

NEWS

Apple Event coming in January

Apple has scheduled a special press event during the week of January 25th, to be held at the Yerba Buena Center for the Arts in San Francisco.



App Store Christmas sales soar

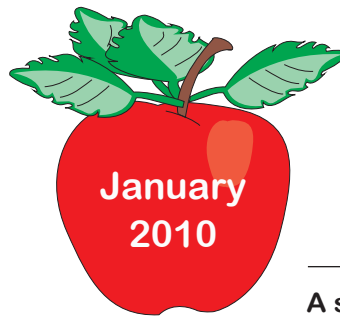
The App Store saw a huge sales spike on Christmas Day, with iPod touch downloads surpassing those of iPhone users for the first time. iPod touch downloads jumped nearly 1,000% on December 25 compared to the average of all previous Fridays in December, App Store download growth increased by over 50% in December over November, and current App Store download volume is more than 13 times that of the Android Market.

iPhone 3G most used U.S. phone in 2009

The iPhone 3G was the most frequently used phone for going online for nearly all of 2009. About 4 percent of all US active cellphone owners used Apple's 2008 smartphone to get online. The iPhone spiked to nearly 9 million U.S. users by the month of October, pushing it well past Microsoft's total of 7 million users.

Netbooks hurt notebook industry in 2009

The rise of netbooks has almost uniformly damaged the entire notebook industry's performance in 2009. While shipments of notebooks more than doubled to 33.3 million, their lower prices actually dragged down revenue for the entire notebook industry by 12 percent to about \$109.4 million.



The Juice

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

Steve Jobs and Apple appear in many 2009 "Best of" lists

- **Steve Jobs: CEO of the Decade**—*Fortune magazine*
- **Steve Jobs: Best Performing CEO in the World**—*Harvard Business Review*
- **Apple: Brand of the Decade**
- **Steve Jobs: Marketer of the Decade**
- **"Get a Mac:" Campaign of the Decade**—*Adweek's Best of the 2000s*
- **Steve Jobs: Best CEO Buzz of 2009**—*Fortune.com*
- **iPhone 3GS: Best Smartphone of 2009**—*IGN*
- **MacBook Pro: Best Laptop of 2009**—*Popular Science*
- **MacBook Pro: Best Laptop of 2009**—*IGN*
- **Apple: Winner No. 1**—*TheStreet's Winners of 2009*
- **Steve Jobs and Tim Cook: Most Influential People in Mobile Tech**—*Laptop magazine*
- **Find My Phone: Pogie Award for Second-Best Tech Idea of 2009**—*New York Times*
- **"There's an app for that": 3rd place, Top Quotations of 2009**—*Yale Book of Quotations*
- **Steve Jobs: No. 3 readers' choice for Person of the Year**—*TIME magazine*



SOFTWARE/HARDWARE

The new EyeTV Live3G web app lets you watch live TV and EyeTV recordings anywhere. The web app connects your iPhone to your Mac at home, delivering high quality video streams without sacrificing battery life. The Live3G web app is available immediately.

<http://www.live3g.eyetv.com>

A new augmented reality toy helicopter, the AR.Drone, is controlled via Wi-Fi with an iPhone or iPod Touch. Moving



the device directs the toy helicopter forward, backward, turning and other directions. Info and videos are at: <http://ardrone2.parrot.com/parrot-ar-drone/en/index.html>

The L5 Remote (\$50) transforms any iPhone and iPod touch into a personal universal remote that controls televisions, DVDs, DVRs, cable boxes, audio equipment and most other products that come with an infrared remote. The small hardware device plugs into a dock connector



and uses a free app from the App Store. It offers drag and drop features to create a customized interface that can control any number of devices in any number of rooms up to 30 feet. Available in February at the L5 Technology web site.

<http://l5technology.com/>

iFlicks lets you import your video collection into iTunes, so you can watch videos directly in iTunes or transfer them to your iPod or iPhone.

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

Snowtape 1.5 (\$29) is an internet-radio application that is capable of recording music from streaming radio and then exporting the tracks to iTunes.

<http://mac.softpedia.com/get/Audio/Snowtape.shtml>

Best Camera is an iPhone app that lets you shoot, apply multiple filters and effects, and then share via Facebook, Twitter, e-mail and the Best Camera photography community. Camera pro Chase Jarvis's discussion of mobile photography, tips for shooting, and the Best Camera app is at:

<http://www.switched.com/2009/12/18/chase-jarvis-best-camera/>



Tidbits now has its own iPhone/iTouch app, Tidbits News. It's free at the app store.

