

15" MacBook Pro matte LCD

Apple has quietly added a \$50 matte display option for the 15-inch MacBook Pro, similar to the choice for the 17-inch model. The feature replaces the glossy glass screen and bezel with a more conventional metal bezel and separate anti-glare panel. The option is available across all three 15-inch systems.

In-Ear Headphones get upgrade

Apple has updated its premium In-Ear Headphones, replacing the rubber 3.5 mm headphone plug casing with a hard plastic one. The premium upgrade features three different sizes of ear tips and a carrying case for the tips and headphones. It should be noted that the premium upgrade's volume buttons do not work with the original iPhone or iPhone 3G.



Apple releases OS X 10.5.8



Mac OS X 10.5.8 which is recommended for all users running Mac OS X Leopard includes general operating system fixes

that enhance the stability, compatibility and security of your Mac.

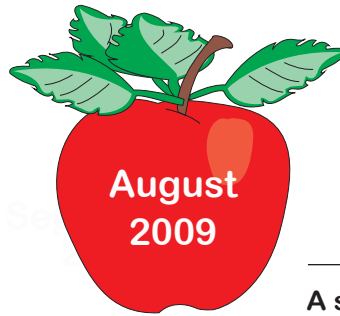
iTunes offers 2-song Digital 45s



Prices on the two-sided downloads range from \$1.49 to \$1.99. Downloading two tracks separately would run \$2.28, so you're getting two tracks for just a little more than what it could cost to download a single song.

iTunes Store to sell 4 billion songs in 2009

The iTunes Store has sold eight billion songs since launch in mid-2003 and is projected to sell four billion this year alone. Between Jan 6, 2009 and July 21, 2009 the service sold 2 billion songs, which is interesting when you consider it took Apple between April 28 2003 and January 10, 2007 to sell the first two billion.

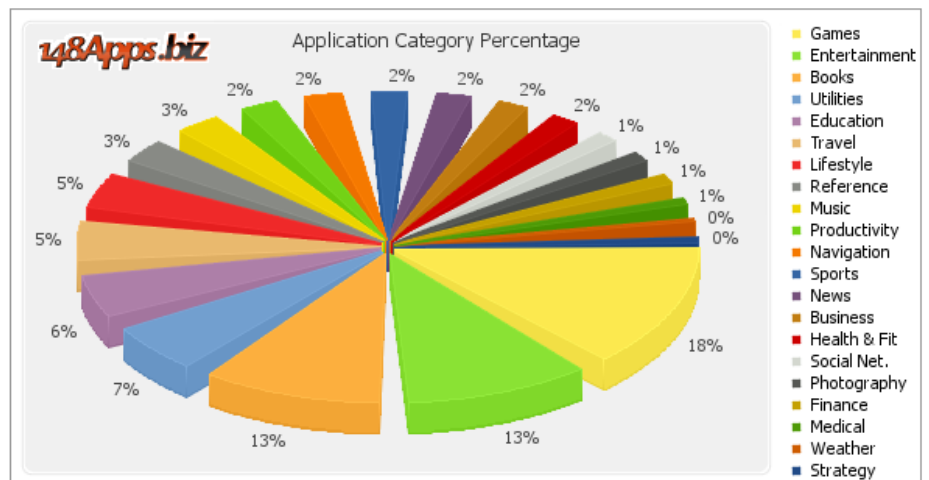


The Juice

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

App Store is booming

The Apple app store hit 1.5 billion downloads in its first year, and now offers more than 65,000 apps. An average of 135 new apps are submitted every day. There were 1,630 submissions in August 2008 and 8,762 in June 2009. The average price of an app is \$2.57, which includes both the 12,754 free apps and the most expensive app (a video surveillance program called iRa at \$899.99). The most popular category in the store is games, with 10,346, followed by Entertainment (7,852) and Books (7,564). There are 9097 finance programs, 663 medical apps, 306 weather applications, and at least 50 fart apps. If you wanted to buy every app in the U.S. store today, it would cost you \$145,885.87.



Kodak unveils 1080p camcorder

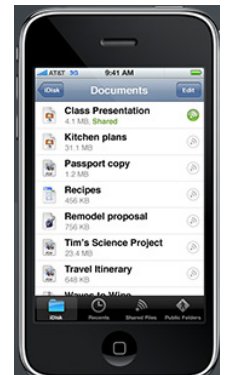
The Kodak Zi8 (\$180) is one of the first pocket camcorders to record at 1080p. It can capture 1920x1080 at 30 frames per second, producing movies that show at a full Blu-ray movie resolution. It can also



capture at 720p using a fast 60 frames per second, and includes a microphone jack to support professional-sounding audio. http://www.kodak.com/eknec/PageQue-rier.jhtml?pq-path=15340&pq-locale=en_US&colorKey=black02

Apple releases MobileMe iDisk app for iPhone & iPod touch

The free MobileMe iDisk app allows users to view and share files on their iDisks right from their iPhones and iPod touch devices. Log in with your MobileMe username and password and you'll see a list of the folders and files on your iDisk. Select a file to view it on your iPhone. To share a file with someone else, tap the share icon, choose your recipients, and MobileMe iDisk will send them an email with a link to download your file directly from MobileMe. You can assign a password to keep your files secure and even limit the number of days the download will be available.



