

AUGmentations

THE APPLE GROUPS TEAM NEWSLETTER



And Then There's EV-DO

New ways of staying connected when you are on the move

Keeping up with technology is a race that most consumers may be destined to lose. Every once in a while, a change comes that has the potential to affect the entire market and eventually trickle down from the techno-business executives on-the-go to everyday consumers as more of the concepts' potential applications are realized. In this case, the EVolution of **EV-DO**, or "Evolution Data Optimized" (sometimes referred to as "Evolution Data Only") may be a revolution.



What is EV-DO? Essentially, it is a higher-speed data connection for portable phones being adopted in many parts of the world that was originally developed by *Lucent Technologies, Inc.* with its partners for data. Now, companies like *Sprint, Verizon* and others are incorporating this option for their mobile customers and the technology exists to apply EV-DO into more new products for consumers – and it works.

Think about when (many of) you switched from dial-up to cable or DSL for your internet connection and the "wow-factor." With EV-DO, the same applies for things like connecting your Powerbook or iBook where there

is no accessible hard-wired or WiFi connection and getting speeds potentially fast enough for **iChat video**. Think about jumping online from nearly anywhere (service areas vary at this time) with clients or just to grab your email - and doing it fast. It is an exciting time and we'll all be hearing more about EV-DO very soon.

No more searching for "hot spots" since EV-DO is **always connected** and your connection employs the same range and security as your cell phone. All that and consider **QuickTime's H.264** compression codec for video streams and you have the potential for mobile multimedia and broadband with a huge variety of applications. It isn't quite ready for prime time yet, but speeds are around 1Mbps with improvements on the way for consumers.

Prices range from \$40/month and up, but, as more awareness and competition come into play, look for highER-speed internet connections to go anywhere you and your Mac do.

Remember, the rumor mills are churning with talk of iTunes enabled phones and video iPods. Just imagine what EV-DO could do with those products...

For more information visit:

<http://snipurl.com/go9h>

<http://www.evdoinfo.com>

Is the mouse mightier than the sword...

It seems that (yet another) "it" has finally happened and the Mac-press is having a field day. Yes, **Apple** has released a clever little multi-button mouse named **Mighty Mouse** and, shy of what I think is a silly name, it has a lot to offer in



terms of its usability and simple design; however, **where is the BlueTooth version?** Now, I have yet to actually use one, but I'm hopeful that this new mouse is more than a bad name on what seems to be a great new product. I *can* say that, after visiting six Apple stores and computer resellers, **ALL** of them were **entirely sold out**. So, what's in a name? I would be very pleased to stand corrected in the wake of a very successful launch for this product.

-Daniel M. East

President, The Apple Groups Team

THE AUGMENTATIONS INTERVIEW: **LAURA BURSTEIN**by *Daniel M. East*

With an intense techno-savvy, a wide range of knowledge on a variety of subjects, musical abilities, and a very devoted following of fans, Laura Burstein goes way beyond being a reporter on the various radio, television and PodCast shows that she contributes to each week. She offers a smart approach without losing the fun side of whatever her many tasks require of her – a rarity for someone that seems to be interviewed as much as she interviews.

After working in broadcasting for more than **ten years**, you might expect that Ms. Burstein would be...well...older, and she is not. At a “twenty-something” point in her life, her credits are stellar and include appearances on ABC’s *World News Tonight*, *TechTV* (on several shows), *The David Lawrence Show*, *Wizards of Technology* and she is the co-host of the top rated **Inside Mac Radio** with Scott Sheppard. Add to that co-authoring the *TechTV Technology Almanac* with Leo Leporte and interviews featured in *The Wall Street Journal*, it becomes clear that we are just seeing the beginnings of what she has to offer.

Her fans are everywhere as Burstein has her own very popular **Moblog** site that features her famous phone-photos from all over the world. Sometimes funny, sometimes at trade shows, sometimes showing off a favorite friend, and sometimes just hinting of something a bit risqué. There was even a desktop theme created from her likenesses, but Burstein takes it all in stride. “I’ve been text blogging since 2002. In 2003 I got a camera phone and started moblogging. At first I posted pictures of absolutely everything, but now I’m more selective. My entries tend to be erratic. If there’s a large time gap between posts, it usually means I’m either doing something totally mundane OR something so fun I can’t

share it with the public.” From keynote speeches to dental records, her site is continually highly rated and very popular.

