

iPhone ^{+ iPad & iPod touch} Life

Best Apps • Top Tips • Great Gear

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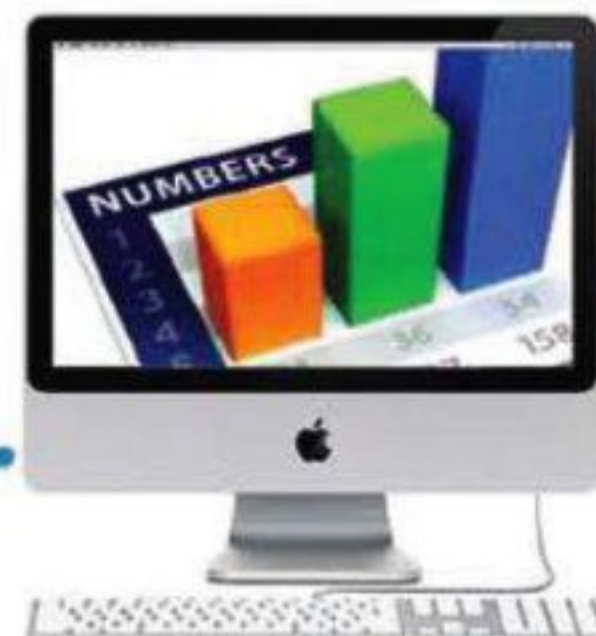
Your Life in

