

Apple's most profitable quarter ever

Apple earned \$3.4 billion, or \$3.67 per share, in the quarter that ended 12/26. Revenue was \$15.7 billion, a 32% jump from \$11.9 billion in the same 2008 period.

iPhone game development overtaking DS, PSP

19% of all game developers are writing for the iPhone and iPod touch. The figure is more than twice as high as for the Nintendo DS and Sony PSP and results in three quarters of all mobile game developers writing for Apple's handhelds.

Apple launches iTunes Preview for apps

iTunes Preview's new App store listings allow users on a computer with iTunes installed to click on an external App Store link and see the app's details, including a picture, description, price, rating, reviews and screenshots, all within a Mac browser window, removing the need to launch iTunes simply to look at an app.

FCC worried about iPad bandwidth congestion

The iPad could potentially cause serious havoc for US data networks, say people writing on behalf of the Federal Communications Commission, stating that the device may put extra strain on already problematic networks. The FCC intends to "ensure that network congestion doesn't choke off a service that consumers clearly find so appealing or frustrate mobile broadband's ability to keep us competitive in the global broadband economy."

2011 CES iLounge Pavilion

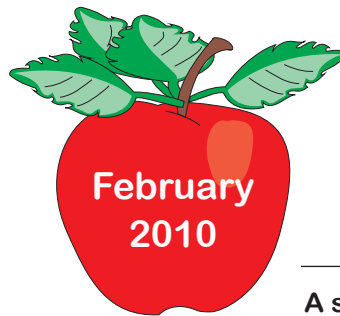
The 2011 CES iLounge Pavilion will be the largest display of iPod, iPhone, iPad and Mac-related products and services in the Consumer Electronics Show's history, occupying 50,000 square feet of floor space. The 2011 show will take place in Las Vegas from January 6th to 9th.

iPad video websites

The iPad keynote is [here](http://events.apple.com.edgesuite.net/1001q3f8hhr/event/index.html):
<http://events.apple.com.edgesuite.net/1001q3f8hhr/event/index.html>

To view an 23-minute iPad discussion on with Charlie Rose (host), Walt Mossberg (Wall Street Journal), David Carr (NY Times) and Michael Arrington (TechCrunch), go [here](http://mossblog.allthingsd.com/20100205/mossberg-ipad-on-charlie-rose-show/):

<http://mossblog.allthingsd.com/20100205/mossberg-ipad-on-charlie-rose-show/>



The Juice

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

The iPad Arrives!



On January 27th, Apple announced the iPad, a tablet-sized computing and communications device that features a 9.7-inch display

and an optional keyboard dock, available starting next month from \$499 to \$829, depending on storage capacity and 3G data capability. The 3G data plan will cost \$14.99 for 250 MB per month, or \$29.99 per month for unlimited data. Both plans are available only through AT&T with no contract required.

The iPad, which runs on a new Apple-designed chip, the A4, will come with 16, 32 or 64 GB of flash memory for storing apps and data. All models will include

802.11n Wi-Fi plus Bluetooth 2.1+EDR. Apple claims that the iPad will have a 10-hour battery life in active use and will last 30 days in standby mode. Other iPhone-similar features include an accelerometer, electronic compass, speaker, microphone and dock connector.

iPhone apps run unmodified, either with pixel-for-pixel accuracy within a black box, or with a pixel-doubling technique that trades some crispness to zoom up to the full size of the iPad screen. A tiny 1x/2x button appears in the lower right of the screen in this mode. Tapping it swaps between the modes instantly, even with video or animation playing.

Apple also announced a multi-touch iPad version of the iWork suite: Keynote, Numbers and Pages each for \$9.99 each, so you can purchase only the app(s) you desire.

Not surprisingly, Apple is setting the iPad against Amazon's Kindle, both for reading newspapers, magazines and full-length books. But more interesting is the new iBooks ebook reader app, which provides a library-like bookshelf interface for displaying your books and linking to an iBookstore that enables you to discover, purchase and download ebooks right on the iPad.

Accessories include:

- iPad Keyboard Dock that holds the iPad in portrait mode and provides an Apple aluminum keyboard to use instead of the virtual keyboard.
- iPad Case that protects the iPad and holds it in a variety of positions
- iPad Dock that lets you charge and sync your iPad to a computer
- iPad USB Power Adapter
- An iPad Camera Connection Kit enables you to import photos and videos from digital cameras via USB or the iPads SD Card Reader.

The Wi-Fi models, available in March, cost \$499 (16 GB), \$599 (32 GB), and \$699 (64 GB). The Wi-Fi+3G models, available in April, are more pricey at \$629 (16 GB), \$729 (32 GB), and \$829 (64 GB).



SOFTWARE/HARDWARE



The MobileMe Gallery (free, App Store) lets iPhone/touch users get a list of albums from their own gallery and browse others' as well. The gallery page has a list of albums with a preview picture and a scrolling set of random images at the top. Albums can be navigated with flicks back and forth and pinch to zoom. The app also plays back video clips.