As a Mac-person, Burstein enjoys the idea of “what might be” as **new products** emerge, “I think the dream of the all-in-one gadget is rapidly becoming a reality. A single handset can be used as a phone, music player, camera, PDA, mobile computer, and portable storage device in one. I’d like to see a universal connectivity standard (Bluetooth or something even more reliable) along with a software suite that would let us pair those devices with our Macs so we can control all the functions in our homes and cars remotely (garage door opener, Tivo, lights, air conditioning, etc.). That functionality already exists on high-end and experimental levels, but I’d like to see it become more standardized and mainstream.”

That said, “My first Apple computer was a Performa 635CD. It was one of the first Macs with a CD-ROM drive. I immediately signed up for Apple eWorld using my 14.4 Global Village bronze modem and my parents’ credit card. One of the first documents I created on that computer was a paper for my high school English class called ‘The Information Superhighway.’ Later, I had to save my allowance to buy more RAM so I could run AOL. It cost like \$250 for 8MB! My mom freaked when she walked in and found me sitting on the floor with the computer case open installing memory all by myself. And no, I didn’t break anything.”

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AUGmentations Interview: LAURA BURSTEN

WHO'S ON YOUR IPOD?: **LAURA BURSTEN**

"The most frequently played songs on my iPod right now are by Green Day, Dashboard Confessional, and The Killers. Green Day's "American Idiot" is currently my favorite album. U2 is probably one of my favorite bands of all time, and Johnny Rzeznik of the Goo Goo Dolls is my favorite rock star."



WHAT IS YOUR CURRENT PERSONAL-USE COMPUTER?

"A 15-inch aluminum PowerBook G4. Every computer I've owned has been a Macintosh. I prefer the user interface and design, and do I have to expound? We all know what great computers they are."



ABOUT USER GROUPS:

"User groups have always been **an integral part of the personal computing experience.**" states Burstein who visits countless groups each year. "It's assuring to know there are other people out there with the same interests and passions. I've seen so many people help each other without having to go through traditional (and sometimes frustrating) tech support channels."

As some groups have moved online, Burstein feels that there may be some growing pains, "There are always certain personalities present in any online community: The naysayer, the know-it-all, the troll, and others. Hopefully other users

can take those people with a grain of salt and see the forums as a helpful place."

NICKNAMES:

As always with those who gain visibility in media, nicknames become part of the equation and Burstein's own as the "MacHottie" was the one that stuck. "The nickname came about when I joined *Inside Mac Radio* -- Scott Sheppard coined the term when we covered **CES** (the Consumer Electronics Show) in Las Vegas. Although it's flattering, I don't necessarily want to be associated with a name that focuses so much on physical appearance. I came up with "Sophistigeek" because I think it better describes my personality. Another nickname I had for a while was "The Camera Phone Girl" because of my penchant for moblogging over the last couple of years.

Even her friends and fans have gone so far as to register domain names that redirect to her own site, "these are owned by other people. They include *windowshottie.com* and *linuxhottie.com* from "Digital" Bill Douthett, and *cameraphonegirl.com* from Justin Nolan of *pdalive.com*." Burstein also uses her primary *lauraburstein.com* along with *machottie.com* and *sophistigeek.com* simply to secure ownership and for potential use at a later time.

Even with all that she is currently involved with, Burstein admits, "**Radio is great**, but I miss television. I'd love to host a tech, cooking or travel show. I'd also like to write some [more] books of my own."

"Admittedly, I'm a great procrastinator. I'll spend hours, days, or even weeks thinking about starting a project. I'll picture what I want in my head and imagine how it will all look. But I won't actually sit down and write anything until right before a deadline. I like the adrenaline rush of putting everything together on a pressing timeline. Maybe all that advance mental planning isn't procrastination. Or is it? I'll have to think about that one and get back to you."

 WHAT'S YOUR FAVORITE GADGET?:

"My mobile phone is the first thing that comes to mind. I've become so dependent on SMS and GPRS (the technology that allows me to use my phone as a modem to get online). Electronics aren't the only "gadgets" I can't live without, though. I'm a big fan of tweezers, come-done extractors, and makeup brushes -- low tech, but essential for staying pretty. More people should use them."



