and batch export
Only 1 video track	99 video tracks	99 video tracks
Basic editing and effects	More advanced editing and effects, compositing	Most advanced editing, effects, compositing, animation, color correction, etc.

There is a very complete list of the differences between these fine programs at <http://www.apple.com/finalcut/>

If you're wondering what you need, here's a basic rule of thumb: iMovie is fine for most amateur editing. If you outgrow that free program, try out Final Cut Express. If you are a professional video person dealing with advanced editing, compositing, etc., you will need Final Cut Pro.

If you think you need Final Cut Pro to have a successful video podcast, think again. Many vodcasters, including the most popular-- Rocketboom, use iMovie.

Basic Editing

So you've got your footage captured into your editor of choice. Now what? Much of your time might be spent in the initial setup and formatting of your video program. How do you want your program to flow? A basic format might include Intro graphics and music, various scenes separated by transitions or "bumpers", outro and ending credits. Once you've settled on your formula, your viewers will expect it each week. This uniqueness will become "your show".

If you're using iMovie, the new version out with the iLife 06 suite has some nice titling options that will allow you to create some custom graphics for your program. Pull people in with some graphics or video, music, and a title sequence. There's no rule of thumb on the best way to do this . . . but if you have a television, you have all the research material you need. Here are a few tips to help improve your editing:

- **Don't overuse transitions or effects.** You might think it fun to throw in a clock wipe or page peel every once in a while, but use them sparingly. If you watch movies and TV, you'll see that serious editors mainly stick with well-placed straight cuts between scenes.
- **Watch out for long dissolves.** A "dissolve" is a transition where one clip fades into another clip. This can be hard to encode to your final file format -- it requires a lot of information to do this and can cause pixilation in the signal.
- **Cut to B-Roll.** Unless you are incredibly interesting and your viewers can't take their eyes off of you, it's a good practice to incorporate some "B-Roll". This is secondary footage that supports what you're talking about. It can also help you edit out undesirable portions of your main footage (you guessed it-- "A-Roll"). A good rule of thumb is to use at least 2 different cuts of B-Roll if you're going to use it at all.

Encoding for Vidcast

I have one VERY simple answer for you regarding encoding your video podcast. Buy QuickTime Pro (\$29.99 US) and encode using the standard "Video for iPod" export option. This is a standard 320x240 H.264 video that looks wonderful and is compatible with iPods and iTunes.

If you'd like to go a little bigger with your video than 320x240, you can encode using MPEG-4. iPods support up to 480x480 resolution MPEG-4 files. See all of the specs here: <http://www.apple.com/itunes/podcasts/techspecs.html>

Here's a little tip for you Final Cut users. It is standard practice to save out a QuickTime Movie from Final Cut and encode using that file. If you're seeking higher quality encodes, use the "Export Using QuickTime Conversion" right off your timeline. What this does is bypass your render files and encode each frame at its highest quality, resulting in a much better-looking encode.

So now you're ready and equipped to produce your award-winning video podcast! To learn more tips, tricks and tutorials revolving around Macs, audio and video, check out my weekly video podcast, the **Mac Pro Podcast** at www.macpropodcast.com and my **Mac Media Blog** at www.macmediablog.com.



Mac ReviewCast

<http://www.surfbits.com>

Freeware of the Month

by Tim Verpoorten

This past month, we looked at a ton more freeware for the Mac. I am always amazed at the sheer number of programs written that authors are giving to Mac users free of charge. It just goes to show you that Mac users are like one big family.

The best part of having all this freeware available is the quality of the applications. When I look at freeware on the Mac ReviewCast (www.macreviewcast.com), we only talk about the best, but there are many programs that should have been mentioned, and we just run out of time. You can thank your lucky stars that you own a Mac. Now let's see what freeware I found for you this month.

VLC-RAR Loader

<http://vlcrarloader.jjabba.com>

This utility is very specifically designed for a small group of users. This application will let you play RAR-compressed movies using VLC without extracting them first. Make sure you have a copy of VLC installed, (<http://www.videolan.org>). Download and mount the VLC-RAR loader on your desktop and drop the archived file onto it and watch the video. I think that everyone needs VLC on his or her Macs for those odd type videos that you may want to watch. If you do a lot of downloading from the newsgroups, you'll know that RAR is the archive format of choice, so you can see where this utility has a very useful function for a specific group of users.

Imagewell

<http://www.xtralean.com/IW.html>

The most asked question I get on Mac freeware is, "What's available for image editing software that's free for the Mac?" and here's a great program that will take care of most of your imaging needs. *ImageWell* is the popular image editing software for quick manipulation and upload to an iDisk (.mac account), FTP server or other web server. Whether you are adding images to your documents, editing offline images, or posting photos to the web for others to see, ImageWell will do the work for you. Drag images in and out of the well, resize, crop, shape, rotate and add a watermark, border, or drop shadow. No need to launch multiple applications to add text, labels, arrows, circles and squares to your image. Add a thought cloud or talking balloon. A few simple clicks, copy, paste, and send them off to your web server instantly. At the click of a button the image is sent and a handy URL is copied to the clipboard.

Just like that. It doesn't get any easier! Don't want to send the image to the web? You don't have to; it's not the law. Edit your image, give it a name and file type, and simply drag and drop the image to the desired destination on your computer to save it there. Or drag and drop it into another document or presentation. If you do any work with graphics or photos, check out *imagewell*.

Quickscale

<http://www.mammoetsoftware.com/quickscale>

Speaking of image editing, here's a program that does one thing, but does it very, very well. Want to scale one or a large number of pictures? Now here's the solution: *QuickScale*, it's simply the best way to scale pictures, very useful for publishing photo's on your website, wallpapers for your cell phone or as an avatar on a forum.

Besides (of course) jpg support, *QuickScale* also supports importing and exporting .gif, .bmp, .tiff, .psd and more.

KeepAnEye

<http://www.daedale.com/products/keepaneyeye>

KeepAnEye is a multipurpose monitoring and notification utility. It has been designed to help you to stay informed efficiently by tracking an unlimited number of data sources. Do you need to frequently consult some information? *KeepAnEye* provides visual representations, which can be freely organized on the screen like stickies, in the menu bar like Menu Extras, and in the Dock. You can watch the evolution of the data source in real time. What type of data you ask? RSS feeds, pictures, stock quotes, eBay auctions, software updates, IP addresses, disk usage messages, sounds, e-mails and AppleScripts. *KeepAnEye* supports numerous kinds of data sources and notifications. It takes advantage of a flexible architecture where each data source and each action is handled by a dedicated plug-in. New features can easily be added by installing new plug-ins. Now you don't need to run 5 different programs to watch 5 different data streams, one program can do it all.

MediaCentral

<http://equinux.com/us/products/mediacentral/index.html>

MediaCentral turns your Mac into the ultimate home theater system. With support for numerous audio, video and multimedia formats, *MediaCentral* brings it all together at the push of a button. *MediaCentral* goes far beyond the functions of a DVD player. In addition to playing your favorite DVDs, *MediaCentral* uses spotlight integration to deliver all your video content to one place including any Video_TS files (DVD Backups) you may have saved on your computer. *MediaCentral* plays DVDs, Video_TS files and much more including: QuickTime H.264 with AAC (excluding FairPlay protected files) and AVIs. *MediaCentral* also supports: AVI DivX DV Files Xvid MP3 AC3 codecs MPEG1 MPEG2 MPEG4.

For your viewing pleasure, *MediaCentral* searches your computer for VIDEO_TS files saved on your local hard drives and displays these as DVDs. Additionally, all those video files in your "Movies" folder will be automatically available in *MediaCentral's* "Movies" menu. How are these files found? Via the integration of Mac OS X "Tiger's" lightning fast search feature - Spotlight. You now have instant access to the most current movie trailers. This ever-expanding list will keep you up-to-date with the latest previews. You can even view the movie posters as you scroll through the countless movie trailers.

And yes, there is more . . . Most trailers allow you to select your preferred resolution. Sit back and enjoy these films in HD (up to 1080i). Don't worry about selection; *MediaCentral* has access to over 100 different trailers.

MediaCentral incorporates a beautiful photo gallery that pulls all your favorite images directly from iPhoto. Start a slideshow by simply selecting an image and tap the space bar. Your slide show will automatically start with the selected image. Equinux have even added a very smooth transition to accentuate your *MediaCentral* experience. There's so much more, but you'll have to go over to the Equinux website yourself and check this wonderful piece of freeware out for yourself.

Now there are several more freeware media center programs that have similar functions to *MediaCentral* and I want to make you aware of them today and ask that you take the time to check them out and pick the one that works the best for your specific needs.

CenterStage

<http://centerstageproject.com>

CenterStage is the Media Center Application that allows you to use the digital content stored on your Apple Macintosh computer and plays it in a more comfortable environment such as your living room using any standard television set.

iTheater

<http://www.itheaterproject.com>

The iTheater Project was founded on January 12, 2005 by Ed Wolf (digitalducktape) and Greg Jurman (mahi). The goal of this project is to create an application that acts a media center for any Macintosh computer. iTheater is an aesthetically pleasing way to manage, play and share your photos, movies and music.

mMedia

<http://www.vass-se.de>

Here's another program that allows you to watch movies, listen to iTunes songs, view photos from iPhoto and change the appearance of the program with built-in skins. It also works well and is worth your time to check out.

WebPhoto

<http://www.ionize.org/webPhoto/>

webPhoto is a Java web application that reads your iPhoto Library and presents an interface similar to iPhoto via a web browser so that anyone on any platform can view your photos. *WebPhoto* is perfect for multi-platform homes and businesses that have an iPhoto library they would like to share. You then just upload them to a website or server such as .Mac and you have an online duplicate, but I do not think Brian wanted to that as much as he wanted a simple backup. Again, I think a manual backup with Apple's backup program, or others would be my only thought. Let me know what you think.

Linotype Font Explorer X

<http://www.linotype.com/fontexplorerX>

With the new *FontExplorer X*, font management, font sorting, font shopping and font discovery are simple and fun! *FontExplorer X* gives computer users all the functionality they ever dreamed of easy to use with an elegant style. Organize your fonts just like your media files using a library, folders, tags and even smart sets. You want direct access to all typefaces from a certain foundry? All italics? Or all fonts tagged with a certain keyword? *FontExplorer X* makes this easy! All fonts and formats are recognized automatically and can be managed in a comfortable way. You decide whether *FontExplorer X* should take control over the folder structure, or if you want to leave it untouched.

Ever wanted to browse through fonts you want in the same way as the fonts you already have? Try Linotype's *FontExplorer X* and its integrated shopping solution. Whenever you are looking for a particular font, you will find it here. And the best part: you can try it and play around with it before you buy it. Examine and compare fonts inside *FontExplorer X*'s online store as if they were installed on your system. If you found your favorite, add it to your shopping cart and purchase it with only a few clicks.

FontExplorer X shows virtually every bit of information a font file can contain. You can examine the complete character set, inform yourself about the legal stuff or just see a few sample paragraphs to know how a font looks like in real-life context. *FontExplorer X* is a complete solution for organizing, exploring and buying fonts. It's feature-rich and easy-to-use at the same time, so you simply have to download it and test it for yourself.

Let's look at some simple, easy to use and functional utilities, the first is:

QuickAccessCM

http://free.abracode.com/cmworkshop/quick_access.html

QuickAccessCM is a contextual menu plug-in for easy access to frequently used folders, documents and applications. It can be used as a launcher, file commander or installer.

QuickAccessCM plugin provides the following independent modules: "Quick Access" with items for quick opening, "Move To" with folders into which you often move things, "Copy To" with folders into which you often copy things, "Make Alias In" with folders in which you collect aliases. If you want fast and easy method to move, copy, open, or create files and programs, *QuickAccessCM* is for you.

Next let's look at a couple mounting utilities:

FlashMount

http://www.liquidnexus.com/?page_id=2

FlashMount is a small utility to mount disc images at a much faster rate than Apple's Disk Image Mounter in OSX. No more waiting, your images mount almost instantly.

One word of Caution: For the sake of speed, *FlashMount* will automatically accept any embedded End User License Agreements that would normally be displayed.

By using this software, you automatically agree to any of EULA is that would have been displayed. It just works...

The next freeware mounting utility is:

Automount Maker

<http://jm.marino.free.fr/Software/Mac/AutomountMaker/introduction.html>

AutomountMaker is an OS X native, simple tool to mount file systems such as AFP, FTP, HTTP, NFS, and SMB. In other words, networks and shared volumes. If you use always the same shared volume on your desktop, *AutomountMaker* is easier to use than the OSX "Connect to Server" Another advantage is the ability to mount your favorite volume automatically when you open your session. So if you find yourself constantly mounting the same volumes over and over, *Automount Maker* is for you.

Here's another unique little utility, it's called:

SurplusMeter

<http://freespace.virgin.net/jeremy.dronfield/skoobysoft/utilities/utilities.html>

If you have a broadband Internet service with a monthly download limit, you may find SurplusMeter comes in handy. It measures the download and upload traffic on your Internet connection and keeps a record of your traffic volume. It gives you all kinds of useful output statistics, like daily allowance, average daily usage, accumulated surplus, and more. Statistics are presented in three ways: simple bytes in/out; summaries of megabytes used and remaining, and graphic meters which display at a glance when you're getting close to exceeding your limit. SurplusMeter runs invisibly in the background most of the time, but can present its interface on demand. SurplusMeter measures only the volume of traffic on your connection. It does not look at the content of data in/out or record where it comes from. Also, SurplusMeter is completely passive; it does not send any information to anyone.

iChat Extender

<http://improvpastence.com/programs/ichat-extender>

Here's another simple little utility that does one thing, and one thing well. iChat Extender will allow you to truly customize iChat. You'll be able to change the formatting of the iTunes Now Playing status, disable Smileys, change Group divider style, personalize incoming bubbles and login away. If you use iChat a lot, you'll love this little application.

Next we look at a little application for all you poor souls, like myself, that have to work in a Windows environment with your Mac.

WinShortcutter

<http://www.lobotomo.com/products//WinShortcutter/index.html>

Do you work in a windows dominant environment? Are your network drives packed with Windows Shortcuts that point to directories and documents? Are you tired of starting a windows machine just to change your windows domain password? Do you want to copy path names to an email? Here is the answer: *WinShortcutter!*

WinShortcutter is a collection of small and useful utilities that are primarily focused at people working in a windows dominant office environment with a weak Mac support.

A listener wrote into me this week about their favorite browser on the Mac and it happened to be updated this month, so let's look at it now, it's called:

Shiira

<http://hmdt-web.net/shiira/en>

Shiira is a web browser written in Cocoa. It uses the KHTML rendering engine provided by Apple's Web Kit. Since this is the same rendering engine used by Safari, HTML content rendered by *Shiira* will look the same as in Apple's own browser. However, *Shiira* has enhanced many features of Safari to give *Shiira* its own feel. The search engines search field on the toolbar is fully customizable, and tabbed browsing is very flexible, enabling users to, for example, reorder tabs by dragging, or select an option to refresh tabs when they are clicked. *Shiira* also takes advantage of Cocoa programming to provide users with a customizable drawer extending from the left or right of the window. The drawer contains bookmarks (which launch based on a user-programmed preference of one or two clicks), history, downloads (to avoid cluttering the screen with additional download windows), a unique page holder to access myriad links while surfing other sites, and an RSS reader. *Shiira* natively supports in-browser PDF viewing. The browser is of comparable stability and speed to Safari, making it among the fastest and most functional browsers for users of Mac OS X. Moreover, its rate of release during 2005 was rapid, making users hopeful for its continued development.

PureFTPd Manager

<http://jeanmatthieu.free.fr/pureftpd/>

PureFTPd Manager is a simple Cocoa frontend to PureFTPd, "a free (BSD), secure, production-quality and standard-conformant FTP server based upon Troll-FTPd", for Mac OS X. *PureFTPd Manager's* goal is to integrate nicely PureFTPd on Mac OS X client and server. A startup item that loads PureFTPd while booting your system is provided as well as Rendezvous support so your server is instantly visible to everyone in your local network.

To help you set up your server, an assistant will be pop up first time you launch *PureFTPd Manager*. If you need a feature rich FTP server to share files with friends or for a business, this is a great little program, easy to setup and easy to use.

Printwindow

<http://www.searchwaresolutions.com/products/printwindow>

Ever since Apple introduced Mac OS X, users have been complaining about the inability to easily print a file listing from directly within the Finder. Enter Print Window.

Print Window offers the ability to print a file listing from directly within the Mac OS X Finder. No more taking screenshots of window or setting for text-only printouts of filenames only. Print Window provides the works: icons, file information, sorting and more! Print Window provides you with the ability to fully control what your printed listings look like. You can decide whether or not to include icons, file information and page headers. You can pre-sort file listings by a variety of criteria. You can even print your file listings in multiple columns on the same page!

Scroll Switcher

<http://www.fixamacsoftware.com/software/ss>

One of the first things I noticed about the Mac OS when I switched was that the scroll bars in the finder windows were different from what I was used to in Windows. It took me a while to get used to them, but if I would have had Scroll Switcher, I would have been able to make the scrollbars work anyway I wanted them to work. Scroll Switcher is a small utility designed to allow the user to quickly and easily change the scroll arrow configurations in Mac OS X. There are 4 different arrow configurations to choose from:

* DoubleBoth: This setting is not normally available in the Finder. The full set of scroll arrows are placed together at both ends of each scroll bar.

* DoubleMax: This is the default setting in Mac OS X. The scroll arrows are placed together at the bottom and right of the scroll bars.

* DoubleMin: This setting is not normally available in the Finder. The scroll arrows are placed together at the top and left of the scroll bars.

* Single: In this mode, the scroll arrows are placed separately at the ends of each scroll bar. Once a setting is chosen, Scroll Switcher directs the Finder to quit and relaunch to apply the new setting.

CamiTools

<http://www.nadamac.de/camitools/index.php>

The browser Camino is a mozilla.org-based browser that many folks have used for a long time. The CamiTools are a Preference Pane for Camino 1.0. They provide you a wide range of options to adjust Camino to your demands:

- a toolbar search engine editor for Camino
- an image and script blocker for Camino
- Flashblock for Camino
- configure many aspects of Camino
- it lets you switch the appearance style (Aqua, Unified or Metal) and hide the status bar
- open your existing Camino profile or create a new one
- define your own styles for the pages you're visiting
- sync your bookmarks with an ftp server

If you use Camino, you really need this app.

