4th quarter financial results

Apple posted a quarterly profit of $1.67 billion. International sales accounted for 46%of the quarter's revenue. Apple sold 3.05 million Macintosh computers during the quarter, representing a 17% unit increase over the year-ago quarter. They also sold 10.2 million iPods during the quarter, an 8% unit decline, and 7.4 million iPhones, a 7% unit growth over the year-ago quarter. Apple stated that half the new Macs sold at the company's stores in the quarter went to new customers. Revenue from the stores climbed almost 9% to $1.87 billion. The company now has 273 storefronts with 46 million visitors through the doors during the quarter. The average revenue was $7.1 million per store.

Steve Jobs is Fortune's CEO of the Decade

The magazine claims that *"the past decade in business belongs to Jobs, not only because of his personal and corporate wealth, but the way he has radically and lucratively reordered three markets, specifically movies, music and cellphones. His impact is also said to extend to computers, though it is less pronounced (?)."*

100,000 apps in App Store

Developers have now created over 100,000 apps for the App Store, making it the largest applications store in the world. App Store users have downloaded over two billion apps at 10,000 downloads a day.

iTouch Apple Store checkout

Apple stores are upgrading from the problematic Windows CE-based PDA to iPod touch checkout. Like other Windows Mobile/ Pocket PC devices, the EasyPay systems require a stylus to operate, they look clunky and they're susceptible to crashing or losing WiFi connectivity. Problems with EasyPay systems were blamed for helping to create long lines at the launch of the iPhone 3G last year.

Windows 7 fails to stop Mac's web growth

The Windows 7 October launch did nothing to stop an increase in Mac share online. Windows' combined share of Internet traffic dropped to 92.5%, while Mac OS X reached a new high of 5.2%. V

The Juice

November 2009

A snapshot of news in the world of Apple, Inc.®

Apple's October 09 Product Updates

iMacs 21.5 and 27-inch

The newly-designed iMacs switch to a wider 16:9 aspect ratio with LED-backlit displays, edge-to-edge glass and a seamless aluminum body. The displays are also much denser, starting at 1920x1080 (1080p) for a 21.5-inch display and an extremely sharp 2560x1440 for the new, largest-ever, 27-inch model. Certain 27-inch models use Core i5 or Core i7 quad-core processors that will dramatically increase performance. The machines also include an SD card slot, four notebook-sized RAM slots that handle up to 16GB of memory, Mini DisplayPort output and the inclusion of both a wireless keyboard and Apple's new multi-touch Magic Mouse. The smaller system is priced from $1,199 to $1,499. The 27-inch model begins at $1,699 and goes to $1,999.

MacBook plastic unibody

The new, base-level MacBook is still made of polycarbonate plastic, but sports a new unibody design, with LED backlighting, an integrated seven-hour battery, a glass multi-touch trackpad and a non-slip bottom surface. The system includes a 2.26GHz Core 2 Duo processor with 2GB of RAM alongside an integrated NVIADIA GeForce 9400M video chipset and a 250GB hard drive for $999.

Magic Mouse features multi-touch technology

The new, flatter Magic Mouse ($69) borrows from the multi-touch technology used in the iPhone and MacBooks, eliminating the need for a scrollwheel, as well as any mechanical buttons. Users perform various taps and swiping gestures that execute configurable controls. It connects to a computer wirelessly through Bluetooth, with a maximum range of 33 feet. Because it relies on two AA batteries, the mouse switches into a low-power mode whenever it detects inactivity. It is available now and also ships with the new iMacs.

AirPort Extreme, Time Capsule speed boost

Apple also quietly introduced updated AirPort Extreme and Time Capsule devices, utilizing the same dual-band communication on 2.4GHz and 5GHz frequencies. A redesigned antenna, however, is claimed to improve data speeds by up to 50 percent, while extending the effective range by 25 percent.

New Remote controls Macs, iPods, iPhones

The redesigned system remote is primarily meant for Macs, allowing users to bring up the Front Row interface for music, photo, video and DVD playback. It can also be used in a limited fashion with iPods and iPhones, controlling music, slideshows and video.

