

# Bowie Seniors Computer Club Minutes for May 6, 2010

Carl Bulger presided.

Presentation:

Tavon Jones, Apple Solutions Consultant, Region 2 at the Annapolis Best Buy, Gateway Village Shopping Center, 2643 Housley Rd, Annapolis, MD 21401.

Tavon is a good salesman for Apple. He didn't bring a presentation to be projected on the screen but he brought with him one of the newly introduced Apple iPads and an iPhone. He also talked about desktops, laptops, iPods, and Apple in general.

What is an iPad? It's not a computer, not a netbook, not an iPod Touch, and not an iPhone. But it combines some of the functions of each. It's more portable than a netbook or a laptop, but has a smaller screen. The screen, however, is much larger than the iPhone's. The screen is a high definition, 9.7 inch diagonal touchscreen with 1000 touch sensors and excellent color. It is optimized for visual tasks: viewing pictures, books, newspapers, webpages, and movies. You can type documents and emails on a virtual keyboard or you can buy a wireless Apple keyboard. You can listen to your favorite tunes on the small, built-in speaker or ordinary or blue tooth headphones.

CNET ranks Apple's website as most customer-friendly.  
<http://www.apple.com/>

You can learn all about the iPad here:

<http://www.apple.com/ipad/>

The iPad sells for \$500, \$600, or \$700 depending whether the solid state hard drive has a capacity of 16GB, 32GB, or 64GB.

Movies can be downloaded from iTunes via Wi-Fi. Each is about 1.5GB, so keep that in mind when choosing which of the above models to buy.

Accessories and apps will drive the price up. There are 4500 apps designed specifically for the iPad. Many of the other 200,000 apps in the Apple store also work on the iPad. For a blog on iPad apps fatigue, read [http://news.cnet.com/8301-17938\\_105-20005249-1.html](http://news.cnet.com/8301-17938_105-20005249-1.html).

Note that the processor is a low power, 1GHz, Apple-designed, system on a chip. Low power enables the lithium polymer battery to retain a usable charge for 9 to 10 hours depending on whether you have the Wi-Fi Only version or the additional option of connecting to AT&T's 3G network. AT&T charges \$15/month for 250MB of data or \$30/month for unlimited data. You can join or drop either plan at any time. The small, low power chip limits the number of applications you can have open at one time.

With a Skype app you can make phone calls via the iPad. It doesn't yet have a web cam but it has a microphone.

When you buy an iPad or computer directly from Apple you can also buy a One-to-One training contract which provides a hour a week for one year. Check out Apple seminar schedules at <http://seminars.apple.com>

Apple is the only company that employs their own tech support people. They are located in Hunt Valley, Maryland and Dallas, Texas. The average telephone hold time is only two minutes.

Generally, Apple is on the high price, high quality end of the market. They employ a modified Linux operating system and open web standards. Tavon Jones says this encourages developers to create apps for Apple products. He likes Windows 7 but hasn't seen anything in Windows 7 that he hadn't seen previously on Apple products.

On the other hand, Apple is a very secretive company. Product and hardware development is kept under wraps and done almost entirely in-house. This enables Apple to make their hardware and software work together seamlessly and reliably. For a little more insight, read Steve Job's recent letter regarding Adobe Flash: <http://www.apple.com/hotnews/thoughts-on-flash/>.

Apple revises its OSX operating system every two years. OSX means "Operating System 10". Version 10.0 came out in 2000. Until 10.6 "Snow Leopard" came

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out, the upgrades cost \$129. 10.6 cost only \$29. But OS X 10.6 requires the new Intel processor built especially for Apple, so older computers won't be able to run 10.6.

For computer users who also want Windows, they can use Apple's Boot Camp software to install Windows in a second partition. Or they can install a virtual version of Windows within OSX using Parallels or Fusion.

Most keyboards and mice work with Apple products. Tavon Jones suggests that you don't try to use a Dell or a Lexmark printer with them, but other printers work well.

When asked to recommend references, Tavon mentioned: David Pogue, author of "Switching to the Mac: The Missing Manual" (approx. \$40) and Tavon especially recommends "Mac OS X: The Missing Manual" (approx. \$40). For Pogue's bio, see [http://en.wikipedia.org/wiki/David\\_Pogue](http://en.wikipedia.org/wiki/David_Pogue)

Scott Kelby, author of books on PhotoShop and Mac OSX. For his bio and some of his publications, see [http://en.wikipedia.org/wiki/Scott\\_Kelby](http://en.wikipedia.org/wiki/Scott_Kelby)

Robin Williams (not the comedian and actor) For her bio and list of publications go to <http://www.creativity-portal.com/howto/arts/crafts/features/2003/robin.williams.html>

Avoid the "Dummies" books, some of which Pogue wrote.

Consumer Reports published in the June 2010 issue the first tests of the Apple iPad and their ratings of 130 desktops, laptops, and more. Apple MacBook Pro was rated number one in the 12- to 13-inch, 15- to 16-inch, and 17- to 18-inch laptop categories. The Apple iMac 27-inch MB952LL/A rated number one in the All-in-One category. The Apple Mac mini MC238LL/A rated number 4 in the Compact category.

Since almost all of what you heard from Apple Consultant (salesman) Tavon James was as positive as you would predict, check out the article "iPad vs. Everything Else" by Henry McCracken, PC World, pp.76-86, June 2010 for a more critical view.

Someone asked Tavon what will happen to Apple when Steve Jobs retires or dies. Tavon thinks that either Tim Cook or Johnny Ive could take over immediately. They ran the company when Jobs was incapacitated for almost a year recently when he was getting a liver transplant.

Tavon Jones can usually be found Fri.-Tue. 11 a.m.-8 p.m. at the Best Buy at the Gateway Village Shopping Center, 2643 Housley Rd, Annapolis, MD 21401. Tel: 410 571-9011 Cell phone: 443 912-7360. E-mail: [tavonj@apple.com](mailto:tavonj@apple.com).