iCloud

*How it works and
why you'll love it!*



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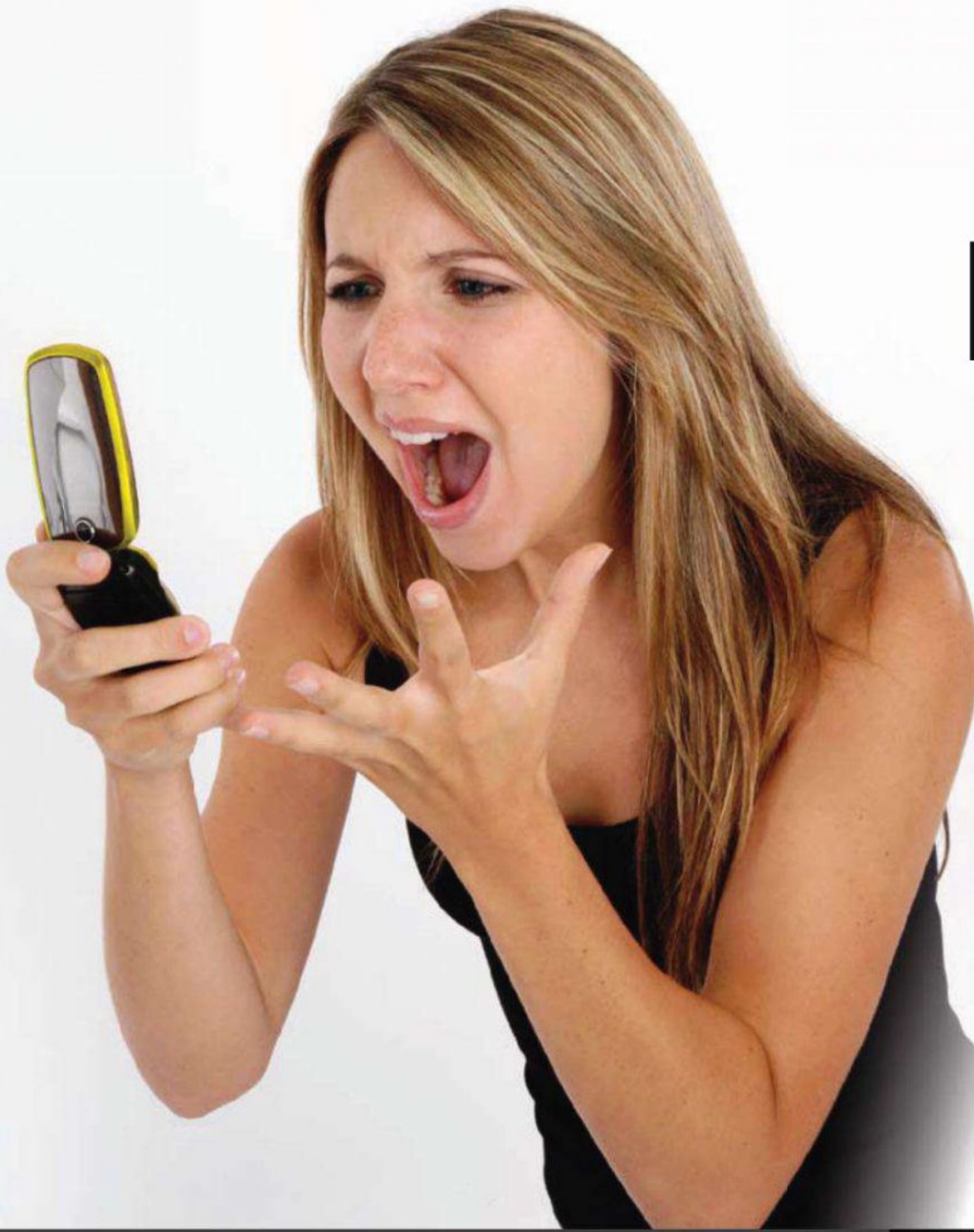
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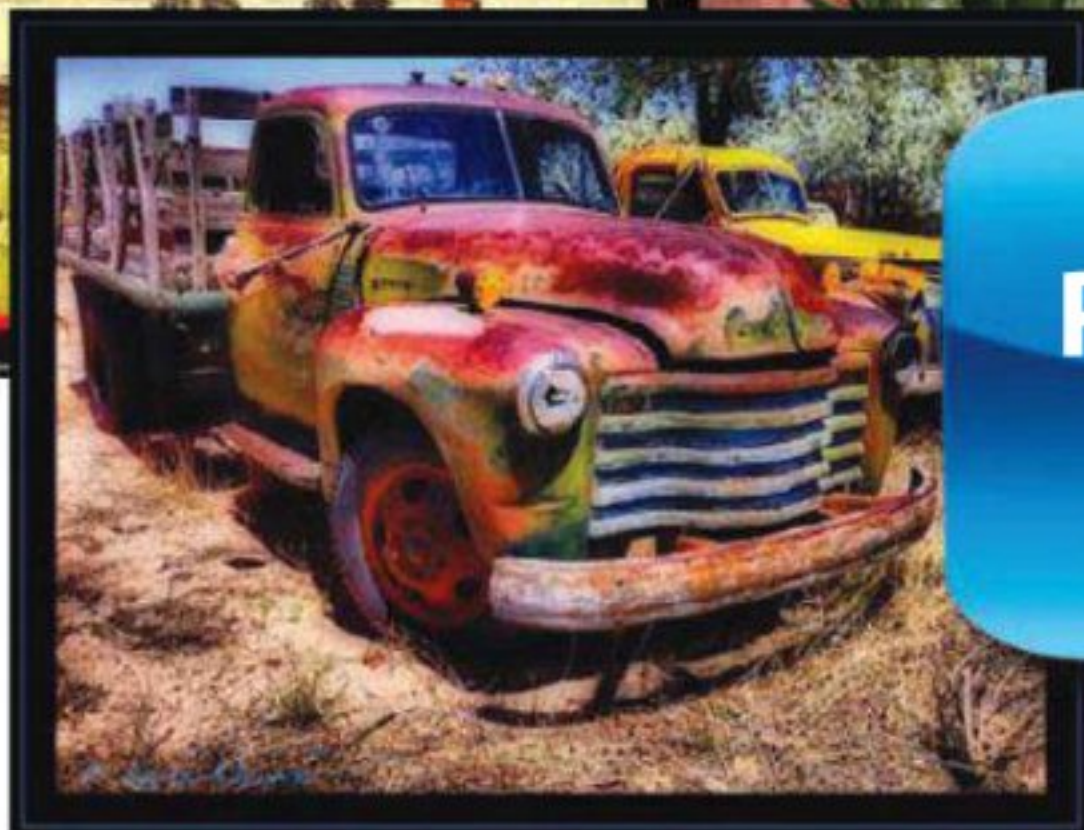
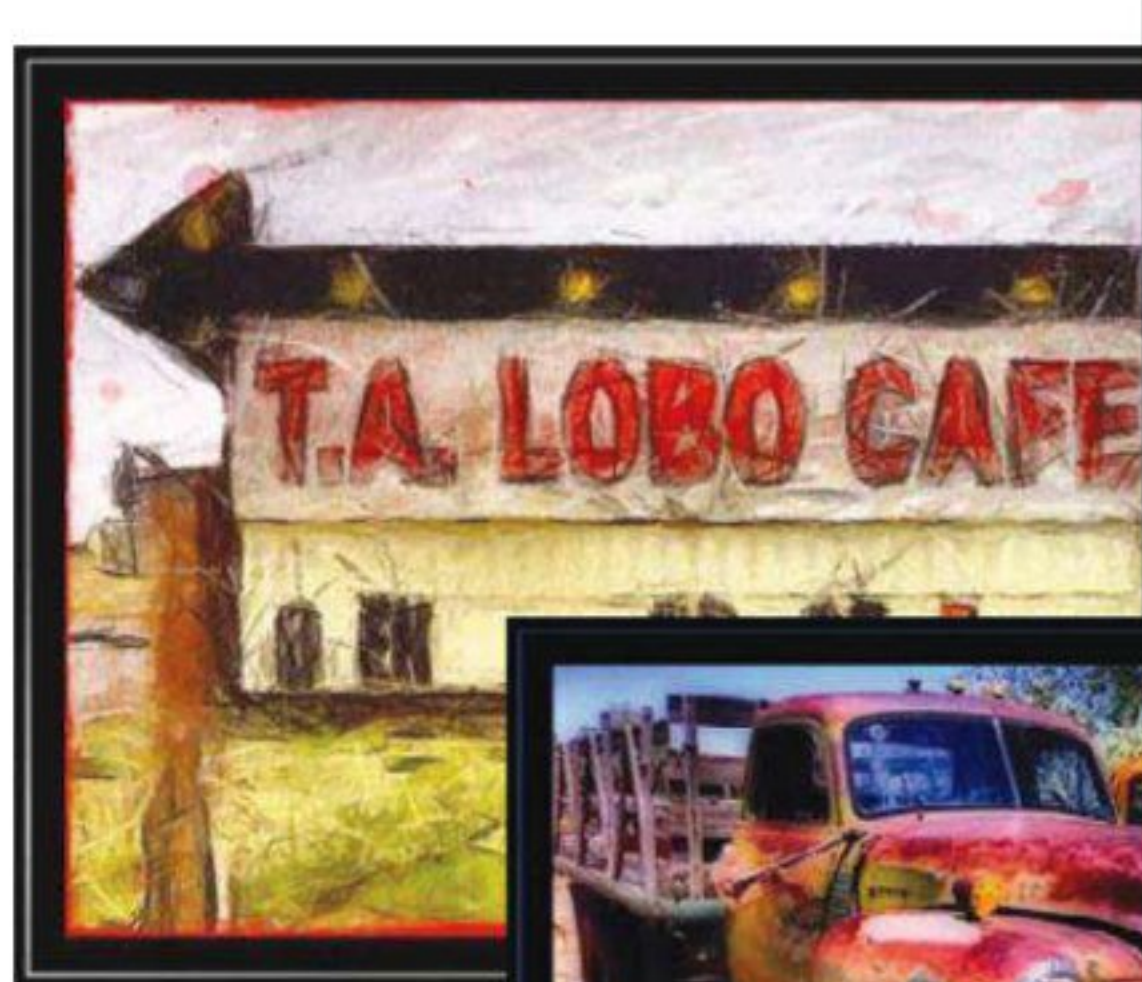