SOFTWARE/HARDWARE

Apple has released Mac OS X 10.6.2 via the software update. For detailed information on this update, go to:
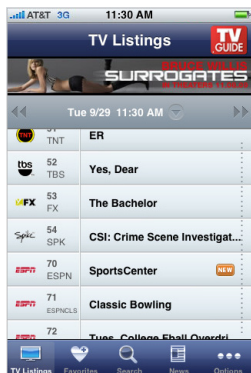http://support.apple.com/kb/HT3874

Viper SmartStart is an iPhone application and car receiver that enables users to lock, unlock and remotely start their car with the iPhone rather than the car's key fob. An executive of the company recently demonstrated starting his car in California using an iPhone in Kansas City. View a demo at:
http://www.viper.com/smartstart/Demo.aspx

Popcorn 4.0 ($50, OSX 10.5+) is for making DVD disc copies of unencrypted DVD-Video discs, valid VIDEO_TS folders, QuickTime movies, MPEG files, iMovie projects and other popular video formats.
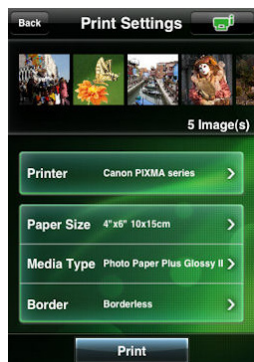http://www.roxio.com/enu/products/popcorn/standard/overview.html

The I am Safe app ($2.99) works like a panic button that's programmed to send recorded voice, SMS and email messages to a predetermined list of five family/friends once activated. A free version is available via the App Store.
http://www.stuff.co.nz/technology/gadgets/2966250/Panic-app-for-iPhones

GarageSale 5.3.6 ($35, OSX 10.4+) is an eBay auction manager.
http://www.iwascoding.com/GarageSale/

The new, free TV Guide Mobile application for the iPhone and iPod touch offers local TV listings by zip code and cable provider.

SnapzPro X ($69) is a quantum leap in video capture technology, capturing full motion video of anything on your screen. There's a free demo at:
http://www.AmbrosiaSW.com/utilities/snapzprox/

Canon's iTunes app lets you print over Wi-Fi to your Pixma printer. You can select paper sizes, find wireless printers, print borderless photos and select photos from multiple iPhone iTouch albums.

Adobe has released version 9.2 of Acrobat and Acrobat Reader. Both require Mac OS X 10.4 or higher.
http://www.adobe.com/downloads/

UPS Mobile is a free iTunes app that lets users track package and freight shipments, find nearby UPS locations and estimate shipping costs and delivery times.

Nikon Learn & Explore is a free iTunes app that gives users access to a host of photography tips and information, including educational images and videos, advice on shooting techniques, guides to fundamental photography principles, a photography glossary and complete access to Nikon's quarterly print magazine Nikon World.

Gizmodo's complete guide to Snow Leopard is at:
http://gizmodo.com/5352889/mac-os-x-snow-leopard-the-complete-guide

TIPS

If you're working in Column view, you've certainly run into files with long names cut off from view. Double-click on the little tab at the bottom of the vertical column divider bar and the column will expand to see the longest file name in that column. Option/double-click on the tab and every column expands to show the longest name in each column. Sweet!

Convert an EPS image instantly into a PDF (ideal for emailing) by dragging it onto the Preview app icon in your dock (or Applications folder). Mac OS X automatically converts your Postscript file to a PDF on the fly. When you choose "Save" from the File menu, it will save as a PDF.

You can move your dock to any of the three positions on your screen (Left, Right, Bottom) by shift-clicking the dock's dividing line and dragging it to it's new position. Is that cool or what!

A Macworld article on recovering an erased hard drive can be found at:
http://www.macworld.com/article/143139/2009/10/recover_erased_hard_drive.html?lsrc=nl_mwweek_h_cbintro

Trouble ejecting a CD? Try these things first: 1) right-click on CD icon and choose Eject Disk, 2) select the disk and go to the Finder's File menu and choose Eject (Command-E), or 3) drag the icon to the trash/eject symbol. You can also relaunch the Finder from the Force Quit box (Option-Command-Escape). If all else fails, restart while holding down the Eject key after the chime.

A few Snow Leopard features:
- If you enabled password protection when your computer goes to sleep, you can now choose how long your computer is idle before the password actually kicks in. Its great if you have your computer set to sleep after a few minutes of inactivity.
- When you click and hold the icon of an open app on the dock, all open windows associated with the app line up and arrange themselves like they would in Expose.
- There are four new fonts that come with Snow Leopard: Menlo, Chalkduster, Heiti and Hiragino Sans GB.
- You can now have the full date on display in the Menu Bar.
- When you're browsing in Finder's icon view, a slider lets you scale your icons up to a massive 512x512 pixels.
- If you're viewing icons in Finder and come across a video file, a play button will appear over the thumbnail and you can preview the video without a pop-up window. You can also flip through PDFs and Office docs right from the thumbnail.
- Preview now has a bar at the bottom of the window full of various annotation tools, such as shapes, highlighter, memos, underline, strikeout and hyperlink. Useful for the bookworms out there who deal regularly with texts in digital formats.
- Apple says that the initial Time Machine backup in Snow Leopard is 80% faster than before

To see a list of all fonts in a PDF and determine whether a font is embedded, open the PDF in Acrobat and choose File > Document Properties > Fonts.

For a daily list of paid iPhone Apps that just became free, go to:
http://www.freeappalert.com/

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