VitaminSEE

<http://www.elliotglaysher.org/vitaminsee>

VitaminSEE is an image viewer for OSX that focuses on interface responsiveness and speed. It offers a clean interface and fast load times. *VitaminSEE* will automatically thumbnail your images, optionally saving them with the files. *VitaminSEE* allows you to quickly organize your pictures into different directories with its integrated Sort Manager. It also allows you to tag your pictures with keywords. This is a very fast alternative for viewing your pictures and organizing them, along with other features. Check it out.

Sound Source

<http://www.rogueamoeba.com/freebies>

We've talked about this before, but it's such a handy little utility that I want everyone to check it out. It's from the Mac developers that give us Audio Hijack and Nicecast.

SoundSource is a tiny tool for OS X enabling you to switch your audio input and output sources with a single click. And with the System setting, you can transfer system beeps to a secondary audio source so you won't be disturbed.

Exif Untrasher

http://www.bluem.net/downloads/exif-untrasher_en

Have you ever deleted images from your digital camera's memory card and needed them afterwards? *Exif Untrasher* is a tool for rescuing JPEG photos that were deleted from digital cameras' memory cards or memory sticks. It can even be used to recover images from cards that have been formatted. You will only be able to use this application if your camera's storage medium is mounted as if it was a regular Mac volume. If this is not the case: Some cameras (for example my Nikon Coolpix) allow switching the protocol/interface used for communicating with a computer—if your camera is capable of doing this, you should try to set it to “Mass Storage”. As an alternative you can use an external reader as well.

That's it for April. I'll be back to you in May with more fantastic freeware for your Mac.



Macsimum News

<http://www.macsimumnews.com> Copyright © 2006 Macsimum News

Musings on the Intel Developer Forum

by Dennis Sellers

Desktops

Developments at the Intel Developer Forum offers some hints as to what we can probably expect in future Macs. So let's look at what the Mactel pro desktops and future portables might offer.

For example, Intel's next-generation multi-core desktop processors are due the second half of the year. Not coincidentally, the annual Apple Worldwide Developer Conference has been pushed to August from its usual May/June date. I'd bet that means we'll at least see a preview of shipping Mactel pro desktops. If we're lucky they'll actually ship at WWDC or shortly thereafter.

During a keynote presentation at the Intel Developer Forum, Pat Gelsinger, Intel's senior vice president and general manager of the Digital Enterprise Group, showcased "Conroe," a dual-core desktop processor based on the company's new Core microarchitecture that he said can reduce power consumption by 40 percent while delivering greater than 40 percent improvements in computing performance.

Additionally, Gelsinger announced that Conroe will now also be a part of Intel's Professional Business Platform — codenamed Averill — which will also be available in the second half of 2006. Gelsinger says that Averill will deliver "world-class IT security and manageability capabilities" for businesses through the Conroe dual-core processor along with a new chipset codenamed Broadwater, Intel Virtualization Technology and the second generation of Intel Active Management Technology.

Broadwater replaces all chipsets from Intel. The virtualization technology is designed to let computer users operate separate virtual environments in the same computer. Theoretically, this means you could run separate operation systems in a single computer without additional hardware. (This is possible currently, but involves costly hardware manipulations on the Wintel platform). The [Intel Active Management Technology \(or iAMT\)](#) specification that allows IT managers to remotely manage or repair networked computers transparently to their users, with the goal of saving time and cost of on-site technical assistance.

So here are my predictions for the next rev of Power Macs (which will undergo a name change, I'd guess): they'll be announced in August, begin shipping September. However, they won't include Mac OS X 10.5 ("Leopard"). The next major rev of the operating system will be previewed at WWDC 2006, but won't actually go on sale until early 2007.

Xserves

Let's look at what may be in store for Mactel versions of the Xserve and Xserve RAID.

Intel plans to ship three new dual-core processors for servers and workstations this year. As for the quad-core processor, the company gave developers their first public view of a running quad-core processor that's designed for dual-processor servers.

Intel announced that "Sossaman," an ultra-low-power server processor designed for server blades, storage devices and telecommunications equipment, will begin volume shipments next week, and that "Demsey," the first server processor based on the company's "Bensley" Xeon-based platform—is on track to ship by the end of the month.. The company also announced at the conference that it plans to ship a quad-core processor—codenamed "Kentsfield" or "Clovertown" (I've heard it referred to as both)—for high-end desktop computers in early 2007. However, further details of the chip weren't available.

According to *Xbit Laboratories*: “The Sossaman is to be based on the dual-core Yonah micro-architecture – which is marketed under Core Duo trademark – and is compatible with current Intel Xeon DP chipsets, such as Intel E7520. Still due to different form-factor, the new Xeon DP chips will require separate infrastructure. The chip is expected to have power consumption of 31W when working at about 2.00GHz, whereas its low-voltage brother is likely to consume approximately 15W when operating at 1.67GHz. By contrast, current dual-core Xeon DP chips at 2.80GHz consume up to 135W in typical conditions.”

The Bensley platform is designed for two-way servers and incorporates the E7520 chipset. It will bring support for Intel’s 1066MHz FSB to the platform, which also comprises the ESB2 South Bridge, “Gilgal” Gigabit Ethernet chip and Sunrise Lake’ I/O processor, from what I understand. The platform will bring Intel’s fully-buffered DIMM memory system to servers, along with support for Intel’s I/O Acceleration Technology, Virtualization Technology and Active Management Technology. Intel also promised better power management than previous Xeon DP platforms have been able to offer.

Dempsey is a dual-core Xeon processor that will replace the current line of Paxville chips. The processor will also purportedly allow computer designers to make smaller, denser, cooler machines. “They will allow us to move to small form factor, SAS [serial-attached SCSI] drives. That allows us to reduce the volume almost in half, so you can fit more spindles in the machine, whether it’s a blade or a tower,” Paul Miller, vice president of marketing for industry-standard servers and the BladeSystem line at HP told *ComputerWorld*.

Kentsfield/Clovertown may be produced on 65-nanometer technology, which reduces power draw by 30 percent and increases transistor performance by 20 percent compared to Intel’s own 90-nanometer processors. Or since they’re not due until 2007, they could be produced on 45-nanometer technology, again reducing power draw and boosting transistor performance.

During a keynote presentation at the Intel Developer Forum, Pat Gelsinger, Intel’s senior vice president and general manager of the Digital Enterprise Group, said that Sossaman, said that in the third quarter of 2006, Gelsinger said Intel will update the Bensley platform with Woodcrest, a processor that will further reduce power consumption by 35 percent while delivering greater than 80 percent improvement in computing performance.

Kentsfield/Clovertown is socket-compatible with the Bensley platform and is slated to ship in early 2007. Gelsinger says it will deliver increased processing capacity and is well-suited for multi-threaded applications, such as those used in databases, financial services and supply-chain management.

So what does this mean for Mac users? I think we’ll see Mactel versions of Xserve and Xserve RAID using Sossaman and/or Dempsey platform by November. In early 2007, look for these systems and the Mactel pro desktops to transition to Kentsfield/Clovertown processors in some radical new form factors (though the pro Mactel desktops coming later this year won’t have the same design at the Power Mac).

Laptops

Let’s look at what may be in store for future laptops (Mactel ones, of course).

According to a variety of reports (including ones at *AppleInsider* and *TheStreet*), Intel plans to put NAND flash memory chips into laptops starting in 2007. This would offer a long-awaited notebook feature: near-instantaneous boot-ups.

NAND (for the “not and” logic gate) is gaining favor with designers of high-end mobile phones that use an operating system and sophisticated applications. NAND memory writes information faster than NOR memory (an older type of flash memory that is generally more expensive than newer NAND flash memory) and can store larger amounts of data in the same sized chip, making it a better product for products such as cell phones that need to process large amounts of data. NAND memory is also used in expansion cards and Apple’s iPod nano and iPod Shuffle music players.

“We need to have devices that boot up very rapidly,” Sean Maloney, the head of Intel’s mobility group, told developers. “The same way you come off a plane and get a cell phone signal immediately.”

In his presentation at the Intel Developers Forum, Maloney demoed the advantages of flash technology in a computer, by booting up two on stage—one with 256MB of flash memory, and the other without. The computer with flash reportedly booted in about half the time and also consumed slightly less power than the non-flash system.

According to Maloney, the technology can scale way beyond a 256MB flash buffer, potentially running a computer's entire operating system from flash instead of from the hard drive. It's still uncertain just how much flash would be incorporated into the forthcoming Santa Rosa notebook platform from Intel. What's more, if—or rather when—flash memory is practical for hard drives, laptops and some desktops (such as Mac minis) will become more svelte and consume less power as no spinning disk would be involved.

The high price of flash memory has always been its biggest weakness, but costs are dropping dramatically. As the technology advances and prices drop, it's very probable that we could see iMacs, eMacs and PowerBooks move to flash memory. And, in time, perhaps the Power Mac line.

For the relatively near future, I think we'll see Apple laptops using flash memory at least to some degree in 2007. And that will only be the tip of the iceberg of what's to come.

WiMax

Let's look at what may be in store regarding wireless connectivity.

On March 7, Intel demonstrated the technology on which mobile WiMax will be based and said it will deliver a PC Card using the system in the second half of 2006. Described as "Wi-Fi on steroids," WiMax can transmit data as far as 30 miles (compared to Wi-Fi's 300-foot radius). It uses the same technology as Wi-Fi, but is much faster.

Mobile WiMax is a wide-area network technology intended to deliver 1 Mbps (megabit per second) or more to devices in motion. It will be based on IEEE 802.16e, a specification approved late last year, and products will be certified by the WiMax Forum industry group. Sean Maloney, Intel executive vice president and general manager of its mobility group, demonstrated the technology during a keynote address at the Intel Developer Forum in San Francisco, using an 802.16e PC Card in a notebook based on Intel's Napa platform. The system delivered about 2 Mbps of throughput.

WiMax can be used in any of a broad range of frequency bands, and different bands are expected to be used in different regions, in most cases by carriers who have licensed the spectrum. The PC Card coming this year will use the 2.3GHz-to-2.5GHz band, which Maloney said is being examined for WiMax in Asia. In the U.S., Sprint Nextel Corp. holds a large number of licenses for spectrum around the 2.5GHz band and ClearWire Corp. already offers a mobile wireless broadband service in that frequency range in some areas.

Maloney also showed off a prototype chipset for both WiMax and Wi-Fi, capable of shifting among frequencies in the 2.3GHz to 2.5GHz band, the 3.5GHz band and the entire 5GHz band. Those ranges encompass the 2.4GHz and 5.8GHz bands that are used for 802.11a/b/g Wi-Fi wireless LANs, as well as the upcoming high-speed 802.11n Wi-Fi specification, he said. Within about three years, Intel expects Wi-Fi and WiMax to merge onto one chipset, Maloney added.

Within three years, Intel plans to have WiMax chips in most laptops, much as it has done with Wi-Fi chips. Long before then Apple will have moved all its new hardware to Intel chips, so the possibility of WiMax-enabled iBooks (or whatever the Mac OS version will be dubbed) and MacBook Pros seems like a very good bet. As for WiMax-capable desktops, they're also possible.

Thoughts? Write me at [dsellers at macsimumnews.com](mailto:dsellers@macsimumnews.com)



Music and the Mac

<http://www.ilovemymacthesong.com/> Copyright ©2006 Daphna

Creating a Score in GarageBand 3

by Daphne Kalfon

Just when you thought GarageBand couldn't get any better, along comes GarageBand 3 with all kinds of new goodies, one of which really grabbed my attention.

GarageBand now has a video track, which allows you to create a score (music for moving picture) right in GarageBand! You can import a clip or project from iMovie, create music for it, and you can even add in sound effects to give more realism to your project! Sure, you could just as well bring in a song from your iTunes library, but creating your own score can be both a lot of fun and at the same time a challenge to go outside your comfort zone and try something different. GarageBand now allows you to create your own original music for whatever project you want. Isn't that cool?

For a little history on me, some years ago, when I was much more involved in film scoring, I was using a music program called Cubase. I started using Cubase to create film scores back in 1997-1998. Apparently, at that time, as my husband tells me, we were on the cutting edge of technology. Most outfits at the time were using a hi-fi video player, which was connected to an interface that provided SMPTE time code, which was then converted into MIDI time code, which your computer program could then read. This setup basically allowed you to sync and play the video along with your music score, and be able to fast forward and rewind, or nudge back and forth a few frames, while keeping music and video in perfect sync with each other.

We, on the other hand, never had such a setup. After doing some research, we opted to purchase something called a Miro card, which allowed us to do away with any need for a video machine and the interface. Instead, we installed this card into my computer, and this capture card would allow me to import whatever movie/film project for which I needed to create a score, and work directly in Cubase with it. Cubase had a little movie window that you would play alongside the music arrangement window, and it would play in sync with the music I was scoring to it. It was easy and convenient.

And now for a little info on the art of filmscoring...

Filmscoring is an art form separate from anything else. It is different from songwriting in many ways. Aside from the fact that it is instrumental (i.e. no lyrics), a score essentially takes on the role of another character or actor in a film or movie. And this character known as music, makes up at least 50% of the viewing experience.

To better illustrate what I mean by that last part, here's an anecdote. Some years ago, while taking a course on film sound, I got to meet Ben Burt. For those of you who don't know, Ben Burt is a sound designer. He worked on such films as *E.T.*, *Indiana Jones*, and most notably, the *Star Wars* movies. His sound design and editing work has won him Oscars as well as many Oscar nominations and other awards.

One evening we had a movie night at a private theatre, and it was a very special screening indeed. Ben unwrapped a copy of one of the *Indiana Jones* rough videos he had been given during the shooting of the film. I use the word "unwrapped" because he had never actually viewed it himself. What it was, was a rough, pre-post version. Post refers to "post-production", which is the stage at which - hopefully! - the entire film has been shot, and now it is

turned over to the sound, foley (door creak sounds, footsteps and such), dialogue and music teams.

He skipped around on the video, and the scene which most stands out in my mind, is of the Indiana Jones character on a ship at sea, and all you could hear was the wind machine which was being used to create the waves on the water, and not really much else. The dialogue was barely audible, and there was no music or sound effects.

I was astounded at just HOW boring the scene was in that state. It really felt like not much at all was going on, and the whole scene was really quite one-dimensional and lifeless.

Well, then we were shown the finished scene, which he had brought with him on another tape. It really was fascinating to see just how much a scene is transformed when infused with the addition of good sound, sound effects, dialogue and music. Wow! That experience really stuck with me, and we were all really appreciative of Ben's very personal presentation that night. It was something I'll never forget.

Which brings me back to the music score and what an integral role it plays in any moving picture. I have read a number of books on the art and craft of filmscoring, and here than are some salient points that I have gleaned, to keep in mind when you are creating a score. It really doesn't matter whether you are creating it all from loops that you sew together, or whatever else. What matters is to balance what you are seeing with what feeling you want to convey to yourself and to your prospective audience as you are seeing it.

Invisibility - a good score should never be heard consciously by the viewer; its primary role is that of hypnotic catalyst; it should never detract from or intrude upon the visuals.

Mood - score serves to establish the overall mood of the film. For example, is it a comedy, thriller, drama, sci-fi, horror, action movie, etc.?

Time period/historical - score serves to establish the historical context in which the story takes place. This is where instrumentation can play a vital role, in that each and every instrument has a connotative quality that evokes certain ideas in the viewer's mind.

Place/geography/setting - places have a signature ambiance; Aaron Copland's music evokes wide open spaces in the Midwest or Holst's music, some of which strongly evokes space. (Holt's work "The Planets" helped set the groundwork for virtually every sci-fi music score thereafter, by the way). Throughout the storyline, this can be a powerful tool to use whenever the audience needs to be reoriented.

Continuity and flow - score is often used as a transitional device between different scenes. This eliminates any potential disruption in the flow of the story line.

Believability - music helps lower viewer defenses; for the viewer to buy the characters and situations in the movie, the score must be convincing and appropriate; this in turn serves to increase the level of involvement on the part of the viewer.

Added dimension - music can add a dimension to the story, can convey a part of the story not being told or not in the visuals; this could be in the form of emotional messages conveyed to the viewer or in giving a character dimensions that we otherwise would not see, such as communicating to the viewer the internal psychological workings of a character.

Reinforce or emphasize - virtually any element in a movie can be given added emphasis through the use of appropriate score, such as key personality traits in certain characters or elements important to the setting in which the movie takes place.

Mislead - effective score can lead the viewer into a different direction or give a different impression than that initially created.

De-emphasis - this kind of technique is effective when the desired effect is to limit how the viewer interprets a scene.

Foreshadowing - here again in the idea of conveying messages to the viewer that may not be readily apparent in the visuals, but may be crucial to the story line.

Underscore dialogue - sometimes, though not always, a scene with only dialogue may need some score underneath (this is a good example of reinforcement). Certain instruments work better with dialogue than others, such things as pitch class must be considered in order to avoid any overlap or clashes; for example, don't pair up a low voice with a bassoon line.

Source Music - music that emanates from a source the viewer can actually see in the film. Source music can serve as both source and score or alone or can become score, and vice versa. For example, where music coming out of a ghetto blaster, or music being played on an instrument by a character, becomes score.

Unity - probably the most important element of all to any score. Unity is established through repetition and variation of musical themes. For example, there may be themes or motifs for each character or for just one character. A motif can be a musical phrase or a rhythmic gesture used as an identifier of a certain character or place or activity, and as changes in character, place or activity occur, the motif changes with it. Also, two or more motifs can play together to signify two or more characters' interplay.

I know this is a lot, but I wanted to cover as many points as I could, and from them, you can pick the ones that matter most in your particular project, to make it the best it can be. Happy scoring!