WHAT'S IN THE FUTURE:



What does all of this mean to Laura Burstein? "It's exciting for me to be back in tech journalism. I stayed away for a while because I had grown cynical -- who wants to hear about tech post-dot com boom? Apparently lots of people! I'm very happy to be a part of *Inside Mac Radio*, and I look forward to even more

opportunities. **My current goal** is to ramp up my writing. I'd love to work on more books and contribute to a men's magazine. Picture a column like "The Mac Hottie Moment" in *Esquire* or *Maxim*."

"It's sometimes difficult to be taken seriously among the tech-savvy because I'm a relatively young woman. Many times when I'm attending a conference or another industry event, people assume I'm there as someone's date. While I'm not a computer expert by any means, I would say my interest in technology surpasses that of the average person. I want to remind people that it is possible to know about computers and beauty and fashion all at the same time, even though it seems an anomaly."

CONCLUSION:

Laura Burstein continues to keep a very matter-of-fact approach to reporting, even as the consumer technologies market becomes more mainstream. After all, not everyone is, him/herself, a "Googlism." Her methods are "to operate on [the] broadest possible range in life. We [might] miss out on wonderful opportunities for growth when we limit ourselves to a handful of interests or otherwise stick to one part of a spectrum. I'm a huge food fanatic, so I like to use an analogy that goes something like this: Those who never splurge on a five-star restaurant can never know the complexity of evolved presentation and flavor. Conversely, those who refuse to drop by the local \$3 noodle joint can never understand the joy of simplicity. Of course, we all have certain limitations, but, more often than not, it's our emotional stumbling blocks that hold us back. Breaking through the fear can give us the freedom and invaluable perspective of living life in new ways every day."

WHERE TO FIND HER:

www.lauraburstein.com
lburstein.textamerica.com
www.insidemacradio.com

EXTRA CREDIT:

As we continue to publish these interviews, I have asked each person - at their option - to include a few things that they keep with them as their "personal essentials."

1. Camera Phone
2. iPod
3. USB Thumb Drive
4. Business Cards
5. Lipstick
6. Concealer
7. Mirror
8. Safety Pin
9. Sharpie
10. Bottled Water

- Daniel M. East

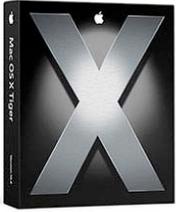
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Next month: Apple Senior Systems Engineer/K-12 Education & Outstanding User Group Evangelist

Dave Marra

TIGER TALES: FREEWARE

There are some really outstanding products available at little or no charge that are NOT widgets. We thought you might enjoy hearing about a few of them.



YASU

It just works - a great donationware item to maintain your Mac that cleans it up and keeps it running smoothly.

www.JimMitchellDesigns.com

GClip

Send email with video clips in your messages quickly and easily.

www.MacMice.com

iBackup

Easily schedule back ups for your system preferences.

www.grapefruit.ch

(yes, we said "CH")

SUMMER NAMM YAWNS THROUGH INDIANAPOLIS

The **2005 Summer NAMM Conference** in Indianapolis, Indiana, kicked off with a yawn, on a relatively sparse show floor as compared to previous years at the Nashville, Tennessee location. In fact, *The Lippin Group* is reporting a decrease in attendance of 13%, but one has to wonder if that is reported registrations or actual persons on the floor.

Indy's show had substantially smaller booths from most manufacturers and many previously key vendors, magazines and organizations are absent from the halls. However, that hasn't stopped the flow of some new great new product announcements in the world of music products for the Mac.

SUMMER NAMM BEST OF:

Best of Show: MusicPad Pro Plus by [FreeHand Systems](http://www.FreeHandSystems.com)

Imagine a late-night talk show when a guest makes an obscure reference to an old song and the musical director pulls the ditty out of his hat; however, instead of just a few piano

tinklings, the entire band can strike up the tune as if it was rehearsed. OR, think about a high school band/orchestra



conductor who has to make quick key changes for his students instrumentation. OR, live performing horn sections that need to make notes (and there are usually many) to their arrangements. All of this is now a reality with the release of **MusicPad Pro™ Plus** by the Los Altos, California-based *FreeHand Systems*.