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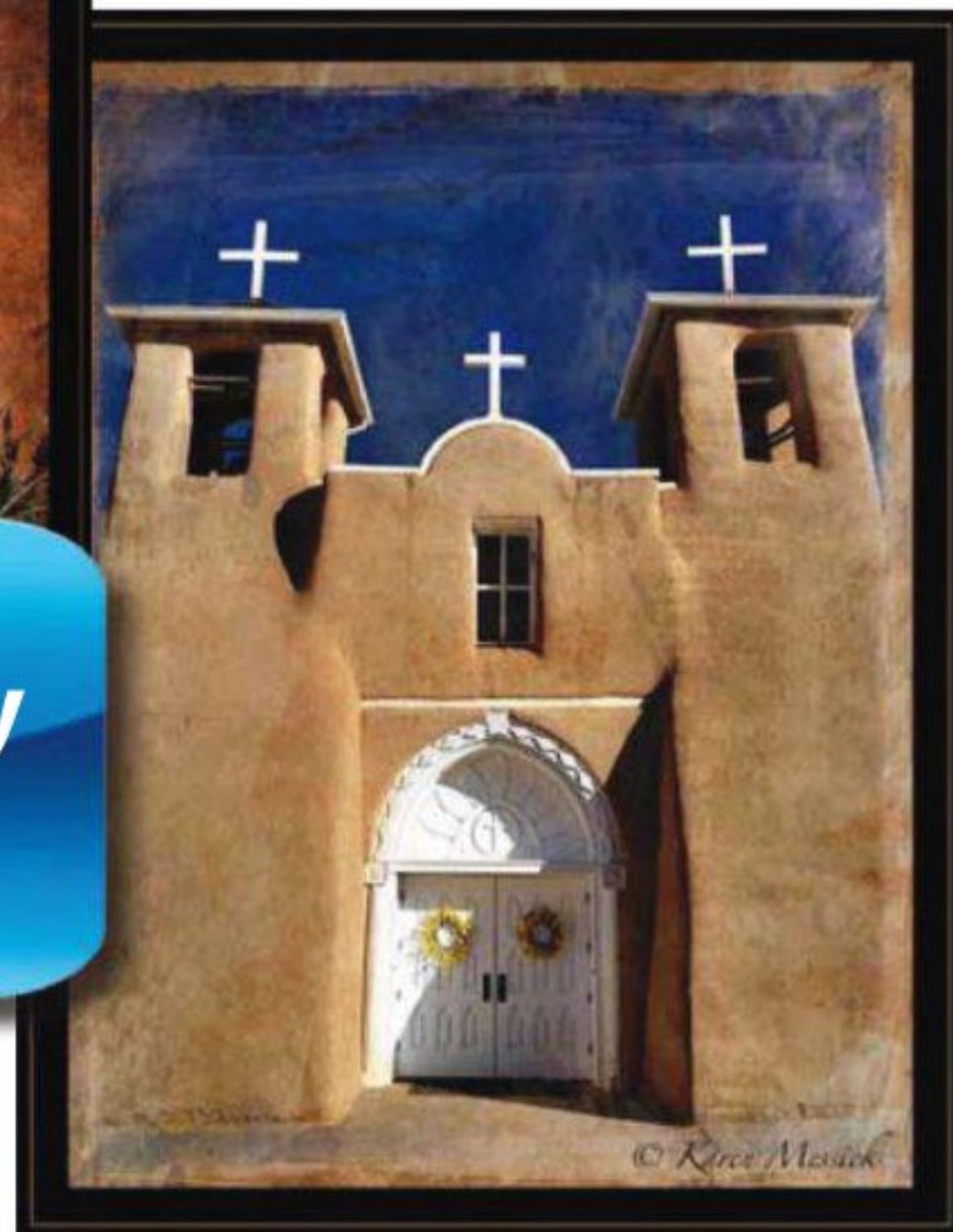
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Changing of the Guard

I am retiring from full-time participation in *iPhone Life* magazine, but will continue to contribute occasionally. I couldn't find an appropriate quotation to lead off with, so I made one up: "All good things eventually evolve into better things!"

This is my last issue as Managing Editor of *iPhone Life* magazine. I've had the enjoyable privilege of working with a wide variety of talented and knowledgeable authors since we published the first issue in 2008 (and for 20 years prior to that in our previous publications). The next issue, our annual Buyer's Guide, will be supervised by our new Managing Editor, Alex Cequea. I am very confident that Alex will continue our tradition of publishing timely, useful, and well-written articles from expert iPhone, iPad, and iPod touch enthusiasts. I will be consulting for a few issues to make sure the transition is smooth.



Rich Hall and new Managing Editor, Alex Cequea

Over the years, iOS has evolved into a better mobile platform. In this issue, we take a look at some of the improvements in the latest version of the OS/application suite (iOS 5). We also take a close look at Apple's "game changer"—iCloud.

Of course, there's a lot more in the issue, including a look at photography and design apps, public speaking solutions, RSS readers, apps for special needs, iPad 2 cases, "Green" accessories, and more. Read about how one author used her iPhone to deal with a family crisis, how two teachers use the iPad in the classroom, and how a private detective uses the iPad and iPhone in surveillance. Finally, check out the implications of iOS 5 for businesses and app developers.

Thank you!

My "Thanks!" list is so long that it would take two or three pages to do everyone justice. Since I'm limited to 500 words, I'll briefly mention some of our more prolific contributors. In alphabetical order, my sincere thanks go to Nate Adcock, Todd Bernhard, Harvey Castro, Daniel Cohen, Omar Correa, Heather Dale, Cindy Downes, Doug Goldring, Martin Hash, Marc Jacoby, Patrick Jordan, Tom Moccia, John Painter, Eric Pankoke, Christopher Peri, Tim Prentiss, Mike Riley, Werner Routsalainen, Bryan Schmiedeler, Tracy Sebastian, Ed Zabrek and Kevin Sitek. I'd also like to thank the authors who contributed less frequently. Your contributions were equally appreciated.

In addition, I'd like to mention how much I enjoyed working with our staff, including Gary Abel, David Averbach, Nathan Clevenger, Jim Karpen, Phyllis Khare, Noah Ouellette, Biba Dangol, Marge and Janet in advertising sales, our graphic designer Al Constantineau, Jamie, Solomon, and Thaddeus in used handhelds, David Seagull in marketing, and everyone else I've worked with over the years. Special thanks go to the Publisher and Executive Editor, Hal Goldstein, and his wife and Executive Advisor, Rita Goldstein. Their guidance, determination, and support made my job easier and helped to ensure the success of *iPhone Life* and Thaddeus Computing..