Musings From Mars

<http://www.musingsfrommars.org>

Windows Blogger Gets Excited About A New, Innovative Windows Tool That... Is A 5-Year-Old Mac OS X Feature

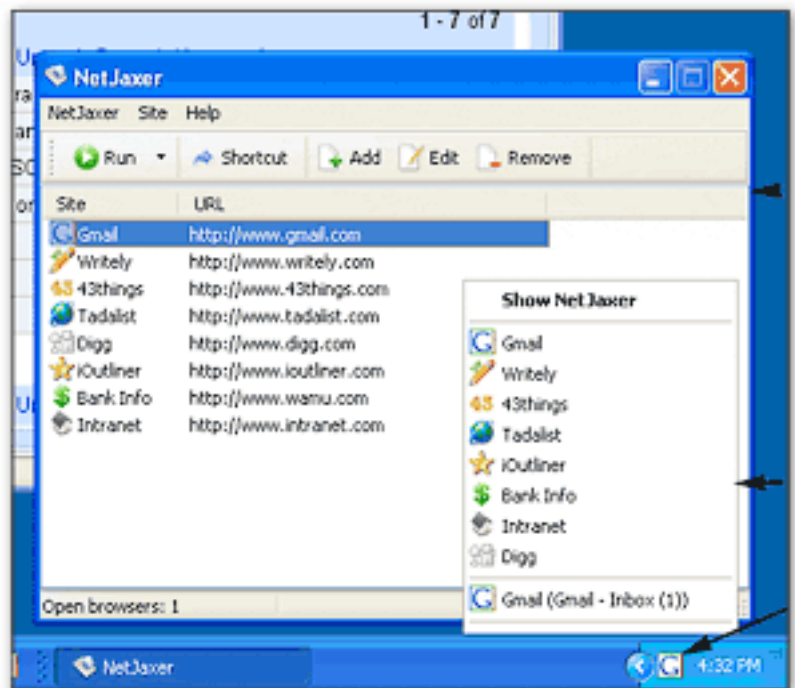
by Leland Scott

Rob Gonda: "Web 2.0 on the desktop! A new feature!" Um, no, Rob, Sorry...

It's hard to imagine that this is actually a new thing in Windows. Gonda blogs about a new software package for Windows that lets you add URL's to your system tray. Something called NetJaxer, "A Free Download!" Take a look at their website and see for yourself (Mac users only... Windows users obviously don't know what they're missing until it comes to Windows). This is nothing more than a software package that enables a standard feature of the Mac OS X dock... Something we take for granted here on Mars: The ability to drag URL's into the dock, or even whole folders of URL's and launch them from there.

Do Windows users really have no choice other than launching Explorer (or Firefox) in order to access their bookmarks? Geez... wait until they get a load of Quicksilver. Talk about innovative!

So, I couldn't help myself but chuckle a little. Actually, I laughed fully out loud. I also left a brief note on Gonda's website:



You Windows junkies really should get out more often. Mac OS X has had the ability to do this kind of thing in any of several different ways since it was born in 2001. It's so easy and basic, I'm surprised it seems innovative on Windows XP. Here are a few options that replicate NetJaxer's tricks, as part of the core OS:

1. You can drag URL's into your **Dock** (the next generation "system tray" Mac users enjoy) and launch them directly if you want.
2. You can fill a folder with URL's, put the folder in the Dock, and have a set of your favorite web 2.0 sites readily at hand.
3. Of course, you can put URL's directly on your **Desktop** and launch them from there.
4. **Dashboard widgets** are essentially little tiny Ajax/DHTML applications, many of which contain interfaces to the best websites (Backpack, Google, Amazon, Yahoo, Delicious, gMail, etc., etc.) Widgets are nothing more than little web pages running on the open-source **Webkit** rendering engine that fires Safari. I think Microsoft is going to try to copy this in Vista.
5. In a real browser like Firefox or Safari, you can put a bookmark full of your favorite websites into your bookmark bar and then have all of the sites launch in separate tabs when you load your browser. Voila! Instant best web 2.0 apps.
6. Heck, there are numerous hacks that let you **run web pages directly on your desktop** in Mac OS X if you want to.

Sorry to burst your bubble... I tell you what, though, if you think that's cool, there's a whole world of cool you can't even imagine in Mac OS X. For starters, pay a visit to Apple's excellent **Grand Tour, Mac 101**, a tutorial/overview that hits all the highlights pretty well.

Or, you could continue to wait for good ol' Microsoft to try to hatch a creative idea... one that's actually *good*. It's a real problem for the company in its drugged-out-on-monopoly stupor.

Heck, just today, I read about the **Microsoft employee's blog** that today reflects a morale problem that goes far beyond a month or two delay in releasing Vista. Interestingly, their opinion on Apple and Mac OS X doesn't reflect envy at all... nor the maliciousness that so often characterizes Windows users in the real world when forced to think about the Mac. No, instead their comments about Apple reflect simply . . . **admiration**.

Practical Strategies

<http://www.PracticalStrategyConsulting.com>

Copyright © 2006 Practical Strategies Consulting

Reality Check - Life Strategies for an Imperfect World

The Good, the Bad and the PC

by Christopher Duncan



In today's society, we've come to live each day in fear of the Politically Correct. These are those well meaning people who, like a lion who's been too long between zebras, are ready to pounce on each and every syllable we utter should it offer even the most minute risk of slighting some special interest group. Since there appears to be an organization for just about any interest you can think of, we're well on our way to eliminating every single word and phrase in the English language until there's nothing left but grunting.

Don't get me wrong, I think it's wonderful to include and respect each and every person wherever possible. That said, there are no words, which can adequately express how much I'd like for all of this politically correct nonsense to disappear in a puff of smoke. It's one of those insidious trends that does much damage, under the false pretense of doing good.

Being politically correct has nothing to do with equality or respect. It came about as an observation of the practices commonly employed by politicians running for office. Each and every word is weighed not against the value of the sentiments, but against the possibility that it might cause controversy and risk losing votes. So, the speeches are pared down to the lowest common denominator. Any phrase that survives is deemed "politically correct" because it's low risk.

Eventually, this attitude was picked up in the corporate world as well. Company literature and statements were toned down to provide plausible deniability. The underlying goal was to avoid saying anything that someone could take issue with.

Of course, once the ball was rolling, the fad seeped into the consciousness of the general public. Since they saw this behavior in elected officials and then in every form of media through advertisements, news, articles and programming, they assumed that this was simply the proper attitude to support. To do otherwise risked incurring the wrath of peer pressure, that great social equalizer. Consequently, we now live in a society where being politically correct is mistaken for being a good person. To deviate from this philosophy is considered rude and inconsiderate.

Although it's advertised as such, this shallow, spin-doctoring fad does not lead us to a way of life where all people are valued and honored. Instead, it trains us to avoid speaking in an honest and forthright manner and places a premium on insincerity and vague generalities. That's great if you're running for political office, but the character and integrity of the professional politician isn't exactly the role model I'm looking for in my life, or the kinds of people I want to call friends.

Does inequality, intolerance and unfairness exist? Of course it does. However, instead of being told to address the issues, make the hard choices, and work to become better human beings, we're instead admonished to eliminate key words or phrases from our speech so that we *appear* to be better human beings. That's right. The focus isn't on actions. It's on appearances. And that's the problem. Political correctness is phony.

Don't let society pressure you into becoming something that you're not. No matter what people tell you, if you choose the politically correct path, you're not learning to become a better person. What you're really learning is the art of manipulation that's practiced by the shallow, insincere, or politically ambitious.

Forget about talking the talk. Learn to walk the walk. The true measure of a person is how they behave in the real world, especially how they treat other people. Instead of becoming paralyzed through the constant second guessing of which words to choose and which words to lose, put your actions in the spotlight. If you're looking for social validation, nothing comes close to the status attained by the honest, sincere, and considerate person. You can't spin that. You have to live it.

Author and speaker Christopher Duncan is President of Practical Strategy Consulting. For booking information, articles, upcoming events and all of the weekly Reality Check series, visit www.PracticalStrategyConsulting.com. Copyright © 2005 Christopher Duncan. All rights reserved.

Windows Vista: coming soon in Chipotle Flavor!

<http://macinquirer.com/index.html#unique-entry-id-52>

©2006 Macinquirer.com

by Billy James



The rumors are true: Microsoft is planning to release no less than *six* different [versions](#) of its coming-eventually Vista operating system. According to a recent accidental leak of the product lineup (an "accident" roughly as convincing as the pics in Liza Minelli and David Guest's wedding album), the Redmond software octopus plans a veritable Skittles rainbow of fruit-flavored inscrutability. For Mac-based users who may not be familiar with the multi-pronged approach to OS marketing, The Inquirer presents a quick overview of the various Vista versions:

Windows Vista Home Basic: described as providing a simple setup for users who want to surf the web and retrieve email, but want added protection against viruses and spyware. Home Basic will avoid viruses and spyware by being unable to actually connect to the internet.

Windows Vista Home Premium: this one is Home Basic with added functionality, though Microsoft's idea of "functionality" normally consists of convincing people they need to buy additional Microsoft products to make the ones they already own work properly. The "Premium" refers to the fact that it will cost 50 bucks more than Home Basic.

Windows Vista Starter: designed to give users in "emerging technology countries" an affordable easy to learn and use computing experience. If this sounds like a tall order, keep in mind that approximately none of the computers in those countries will meet the minimum system requirements to actually *run* the OS, so Microsoft will never have to deliver this version at all.

Windows Vista Business: the functionality of Vista Home Premium, but requires a full-time IT staff to maintain. Will be used by all the bad guys on the 2007 season of *24*.

Windows Vista Enterprise: operates on Microsoft's new "V'ger" software platform, and comes packaged in a glowing cloud that has eaten entire solar systems and is now on a direct course for Earth. Can be prevented from destroying humanity only by feeding it a member of the IT staff, who will become one with the machine forever. [Director's Cut version](#) contains 20 minutes of additional footage.

Windows Vista Ultimate: For those who want the most capable and reliable OS available, with built-in security and state-of-the-art media capabilities. Will consist of a Mac mini and a copy of Mac OS X version 10.6.

When asked exactly when the new Vista versions will be released, a Microsoft spokesperson pretended to have a very important call coming in on another line and said they'd call us back later.

Books

AppleScript Handbook: Mac OS X 3rd Edition

reviewed by Robert Pritchett



SpiderWorks™

Author: Danny Goodman

<http://www.dannyg.com>

SpiderWorks

<http://spiderworks.com/>

Lulu

<http://www.lulu.com>

Booksites:

<http://spiderworks.com/books/ashandbook.php>

<http://www.lulu.com/content/154130>

Released: 2005

Pages: 405, eBook, 228 pages.

\$35 USD printed, \$15 USD eBook.

ISBN: 0974434493 or 09744344026 (eBook)

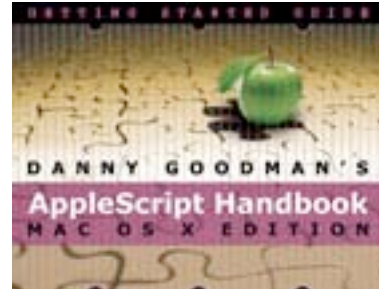
Requirements: Mac OS X and Developer Tools installed. Maybe *BEdit* for one of the examples. For all levels of experience.

Strengths: Takes a well-made book up a notch in teaching how to do AppleScripting.

Weaknesses: None found. Okay, one or two typos.

AppleScript Handbook: Mac OS X 3rd Edition by Danny Goodman is another eBook that can be obtained as hardcopy from either Lulu.com or SpiderWorks. However, the electronic copies come with the AppleScript examples that require a *Customer Username* and *Password* to get to.

This book is the up-to-date 3rd edition of one of two books on the subject. This one has up-to-date AppleScripts after the previous version was written over 10 years ago, so this is a complete rewrite.



There are 16 chapters and 2 Appendices. The chapters deal with tools needed, how to learn AppleScript and write one, including a crash course on programming fundamentals, issuing commands, scripting addition commands and dictionaries, describing references and properties as objects, working with values, variables and expressions as data, working through control structures, and using AppleScript Operators, doing some troubleshooting and error checking and debugging, using subroutines, handlers and Script Libraries, properties, objects and “Agents” and looking at 3rd-party applications. The Appendices have a quick reference and ASCII Table.

I found the first chapter very helpful because Mac OS X has resources in various places and AppleScript does have AppleScript Studio, but there are locations where scripts are put that aren't necessarily intuitive. Thankfully, there is also some discussion of AppleScript Studio, so we are able to begin with the learning process required to come up to speed, such as syntax, using applications that are AppleScript-friendly and any dictionaries the apps may already have.

Danny Goodman has done a great job by showing which parts of his book are for either beginners, intermediate level or advanced. You want to learn AppleScripting? This is a good place to start. Done AppleScripting already? This is a great place to take it even further. Then laces like <http://macscripter.net/> will make more sense.



SpiderWorks™

Customer Download Center

This is the exclusive download page for customers who purchased
AppleScript Handbook

HandbookScripts.sit 

Looking for your purchased eBook?

The SpiderWorks Customer Download Center contains eBook companion files. The actual eBook you purchased should be downloaded from LULU, our e-commerce partner. If you missed the eBook download link after your purchase via LULU.com, don't worry. You can still download your eBook purchase. Just follow these steps:

- 1) - Go to <http://www.lulu.com/>
- 2) - Click on the blue "MY ACCOUNT" tab and log into your LULU account.
- 3) - Once logged in, click the "View Downloads (Library)" link in the "My Content" column to access your downloadable purchases.

[Back to Your Index](#) | [Logout](#)

Copyright © 2005-2006 SpiderWorks, LLC. All rights reserved. All prices are listed in U.S. dollars.

Dreamweaver 8 Design and Construction

reviewed by Robert Pritchett



Author: Marc Campbell

<http://www.oreillynet.com/cs/catalog/view/au/2391>

Booksite:

<http://www.oreilly.com/catalog/dreamwvrmx/index.html>

Published: January 2006.

Pages: 312

\$40 USD, \$56 CDN, £28.50 GBP, €35 EU

ISBN: 0596101635

Requirements: Dreamweaver 8

For those beginning with Dreamweaver who want to know the basics.

Strengths: Takes the architectural approach to building websites.

Weaknesses: None found.

Dreamweaver 8 Design and Construction by Marc Campbell is, well shall we say, a well constructed, easy-reading book with a slick cover, wide margins for sidebar information and a color scheme I wished more books would emulate (light blue margins).

There are four parts designed to get us up to speed quickly. Part One has something I haven't seen before. It goes into detail about getting the right tools for our technical toolboxes, whether Windows or Macs. Then it talks about webhosts, organizing content, sketching the interface, preparing images and text, and setting up a site. Part Two discusses designing a site with tables, layers and using stylesheets. Part Three gets into building a site by adding navigation bars, text, images, Flash content, links and something I learned more about – forms. Part Four finishes up with publishing the site by tuning, testing and troubleshooting before going live. There are also three appendices on HTML tags, CSS style definitions and JavaScript Event handling.

The sidebar *TechTalk* sections pretty much summarize the main text and these are interspersed with *Tips* and figures that straddle the margins and the bodytext areas nicely. There are also *Behind the Scenes* sections and a few *Best Bets* for digging deeper.



Marc Campbell has years of experience and he obviously is comfortable with this topic because his teaching style makes the reader feel comfortable and at ease.

This is a great book from the O'Reilly Digital Studio series and is a great place to start if you need to sit down and read a tangible book before you "go digital".

iPod and iTunes Digital Field Guide

reviewed by Dr. Eric Flescher

Author: Chad Fahs

Wiley and Sons, Publishing

111 River Street

Hoboken, NJ 07030

Booksite: <http://www.wiley.com/WileyCDA/WileyTitle/productCd-0764596799.html>

Released: October 2005.

Pages: 240

\$20 USD, \$26 CND, £14 GBP, €18 Euro

ISBN: 0764596799



Strengths: Very visual oriented, comprehensive guide to iPod and iTunes. Field guide width is less wide than a textbook, which makes it easy to take with you in your laptop or briefcase. Includes information for setting and customizing an iPod, creating playlists (including smart playlists), recording music in non-MP3 format for better music appreciation. Full color beautiful screenshots and illustrations. Includes troubleshooting, choosing iPod accessories and much more. Great price. Those new to iPod and iTunes as well as those users who have used the hardware and software will find the booklet most useful as well.



Weaknesses: Nothing.

The iPod music player started a revolution with portable music playing. iTunes in addition, provides flexibility with importing and exporting your music and enjoying your music. While quite easy to use, as each version of iTunes and iPod progressed, there was more to learn to use the hardware and the software, to the best for the user. But possibly some information will help you speed up the learning process, helping uncover many ways for using iTunes and iPod. If so the excellent guide iPod and iTunes Digital Field Guide is a great resource.

This 240-page full color guidebook is written by Chad Fahs, is a certified Apple instructor, author of books for software and multimedia textbooks and in addition teaches college classes and consulting. The breadth and depth of his experience are amply displayed in the comprehensive manner in which the book has been written for teaching and learning about iPod and iTunes. Divided into 4 parts and 8 chapters, the book covers a full range of about iPod and iTunes topics. These are extremely well illustrated and informative. The red colored titles and other colored subtitles help to differentiate the parts of the text. Use of black boldface headings in most paragraphs and the well-laid out text make this booklet a pleasure and easy to read. The colorful screenshots pertaining to the software, hardware and applications, are clear and sharp. The helpful text, takes the user through the information and learning process. While arrows and pointers are not used to highlight some of the screenshots, blue- highlights in many of the screenshots, emphasize the details highlighted.

Part 1, "Using the iPod", has three chapters. The Chapter 1, "Exploring the iPod," gives an insight into the iPod and what it can do, Macintosh and Windows system requirements. Chapter 2, "Setting Up the iPod," shows how to start working with the device. Learn about battery use and charging it, setting up iPod Photo, transferring photos (on Mac and Windows) and connecting iPod photos with a television are discussed. Chapter 3, "iPod Basics and More," gives information concerning the starting to work with the iPod.

Part 2, “Working with iPod Software,” investigates working with the software that is useful for working with the iPod or on your computer. Chapter 4 “iTunes Basics and More”, includes in-depth information on learning to use iTunes. Learn about different type of audio formats, setting the set of 8 iTunes preferences, importing music from CD, working with CDTracks, and burning playlists.. Chapter 5, “ iTunes Music Store,” details how to import more music and this chapter shows you the way.

Part 3, “Getting the Most out of the iPod,” is most helpful for learning how to use your iPod to your full advantaged. In Chapter 7, “Special Tips and Techniques”, the iPod shows how it is very helpful for finding more information, including finding and deleting songs, accessing and copying hidden files, backing up your music on DVD, working with audiobooks and even how to create links and html in note files! Also learning to install iPod in your car, creating multimedia playlists for projects, capturing video , podcasting information and hacking your iPod with AppleScripts are all part of this chapter. Chapter 8, “iPod Maintenance and Troubleshooting”, is most helpful for keeping your iPod healthy and tuned up. Solving problems scanning the iPod drive, performing diagnostic tests are also included in this very useful chapter.

Part 4, the “Appendices,” has two parts;. Part A include “iPod and iTunes Resources,” while part B has “Keyboard and Shortcuts”.