SOFTWARE

PDF Expert (\$5) allows users to store and read PDF files on an iPhone or iPod touch. The application includes support for password protected, full text document search, navigation through embedded PDF bookmarks, and more.

<http://readdle.com/products/pdfexpert>

iLuv's IEA15 (\$15) gives any iPod mini-jack earbud's or headphone's the same controls as Apple's remote, both for click actions and for volume. It also adds full



remote control to any other 2008 iPod as well as the iPhone 3GS.

http://www.i-luv.com/product_detail.asp?id=1387&keyword=iEA15:%20Headphone%20iPhone%20iPod%20Remote%20Adapter&category_cd=C005&cat_leve=1

Belkin also has a similar control (\$20) at: http://catalog.belkin.com/IWCatProductPage.process?Product_Id=496831



The Finger iPhone/touch app teaches sign language.

iMusic Valet 1.0 (\$12) is a media player that allows users to link songs with specific images. Users can choose to play single music files at a time or continuously play music from a specific library. The applications interface resembles an iPod and can be set to float above all other windows. Photos that are linked to songs are shown within iMusic Valet's window as the song plays.

http://www.ziggyssoft.com/Products/Entries/2009/7/13_iMusic_Valet.html

The Kensington Charging Dock with Mini Battery (\$70) has a dock for both an iPhone and a battery pack that attaches to the iPhone when it's in use. Attaching it gives an iPhone as much as 30 hours of extra music, 6 hours



of web use or 3 hours of talk time. The two devices charge simultaneously and let users have the reserve power without occupying a second USB or power port.

<http://us.kensington.com/html/17478.html>

Four Track is a \$9.99 iPhone/touch app that emulates a four track recorder with impressive results. The song, "Love is the Thing," is available on iTunes.

The JotNot (\$3) app turns your iPhone into a scanner. Snap a steady picture of a document and then outline the area you want to scan. JotNot enhances the image and turns it into a document to be e-mailed.

The Kensington Nightstand Charging Dock (\$40) for the iPhone and iPod touch includes a free application via the App Store. The Rise & Shine Clock & Weather application will turn the iPhone or iPod



touch into a bedside clock and provide users with weather information. Users can select from one of three views for the clock display, which can be set to dim if desired. Its release date hasn't been specified.

<http://us.kensington.com/html/17448.html>

CardStar is a free app that displays your supermarket or drug-store club card. You can then scan the iPhone's screen at the checkout. You no longer need a dozen discount cards every time you leave the house.

A review of 20 recommended travel apps from a National Geographic traveler is at:

<http://adventure.nationalgeographic.com/2009/06/best-iphone-travel-apps-text?sr=hotnews>

Epocrates is the most popular medical application for the iPhone. The free portable database contains pictures and information on 3,300 pharmaceutical drugs.



JIBBLE

Apple's App Store recently turned 1 year old, and the company announced that it has had more than 1.5 billion downloads.



All three models of the iPhone earn more than 58 percent margins, with the 32GB iPhone 3GS carrying the most profitable 59.6 percent margin.

An interesting article on just how much Microsoft has copied the innovation of other companies—and has, or is, flunking—can be found at:

http://brainstormtech.blogs.fortune.com/2009/07/25/apple-vs-microsoft-sticking-to-ones-knitting/?source=yahoo_quote

A professional photographer's review of the latest Macbook Pro lineup can be viewed at:

http://www.robgalbraith.com/bins/multi_page.asp?cid=7-10041-10146&sr=hotnews

Intuit will release a new version of Quick-En for the Mac in February 2010. Beginning 10/12, you can pre-order at:

<http://www.quicken.com/blog>

June 09 seen a 25% jump in MacBook sales compared to the same month last year.

Apple COO Tim Cook has stated that Apple is looking for new ways to categorize software in the App Store for the iPhone and iPod touch.

Microsoft and Yahoo have announced a 10-year partnership that will see Microsoft's Bing search engine replace Yahoo's own in most areas and will give the Windows developer a license to Yahoo's search technology to use for itself.

Sprint's spring quarter results show that the Palm Pre had relatively little impact on its health. The company's losses widened to \$384 million compared to \$341 million a year ago.

Verizon Wireless has dropped the price of virtually all of its smartphones to \$99 with a 2-year contract.

Firefox has crossed the billion-download threshold.