Get the 2010 Vancouver Olympic Winter Games info on your iPhone/touch with the NBC Olympics app.

The EyeTV One (\$120) connects to the computer via USB and allows users to watch and record HDTV channels broadcast over-the-air for free. Features include a coaxial plug for connecting an antenna, a flexible USB extender and software to stream video to the iPhone/touch via the company's EyeTV app or the Live3G web app. <http://www.elgato.com/elgato/na/mainmenu/products/EyeTV-One/product1.en.html>

Light Blue:Photo is for professional photographer's who need to keep track of clients, shoots, images, expenses, etc. <http://www.lightbluesoftware.com/download/>

The ci•fy (\$100) is an active-lifestyle bluetooth speaker for your mobile device. It attaches to a bike, visor, etc. There's a short movie and more info at: <http://mycyfi.com/>



Aperture 3 (\$199 new, \$99 upgrade; free 30-day trial) is Apple's latest release of the powerful photo editing and management software, with over 200 new features, including Faces, Places and Brushes. <http://www.apple.com/aperture/>

Apple has released a driver update that includes the latest Epson printing and scanning software for Snow Leopard." It's available via Software Update and the Apple Support Downloads page. <http://support.apple.com/kb/HT3669#epson>

TIPS

Learn to set digital camera auto-import options in Snow Leopard at: http://www.macworld.com/article/145584/2010/01/autoimport.html?lsrc=nl_mwhints_h_crawl

If you lose your iTunes library and need to copy files off your iPod and back onto your Mac, iTunes can't help you. But there are 10 utilities that can: http://www.macworld.com/article/145725/2010/01/ipodextraction_roundup.html?lsrc=nl_mwipod_h_crawl

Advice in ripping DVDs for your iPhone, iPod, and Mac (including a video) can be found at: http://www.macworld.com/article/144765/2010/01/rip_dvds.html?lsrc=nl_mwiphone_h_cbintro

Find 10 tips on using the Address Book at: <http://macgroup.org/blog/2010/01/25/10-address-book-tips/>

For a history of former Apple Events, go to: <http://technologizer.com/2010/01/19/apple-event-invites/>

To snap a screenshot of any iPhone screen, simply hold the "Home" button then press and release the "Sleep" button on top right of the iPhone. The screenshot will be in your iPhone's "Camera Roll."

The iPhone Home Button... things you may not know:

- Clicking the Home button multiple times can perform different functions. The most obvious is the double-click, which you can configure under Settings > General > Home. As of iPhone 3.0, your options for the double-click include taking you to the Home screen, display the Search screen, jump to your favorite contacts list in the Phone app, launch the Camera app or launch the iPod app.
- You can have a double-click of the Home button display the mini iPod player when music is currently playing in the background by sliding the iPod controls slider in the same Settings pane to 'On.'
- If you have an iPhone 3GS, you can configure what happens on a triple-click. You set it up under Settings > General > Accessibility. There you can choose having the triple-click activate the VoiceOver feature, change the display to the higher-contrast White on Black setting, or have it prompt you

which feature to activate when you click. (If you choose 'Ask', the iPhone will pop-up a menu when you triple click, letting you choose from the two previous features as well as activating the iPhone's visual Zoom feature.

JIBBLE

Apple tidbits:

- Annual revenue of over \$50 billion
- The largest mobile device company by revenue in the world.
- 284 retail stores
- 50 million store visitors last quarter
- Sold 250 million iPods
- Shipped 7 million MacBooks in 2009
- The average iPhone/touch user has 65 apps on his device
- Roughly 2/3's of the app store's 140,000 applications are free.
- A new app request is submitted to Apple for approval every 2.5 minutes.
- The iTunes Store has has over 12 billion downloads and over 125 million accounts with credit cards.

"I give them two years before they're turning out the lights on a very painful and expensive mistake." — David Goldstein, Channel Marketing Corp. President, remarking on Apple's launch of retail stores, May 21, 2001

More than 60 percent of physicians in a recent survey have shown interest in the iPad, and one in five already intend to purchase one.

The iPad was at the 1/31 Emmy telecast. Check it out at: http://www.youtube.com/watch?v=uqp8_m5It5s

In December 1995, UPS had 100,000 online tracking requests. By last December, that number was 27.3 million requests a day.

Microsoft has dropped 54 percent on the Nasdaq since Steve Ballmer took over as CEO in 2000. But they raised his salary by 4% to \$665,883 in fiscal 2009 even as their profit plummeted 17%. They didn't disclose his bonus for fiscal 2009, but last year it was \$700,000. According to Forbes, Ballmer has a net worth of \$11 billion, or \$7.6 billion more than Steve Jobs. Go figure.

In 2008, Microsoft paid Jerry Seinfeld \$10 million to pitch its Windows Vista operating system as Bill Gates BFF. Now that his contract is over, he was recently seen sitting behind a Mac on the sitcom "Curb Your Enthusiasm."