Beautifully written, this book is an in-depth guide that will help you with your iPod. Comprehensively written, this book is an impressive guidebook, especially for the price. I recommend this book for Macintosh and Windows iPod users. I recommend this book highly.

Mac OS X Technology Guide to Dashboard

reviewed by Robert Pritchett



Author: Danny Goodman

<http://www.dannyg.com>

SpiderWorks

<http://spiderworks.com/>

Lulu

<http://www.lulu.com>

Booksites:

<http://spiderworks.com/books/dashboard.php>

<http://www.lulu.com/content/137211>

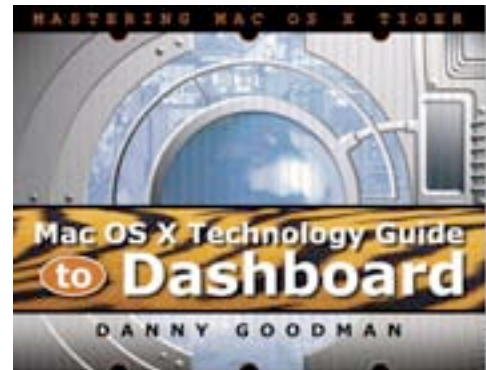
Released: 2005

Pages: 233, eBook, 228 pages.

\$30 USD printed, \$15 USD eBook.

ISBN: 0974434477 or 097443440X (eBook)

Requirements: Mac OS X and familiarity with HTML, CSS, JavaScripting and DOM.



Strengths: Offers a superb process for developing Dashboard Widgets.

Weaknesses: None found.

Mac OS X Technology Guide to Dashboard by Danny Goodman offers us methods on how to best use HTML, CSS, JavaScripting to best advantage while creating Widgets for the Dashboard in Mac OS X. He also offers his own app for debugging Widgets – The Evaluator – but you can only get it if you get the book from SpiderWorks or Lulu.

I have been leaving the *macCompanion* Widget on a backburner for a long time. With this book, I realize I can now create that widget after I've spent some more time with some of the technologies Danny Goodman has spent a lifetime learning - in HTML, CSS, DOM (Document Object Model) and JavaScript.

There are 16 chapters discussing Dashboard, Widget components, Dashboard authoring and Widget design considerations, single and double-sided widgets, Info.plists, The Evaluator, Widget events, and data persistence, calling shell scripts, dragging-and-dropping to widgets, designing resizable widgets, interacting with Web Services and scraping HTML page content and finally, Widget troubleshooting. There is even an Appendix on Widget Objects.

It took me a while to get through this book, not because it isn't readable – and Danny Goodman is VERY readable! – but because this is essentially a learn-by-doing skill. It takes a few minutes to really get down-and-dirty with the process. Widgets aren't your father's HyperCard or Desk Accessory apps.

And I still have to get registered on the SpiderWorks website so I can get the “Extras” that go along with the book – those pre-debugged files, so I don't have to reinvent the wheel – so to speak.

If you would like to see what all the fuss is about go here:

<http://www.apple.com/macosx/features/dashboard/> or

<http://developer.apple.com/macosx/dashboard.html>

and here: <http://www.dashboardwidgets.com/>. Heck, even Google has gotten into the game at <http://www.google.com/macwidgets/>!

So get this book and learn how to do Widgets right.



SpiderWorks™

Customer Download Center

This is the exclusive download page for customers who purchased
Mac OS X Technology Guide to Dashboard

DashboardBookFiles.zip 

Looking for your purchased eBook?

The SpiderWorks Customer Download Center contains the book's companion files. If you purchased the Printed Edition of this book, then it will arrive in the mail. If you purchased the eBook version instead, then the actual eBook should be downloaded from LULU, our e-commerce partner. If you missed the eBook download link after your purchase via LULU.com, don't worry. You can still download your eBook purchase. Just follow these steps:

- 1) - Go to <http://www.lulu.com/>
- 2) - Click on the blue "MY ACCOUNT" tab and log into your LULU account.
- 3) - Once logged in, click the "View Downloads (Library)" link in the "My Content" column to access your downloadable purchases.

[Back to Your Index](#) | [Logout](#)

Copyright © 2005-2006 SpiderWorks, LLC. All rights reserved. All prices are listed in U.S. dollars.

Macworld Digital Photography Superguide

reviewed by Robert Pritchett

Editors: Christopher Breen and the Macworld Staff.

<http://www.lulu.com/macworld>

Lulu.com

<http://www.lulu.com/content/188130>

Print-On-Demand: December 2005

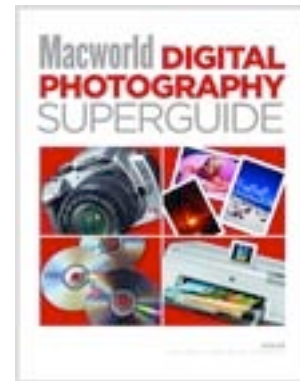
Pages: 101

\$25 USD

ISBN: 1411660706

Requirements: A Mac with iPhoto 5, Photoshop and a digital camera.

Maybe Adobe Photoshop CS2 too.



Strengths: Proofed pages from pasts Macworld articles.

Weaknesses: When a book says “click here” doe sit work?



Macworld Digital Photography Superguide by the Macworld staff looks awfully familiar. This is a slick print-on-demand multicolored cover and page book based on articles gleaned from the past issues of Macworld.

The book is divided into 6 sections. In the How to Buy a Digital Camera is the guide on how to pick one. How to Get Great Shots talks about mastering the basics, secrets of flash photography, learning from Metadata mistakes, creating panoramas, and doing infrared photography. How to Stay Organized discusses managing photos in iPhoto 5 and a few iPhoto tips and tricks. How to Bring Out the Best in Your Photos has write-ups on calibrating the monitor, looking inside iPhoto 5's editing tools, using an external editor for troublesome shots, using Adobe Photoshop CS2 and Adobe Photoshop Elements 3 and how to take advantage of Photoshop CS2's Camera Raw plug-in. How to Turn Pixels into Prints obviously discusses printer issues such as picking the right ink-jet printer, going over some troubleshooting tips, looking at online photo services, creating iPhoto books and sharing photos online. The book finishes up with How to Protect Your Photos with developing a backup plan, some stories of how 3 digital photographers protect their work and keeping a catalog of archived images.

What makes this an obvious tell-tale from online is that the Updates and Feedback section at the front of the book says “click here” without showing the link.

If you like lots of full color pictures and a quick guide, why not take a peek at this online book that can also be had in hard-copy?

Makers: All Kinds of People Making Amazing Things in Garages, Basements & Backyards

reviewed by Mike Swope



Author: Bob Parks, <http://www.oreillynet.com/cs/catalog/view/au/2463>

O'Reilly

<http://www.oreilly.com/>

Book Site: <http://www.oreilly.com/catalog/makers>

Released: December 2005

Pages: 179

\$25 USD, \$35 CND, £17.50 GBP, €22 Euro

Format: Hardcover

ISBN: 0596101880



Target Audience: The Makers community as a whole and a select group of educated readers with a passion for learning about strange things other people are inventing and building.

Strengths: High production value; bright, smooth paper; attractive layout; large full-color photographs. Some very interesting projects. Some projects that would plain simple fun to try. URLs provided for more project-specific information and follow-up. Book often contains more information and background than some of the web sites.

Weaknesses: Longwinded at times. Some uninteresting and uninspiring projects. A few poor quality and/or low-resolution (digital) photos. Some profiles feel as though they might be articles recycled from the magazine of the same name.



About A Special Breed for A Special Breed

The forward to *Makers* explains the phenomenon of *Making* probably as well as any other. Making, or using tools, explains Bob Parks, is a uniquely human experience. Makers are renaissance people, with experience and interests across a variety of technologies. Such people, Parks suggests, are not satisfied being just consumers; they are instead both interested in improving existing products and experimenting with technology, an archetypal blend of toolmaking and science. Today's world, notes Parks, encourages Makers, many of whom return to electronics and simple machines with an urge to experiment, after a long period in professional technical careers, i.e. computer programming. This, writes Bob Parks, in reaction to the increased complexity and sophistication of today's personal computers. Computer programming skills come in particularly handy with electronic projects controlled by modern microchips, which just happen to require programming.

Makers, interestingly enough, also like to share. Many Makers have developed code for web sites, and so also have their own web site to which most make regular updates. Makers share code and parts openly on web forums and web sites. As there are computer user groups, there are also community groups for Makers, who meet to discuss and show off their projects. Makers have a competitive spirit, and these groups thrive on friendly, personal competition, challenging each other. On a larger scale, Makers also compete in formal competitions such as [Dorkbot Nights](#) and the [Burning Man](#) festival. In February 2005, O'Reilly successfully launched [Make](#) magazine, the first magazine devoted to do-it-yourself technology projects. It's easy to see and understand that any book about Makers is a book for Makers.

Some Interesting, Inspiring, Unusual and Fun Projects (Some from Waste Materials)

Of the projects profiled, some interesting and inspiring projects have been developed, using LEDs, all kinds of sensors, jet engines, servo-motors, wood, metal, plastic, fabric, plumbing, automobile engines, car bodies, industrial equipment, paper cups, balloons...virtually anything can be used by a Maker as long as it suits the needs of the project. Many use discarded electronics, electronic motors, switches, buttons, wiring, paper, digital cameras, lenses, inkjet cartridges, mirrors...again, virtually anything that's necessary. Of course, not all parts can be obtained by dumpster diving. Radio Shack and eBay figure prominently throughout the book for those hard-to-find-in-the-trash parts, and several web sites are mentioned as well. Despite the disparate sources, these Makers have made some incredible (and useful!) contraptions.

Sometimes, the inspiration for a project is a direct result of that which would have been otherwise wasted. Take for example, Cap Holter's board-busting machine. While Holter was in the Army during WWII (where he incidentally learned a lot about making due), a storm blew down the family's horse barn, hog house, and chicken coop. Since then, the boards have lain in a pile. In response to today's high heating oil prices, Holter decided that all that wood would be great kindling, except for the time it would take to actually cut the wood with a chainsaw. Holter's board-eating machine was born. It cost \$27 and is made from a rusty hay baler. It chews through thousands of board feet in just a couple of hours, filling a one-ton truck and making a helluva lot of noise!

Necessity has also been inspiration, such as Sathya Jeganathan's improvised baby warmers. Jeganathan, a 42-year-old neonatologist in India, noticed a high infant mortality rate at the government hospital where she works. The hospital lacked infant warmers, and though she received a grant for a few infant warmers, those warmers are not only expensive at \$4000 plus but also inconvenient to have repaired by qualified technicians. She wondered if the heat of light bulbs could be used instead, and drew up some rough drawings for a prototype which was built by city electricians. This prototype helped grow a 2.6 premature baby to a healthy weight. Since then, they have built several more infant warmers, fitted with light bulbs purchased at local stores. Infant warmers that have cut the infant mortality rate from 39 to just 22 per 1000 at her hospital.

But mostly modding is for fun. Ask Kerry McLean about his gasoline-powered monowheel. Or Peter Madsen and Claus Norregaard about their 6.6 ton hand-built submarine. Or Dan Bowen and Mike Coffey about their high-altitude weather balloon that takes photographs of the curvature of the earth. Or Bathsheba Grossman about her 3D digitally printed metal sculptures. Or Tom Chudleigh about his family's spherical wooden treehouses. Or Koichi Hirata about his robotic fish. Or Matty Sallin about his alarm clock that cooks bacon. Or Louis Giersch about his 1000-degree solar concentrator. Or Anab Jain and Stuart Wood about their light-up fiber-optic desk. Or Richard Flanagan about his jet-powered go-kart. Or David Anderson about his 2-wheeled balancing robot. Or Dennis Havlena about his working PVC bagpipes. Or Andy Gustafson about his semi-automatic pneumatic potato cannon.

Old-World Spirit with A Modern Twist, But All About Self-Satisfaction

Admittedly, this book is not for everyone. Readers must understand in part what drives people who make such things to appreciate some of the projects and what they mean to their Makers. These Makers originate from around the globe but share common traits and enjoy making modifications. They are indomitable. They simply do not quit until they are satisfied with what they have made, doggedly finding solutions to the problems presented to them. In this resonates something resembling old-world, hands-on craftsmanship. These Makers enjoy the experience of making for the sake of making. I can't help but wonder, is this how the things we generally take for granted -- television, computers, power tools, tires and other every day items -- came to be? Invented by Makers who pushed boundaries and experimented endlessly, fulfilled by the act itself? A considerable number of projects in this book have received awards, and some have attracted government, military and public attention. Perhaps one of them will lead to the Next Big Thing.

[Mike Swope](#)

Penetration Tester's Open Source Toolkit

reviewed by Robert Pritchett



Authors: Johnny Long,

<http://www.oreillynet.com/cs/catalog/view/au/1918>

Aaron W. Bayles,

<http://www.oreillynet.com/cs/catalog/view/au/2105>

James C. Foster,

<http://www.oreillynet.com/cs/catalog/view/au/1865>

Chris Hurley,

<http://www.oreillynet.com/cs/catalog/view/au/1381>

Noam Rathaus, SensePost, Mark Wolfgang, Mike Petruzzi

Author website: <http://www.remote-exploit.org>

Syngress Publishing

Booksites: <http://www.syngress.com/catalog/?pid=3330>

Downloadable Ebook:

<http://www.syngress.com/catalog/?pid=3335>

<http://www.oreilly.com/catalog/1597490210/index.html>

Published: December 2005.

Pages: 750

\$60 USD, \$84 CND, £33 GBP, €51 EU with Bootable Linux CD.

ISBN: 9781597490210

Requirements: Linux knowledge and a desire to understand penetration testing.

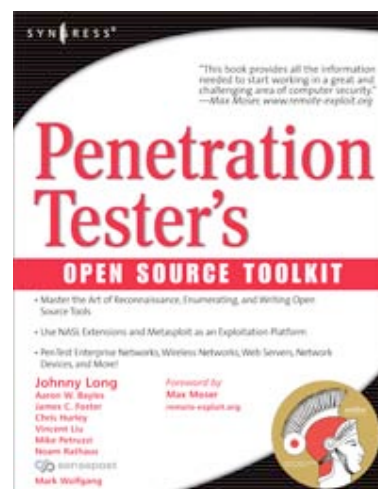
Strengths: A one-stop-shop for penetration testing tools.

Weaknesses: Not intended for the Mac environment.

Tutorials: <http://www.remote-exploit.org/index.php/Tutorials>

Penetration Tester's Open Source Toolkit by the authors listed above is the User's Guide to the included Linux-based CD that has the *Auditor Security Collection* from <http://www.remote-exploit.org>. These are around 300 Open Source security and forensics tools for both the Windows and Linux environments.

Of course, the 2nd thing I did when I got the book was to see if any of the tools were Mac-compatible. Folks, they will require recompiling to run on a Mac. Oh, and I got weird looks when I brought this book into the office as management and others quickly scanned the cover and wondered if there were any sexual connotations with this thick book.



Thankfully, this book basically records the hows and whys of pentesting networks and computer systems and shows the process as both art and science.

Tools covered deal with hijacking, sniffing, scanning, and vulnerability assessment. You may have heard of dsniff, ettercap, Ethereal, Hydra, the Metasploit Framework; Nessus, Nmap, Paketto, Paros, Scanrand.

The book is divided into 13 chapters covering reconnaissance, enumerating, scanning and testing databases, web application and server testing, wireless penetration testing, writing Open Source security tools, and analyzing network devices along with coverage of a few tools. These would be coding Nessus, doing NASL extensions and running custom tests and extending Metasploit I and II.

The CD contains the 300 or so Auditor tools listed here: http://www.remote-exploit.org/index.php/Auditor_tools and covers footprinting, scanning, analyzing, spoofing, Bluetooth and wireless, brute force, password cracking, forensics and honeypot tools. These were collected and published by Max Moser.

By combining both *Whax* and this CD, a new one has come out known as *BackTrack* as a boot disc and can be downloaded at: http://www.iwhax.net/index.php/BackTrack_Downloads and is a 625MB download with 3 fixes to the beta as of the time this review was posted.

If you work in a heterogeneous environment and want one place where all these tools can be found and a book that discusses these topics, get this one. Maybe the authors will also treat the Mac environment in the next edition.

For pentesting on a Mac, check this out. Many of the tools off the remote-Exploit website are usable on a Mac: <http://blogs.securiteam.com/index.php/archives/246> and load up using Darwin Ports.

Perfect Passwords: Selection, Protection, Authentication – Create Password Policies That Baffle the Bad Guys, Not Your Users

reviewed by Robert Pritchett



Authors: Mark Burnett,

<http://www.oreillynet.com/cs/catalog/view/au/1633>

Dave Kleiman,

<http://www.oreillynet.com/cs/catalog/view/au/2560>

Author website:

Syngress Publishing

Booksites: <http://www.syngress.com/catalog/?pid=3420>

<http://www.oreilly.com/catalog/1597490415/index.html>

Downloadable Ebook:

<http://www.syngress.com/catalog/?pid=3425>

Published: December 2005.

Pages: 200

\$25 USD, \$35 CND, £15 GBP, €15 EU

ISBN: 1597490415

Requirements: For anyone who has to deal with computer passwords – in other words - everybody.

Strengths: Emphasis is on what works and not so much on what doesn't.

Weaknesses: No reference to password generators, like Steve Gibson's at <https://www.grc.com/passwords> and no *Perfect Passwords* website with testing tools like <http://www.securitystats.com/tools/password.php> - yet. Words in lists include predictable cusswords – which gives the book a lower rating than it would have gotten otherwise.

ApplemacPunk pointed out some other sites to look at as well:

<http://www.techzoom.net/security-password.asp>

<http://www.authenticator.com/>

Perfect Passwords: Selection, Protection, Authentication – Create Password Policies That Baffle the Bad Guys, Not Your Users by Mark Burnett and Dave Kleiman does a great job showing what does and doesn't work, after presenting us with studies related to what makes effecting passwords possible. The work is a study in human tendencies and how much we all really do seem to think alike.



I like his analysis regarding human behavior and how predictable we have become. I now understand what character sets really are and that no matter what password or phrase combination I want to come up with, I need it to be at least 15 characters and not 8, and from various character sets and not just one. I also appreciate the occasional humorous entries, the “proper” way to set up secret questions and how to make “good” secret questions that don’t have answers that can come off a list somewhere.

Some strategies that are offered are password phrases instead of just plain old simplistic passwords using various types of “nyms” (a list of those and their definitions is provided).