For more info, visit:

<http://www.freehandsystems.com>

Calendar

Sept 7 - 9

Photoshop World
Boston, MA

Sept 9 - 13

IBC
Amsterdam, Holland

Sept 20 - 24

Apple Expo
Paris, France

Oct 7 - 10

AES Conference
New York City, NY

Contributors

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TAGteam founder and president; group member "emeritus" of several MUGs.

DENNIS SELLERS



Technologies Director for TAGteam and Chief Macsimizer,

MacsimumNews.com

RANDY DECKER



Our Vice-President and Web Master for Bux-Mont MUG

News at The Core

Macsimum News

Your online newspaper about all things Mac



Each month, our own Dennis Sellers will spotlight the top hot news stories for the Apple community.

The big news this month: more moolah for Apple. Jobs & Company reported **the highest revenue and earnings in the firm's history** for its fiscal 2005 third quarter that ended June 25.

Apple posted a net quarterly profit of US\$320 million, or \$.37 per diluted share, and revenue of \$3.52 billion. These results compare to a net profit of \$61 million, or \$.08 per diluted share, and revenue of \$2.01 billion in the year-ago quarter, and represent revenue growth of 75 percent and net profit growth of 425 percent.

Apple shipped **1,182,000 Macs** and **6,155,000 iPods** during the quarter, representing 35 percent growth in Macs and 616 percent growth in iPods over the year-ago quarter.

According to an average estimate of 18 analysts surveyed by Thomason Financial, they had predicted Apple's profit in the quarter at \$274.2 million, or 31 cents a share, from \$61 million, or 8 cents, a year earlier. Apple **beat the estimates** (yet again).

Mac sales for the third quarter were **the highest in four years** and were, in fact, the best sales ever in a June quarter for the computer line. Sales were up eight percent from the

year-ago quarter. Macs made up 65 percent of Apple's total revenue. Apple sold 687,000 desktop units and approximately 495,000 laptops. Laptop sales were the best quarterly results in the company's history.

The third quarter also saw record iPod sales of iPod. Overall, Apple's music business grew 38 percent with 6.2 million iPods shipped. That's a new record for quarterly shipments.

In other news, Apple **updated the iBook** with Power PC G4 processors running up to 1.42 GHz, 512MB memory across the line, better graphics cards and built-in AirPort Extreme and Bluetooth wireless connectivity. They also sport the two patent-pending Apple technologies rolled out with the last incarnation of the PowerBook: the scrolling TrackPad and the Sudden Motion Sensor.

What's more, Apple has beefed up the **Mac mini** line, making 512MB of memory standard in every model, as users have requested. The lineup now includes three models: 1.25GHz Mac mini, 1.42GHz Mac mini and the new 1.42 GHz Mac mini with SuperDrive for burning DVDs and CDs.

- Dennis Sellers

For more news, visit www.macsimumnews.com.

September "Back to School" Month

See you next month when we feature our interview with Apple's most notable Senior Systems Engineer for K-12 Education & outstanding User Group evangelist...

**Dave
Marra**



TAGteam LINKS

I AppleFreeTech - Free Mac support
groups.yahoo.com/group/IAppleFreeTech/

TAGteam Leaders' eList - News you can use
www.applegroups.org/list.html

USER GROUP LINKS

User Group Advisory Board
homepage.mac.com/ugab/
Apple User Groups
www.apple.com/usergroups/

We like to hear from you! If you have a great product, story idea or comments, drop us a note at:

augmentations@applegroups.org

UPDATE YOUR LISTING:

Just a reminder to keep your TAGteam listing current. You can use our "Join" form on our website and select "UPDATE." Please help us keep your info current!

Thank You! www.applegroups.org

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On Deck with Randy Decker

THIS MONTH: TOP 10 WIDGET SITES

1. www.widgettracker.com
2. www.widgetmachine.com
3. www.apple.com/downloads/widgets
4. www.dashboardwidgets.com
5. www.dashboardexchange.com
6. www.dashboardlineup.com
7. www.versiontracker.com/macosx/cat/widgets
8. www.dashboarddev.com
9. www.dashboardexposed.com
10. www.macupdate.com/dashboard.php

Gotta topic you want Randy to tackle? Find out what's hot, what's not, and Mr. Decker's take on it all...

Send it to us at:

augmentations@applegroups.org

Thanks again for your feedback. We're working hard to bring you all the news you can use for your organization and your members/staff.