Finally, I'd like to thank you, our readers. Over the years, I've appreciated your encouragement, feedback, and constructive suggestions on how to improve the magazine. In the end, an editor works for the reader... I've enjoyed doing so for the last 23 years! —**Rich Hall**

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Social Media Report *by Phyllis Khare*

Finding Good Food with iPhone Apps

It's a well-known fact! If you want to find out where good food is served, ask a local. There are some excellent food apps available for iOS devices, and some of the best have a social element to them, allowing people to rate, comment on, and give advice about the quality of food and service in local restaurants. In researching this area, I found the perfect person to interview. Steve Boss is the host of the weekly *Great Taste* radio program on KRUU FM 100.1—a solar-powered community-based radio station located in Fairfield, IA, and streaming worldwide at kruufm.com. He interviews great chefs, cookbook authors, academics, and farmers. Steve invariably has something cooking—live and on the air—tempting us with his descriptions of the ingredients and process. There is always an audience in the studio waiting to taste what is cooked up on the show.

Steve, I understand you travel around the country seeking out good local food. Can you tell us how you use your iPhone to do that?

I'll use Safari on my iPhone and go to Google and search for Slow Food USA recommendations in a particular city that are either posted by the individual chapter or its members. I found a great Chinese place in Chicago's Chinatown (slowfoodchicago.org/index.php/guide-to-chicago/restaurants). It's called Three Happiness. You have to get to the right Three Happiness; the restaurant across the street has the same name, but not the same quality food. (Go to the "little" Three Happiness on West Cermak.)

Which iOS apps have you found to be the best in searching for good food?

My preferred app is **Yelp** (free, app2.me/236). It takes some time to work through the recommendations because a lot of the "Yelpers" writing restaurant reviews don't really know good food. Check out the people writing the reviews to see how many reviews they've written, whether those reviews seem insightful, and what type of places they frequent. In addition, read what other folks have written about the same place and see how current the reviews are.

How do you use Yelp specifically?

My favorite activity is to put out a query once I get to my destination city. I simply note what area I want to eat in, what type of food I'm looking for, and the qualities I want in the restaurant (supports local growers, locally-owned, seasonal menu), and ask Yelpers to help me out. One night in Salt Lake City, I received three responses in about 15 minutes. One response was incredibly interesting: It said, "Trust only Mon-

ica T." So I checked out the sender and he happened to be the former editor of *Salt Lake City Magazine*—that sounded promising. Another one of the respondents was Monica T.

herself. I did my usual investigative work and knew she was the real thing. The next day I hit one of the places she recommended, The Wild Grape Bistro on 481 E South Temple where Phelix Gardner runs the kitchen. It's now one of my favorite restaurants in the entire United States!

Have you tried other food apps?

I've also used **Around Me** (free, app2.me/155), **UrbanSpoon** (free, app2.me/343), **Twitter** (free, app2.me/102), **Foodspotting** (free, app2.me/3919), **Seafood Watch** (free, app2.me/3920), **Veg-Out** (\$2.99, app2.me/3921), and **Zagat To Go** (\$9.99, app2.me/240).

What are some other iOS apps for when you travel?

Gate Guru (free, app2.me/290) is indispensable when going from airport to airport. The app pinpoints your current location in an airport and allows you to search for retailers close to you. I look specifically for food options that are beyond the normal fast food choices. It really has saved me numerous times since I always seem to be hungry at the airport. Maybe they put something in the air?

Thanks, Steve!

I want to thank Steve for his time and sharing all this great information. I would love to read a regular column about good food found using iOS apps. How about you? I also want to mention that **foursquare** (free, app2.me/160) and the "Places" section of **Facebook** (free, app2.me/260) are excellent for reading reviews and tips, too.

Steve Boss is the host of the weekly *Great Taste* radio program on community radio KRUU FM 100.1 broadcasting via solar power in Fairfield, IA and streaming worldwide at kruufm.com. You can subscribe to the show's "Tastemails" by sending an e-mail to greattaste@kruufm.com. Place "Subscribe" in the subject line. The program focuses on producers, chefs, authors, and others who are working to make our world a more delicious, sustainable, and healthy place to live. Steve also posts at kitchenempowerment.com

Phyllis Khare is *iPhone Life's* Social Media Director. She is also one of the co-authors of *Facebook Marketing All-In-One for Dummies* and *Social Media Marketing eLearning Kit for Dummies*, both will be available in summer 2011. She is a speaker and large group trainer for all things Social Media. Google or e-mail her at phyllis@iphonelife.com.

Get more at iPhoneLife.com

by David Averbach

Can't wait two months to get your next iPhone Life fix? Get the latest iOS news online at iPhoneLife.com. Every day, our team of bloggers keeps you posted on the latest Apple rumors and brings you the hottest apps and coolest accessories.

Below are some highlights from this month on iPhoneLife.com. To view these articles go to iPhoneLife.com/magazine/more.