I took great delight in reading about Email Nazi’s (my term, not the authors) and password replacements and live-times. A strong argument is offered that if the password is long (15 characters or longer), the time between replacement can be stretched out to 6 months or longer between “your password has expired, please replace” messages.

The book is portioned off into 13 short chapters and 3 long Appendices. They cover basics, weak wordlists, randomness and patterns or sequences, password cracking processes, the worst 500 passwords of all time (including some perfectly predictable cusswords) , 11 or so password pointers, 3 rules for strong passwords, a chapter on celebrating Password Day and 3 elements of authentication.

Separate password myth and nonsense and “rules of thumb” (what passes as “known”) with facts on what really works. Now go practice any of the techniques offered in this book. They are simpler than you think and don’t require a “password generator” like shown on Steve Gibson’s website. By all means, try them out in the password testers listed above. Or at least check to see if you meet the human behavior profile and use any of the words listed in the book. It really is quite revealing!

The book actually puts a welcome element of fun back into a drudge job of password maintenance and management.

Quartz 2D Graphics for Mac OS X Developers

reviewed by Robert Pritchett



Author: R. Scott Thompson

Addison-Wesley

Booksite: <http://www.awprofessional.com/title/0321336631>

Released: January 30, 2006.

Pages: 496

\$50 USD, \$67 CND, £35 GBP, €53 Euro with CD.

ISBN: 0321336631

Requirements: Mac OS X Tiger or later. A desire to be a Mac OS X Graphics Developer. Some knowledge of Carbon, Cocoa and Python required.

Strengths: Provides information on doing graphics the “Apple way”.

Weaknesses: None found.



Quartz 2D Graphics for Mac OS X Developers by R. Scott Thompson is by all means a programmer’s book, with emphasis on Apples’ Core Graphics, Quartz 2D and Core Image technologies.

Frankly, I had difficulty getting through this book. It is at a level of “behind the scenes” I am not used to. The included CD that includes examples of both projects and source code from chapters, does help some. The book’s audience is more for those who are already somewhat experienced in either QuickDraw or Quartz and need to move on to Core Image graphics development. Quartz 2D replaces the QuickDraw API.

So what is inside? Lots of super-geeky stuff on CGContexts, drawing transformations, line art path-drawing and pixel data for creating images, text generation and special text effects, shadings, patterns and creating PDFs from drawings as well as import/export functions to offscreen apps.

I have much more respect now for all the magic that occurs between a Mac OS X screen and apps. This stuff is simply amazing and reveals some of how the magic is accomplished that delights the eye and enhances apps. In reading the book I also gained a greater appreciation for such things as ATSUI (Apple Type Services for Unicode Imaging) that works concurrently with Quartz 2D in the Cocoa Text system discussed at

http://developer.apple.com/documentation/Carbon/Conceptual/ATSUI_Concepts/index.html and <http://developer.apple.com/documentation/Cocoa/Conceptual/TextArchitecture/index.html>.

The other interesting thing to me is how Apple gets PDFs into and out of Quartz 2D drawings.

There are 14 chapters on accessing Quartz 2D, moving from QuickDraw to Quartz 2D and discussion of other graphics libraries like vImage and Java 2D, the Quartz 2D drawing model, context, transformations as matrices, line art and building paths, and improving performance, and drawing fills and strokes, drawing CGImages and performance issues, importing and exporting images, drawing with Core Image, drawing text, drawing offscreen, working in shading and patterns doing the PDF thing and adding hyperlinks to PDFs.

The book gets deep fast, but R. Scott Thompson does an excellent job making it interesting with his graphical language.

Spam Wars: Our Last Best Chance to Defeat Spammers, Scammers and Hackers

reviewed by Robert Pritchett



Author: Danny Goodman

Interview: <http://www.louisehartmann.com/clips/HodgePodge/TH-111804-HP.mp3>

<http://www.dannyg.com>

<http://www.spamwars.com/book.html>

Select Books

http://www.selectbooks.com/t_spamwars.html

Released: 2004

\$18 USD, \$27 CND, £10 GBP, €16 Euro

ISBN: 1590790634

For anyone interested in fighting spam. In other words – you!

Strengths: Catalogs criminal activity of spammers, scammers and hackers that use the Email systems to keep the spamonomy going.

Weaknesses: One or two swear words hiding in there.



Spam Wars: Our Last Best Chance to Defeat Spammers, Scammers and Hackers by Danny Goodman is one of the latest books attempting to educate the unsuspecting public about the online schemes used to separate them/us from our money. And Danny Goodman uses humor to make that bite just a little less painful as he shows us just how ineffective the JHD (Just Hit Delete) mentality really is. He counters with “Just Don’t Spam!” Spam can be avoided and it can also be successfully fought with this self-defense book.

Hopefully we won’t get Joe-Jobed (spam barrage) by Spammers or Chickenboners (spammers working out of house trailers surrounded by take-out chicken boxes) using a Mainsleaze (spammer operations based ISP) and we could just get Listwashed (removed from spammer lists) and tagged by them as a LARTer (Luser Attitude Readjustment Tool used by someone to alert an abuse desk of spamming activities).

I’ve personally come to appreciate what a Cartooney is (cartoon attorney) – a lawyer who threatens antispammers with lawsuits – only the ones I’ve been forced to deal with have teeth and deep pockets claiming “Free Speech” (so-called ‘commercial’ Free Speech) due to my recent involvement with ICPAL (Informal Coalition of Private Anti-spam Litigants).

And that is why I wanted to read this book. I have been pushed into a corner by the Email bullies and it is time to fight back as a Anti-spam Warrior. The knowledge on how to be an anti-spam ninja can be found within the pages of this book. Okay, maybe not, but would you believe a brown belt in anti-spam karate? Danny shows us how we can get them to boil in their own spew.

Dan shows how we ended up in this electronic Email mess and how we can get out of it. Dan gives plenty of “for instances” and backs up his no-holds-barred comments with plenty of facts.

Litigation in the courts takes time, money and lots of other resources and in the Law section Danny shows what kinds of things are needed to “get there”. The last chapter is an Email manifesto and lists things we call can do to fight back.

While you are waiting for the book to arrive, why not check out the information below? This is part of “my “ fight...

NOTICE OF OFFER TO RECEIVE UNSOLICITED COMMERCIAL EMAIL (SPAM)

YOUR ACTIONS MAY CONSTITUTE A BINDING CONTRACT. PLEASE READ THE FOLLOWING CAREFULLY. BY SENDING UNSOLICITED SPAM TO ME AT THE FOLLOWING DOMAIN, MACCOMPANION.COM, YOU ACCEPT MY OFFER TO YOU CONCERNING RECEIPT OF UNSOLICITED MATERIAL FROM YOU UNDER THE FOLLOWING TERMS:

- 1- THAT IN VALUABLE CONSIDERATION, SUFFICIENCY AND ADEQUACY OF WHICH YOU HEREBY ACKNOWLEDGE, OF ME RECEIVING ANY UNSOLICITED MATERIAL FROM YOU;
- 2- UNLESS, YOU HAVE OBTAINED PRIOR AUTHORIZATION FROM ME TO SEND YOUR MATERIAL TO ME; YOU AGREE TO CONFER THE SUM OF US\$500 PAYABLE IN CERTIFIED CHECK TO ME EFFECTIVE AND COLLECTIBLE UPON YOUR SENDING OF ANY UNSOLICITED MATERIAL TO THE DOMAIN, MACCOMPANION.COM;
- 3- YOU AGREE TO CEASE AND DESIST ANY FURTHER ATTEMPTS TO SEND ANY ADVERTISING MATERIAL WHATSOEVER TO THE DOMAIN, MACCOMPANION.COM;
- 4- THIS AGREEMENT MAY BE MODIFIED AND/OR CHANGED BY ME AT ANY TIME WITHOUT NOTICE;
- 5- YOU AGREE THAT THE AMOUNT OF FUNDS (IN US Dollars) I CHARGE FOR EACH ADDITIONAL UNSOLICITED PIECE OF ADVERTISING SHALL BE CALCULATED AS FOLLOWS: (NUMBER OF OFFENSE) MULTIPLIED BY (\$500). FOR EXAMPLE: ON YOUR THIRD UNSOLICITED MAILING TO ME, YOU AGREE TO PAY ME THE AMOUNT OF US\$1500, AND ON YOUR FOURTH UNSOLICITED MAILING, YOU AGREE TO PAY ME THE AMOUNT OF US\$2000, AND SO ON;
- 6- YOU AGREE THAT VENUE FOR ANY AND ALL DISPUTES RESOLUTION PROCEEDINGS SHALL BE THE STATE OF WASHINGTON, BENTON COUNTY;
- 7- YOU SUBMIT YOUR PERSON TO THE JURISDICTION OF THE COURTS OF THE STATE OF WASHINGTON.

Used with permission of copyright owner © 2003, Nima Taradji, P.C. All Rights Reserved.

Links

<http://www.danbalsam.com/danhatesspam/>

<http://www.esecurityplanet.com/trends/article.php/3412891>

<http://spamlinks.net/legal-action.htm>

<http://www.aboutspam.com/>

A Map - <http://www.cluelessmailers.org/spamdemic/index.html>

And the Law -

<http://e-com.ic.gc.ca/epic/Internet/inecic-ceac.nsf/en/gv00304e.html> <http://www.spamlaws.com/state/index.shtml>

And Suits -<http://sueaspammer.com/> <http://legal.hypertouch.com/> And the one where I have been involved:

<http://legal.hypertouch.com/impulse-marketing-group/>

http://www.spamhaus.org/rokso/evidence.lasso?rokso_id=ROK5431

And some stuff about the Informal Coalition of Private Anti-spam Litigants -

<http://www.internetnews.com/xSP/article.php/3412891>

The Institute for Spam and Internet Public Policy - <http://www.isipp.com/>

AntiSLAPP - <http://www.thefirstamendment.org/antislappresourcecenter.html#What%20are%20slapps>

And a Litigation search tool for Washington State -

[http://search.mrsc.org/nxt/gateway.dll?f=templates&fn=courts.htm\\$vid=courts:court](http://search.mrsc.org/nxt/gateway.dll?f=templates&fn=courts.htm$vid=courts:court)

Tools to Understand and Research spam -EmailTrackerPro - a tools used by law enforcement to analyze the header information - <http://www.visualware.com> \$29.95 VisualRoute - this application locates the geographic origin of the email and prepares a traceroute, which illustrates the computers between my computer and the point of origin of the message. <http://www.visualware.com> \$49.95 (\$69 when bundled with EmailTrackerPro) SmartWhois - Identifies the owner and contact information of the domain name or the owner of the IP or netblock (of IP addresses). <http://www.tamos.com/products/smartwhois/> - \$29.00 NetScanTools - A robust suite of network analyses tools, which includes the functions above and much more - including an analysis of the blacklists that the IP address belongs to. <http://www.netscantools.com/> - \$249.00

Attorney General's Web Site RE: spam - <http://www.atg.wa.gov/junkemail>

Actual Statute RE: spam - <http://www.leg.wa.gov/RCW/index.cfm?fuseaction=chapterdigest&chapter=19.190>

Research Tools - <http://www.dnsstuff.com> <http://centralops.net/co>

Background Info on spammers - <http://www.spamhaus.org> <http://www.senderbase.org>

Public Records Research - <http://www.searchsystems.net>

And other anti-spam resources -

<http://www.sitetamer.com/strads/spam>

<http://www.bestprac.org/links.htm>

http://www.missingkids.com/missingkids/servlet/PageServlet?LanguageCountry=en_US&PageId=169#obscurity

<http://spam.abuse.net/spam>

<http://www.gigalaw.com>

a. <http://www.lawforwa.org/home.html>

b. <http://washingtonlawhelp.org/WA/index.cfm>

c. <http://www.nolo.com/index.cfm>

d. <http://www.napps.com/>

e. <http://www.leg.wa.gov/rcw/dispo>

f. <http://www.reverseaddressdirectory.com/index2.htm>

g. <http://www.elsop.com/wrc/complain.htm>

h. <http://www.naag.org>

i. <http://www4.law.cornell.edu/uscode>

j. http://www.apps-saccourt.com/scc/help/pages/locating.htm#P309_40027

k. <http://www.lectlaw.com>

<http://www.geektools.com/tools.php>

<http://spam.getnetwise.org>

<http://www.icann.org>

<http://www.declude.com/Articles.asp?ID=97>

http://www.spamsites.org/live_sites.html

<http://www.netdemon.net/tools.html>

<http://www.ordb.org>

<http://www.ripoffreport.com>

<http://www.samspade.org/t>

<http://www.dnsbl.us.sorbs.net/lookup.shtml?>

<http://spews.org>
<http://smallclaim.info>
<http://www.ahbl.org>
<http://network-tools.com>
<http://www.traceroute.org>
<http://www.tracert.com>
<http://combat.uxn.com>
<http://swhois.net>
<http://www.cauce.org>
<http://www.stentorian.com/antispam>

Step Into Xcode

reviewed by Robert Pritchett



Author: Fritz Anderson
Addison-Wesley

Booksite: <http://www.awprofessional.com/title/0321334221>

Released: January 30, 2006.

Pages: 496

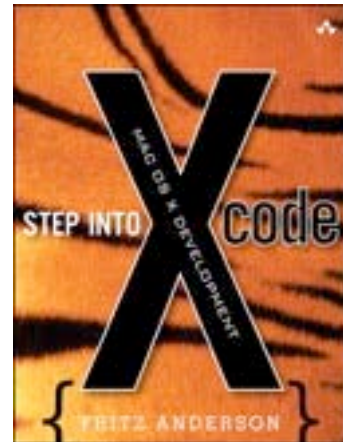
\$45 USD, \$61 CND, £32 GBP, €40 Euro with CD.

ISBN: 0321334221

Requirements: Mac OS X. A desire to code Mac OS X apps and paying with Universal Binaries.

Strengths: The CD.

Weaknesses: None found. No Errata page on the website.



Step Into Xcode by Fritz Anderson digs into Xcode with emphasis on coding. What makes this book stand out for me is the treatment on Fat or Universal Binaries. The other thing is Fritz Anderson isn't shy about saying that the bugs he has in the code are there on purpose so as to help us walk through not just coding but also in troubleshooting and nipping them in the bud.

There are not a million Mac-only developers put there, so this book will have a very limited audience. However, I found the book to be well-written and from my knothole, didn't see any mistakes. I couldn't tell if any of the printed code was misprinted.

Each of the 25 chapters ends with a short summary and helps make the book a "quick read" to get you to where you really need to be to get quickly up to speed using Xcode.

The book is essentially a "lessons learned" book based on years of experience by the author. Part I is all about the Mac OS X application life cycle with the obligatory intro to Xcode, doing simple workflow and passive and active debugging, compiling, and starting cocoa apps, views and controllers, examining property lists, libraries and dependent targets file packages and bundles, creating custom views, dynamic libraries and frameworks, using v\Version Control and even getting into cross-development, data modeling tools, Spotlight and things to avoid when developing code.

Part II is all about doing tasks in Xcode and begins by walking us through a project seeing groups and file lists, class browsers and modelers and then does a couple of conversion chapters for CodeWarriors and Make veterans before getting into debugging techniques for printing, custom formatting, breakpoint commands and conditions, "lazy" symbol loading and "zombies" in cocoa and core programming. Next, is a chapter dealing with optimizing Xcode for speed, than a chapter ensues on AppleScripting in AppleScript Studio before moving on to showing how to project-manage a large project. The book finishes with traps and tips and has two Appendices on installing Xcode and using build variables and source trees.

The major plus is the included CD that helps us go through the chapter examples and "fix" errors. If you want to learn to code using Apple's own development platform, this well-written book by a master coder would be a great place to start.

Take Control of Maintaining Your Mac (e-book)

reviewed by Kale Feelhaver



Author: Joe Kissel

Publisher: TidBITS Electronic Publishing

<http://www.tidbits.com/>

Booksite:

[http://www.takecontrolbooks.com/maintaining-mac.html?14!pt=TRK-0032-](http://www.takecontrolbooks.com/maintaining-mac.html?14!pt=TRK-0032-TCNEWS)

[TCNEWS](#)

Released March 2006

Pages: 86

\$10 USD <http://www.takecontrolbooks.com/catalog.html>

ISBN: 1933671106

Requirements: An interest in Mac OS X upkeep and maintenance.

Strengths: Easy to read, informative, inexpensive, useful, maintenance checklist included, coupons included.

Weaknesses: None to speak of.



If you are an IT geek like me, maintaining your Mac is something you do naturally. However, if you are an average Joe, computer maintenance is not always obvious. *Take Control of Maintaining Your Mac* is a great e-book for a novice looking to learn a little about Mac OS X maintenance, but is also great for power users looking for a few new maintenance tricks. The e-book is easy to read, and includes step-by-step instructions for each maintenance procedure. In addition, the e-book includes a schedule to help you plan a maintenance routine for you Mac, and a couple of useful coupons.

Take Control of Maintaining Your Mac discusses daily, weekly, monthly and annual tasks for Mac maintenance. Daily tasks include software updates and backup, weekly tasks include cleaning caches and rebooting, monthly tasks include emptying the trash and repairing permissions, annual tasks include cleaning your keyboard and changing your password. Joe Kissel goes over several maintenance routines that use Mac OS X's built-in utilities, but he also makes references to shareware programs like Cocktail, Font Finagler, and Drive Genius. Kissel brings up the subject of disk defragmenting, but adds his own opinions when he says, "you will probably never need to do this." He takes a similar stance on repairing permissions.

Overall, I don't think I learned anything new from this e-book, but I agreed with Kissel's opinions. This e-book is \$10 well spent for any Mac addict. Every user, regardless of skill level, should learn a little about maintaining Mac OS X. A Mac is an investment, and learning to maintain your investment will keep your Mac healthy for years to come. The only thing this e-book is missing is a downloadable iCal maintenance schedule. Maybe that is in the works.

Xcode Tools Sensei: Your Guide to the Mac OS X Developer Tools

reviewed by Robert Pritchett



Author: Mark Szymczyk

<http://www.meandmark.com>

Me and Mark Publishing

Lulu Distribution:

<http://www.lulu.com/>

Booksites: <http://www.meandmark.com/xcodebook.html>

<http://www.lulu.com/content/112546>

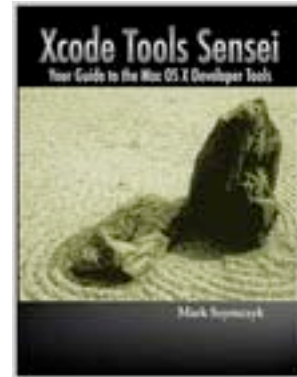
Released: 2005

Pages: 318

\$35 USD printed or \$20 USD download.