Are you new to the iPhone or iTouch? Macworld has some apps that will help get you started at:

http://www.macworld.com/article/145318/2009/12/apps_for_newbies.html?src=nl_mwiphone_h_cbstories

The Kindle for iPhone app (free) allows iPhone and iPod touch customers to:

- Purchase, download and read thousands of books available in the Kindle Store.
- Read the beginning of books for free before they buy.
- Add and automatically synchronize bookmarks and last page read.
- Access their library of previously purchased Kindle books stored on Amazon's servers for free.
- Choose from six different font sizes and adjust words per line.
- Add and view notes and highlights marked on Kindle and Kindle DX.
- Read books in full color including children's books, cookbooks, travel books, textbooks and graphic novels.



Looking for an external hard drive? Read up on them at:

http://www.macworld.com/article/145007/2009/12/external_hard_drives.html?src=nl_mwweek_h_cbstories

How about a new camcorder?

<http://www.macworld.com/article/139834-2/2009/04/hdcamcorders.html>

...or a headphone buying guide:

http://www.macworld.com/article/144708/2009/12/headphoneguide2009.html?src=nl_mwipod_h_crawl

Macworld's 20 favorite 2009 apps are at:

http://www.macworld.com/article/145088/2009/12/appgems_2009.html?src=nl_mwiphone_h_cbintr

Pic2shop is a free price comparison app that allows users to scan the barcode of a product and compare the price with other online retailers. By using the iPhone's camera to scan a barcode, users get access to online reviews for books, DVDs, games and electronics. Pic2shop can also be used to e-mail product information and supports 1D barcodes found on most products, including UPCs and EANs.

<http://www.pic2shop.com/>

VideoFlash Converter 3.1 (\$40) delivers a new video engine and support for Mac OS X 10.6, allowing users to convert QuickTime-compatible video files to Adobe Flash SWF and FLV file formats.

http://www.macvide.com/Macvide_VideoFlash_Converter/

TuTuneMe 1.01 app (\$3) is a customizable, gesture-based music player that enables the entire iPhone screen to be used as a single input surface. Using basic finger gestures, users can perform actions, such as changing the playlist or altering the theme of the music player. All themes and song info can also be shared with friends via Twitter or Facebook. The app works in both landscape or portrait mode and features over 50 themes and several dozen editable gestures.

<http://tutune.me/>

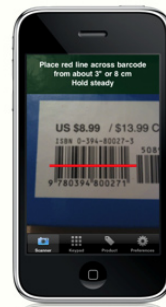
TIPS

Command-click on a titlebar to see the path to the home directory. It even works in Mail if you have Snow Leopard.

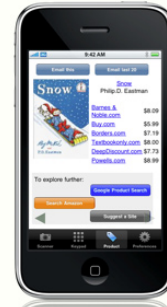
There are four tricks everyone should know for using PDFs with OS X 10.6 (Snow Leopard) at:

<http://www.macworld.com/article/145129/2009/12/pdftips.html>

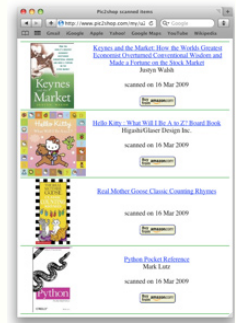
You can securely empty the trash from the Trash icon in the Dock (this only works in Snow Leopard). Hold down the Command key and click-and-hold (or right-click) on the Trash can icon in the Dock. When the Trash's Contextual Menu appears, it will read Secure Empty Trash (instead of the usual Empty Trash). Select Secure Empty Trash from the contextual menu, wait a while (a long while if the trash has a ton of stuff in it), and your trash will be securely emptied.



1. snap barcode



2. get info



3. access anywhere

JIBBLE

More than three billion apps have been downloaded worldwide from the App Store in its 18 months of existence.

Macworld's Top 10 tech stories of the decade can be found at:

http://www.macworld.com/article/145335/2009/12/top10techstories.html?src=nl_mwiphone_h_crawl

See 89 Steve Jobs magazine covers, starting in 1981, at:

<http://kuodesign.com/pineapple/coverme/index.html>

Mac sales were up 21 percent year-over-year in October and November.

Verizon is now forcing Microsoft's Bing on its new smartphone users. The move is part of a five-year search and advertising deal they signed with Microsoft last January for a rumored \$500m. The customers are also prevented from removing the link.

According to a recent corporate IT survey, Windows 7 does not appear to be hurting Apple's corporate Mac sales. Rather, planned Mac buying has hit a new high in the latest survey, with one-in-ten respondents (10%) saying their company will be buying Mac laptops and 7% desktops in the 1st Quarter.

Tapulous, the maker of the highly-popular Tap Tap Revenge 3 iPhone/touch app, has revealed that its sales have approached \$1 million per month.

iWork 2009 sold 50 percent more units in its first 11 months on the market than iWork 2008 sold in the same frame.

The average American will eat 35,000 cookies in a lifetime.