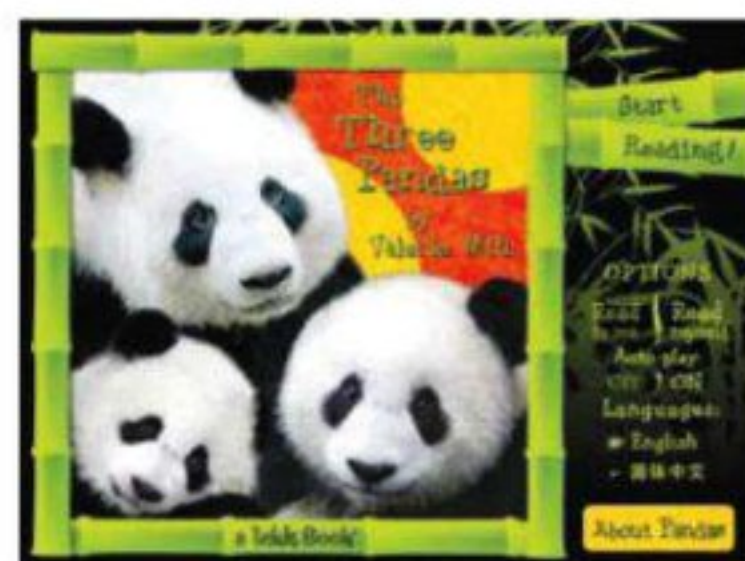


Best Apps



Apple announces 15 billion downloads on 3rd birthday of App Store

By Jim Karpen
(bit.ly/oa9pbD)



Quick Look: The Three Pandas

By Doug Goldring

Children's books apps take the traditional look and feel of picture books and offer a whole new level of interactivity. **Three Pandas** (\$2.99; app2.me/3932) is the latest book app from See Here Studios. (bit.ly/nz7PYd)

Great Gear



CEO Hybrid Case Review

By Dennis Wurster

Marware's **CEO Hybrid** case (\$49.99; marware.com) is one of the most popular cases around. Dennis gives you a hands-on review. (bit.ly/qhuzlB)

Waterproof iPhone case from The Joy Factory

By Todd Berhard

By making a waterproof iPhone case, The Joy Factory has gone where most case makers fear to tread (or tread water, in this situation.) The **RainBallet** (\$40; thejoyfactory.com) is an excellent case that protects your iPhone from the elements. (bit.ly/qCzGlo)



Contests & Giveaways



iPhone Life Weekly Weekend Giveaways

Every weekend we raffle off tons of great apps and accessories for FREE. In the last month, we have given away over 80 apps! Here's how it works:

- Every Friday we will announce the prizes being given away through iPhoneLife.com, Facebook and Twitter.
- To enter the giveaway, go to iPhoneLife.com/giveaways
- On Tuesday morning, we will randomly select the winners
- If you win an app, we will e-mail you the promo code to redeem the app for free. If you win an accessory, we will mail it to you.

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Verizon accounts for 32 percent of U.S. iPhone 4 market

According to a study from Localytics, Verizon has captured 32 percent of the US iPhone 4 market since it introduced the device in February of this year. Localytics suggests that Verizon's growth in share of the iPhone 4 market is due to existing AT&T customers switching to Verizon's unlimited data plan, which has now been discontinued (see next item).

Verizon offers new data plans; discontinues unlimited option

Verizon has discontinued unlimited data plans for the iPhone and other smartphones, and will instead offer tiered data plans to new customers. The new options will be as follows:

- 75MB – \$10/month
- 2GB – \$30/month
- 5GB – \$50/month
- 10GB – \$80/month

Existing Verizon customers will be able to keep existing unlimited plans and grandfather them when upgrading to the next generation iPhone. Verizon also has a mobile hotspot option (\$20/mo, 2GB data per mo) allowing customers to use their iPhone as a mobile hotspot for other computers.

Sprint iPhone before Christmas?

News sources have reported that Sprint may start offering the iPhone during the Christmas season this year. Unlike AT&T and Verizon, which no longer offer unlimited data plans for the iPhone, Sprint is likely to continue offering unlimited data plans for the device. Analysts also note that Sprint's competitive data plan pricing may attract new customers, especially if they launch with the next generation iPhone 5.

AT&T offers standard mobile insurance plan to iPhone customers

Current iPhone customers will be allowed into AT&T's mobile insurance program, which offers protection against damage (physical or liquid) as well as loss or theft. The plan has a \$50 or \$125 deductible for each claim (depending on iPhone model) and costs \$4.99 a month. Customers can only enroll within 30 days of a new activation or upgrade; prior activations or upgrades outside of 30 days are not eligible.

iPhone 5 and iPad 3 to launch in October?

Speculation based on info from the manufacturers of Apple's mobile devices is that Apple will launch the third edition of the iPad and iPhone 5 in October along with the release of iOS 5.

iPad HD

Recent rumors about the yet-to-be-released (or even acknowledged) next gen iPad indicate that Apple is working on a new device with 2048 x 1536 pixel display. According to unnamed sources, the new device will be marketed alongside the iPad 2 and will be targeted at users who need higher graphics capabili-

ties. It is unclear whether this device will be the third-generation iPad or an additional version of the iPad.

Next-gen iPhone

Based on reports from industry sources, the next version of the iPhone will not only be thinner and weight less than the iPhone 4, it will incorporate an improved 8-megapixel camera.

iPhone/Android sales

While Android smartphones still outsell the iPhone (38 to 27 percent of the market), a recent Nielsen survey indicates that the iPhone is gaining on the Android devices. Reporting on February to May 2011 sales, the survey indicates that iPhone sales rose from 10 to 17 percent of new phones. Android sales remained flat during the same period. Speculation is that Apple's growth will increase with the release of iOS 5 and the next gen iPhone later this year.

Apple files Samsung complaint

According to a report by Bloomberg, Apple filed a complaint against Samsung with the U.S. International Trade Commission (ITC). The complaint seeking to block the import of Samsung smartphones and tablets is based on a suit filed by Apple in April alleging that Samsung's Nexus S smartphone and Galaxy tablets copied design elements from the iPhone and iPad.

iOS security flaw reported

The Federal Office of Information Security in Germany has issued a warning that iOS has a security flaw that could leave iOS devices open to malware attacks when users view PDFs on the devices. The statement says that no attacks have been observed as of yet, but the potential for accessing confidential information is there, and it is not limited to jailbroken devices.

Apple working on a fix to security flaw

Apple announced that it is working on a fix to the security flaw reported by the Federal Office of Information security in Germany.

App Store reaches 15 billion downloads

In early July of this year, Apple announced that customers have downloaded more than 15 billion apps from the iTunes App Store, which opened in July of 2008. Apple said that the App store has posted a 23 percent growth each quarter during its existence. During the last (January to March) quarter, its revenues were 1.6 billion dollars (US).

Want the new iPhone, iPad or iPod touch?