ISBN: 0976126001

For Mac OS X developers.



Strengths: Teaches how to write, debug and profile Mac OS X apps.

Weaknesses: Not up-to-date, but close. Not found were references to Universal Binaries.

Resources:

<http://www.meandmark.com/xcoderesources.html>

Tool Tips: <http://www.meandmark.com/xcodetips.html>

Xcode Tools Sensei: Your Guide to the Mac OS X Developer Tools by Mark Szymczyk shows off the 25 or so Xcode tools that come with every copy of Mac OS X in the Developers folder and covers in detail, the Xcode Tools 2.1 release from Apple.

The electronic version is a fully functional (searchable, linked, bookmarked) PDF for \$15 less than the print version.

If you don't have the most recent version of Xcode Tools, go to <http://www.apple.com> and click on the *Developer* tab. If you are not registered already, do so and then load up. Xcode Tools 2.2.1 was released on January 12, 2006 and is a 823.4 MB download.

There are 13 chapters in the book covering using and debugging Xcode itself, running the Interface Builder, Sampler, gprof and CHUD tools, working with MallocDebug, ObjectAlloc, the command-line debugging tools, using gcov, Version Control with cvs, Java and OpenGL tools.

Some things I didn't know about before, were the Shark profiler and Shader Builders discussed here.

If you don't want to wade through all the ADC References Library (March 2006 is available for download at either 228.7 MB as an update or 650.7 MB for the "standalone" version of the Developer Documentation), why not get this book instead?

Hardware

Business Card Reader II — There's a lot of hidden power in this little black box

reviewed by Harry {doc} Babad

Note: This issue also contains a review of Card 3.0 Business Card scanner software.



I.R.I.S. Inc
(561)-921-0847

<http://www.irislink.com/c2-295/IBCR-for-MAC-OS.aspx>

Support: <http://www.irislink.com/c2-261/I-R-I-S--Technical-support.aspx>

\$150 USD [Includes Card software]

Requirements: Mac OS X computer with a G3 processor or a Mac OS 9.x computer with a PowerPC processor and Mac OS X and Mac OS 9.x. In addition, 32 MB RAM, 80 MB free disk space, and a free USB Port.



Audience: All user levels.

Strength — The product very easy to use, fast and accurate! You'll never retype a business card again! Select the country of your business card, slide the card into the scanner: it is automatically scanned, recognized and encoded!

Weakness — I've found no significant problems when using this product. Although OCR products are supposed to be only 99+% accurate, this product seemed to have a higher accuracy with all but a few of my cards.

The software was tested on a 1 GHz dual processor PowerPC G4 Macintosh with 2 GB DDR SDRAM running under OS X 10.4.5.

Product and company names and logos in this review may be registered trademarks of their respective companies. Note to avoid privacy Issues, I have used only commercially available and freely handed out business card as examples.

Introduction

As noted in my review in this issue of macC of CardIRIS 3.0 software, I've accumulated hundreds of business card a year. Since the only alternative I had to hiring a typist, was to type the data into my address databases myself. So of course I've lots of cards left unentered, just sitting at random in a box behind my desk.

Note, the world is not perfect, neither are scanners or data entry typists. There are a few conditions where the card scanner, any consumer scanner for that matter, will not work effectively with some cards because the data acquisition system cant translate the images captured into credible text. Such conditions are mention briefly in this article and are discussed in my review of CardIRIS 3.0 software in this issue. This review is most focused at familiarizing you with the IRIS Business Card Reader II scanner.

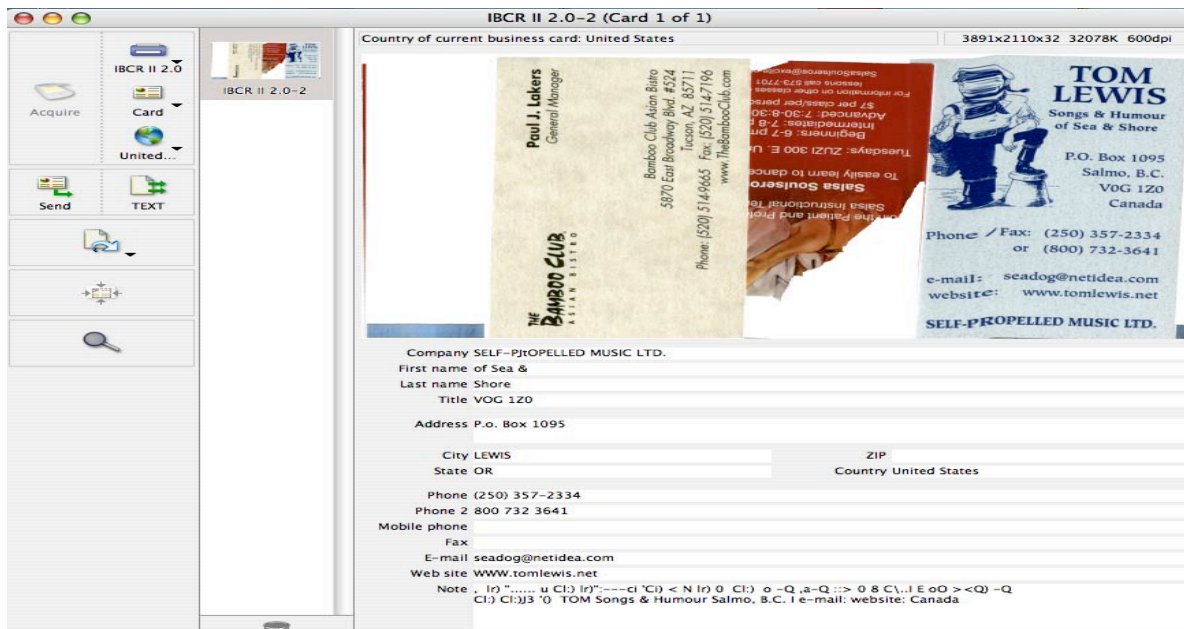
Using the Product

Installation and using the product was simple. Install the Card software; plug in the scanner into an available USB port. Start up the Card application and start feeding your business cards. I completed an eight-card scan, feeding in a few of the cards backward, in only a few minutes. The time from when you place the card into the scanner until the software has read the card is about 12-15 seconds. The time varies depending upon the complexity of the card.

Something the otherwise excellent manual does not warn you about is: DON'T feed the cards in the scanner too fast. Let the scan of each card complete, flip the card out of the way with a finger and then slide the new card into the scanner. Otherwise, the scanner reads two cards as one giving you random or mismatched information when the auto OCR process occurs.

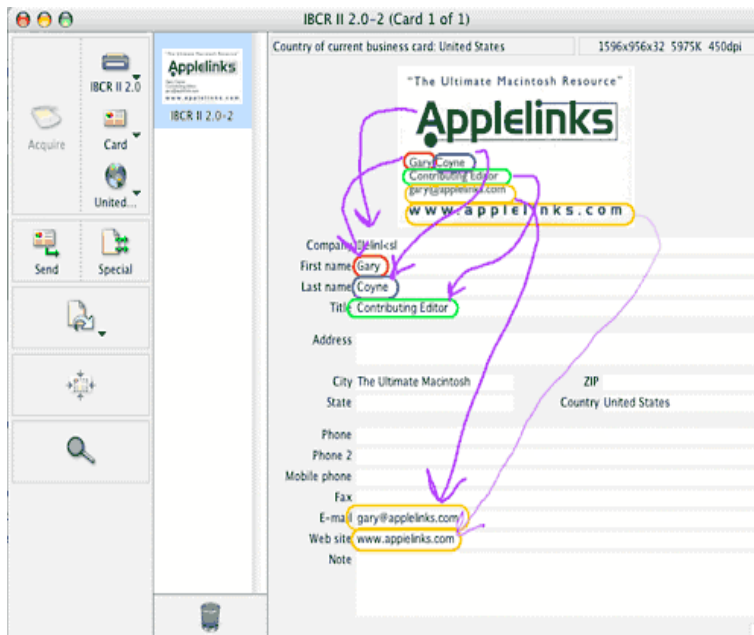
The cards are fed into the back of the unit. Then, with a very gentle hum, the cards are self-drawn past the lens.

I've illustrated a quick 3-card scan below an image of a set of cards I fed too rapidly. Check it out.



In Cary Coyne's review of the card software and scanner, [Applelinks, 08-27-04, <http://www.applelinks.com/p5/index.php/more/cardiris>] he illustrates the results of a scan using his Applelinks card as a sample. The image, below, shows what goes where when you can a card with the card scanner and Card software. The image is what the main window of the software interface looks like. It's a better image than I could create so I acknowledge and using his fine illustration.

As noted in my CardIRIS review, the main software window is where you get most of the work of acquiring business card contents done. On the left hand side are the Card controls, all straightforward. The data fields obtained from the OCR process are not in the order I would place such information when developing an address associated PIM or database. The Acquire region lets you chose the scanner from which you are acquiring the information (any Twain scanner, an image, or the Card scanner). Finally, you establish what country the card is from by selecting from 39 countries seen in the "earth" icon. This can be done before or after the card has been scanned. Since most of my cards follow a US format convention, I prefer to do this as a means of creating default setting. Such tweaking is important when scanning non-US formatted cards the issue being how European phone numbers and addresses are read, not to mention what country is placed in the "Country" field. However, by quickly sorting cards before I scan them I can separate the non-US and problem colored cards for alternate mode scanning or manual input.



IRIS Business Card Scanner Specifications - The hardware for Card is a dark-blue, plastic scanner about 5.5"W x 2.5" high x 1.25" thick. It has a single USB plug from where it gets it power and communicates with the computer. To scan a card, you first start the software. The first time you start the software, you need to calibrate everything, and the software helps initiate this by requesting you run the calibration card (provided) through the scanner. This card is taller than a business card, and white. My only complaint here is that the scanning window is on the base of the unit, so all business cards must be placed upside down. There is a comment and/or warning to the user to place the calibration card upside down and to scan card upside down, but it is hard to notice. However, beyond that, you're done and ready to scan cards.

The accompanying software Card 3.0, makes available customized formats for special scanning needs including B/W or grey scale imaging.

The scanner comes with the excellent CardIris 3 Software – The later uses ' proprietary *Omnifont* technology optimized for tiny characters - Character sizes: from 6 to 72 points and is adaptable to 6 user interface languages: English, Dutch, French, German, Italian and Spanish. CardIris recognizes cards from up to 53 countries allowing their address formatting and phone conventions to be correctly captured by the scanner formatting.

Other Package Features

Allows color scanning, display and archiving	Drag-an-drop the information	Output to selected contact database
Contains sort, search and selection tools	Foreign country support	Print contact information
Synchronize your contacts	Export and import your contacts	Do Batch OCR

Review Shortcomings

I neither use Apple's Mail, MS Entourage or any of the standard personal information management programs [PIM] such as NOW contact, therefore except for m dropping a scan resulting vCard into Mail I could not test these features of the scanner/software bundle. Gary Coyne's does indeed cover these aspects of this product. <http://www.applelinks.com/p5/index.php/more/cardiris> Check it out.

As an aside Gary Coyne notes "As a side issue, using this device makes one much more cognizant of business card design. One thing to keep in mind is that if Card is having problems figuring the card out, the human brain might as well. Assuming that one hands business cards out to communicate your information to people, anything that impedes that goal should be avoided." As an occasional designer of business cards, I agree.

A Single Gripe

The one condition with which Card was completely stopped working was when I had a card with white or light text on a dark background. I had one card with a brightly colored background and white text. In this case, although I got the card to feed into the scanner, unlike Gary Coyne's Argonne National Laboratory example, the software would not acquire the text. I could not even make this card work when I canned the card into Read 11, reversed the field to turn the image into a negative, and tried to scan that image. As a result, I will type the data in such card in the future, since fooling with it with my scanner(s) and the OCR software takes more tin me then typing.

Conclusions

The IRIS Business Card Reader II package is a great tool to scan and automatically encode your business cards. It's very easy, fast and accurate! You'll never retype a business card again! Select the country of your business card, drop the card into the scanner: it is automatically scanned, recognized and encoded! On rare occasions you may want to make a correction to the scanned input, after all OCR scanner are not perfect. [See Tom Lewis Images] Choose an export format and directly send your contacts into Address Book, Entourage, Now Contact, etc.

If you deal with as many business cards as I do, use a PIM or a database, and absolutely hate entering in the data by hand, you should strongly consider a Read approach. Also, be aware that the [Corporate Edition](#) of the Read OCR *software* comes with business card reading software as well. With this combination, you can set up, up to ten business cards on your scanner and do them all together. Alternatively you can spend an extra \$100 and but the [Business Card Reader II](#) which comes with Card and acquire your business card contact that way. I rate this product [4.5 macCs](#).

Software

CardIRIS 30r4 — Stop it now! Right Now! No more typing business card information into PIMS, Databases or eMail Clients!!!

reviewed by Harry {doc} Babad

Note: This issue also contains a review of IRIS Business Card Reader II the combination of CardIRIS software with a compact 600 dpi card scanner.



I.R.I.S. Inc.
(561)-921-0847

<http://www.irislink.com/c2-190/Cardiris.aspx>

Support: <http://www.irislink.com/c2-261/I-R-I-S--Technical-support.aspx>

\$50 USD

File Size: ca. 74.5 MB

Excellent Manual and Uninstaller: provided

Requirements: Mac OS X computer with a G3 processor or a Mac OS 9.x computer with a PowerPC processor and Mac OS X and Mac OS 9.x. In addition, 32 MB RAM, 80 MB free disk space, CD-ROM Drive. Comparable PC Version Available

Audience: All collectors of business cards, newbies or expert level users.

Strength — The software is idiot and newbie proof, and so easy to use. From your paper business cards to your updated address book or as text or database files, done in 3 easy steps. It's very simple and accurate. Your cards are converted to electronic contacts in minimal time.

Weakness — I've found no significant problems when using this product for 47 of 50 cards, a contrarians test set, that I scanned. Although optical character reader [OCR] products are supposed to be only 99+% accurate, this product seemed to have a higher accuracy. As noted below, highly colored backgrounds on cards don't OCR well in either CardIRIS or Read IRIS 11.

The software was tested on a 1 GHz dual processor PowerPC G4 Macintosh with 2 GB DDR SDRAM running under OS X 10.4.5. I used an IRIS Business Card Reader II or an HP ScanJet 8250 scanner for testing.

Product and company names and logos in this review may be registered trademarks of their respective companies. Note to avoid privacy Issues, I have used only commercially available and freely handed out business card as examples.



Introduction

I attend about three large meetings a year at which I exchange business cards, bringing home an average of 50 cards from each such meeting. Then there the other places I go where exchanging cards is also the best way for me to remember folks I've met. I would guess over any year I collect between 200 and 250 cards, some new people, some in which folks moved, and of course some duplicates of contacts I already have documented.

In the past, I've paid high school students to enter, into FileMaker Pro, both the card contents, and the bits of scribbled notes of information of note I've scribbled on them. [You know... Where met, I promised them something, or just a hobby or three.] Too many mistakes were made, some plain typos. Many more errors introduced to my database by the typist misinterpreting my warped handwriting. Doing the data entry myself was painful and very slow; two finger typists make too many mistakes. Therefore, I took the easy way out — store all but a select high urgency contacts randomly in a box. So I'm now sitting on about 750-1200 cards that I'm sure are valuable, but remain almost unsearchable, since they're not even alphabetized.

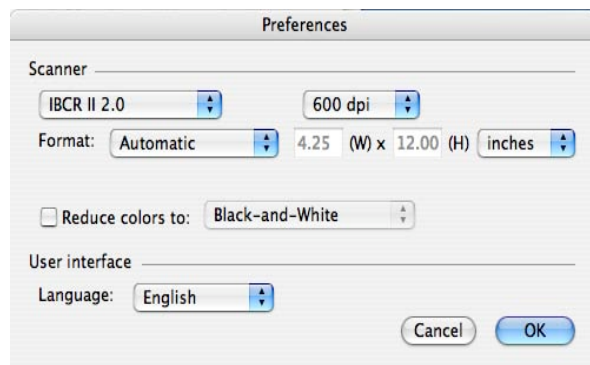
So, after having positively reviewed Read IRIS Pro 11 in *macCompanion* January 2006, Volume 4 Issue 1, I thought I'd give their business card OCR software a try. Within 5 minutes of my testing CardIRIS 3, I was hooked! Not that this is a perfect product, but within the limitations of the state of the art OCR technology, it's a screamer! 40-75 cards or more scanned an hour depending on scan mode and card complexity. More about other card complexity input limitations later.

Using the Product

Okay, I picked mostly from my recent Tucson visit, 50 or so of the most complex business cards I'd collected. A few were in light print on dark colored backgrounds, one with white type on a strong colored image of Mexican Dancers and a few with odd not standard decorative fonts. [Okay, the trip wasn't all business.]

Installation of the product was simple, it's a standard install followed by a request to calibrate the scanner with the included "white" card. This is simple and doesn't take much time, and further, provides an easy way to familiarize yourself with how the scanner works. [The only downside here is that you will be prompted to re-calibrate every few weeks, so don't lose that calibration card.]

Setting the Scanner Inputs — Setting up the scanner to scan and OCR your card collection is easy – let's head for the program's preferences pane. In preferences you can chose input data source, scan resolution, and operating mode (automatic or custom). I chose automatic, using the custom setting only for a few difficult colored cards, colored background, not colored type. For example, do you want to scan a card with your existing scanner or with the IRIS Business Card Reader (scanner) II?



Perhaps you already have a graphic image of a card and want to OCR it. CardIRIS can import black-and-white, grayscale and color images in PICT, GIF, PNG, JPEG, TIFF, BMP, Photoshop, Targa, SGI and PDF image formats BUT the images must be at least 150 dpi to work. [This information is not in the manual.]. Images at 300-450 DPI work even better.