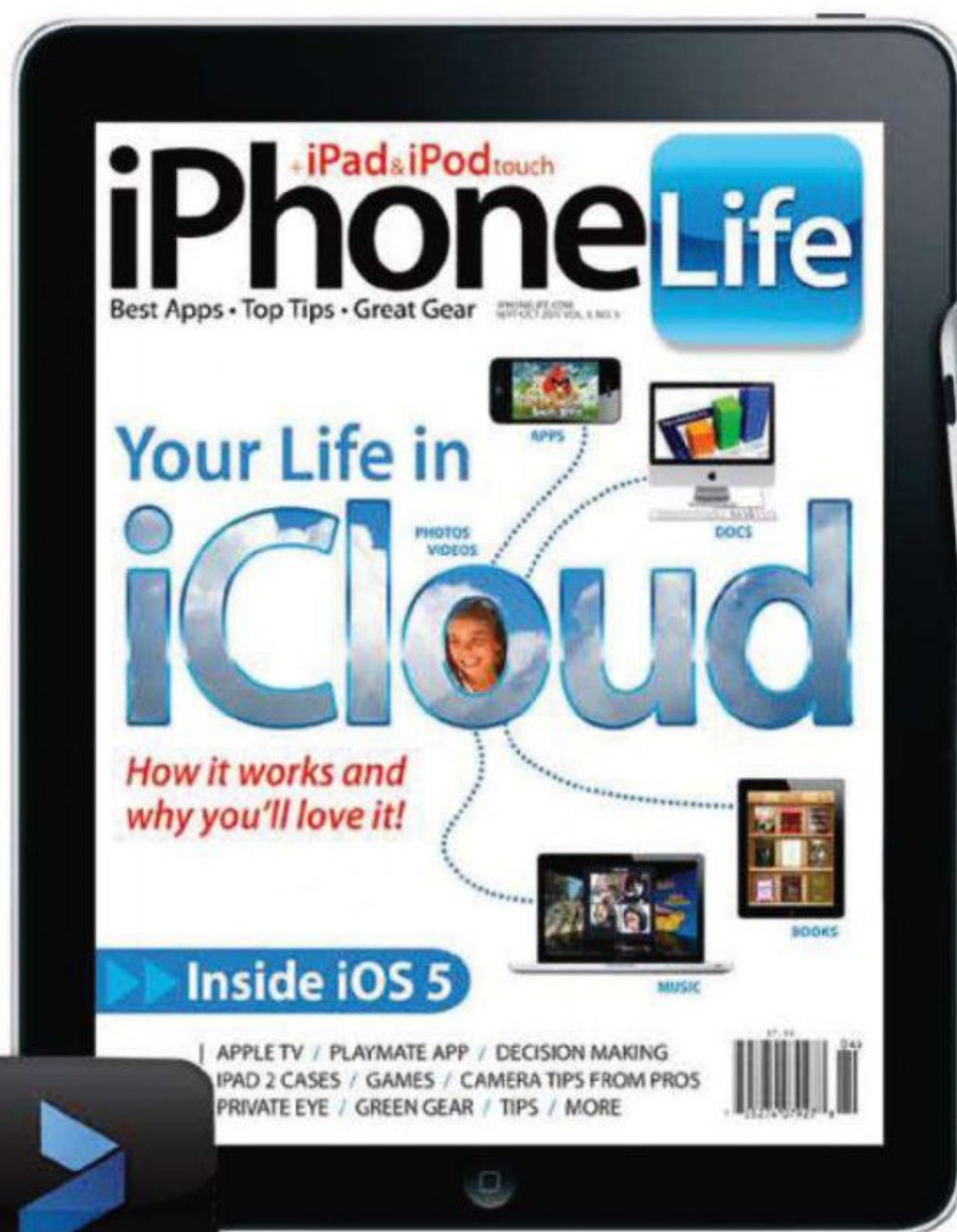


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COMING THIS FALL!

iOS 5

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When historians look back on the state of computing, they will point to Apple's 2011 Worldwide Developer's Conference (WWDC) as the date when Steve Jobs ushered in the "PC Free" world of computing. At least that's what Apple hopes WWDC 2011 will be remembered for. I was there, and I can report that the "PC Free" experience is just one of many new iOS features worthy of an article. I will try to condense some of the best of the 200 or so iOS enhancements into bite-size morsels in one article!

PC Free

This enhancement is really an overarching mentality that covers several features, all designed to make owning

by Todd Bernhard

an iOS device possible without requiring initial and frequent tethering to a Mac or PC. To Apple's credit, they don't mean Microsoft-free computing, but rather freedom from traditional personal computers... Apple or Windows. Previously, to even use a new iPhone, iPod touch, or iPad, you had to connect it to iTunes, sync, and setup your device. Going forward, a new device running iOS 5 will start right up and allow you to use it immediately. Apple's iCloud (see related article on page 16) plays a big part in this because you can upgrade to a newer iOS device by restoring your content and settings from a cloud-based backup.

Additionally, updates to iOS 5 will be downloadable over the air! Notably,

those updates will be in "delta" format, i.e., only the changes from your current configuration will be downloaded, saving time and bandwidth. Apps will be updated similarly, making upgrading a breeze instead of a chore. This all requires iOS 5, so your existing iOS 4.x (and 3.x) devices will still need one more tethered update to get you updated to iOS 5, but after that, the future looks bright!

Documents can be synced with iCloud, so you have the latest version everywhere. Mac OS X Lion was also previewed at WWDC, and it borrows the auto-save feature of most Apple apps so you never have to specifically "Save" your document. This can be a lifesaver.



iOS 5 will let you automatically sync your devices over Wi-Fi.

Wi-Fi Sync

You will also be able to sync between your iOS device and your Mac or PC over Wi-Fi. You will be able to automatically sync just the changes (as opposed to full-blown backups) the moment the iOS device connects to a power source. I should point out that, so far, most of the above was possible with my Nokia phone three years ago, but it represents a big enhancement for Apple.



With the improved notification system, the alerts are unobtrusive and don't interrupt your gameplay.