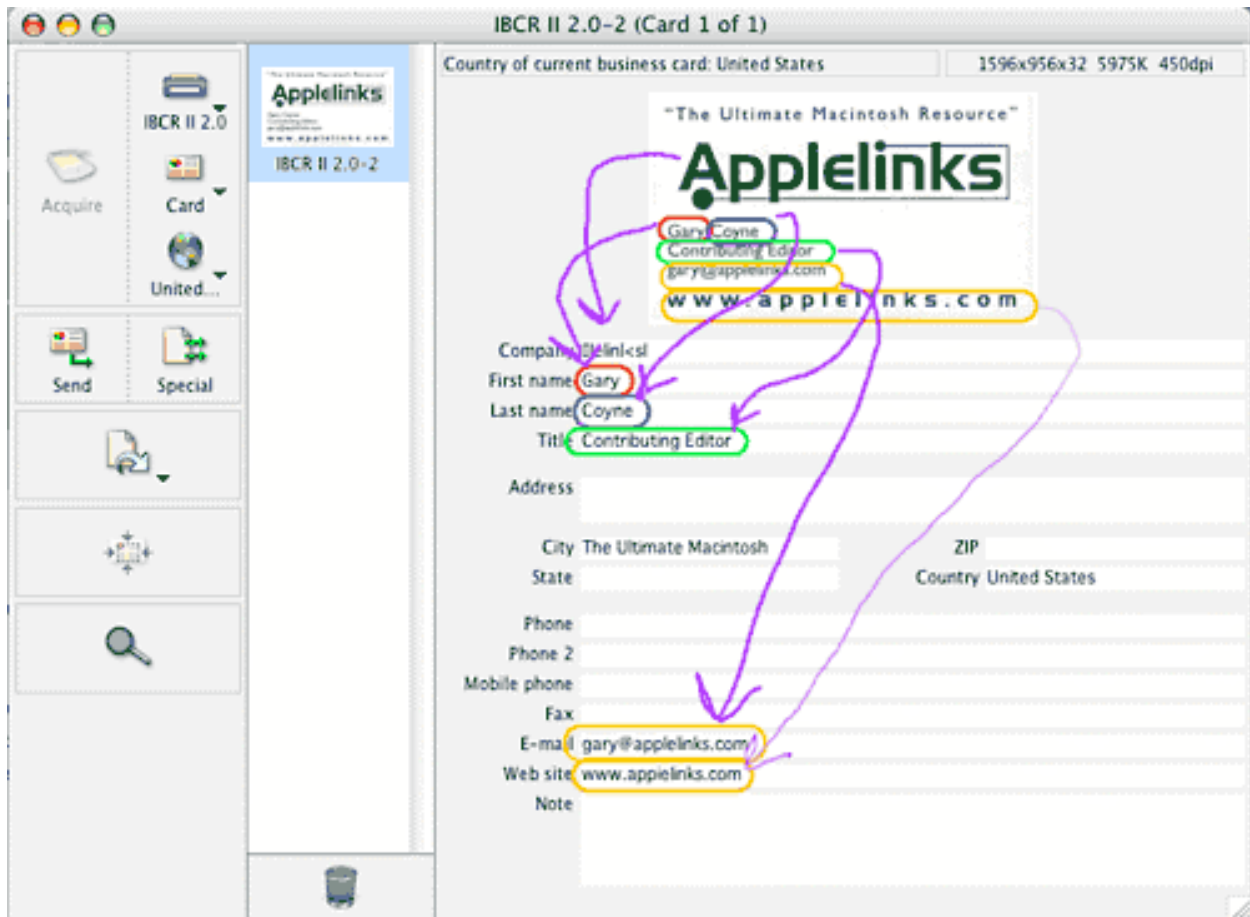
Depending on the available scanner hardware you can work in color or in B/W or grey scale. Overall, formatting and formatting conventions are important too. Are your cards, especially addresses formatted as done in the USA or do you need the OCR to recognize foreign, formatting? You have lots of preferences, all simple to understand, and easy to change as your needs do. All of my cards were USA formatted which is where the software's defaults were set but I did set my resolution to 600 dpi since some of my older cards are 'grubby'. Read the manual, its easy to follow, and becomes even more than ordinarily useful if you collect cards from friends and colleagues across the globe.

Oh yes, you can scan one card at a time, or put up to 10 cards onto your 8.5 x 11" scanner. In order to make this work, you must cover the cards with a sheet of black paper; the usual white background provided by your scanner's lid would not work. The white background does not allow the CardIRIS software to distinguish between individual cards. Black borders around a card are 'coding' allows you to set and scan multiple cards at once. The group of scanned cards, when scanning in CardIRIS, will appear as a stack of individual cards in the middle of the open CardIRIS main window, one for each card on the 'glass.' Each individual image so captured and acquired (OCR's) can be edited if needed to correct scanning errors. The result is just as if you had put 10 consecutive cards though the IRIS Business Card Reader hardware. To save space, here's how a four-card scan on my HP scanner looked:



Remember that the cards on the glass need not be perfectly straight, but they must have a bit of space between them for the software to work. If you forgot to enable the image "splitting" using the document type "Multiple Business Cards", click the command "Extract Cards" under the "Process" menu to segment the large image into the actual card images, straightening out the images, and throwing away the unneeded black borders.

Once the scan(s) is done, you can rotate any card's image left or right or 180° if necessary. Setting the software's preferences to automatic does that for you, err, automatically. Then, you can then focus on any particular part of the card to be read or read the whole card. The software also allows you to zoom into the card for a better view, but that does not affect the OCR process. Okay, you've captured an image of the business card. What's next? All of the preceding was about your 'data' input — how about outputs? I found this illustration was a great review of the IRIS hardware and software by Gary Coyne [Applelinks, 08-27-04, <http://www.applelinks.com/p5/index.php/more/cardiris>]




It does a better job of illustrating the CardIRIS main window and interface than I could. Thanks Gary.

Editing the scanned/acquired cards is easy; perfection, is just a drag and drop away.

IBCR II 2.0-1 (Card 1 of 1)

Country of current business card: United States 1553x925x32 5622K 450dpi



Web: www.3rfs.org

Harry Babad, Ph. D.
Three Rivers Folklife Society
Board of Directors

P.O. Box 1098, Richland, WA 99352

V: 509/375-0328
F: 509/375-0328
eMAIL: hbabad@owt.com

Company

First name Harry

Last name Babad Ph. D.

Title Board of Directors

Address

City Three Rivers Folklife Society ZIP

State WA Country United States

Phone 509/375-0328

Phone 2

Mobile phone

Fax 509/375-0328


E-mail hbabad@owt.com

Web site

Note

IBCR II 2.0-1 (Card 1 of 1)

Country of current business card: United States 1553x925x32 5622K 450dpi



Web: www.3rfs.org

Harry Babad, Ph. D.
Three Rivers Folklife Society
Board of Directors

P.O. Box 1098, Richland, WA 99352

V: 509/375-0328
F: 509/375-0328
eMAIL: hbabad@owt.com

Company Three Rivers Folklife Society

First name Harry

Last name Babad Ph. D.

Title Board of Directors

Address

City Richland ZIP 99352

State WA Country United States

Phone 509/375-0328

Phone 2

Mobile phone

Fax 509/375-0328

E-mail hbabad@3RFS.org

Web site

Note eTalk Editor

Country of current business card: United States 1563x1047x32 6396K 450dpi



- Custom Spheres •Fiber Optics
- Holly Blue Agate
- Jewelry • Findings
- Seed Beads & Beads

Lebanon Lapidary

315 Sturtevant Rd.
Lebanon, OR 97355
(541) 451-3043
Cell: (503) 580-6247

Lyle Banks
Margaret Banks

Company

First name Lebanon

Last name Lapidary

Title Jewelry . Findings . Seed Beads & Beads

Address 315 Sturtevant Rd

City Lebanon ZIP 97355

State OR Country United States

Phone (541) 451-3043

Phone 2

Mobile phone (503) 580-6247


Fax

E-mail

Web site

Note Custom Spheres . Fiber Optics . Holly Blue Agate Margaret Banks Lyle Banks

Country of current business card: United States 1563x1047x32 6396K 450dpi



- Custom Spheres •Fiber Optics
- Holly Blue Agate
- Jewelry • Findings
- Seed Beads & Beads

Lebanon Lapidary

315 Sturtevant Rd.
Lebanon, OR 97355
(541) 451-3043
Cell: (503) 580-6247

Lyle Banks
Margaret Banks

Company Lebanon Lapidary

First name Margaret and Lyle

Last name Banks

Title Owners

Address 315 Sturtevant Rd

City Lebanon ZIP 97355

State OR Country United States

Phone (541) 451-3043

Phone 2

Mobile phone (503) 580-6247

Fax

E-mail

Web site

Note Jewelry, Findings, Custom Spheres, Fiber Optics, Holly Blue Agate seed beads and beads

Before, as acquired

After a minor tune-up

Exporting Business Card Information — After the card is scanned and you made any needed, usually minor, corrections to the captured data, its time to output that information. You have the choice of outputting the OCR'd data to Text, a vCard or to HTML. Alternatively, the data can go directly to your PIM, database or eMail address book. The Macintosh version allows single-click export to Address Book, Microsoft Entourage, Now Contact or any other contact manager application. Try It, it works

Working With FileMaker Pro and CardIRIS

I've even gotten the software to export to a FileMaker Pro database, but am still working out how to synchronize the new data in a separate database document into my existing address collections. Its not a CardIRIS problem, but rather that I've not set up my FileMaker Pro databases to that the fields are equivalent to those that are output by CardIRIS. In addition, life is more complex since my main address databases "Friends and Family" Supplier Addresses and Professional Addresses were also not laid out in the same manner. There are easy but initially tedious solutions to my synchronization problems; one that will also serve me in good stead when I migrate from FileMaker Pro 6 to the fully relational FileMaker Pro 7 or 8.

Company Richland School District
 First name Caren
 Last name Johnson
 Title Facilities Use Coordinator
 Address 701 Stevens Drive
 City Richland ZIP 99352
 State WA Country United States
 Phone 509-942-2567
 Phone 2
 Mobile phone
 Fax 509-942-2552
 E-mail Caren_Johnson@rsd.edu
 Web site
 Note Support Services – Rooms for Public Affair Use [Hawkeye Herman Concert Contact in 2005.

CardIRIS Data Layout

Professional.db
 Short List
 NAME: Dr. Shirley (Sandy) Johnson
 AFFILIATION: Denver Research Institute Date 1/1/1967
 ADDRESS: UNIVERSITY OF DENVER
 PHONES: DENVER 00 80210
 000/778-6843
 ACTIVITIES: Manager Research Professor
 URL
 Address
 e-MAIL: NA
 DIRECTOR/WIFE: GAY
 ACTIVITY DESCRIPTION:

FileMaker Pro Address Short Card Layout

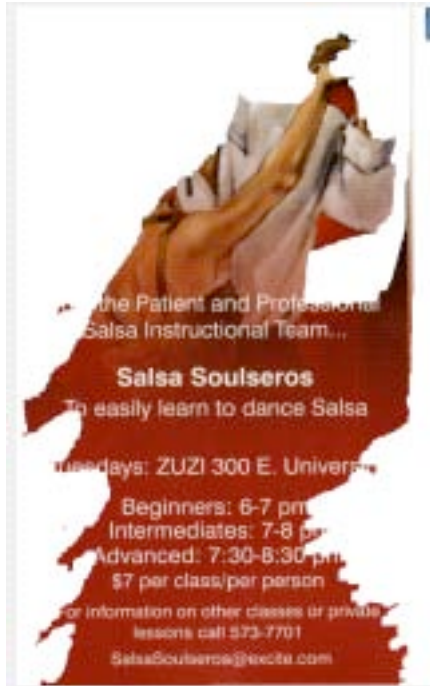
I suspect, although I'm not an Excel user, that integrating Card IRIS into an existing Excel address file would also require some tweaking to "align" fields'.

From a FileMaker Pro users perspective, I'd like to be able to edit to template that Card IRIS uses for data input of the OCR'd information to add a second address field. That would allow separate entry of P. O. Box and street address information. This would make transferring data to FMP a bit easier. It also would be great if I could select a specific FileMaker Pro database as a default to input my scanned contact data. (This is the case, done automatically, if you export to your email client (e.g., Apple's mail or MS Entourage.)

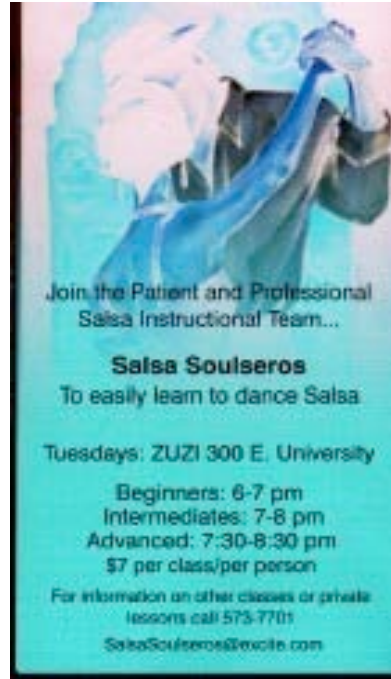
A Few Gripes

"Cutting and Pasting" or "Drag and Dropping" Scanned Data when Editing OCR'd Material — In a manner similar to MS Word, the developer needs to add a space inform of dragged material. I've seldom, when scanning my 50 or so test card did not require a space inform of the dragged text.

More Clearly Identify and Discuss Working with Difficult to Capture (Acquire) Cards – The manual underemphasizes the few cases where the software either does not work, or where accuracy of the OCR's material is plum terrible. A quick thumb though my accumulated unscanned cards reveals that less than 1% of the cards could be a challenge to this otherwise fine product. I don't mind hand typing the contents of a card or two when all the other cards require little or no tuning to import them to my contact lists. I can even use a failed scan to manually type the card contents maintaining the format CardIRIS creates.



Positive Image – CardIRIS Not OCR'd



Negative Image ReadIRIS Not OCR'd

A Rare Scan Where the Scanned Data Fields Don't Appear — On several occasions I was able to scan an ordinary business card with the IRIS card reader but the auto OCR function did not work. I'm guessing that I tried to input information too rapidly. Quitting and restarting the Card IRIS program and taking things a bit slower worked.

Conclusions

Even if you only occasionally need to scan business cards, especially if you type as badly as I do, this is an excellent product to add to your software library. For the most part, I was very impressed with the software's OCR capabilities. When CardIRIS wasn't sure where text went, it was very easy to drag the text into the appropriate fields.

My only regret about this software is that I didn't discover it a year or so ago, but perhaps I would not been as happy, according to reviews of those versions, with version two of the scanner software. I am however delighted with Version 3. Of course, this article this assumes you already have a scanner, in addition to having lots of business cards to scan. If not either buy one that allows at least a 300 dpi scan, or forget this stuff and go on to the next article.

I rate this product **4.5 macCs**

Flip4Mac

reviewed by Ted Bade



Telestream, Inc, 848 Gold Flat Road, Suite 1
Nevada City, CA 95959, USA

[info at flip4mac.com](mailto:info@flip4mac.com)

<http://www.telestream.net/>

http://www.flip4mac.com/flip4mac_home.htm

Download Site: <http://www.flip4mac.com/download.htm>

Released: March 2006.

Basic player only: Free; additional features for \$29, \$49, \$99, and \$179 USD.

System Requirements: Mac OS X 10.3.9 or later; QuickTime Pro Versions 6.5.1 or 7.0; Safari Version 2

Experience needed: Minimum to use an install this utility but you will need quite advanced Audio/Video abilities to use all its features.

Strengths: Use of this program is easy and transparent to the user. It let's you play Window's Media files including most of those that currently won't work with Windows Media Player for Mac OS X.

Weaknesses: No support for files protected with Windows Digital Rights Management.

Flip4Mac is a nifty utility that brings more recent Windows Media file codecs to Mac OS X. This means you will be able to play just about any WMV or WMA (Video or Audio) file on your Mac. Once installed, you just use familiar programs such as QuickTime or iMovie to work with these files. If you have the need, Flip4Mac offers various levels of capture and editing of these files as well. This program is a must have for any Internet video junkie as well as any person seriously into working with video.

You might have noticed that there are more and more Windows Media files that won't play on or even crash Windows Media Player for Mac OS X. This situation will become worse as Microsoft continues to evolve Windows Media Player for Windows but not for Mac OS X. Don't look to Microsoft for help, the current version of the Mac OS X player might be the last from them.

Why is this, you ask? In my opinion, it has a lot to do with Apple's success with the iPod and the iTunes Music Store. One way to get back at Apple is by ending free services to Mac owners. Which means that Windows Media files become exclusive to users of Windows. Sure it's petty, but hey, we are talking about Microsoft here.

To our rescue comes a company called Telestream. They managed to get a license to bring WM codecs to Mac OS X users. Download and install Flip4Mac. Start with the free player, just to see how easy and useful it is. After installation, when you download or click on a link to use a Windows Media file, you will notice that QuickTime opens and runs the file. It's that easy to use this program: install, then play!



Flip4Mac, automatically modifies the Windows Media files you download to work with QuickTime. If there are WMA or WMV files already stored on your Mac, they need to be modified before they work in QuickTime. The Flip4Mac download includes an application called WMV Player. Simply drop a WM file onto it and the file is converted, then sent to QuickTime. You will notice that the WMV file icon changes from that for Windows Media Player to that of QuickTime, although the extension is still WMV.

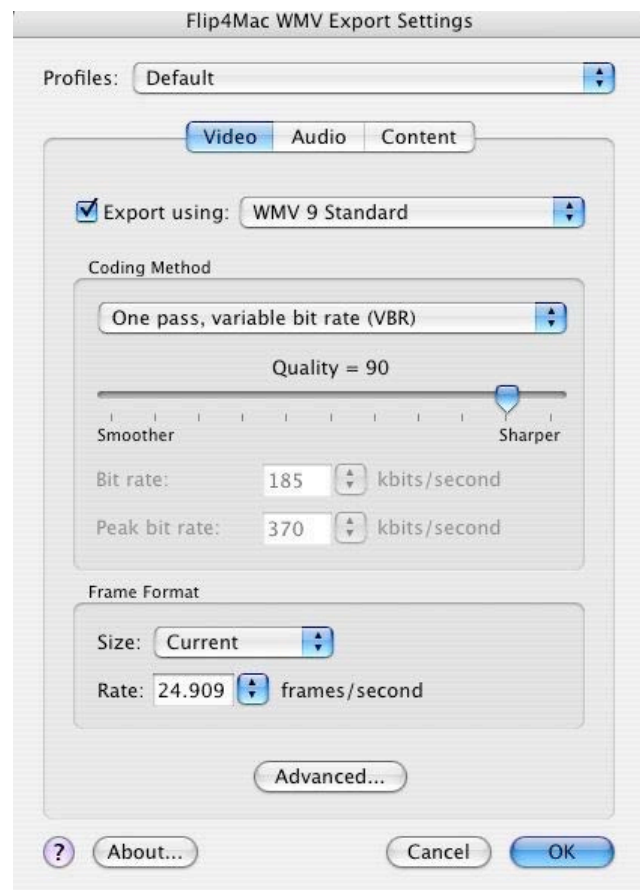
Flip4Mac also helps with playing WM files within your browser. After it is installed, Safari uses the QuickTime plugin to play WM files. This means, you get all the controls QuickTime offers, (including those offered by QuickTime Pro, if you paid for the license), such as saving a copy of the movie file. An option in the Flip4Mac System Preference panel lets you choose to force showing the movie controller when viewing a movie within a browser. A nice feature.