Notification Center

If you rely on your iPhone for calls, texts, calendar, and more, pretty soon you get annoyed with the notification system. It interrupts your app (including games), and displays one alert on the lock screen. Then, you have to find the app that alerted you. This was an area where Apple received a lot of (justified) criticism, and any progress would have been a step in the right direction. Fortunately, they really nailed it by addressing just about all of the weaknesses with notifications. First, the lock screen can display multiple notices at once, including stocks and weather with graphical indicators. A top-down swipe

at any time will take you to the Notification Center, and a horizontal swipe will take you to that particular notice's app. When notices appear while running another app, they subtly drop in at the top, like an iAd or one of those rotating billboards or scoreboards at an NBA game. Gameplay is not interrupted, and you can review the notice when it's convenient.

Camera

With the Camera App, you now have one-touch access from your lock screen even when the device is locked. You can also use the Volume + button as a shutter, much to the chagrin of the makers of Camera+, which was kicked off the App Store for offering exactly this functionality. By placing the camera button on the lock screen, users won't miss out on timely photos. When users had to find and tap the virtual shutter on the touchscreen, it would lead to shaky pictures. By allowing users to use the volume button as a shutter release, they are less likely to move the phone, and they get tactile feedback. Several case manufacturers had been working on and offering cases with physical buttons for the camera, and this may have made that effort obsolete. You can also set auto-focus and auto-exposure, view grid lines and pinch to zoom. You can wirelessly upload photos to your Photo Stream in iCloud, similar to how an Eye-Fi SD card works with traditional cameras. Finally, you can edit (crop, rotate, enhance and remove red-eye) right on your iPhone. All of these features are welcomed, but they also put the squeeze on dedicated camera apps.

In iOS 5, the Volume + button will double as a shutter for the camera.



Game Center

Users can now rate apps directly from the Game Center. Written reviews will still require a visit to the App Store. You will be able to see what games your friends are playing and even download those apps without leaving Game Center! Incidentally, you will also be able to purchase apps within the App Store without being kicked out after each purchase. As a developer, this is great. I want to make it easy for users to go on an app shopping spree!



iOS 5 will allow you to wirelessly mirror games like Real Racing 2 HD (above) to the big screen using Apple TV.

AirPlay

The iPad 2 already allows you to mirror the screen using a supported A/V cable. Now, you can mirror or display alternate video wirelessly using AirPlay and an Apple TV! The higher-powered CPU of the iPad 2 is still required, but presumably an iPhone 5 would have the same chip or better. Imagine the games that you could play using an iOS device as a controller and the video being displayed on an HDTV with Apple TV! Indeed, Real Racing 2 HD (\$9.99, app2.me/3895) is already out, and while it requires a wired connection to a TV, it is a

sign of apps to come! With RR2HD, the iPad 2 is a steering wheel and it displays your position on a racetrack and other telemetry data, while the big screen displays your cockpit view in HD. It's a thrill as is, but a wireless connection will really help.

Ringtones for SMS, email, and Calendar

One of the most common requests from my customers is the ability to use custom ringtones for SMS, email, and calendar alerts. Finally, Apple is answering the call, so to speak, and enabling this. They are also releasing the iTunes Tone Store, which makes it easy to buy musical ringtones right from your iPhone. This will eliminate the confusion when someone's iPhone alert goes off and everyone reaches for his or her phone!



Newsstand will bring the usability of iBookstore to newspapers and magazines.

Newsstand

Apple's iBookstore has been a big success, but I'm more of a periodical kind of guy. Perhaps it's because I write for *iPhone Life* magazine. I think the iPad shines when we use it to read up-to-the-minute content, rather than just replace a physical book. Newsstand brings the interface and usability of iBookstore to newspapers and magazines, and combined with Apple's new subscription mechanism, you can have the latest issue of supported periodicals automatically downloaded and ready to read!

iMessage

Many of Apple's iOS 5 enhancements threaten to make existing apps obsolete, including those from small app developers. Indeed there are many apps that allow users to send text messages independent of the phone company. Apple



Apple rolls out their own free messaging service with iOS 5, but it only works between iOS devices.

has put both app developers and wireless service providers on notice (pun intended) with iMessage. Apple's iMessage lets users send messages (including photos, videos, contacts and locations) over the air, like SMS text messaging, but it's free and currently limited to iOS devices. You can also "see" when the recipient is typing a response!



Calendar and Location-based Reminders

It seemed obvious for location-based devices and alarms to come together, Location-based reminders will alert you to errands based on where you are.

which is why other developers offered such apps. With Location-based Reminders, your iOS device alerts you when you enter or exit an area (i.e. crossing a geographic "fence") so you can remember to get the groceries, take your keys, close the garage door, etc. It's a nice idea, but would be even better if it could close that garage door for you! And yes, there are separate apps for that!

Appointments and reminders leverage the iCloud, so you can create an appointment or reminder on one iOS and it will propagate to your other iOS devices.



Apple recognizes the power of Twitter, and the popular service is tightly integrated into iOS 5.

Twitter

If you can't beat them (see Ping, Apple's attempt at social networking), join them. Apple has wisely recognized the power and ubiquity of Twitter. Apple's apps can integrate directly with Twitter, and third-party apps will soon have the same integration as well. Users can share messages, media, use URL shortening and more.

Accessibility

For the hearing impaired, iOS 5 brings custom vibration and LED flash that can help provide alerts. VoiceOver is enhanced as well, making it easier for programmers to make their apps accessible to the visually impaired.



The iPad's 'split' virtual keyboard—you can grip it like a phone and use your thumbs to type!

Mail

The email client makes it easier to compose, address mail, and search. The iPad even has a 'split' virtual keyboard that lets you grip it like a phone and use your thumbs to type!

When iOS 5 ships this fall, it will be a



New Safari Browser!

Welcomed enhancements to Safari include tabbed browsing for faster switching between sites, and a reader mode which strips out ads and extraneous images to create a scrolling clutter-free view. Safari also adds a Reading List feature similar to **Instapaper** (\$4.99, app2.me/117), so you can select sites to read later offline.