With the free player version you get the ability to play WMV files of all Window's Media formats 7,8,9 in standard and high definition. You also get the ability to play WM audio files in these formats, including professional and loss-less versions. If you need more advanced features, such as editing and saving files in WM formats, you will need to consider one of the four paid versions of Flip4Mac.

At the "Import" level of \$29 you get the ability to import WM files. This level lets you import a WM file, and use it in an application such as QuickTime Player, Final Cut Pro or iMovie. If you own the QuickTime Pro license, you can use its abilities to edit the file as well. Once you are finished working with the file, this level also gives you the license to save the file in whatever format using QuickTime Pro or another application such as Cleaner 6 or Sorenson Squeeze (v4.1).

The next three levels of Flip4Mac are all about exporting a file back into the Window's Media realm. At the Studio level (\$49), you can export using a set of exporting profiles provided by Telestream. At the StudioPro level (\$99) you can create your own standard definition export profiles and at the StudioPro HD (\$179) you can do this for both standard and High Definition video. This level also lets you work with higher end audio as well letting you export 5.1 audio, professional and loss-less audio, and take advantage of up to 96KHz sampling rates.

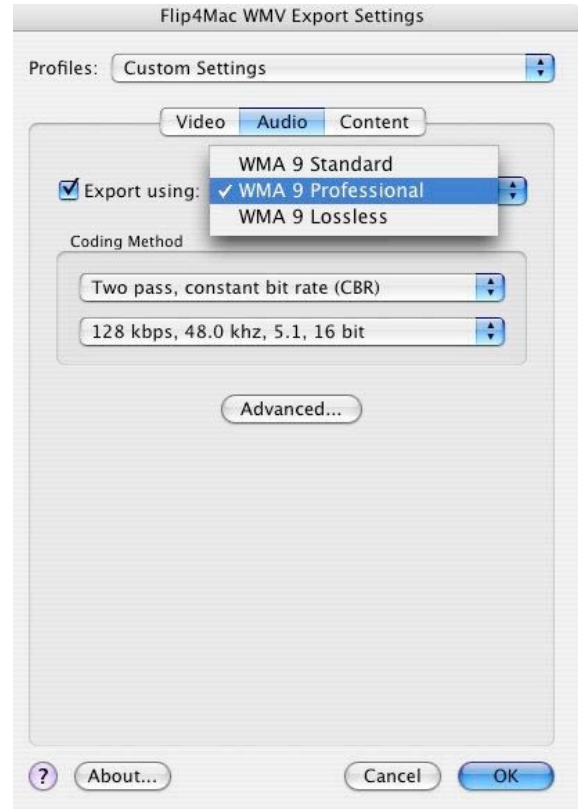
To access profiles for saving a file in a variety of WM formats, you just choose to export (from within whatever program you are working in) the file you are working with and then select a Windows Media format. You will discover several new options for saving the file in WM formats. Depending upon the level of the program you have, you will either see standard profiles created by Telestream or a series of option panes for creating your own export profile. Again, it all depends upon what you want to use the program for.



Of course each level has its price. Most home users will be satisfied with the Free player level, although you might want to consider the import version to bring your favorite Windows media files into the Mac Domain! I found these features very useful. By converting the files I enjoy to QuickTime, I ensure that I will be able to easily use and share them with my Mac OS X friends. This is also great when you get one of those email from a Windows person, you can now watch them or even convert them and pass the results along to your Mac pals in QT format.

People who are working with video should seriously consider the higher levels. For instance if you maintain a web site that offers a demo video, you could use Flip4Mac to convert your QuickTime file into a WMV files for those customers who don't have QuickTime. Video or audio professionals will find a multitude of ways to apply the Flip4Mac features to their materials.

The best thing about Flip4Mac is that it is transparent to the user. You just install it and suddenly the world of Windows Media files is open to you! The files you once had to deal with become files that you can apply your favorite Mac OS X applications to.



One feature lacking in this package is that of dealing with Microsoft's Digital Rights Management protected files. (aka DRM files). This isn't an oversight by Telestream, but a lack of license. Microsoft just won't sell the licensing to them. I spoke with a company representative who indicated that they would be happy to offer this feature as well, if they could get the licensing from Microsoft. I say, let's all send Microsoft a nice email and tell them they should work with Telestream and allow Mac OS X users to access DRM files. ;-)

If you read my monthly column in *macCompanion*, you will know I have been lamenting the fact that Windows' DRM files exclude Mac users making a variety of services and files unavailable for Mac users. I hope that enough people will complain and something can be done about it. A company like Telestream is in the right position to make this service available.

The people at Telestream are working on upgrading and adding features to Flip4Mac. As a dabbler of computer video, I found more tools in this product than I need. However, there is always room for improvement and Windows Media codecs aren't static. As I was working on this review, Flip4Mac was updated to version 2.02. I expect we will continue to see upgrades with this product as they add features and implement features added to Windows Media files.

The Flip4Mac package is a real "Must Have" for any Mac user who is interested in using any WM files. While most casual users will be happy with the "free" version. Slightly more than casual users will find a lot of value in the \$30 price point. (If you bought the QT Pro license, you are one of these people). And the higher levels of this program can be useful for people who really work with video or audio. Really, get on Safari now and get this program!

Advertisements

Lionhead Studios, Ltd - Black & White



Prepare for the second coming - Black & White 2 is heading for the Mac

Feral interactive is enraptured to announce that Lionhead's latest release, Black & White 2, is bound for the the Mac.

From the creative mind of god game developer Peter Molyneux and RTS-creator Ron Miller, Black & White 2 is the sequel to the critically acclaimed hit Black & White. In this game that mixes up strategy and sim genres, you reprise your role as a powerful deity in search of a following and return to the once idyllic world of Eden. The land, however, has transformed itself. The inhabitants of this breathtaking 3D world have lost their innocence and developed new weapons and technology.

Will you be an evil or benevolent deity? That's the choice you must make upon entering a warring world in Black & White 2. Every decision you take will have an impact. Each action and inaction prompts obvious changes to buildings, flora and fauna, all morphing to reflect your personality. Like its wildly successful predecessor, Black & White, the sequel is all about moral choices.

With the help of your gigantic Creature that you raise from infancy, you must earn the respect and worship of the natives. How you choose to do that, whether through nurturing them or terrorizing them, is up to you. Will your sovereignty herald peaceful coexistence, or domination and conquest?

Check <http://www.FeralInteractive.com> for more information on Black & White 2 for Mac OS X in the coming weeks and months.

Black & White 2 © 2001-2005 Lionhead Studios Limited. All rights reserved. Lionhead, the Lionhead logo, Black & White and the Black & White Logo are trademarks or registered trademarks of Lionhead Studios Limited in the US and/or other countries. Black & White® is a Lionhead® Studios brand.

Lionhead Studios, Ltd – The Movies



Lights down, roll camera and get into the action - This summer the *The Movies* is coming to a Mac near you!

Feral Interactive proudly presents a Macintosh release of a Lionhead Studios game, based on an original concept by Peter Molyneux.

The Movies™ is a game that enables you to build and control your very own Hollywood motion picture studio. Starting at the dawn of the silver screen, you compete with other budding movie moguls to create a string of box office smashes and rule the Industry.

All the things you have ever heard about Tinseltown - from starlet scandals to box-office records, from greenlighting a script to making the final cut - are all right here. A unique mix of strategy and artistry, *The Movies™* demands that you do it all, from developing a slate of films to formulating a release strategy, you must manage the the introduction of new technology, turn talent spotter and make unknowns into stars and then manage their ballooning egos.

Amazingly, it also lets you get behind the camera as a Director to create your own blockbusters, 'B' Movies or arthouse epics.

Movie mogul, talent agent or film director. You can be one or you can be all three. That's the magic of *The Movies™*.

David Stephen of Feral Interactive said:

"It's a delight and an honour to announce that we will be bringing the glamour of *The Movies™* to the Mac, the world's best personal computer. At this time I would just like to thank my agent, my mother and my therapist for their unfailing support during this process."

Peter Molyneux of Lionhead Studios said:

"We are absolutely thrilled and delighted that *The Movies* will be coming to a Mac near you soon. The glamorous and artistic nature of *The Movies* means the Mac makes a perfect home for this game. For this we'd like to thank Feral, without whom this would not be possible."

The Movies will be opening on the Mac this Summer as a Universal Application. Check <http://www.FeralInteractive.com> for more information on *The Movies*, a Universal Application for Mac OS X, in the coming weeks and months.

The Movies © 2001-2005 Lionhead Studios Limited. All rights reserved. Lionhead, the Lionhead logo, *The Movies* and the *The Movies* are trademarks or registered trademarks of Lionhead Studios Limited in the US and/or other countries. *The Movies*® is a Lionhead® Studios brand.

FOR MACCOMPANION READERS

TAKE 15% OFF ALL SOFTWARE TRAINING!

www.digitalmediatraining.com/special/maccom

FREE VIDEO SAMPLES • FREE TUTORIALS • GREAT PRICES

TRAINING SOFTWARE DISCOUNT

<p>FINAL CUT PRO 9817</p> <p>Inside Editing with Final Cut Pro Series Easy to Use DVDs Work alongside Experts with Special Media Files</p> <p>★ GREAT PRICE! Final Cut Pro 4 & HD Ships as a single package!</p> <p>Express & Express 2 Take a 15% discount</p>	<p>MOTION 9012</p> <p>MUST SEE! Inside Motion A BEST SELLER</p> <p>ALL-NEW! Motion 2 Latest Updates Take 15% off</p> <p>★★Motion 2 Updater Disc★★ Available for Motion users</p>	<p>ADOBE 9541</p> <p>Check out our latest DVD titles Sensational Prices! FREE video samples:</p> <ul style="list-style-type: none"> • Photoshop • After Effects • Illustrator • Premiere Pro • InDesign • Encore DVD <p>Take 15% Off Your Order! www.digitalmediatraining.com/special/maccom</p>
<p>ALL-NEW! Final Cut Pro 5 FREE VIDEO samples!</p> <p>www.digitalmediatraining.com/special/maccom</p>	<p>INTEGRATED SOLUTIONS 8041</p> <p>FINAL CUT STUDIO Integrated and Updated! GREAT PRICE!</p>	<p>ZOOM IN 9083</p> <p>Award-Winning DVD-based Magazine Stay On Top of Film and TV</p>
<p>i PRODUCTS 9430</p> <p>The "i's" Have It! iWork '05</p> <p>Pages +Keynote 2 Check out prices DVDs sold separately or as a bundle</p> <p>★iLife★ • iTunes • iPhoto • iMovie • iDVD</p> <p>1 package - easy learning Don't forget your discount!</p>	<p>4 DVDs - 25 hours Apple Production Suite ON SALE NOW!</p> <p>MAC OS 8937</p> <p>TRY IT FREE! Join the Revolution All You Need is a DVD</p> <p>ON SALE NOW! TIGER & PANTHER BOTH AVAILABLE GET 15% OFF</p> <p>www.digitalmediatraining.com/special/maccom</p>	<p>NEW ISSUE SPECIAL First LOOK! APPLE RELEASES</p> <p>FINAL CUT PRO 5 ✓ TIGER ✓ AND MORE! FREE VIDEO CLIPS!</p> <p>Back Issues Available Issues 2 - 7</p> <p>★ Apple Tutorials ★</p> <ul style="list-style-type: none"> #7 - Motion #6 - FCP HD #5 - DVD Studio Pro #4 - Shake #3 - FCP 4 #2 - DVD Studio Pro <p>Order By Number</p>
<p>MACROMEDIA 8112</p> <p>GET UP AND RUNNING FAST! DREAMWEAVER FLASH FIREWORKS BEST PRICES AND DISCOUNTS!</p>	<p>MISC. 8898</p> <p>SAVE \$\$\$ on Other Great DVDs! Canon GL2 Panasonic AG-DVX100</p>	<p>AWARDS 8734</p> <p>2nd Annual Zoom In Awards Entries Now Accepted Get form/info at website</p> <p>DMTS DIGITAL MEDIA TRAINING SERIES</p>

www.digitalmediatraining.com/special/maccom

<http://www.digitaltraining.com/special/maccom>

macCompanion Media Kit

We are the Macintosh® Professional Network (MPN), Limited Liability Corporation (LLC). MPN, LLC continues to evolve, ever since its creation in 1996 as a way to reach out to those who use computers for a living in an effort to make their lives easier and their work both enjoyable and profitable.

Besides consulting efforts, we also provide monthly book, hardware and software reviews at [macCompanion](#). We offer ways and means for folks to get comfortable using the Macintosh™ created by the Apple® Corporation in the multibillion-dollar computer industry. We know that bad software doesn't live long in the Mac™ environment. On the other hand, good computer equipment and software becomes great as the word spreads, and we are very good at helping to spread it. Our suggestions over the years have also helped improve many successful products in use today. Through kind and gentle efforts, we have been able to help many people move to better tools-of-the-trade so they can be more productive in their work.

Besides our website, we also create *macCompanion* as a freely available PDF-based monthly. It averages about 100 pages per month. July 2004 is the first-year anniversary of this labor of love. The *macCompanion* staff is an all-volunteer team of writers and reviewers from many parts of the globe, and they also have a great wealth of knowledge and experience in their backgrounds. That base of talent also continues to keep growing as the Macintosh Professional Network expands.

Statistical Analysis

We are very excited about our site statistics! The multilingual-capable [macCompanion](#) website is close to 2 million page views a month and readership continues to increase rapidly through our "whisper campaign".

We continue to get greater visibility every day. Many of the various 35 computer operating systems (with many moving towards the Mac® OS X™ environment), 115 online search engines, 269 countries and domains and 319 online robots have discovered us – and continue to do so. So far, over 201 other websites have also linked to us. Many of our readers have made our site one of their favorites. While nearly 70% of our readership stops by for a quick visit via RSS feeds, over 23% spend between 1/2 to 1 hours at a time going through over 250 different pages on our site (mostly archives). Many of those who quickly drop by, come to get the monthly PDFed issue of *macCompanion*. Over 35GB of bandwidth was used in December 2005 alone for download purposes. Previous months have averaged around 20GB. Trend analysis indicates that will continue to increase.

Advertising with *macCompanion*

We have four advertising options you may choose from, and multiple months will receive a 20% discount for both website and PDF-based ads. All advertising must be paid in advance. We accept credit card payments via PayPal, checks, money orders by regular mail and cash in US currency by hand.

Site Ad Rate

We offer site ads for a fixed-budget price of only \$100 per month on our site. Following the KISS principle, we accept banner ads in only one size at this time - 468x60 pixels (per the [Interactive Advertising Bureau](#) standards for a Full Banner Ad Interactive Marketing Unit.) The ad will be rotated through with other ads, and there is no limit to how many you want to include.

The billing cycle begins based on the first day the ad placed on the site and is renewable on a monthly basis. This can begin immediately or at any time.

(If you want us to create those online-ads for you, the cost is \$100 per hour, with a minimum 2-hour base fee.)

PDF Ad Rates

The published monthly version of *macCompanion* has a closing date of the 25th of each month for ads. Our target date for distribution begins the 5th of each month. Placement of the ads will be at our discretion, but we do listen to your suggestions.

Each ad will require a site link so our readers can click on the PDF ad and go to your site. Ads need to be submitted as PDFs with at least 300 DPI resolution.

(If you want us to create those ads for you, the cost is \$100 per hour, with a minimum 2-hour base fee. You will then need to send us proofs, etc. in JPEG or GIF formats.)

Rate Table

Page Size: 8 1/2" x 11"				
No bleed				
Style	Rate	Size Fractional	Size Decimal	Size Centimeter
1/16th Page	\$40 USD	1 5/8 x 2 1/4 in	1.625 x 2.25 in	4.1 x 5.7 cm
1/8th Page Horizontal	\$50 USD	3 1/2 x 2 1/4 in	3.5 x 2.25 in	8.9 x 5.7 cm
1/8th Page Vertical	\$50 USD	2 1/4 x 3 1/2 in	2.25 x 3.5 in	5.7 x 8.9 cm
1/4th Page Vertical	\$60 USD	3 1/2 x 4 3/4 in	3.5 x 4.75 in	8.9 x 12.1 cm
1/2 Page Horizontal	\$100 USD	7 1/4 x 4 3/4 in	7.25 x 4.75 in	18.4 x 12.1 cm
1/3rd Page Horizontal	\$70 USD	7 1/4 x 3 1/4 in	7.25 x 3.25 in	18.4 x 8.3 cm
1/3rd Page Vertical	\$70 USD	2 1/4 x 9 7/8 in	2.25 x 9.875 in	5.7 x 25.1 cm
2/3rd Page Horizontal	\$150 USD	7 1/4 x 6 1/4 in	7.25 x 6.25 in	18.4 x 15.9 cm
2/3rd Page Vertical	\$150 USD	4 3/4 x 9 7/8 in	4.75 x 9.875 in	12.1 x 25.1 cm
Full Page	\$250 USD	7 1/4 x 9 7/8 in	7.25 x 9.875 in	18.4 x 25.1 cm



Affiliations

We do affiliations, and work with those who have made arrangements with online affiliate systems, or we deal directly with you if you have created code, and have a contract we can sign.

Sponsorships

We also accept sponsorships. Please let us know if you would like to sponsor *macCompanion*!

And we also accept donations by those who feel our services are value-added.

If you are as excited about our *macCompanion* readership as we are, please download the contractual terms and conditions documentation that are online in PDF format, or we can send them to you as an attachment. We'd enjoy having an ongoing working relationship with you too.

Robert Pritchett
Owner of MPN, LLC
Publisher of *macCompanion*
1952 Thayer Drive
Richland, WA 99354
1-509-210-0217
<mailto:rpritchett@maccompanion.com>
<http://www.maccompanion.com/>
Email works best.

Well that's it for this issue. Please come back again next month!