Safari Reader simplifies pages for easier reading: before (left), after (right).

major step forward. And while it does “borrow” some features from Android and other mobile platforms, there’s nothing wrong with recognizing areas of weakness and addressing them. Last year’s models, specifically the iPhone 3GS, iPad, and iPod touch 3rd generation can all run the new version, breathing new life into old gadgets. The best mobile platform

just got better. And when new apps come out leveraging the 2,000 new APIs in iOS 5, everything will get even better. 



Todd Bernhard is the founder of NoTie, LLC, developers of best-selling apps including AutoVerbal Talking Soundboard and AutoRingtone TEXT-TO-SPEECH ringtone creator. Mr. Bernhard has written for a number of our publications and has owned a variety of mobile devices. Today, an iPhone is almost always attached to his hip. NoTie.NET



Editor organizes life and keeps daughter entertained with iPad

Leigh Shulman

What do you do? I’m editor of Matador Life (matador-life.com) and also run an art and education community website. We have an Art House based in Salta, Argentina, but the community is worldwide (cloudhead.org).

Which device do you use? The iPad. I’d love to get an iPhone.

How long have you had it? I’ve had the iPad for almost 6 months.

How do you use your device? I use it for reading. Since we travel a lot, we can’t carry books. Our iPad allows us to carry novels, bedtime stories for our daughter, and eBooks on how to run a business. We use both iBook and the PDF reader.

What apps do you use the most?

Chorepad (\$4.99, app2.me/3466) for our daughter Lila to keep track of the things she has to do every day. When she gets enough points, she gets to choose a new app.

iBook (free, app2.me/2403) for reading and downloading eBooks and PDF files.

Penultimate (\$1.99, app2.me/3212) is great because it keeps my often-disorganized thoughts in one place, and I can revisit and implement them when I’m ready.

Skype (free, app2.me/2378).



Dropbox (free, app2.me/127) keeps files moving seamlessly between all hardware.

Tune-In Radio (\$.99, app2.me/2996) lets me listen to the Atlanta radio station I used to listen to in high school, or I can tune into local stations in Salta, Argentina. It’s also great for learning languages because I can listen to Spanish, French or Italian talk radio.

Gerd Arntz (free, app2.me/3738) is a matching memory game that uses Gerd Arntz’s icons. Lila and I play together.

It’s interesting to see how a 6 year old interprets what is meant to be easily and universally understood images.

What would you do if you didn’t have your iPad? I wouldn’t read nearly as much as I do. I also would have to go back to using pen and paper as notes, which means a lot of my ideas would be lost. I’d still be making hand-drawn chore charts for Lila, which usually meant I didn’t draw them, so we didn’t have chore charts at all. When I think to the days of lying lazily in a hammock in Panama, I can’t help but imagine reading peacefully on my iPad instead of wishing I had something better to read than *Gone with the Wind II*.

Do you consider yourself an Apple fanatic? Not really, but kind of. I used to use Apple products when I designed websites for MTV almost a decade ago but then switched to PC when I left. Somehow, recently, through donations given to the Cloudhead Art Foundation and gifts from family and friends, we’ve converted almost entirely to Mac. I don’t really ever want to go back.

Fill in the blank: iTunes is... clunky and frustrating.

iCloud

Your Music, Photos, Apps and more Auto-Synced to All Your Devices

"Some people think the Cloud is just a big disk in the sky... We think it's way more than that." (Steve Jobs)

by Bryan Schmiedeler

Steve Jobs introduced Apple's highly anticipated iCloud wireless syncing service at the annual World Wide Developer's Conference in June. The personal computer (PC or Mac) is being demoted to "just being a device" like an iPad, iPhone, or iPod Touch. Keeping devices in sync using iTunes is "driving us crazy," Jobs said. iCloud is a set of Internet-based services that automatically, wirelessly, and seamlessly integrates data and applications across a user's mobile and desktop computers. (See the sidebar below for an explanation of Cloud computing.)

Mail, Calendar, Contacts

The free iCloud service (which will replace Apple's \$99-a-year MobileMe) will sync e-mail, contacts, calendars, and Safari bookmarks between computers and iOS devices. Current MobileMe users who already enjoy this feature will see little change, but with iCloud, new users receive a free .ME e-mail account. iCloud automatically pushes new e-mails to all of your devices and keeps folders in sync. Calendars updated on one

device are synchronized on all others. Calendars can be shared between users. Address Books are also automatically updated across devices. Changes made in Address Book (Mac) or Outlook (PC) are reflected on your iPad, iPhone, and iPod touch. Like MobileMe, Mail, Calendar, and Contacts are also available from the Web.

Photo Stream

The new "Photo Stream" app wirelessly keeps your photos in sync. Take a picture with your iOS device or import pictures from your digital camera to your Mac or PC, and iCloud automatically pushes it to the Cloud and then to your other devices. Because photo files can be so large, you can only sync over Wi-Fi or Ethernet (no cellular connections allowed), and only the most recent 1000 photos are automatically pushed to iOS devices. Photos are retained for 30 days on iCloud.

Documents in the Cloud

iCloud aims to do for files what Photo Stream will do for photos. Create a document in one of Apple's iWork apps (Pages, Numbers, and Keynote) on one device, and the document is stored in iCloud and automatically pushed to all your other devices. The user doesn't need to worry where the document is stored or manage how it is synchronized to other devices; iCloud will do all the work.

Apple's iWork suite (which runs on the Mac and all iOS devices) will work seamlessly with iCloud. Third-party developers can add this functionality to their apps, allowing transparent document synchronization across Macs, PCs, and iOS devices!

Apps, books, and backup

Syncing apps, books, and music across all your devices used to be quite a pain. For example, after you purchased an app, book, or song from your iPhone, you had to connect your iPhone to



Not just a big hard disk in the sky

In an obvious dig at Amazon and Google, Steve Jobs said, "Some people think the Cloud is just a big disk in the sky... We think it's way more than that." So what is the Cloud and how will iCloud differ?

Personal data has traditionally been stored and accessed on a local hard disk on your computer. Accessing that data on other computers (and mobile devices) meant the user was responsible for moving their data and keeping it in sync. With cloud computing services like Google Docs, the data is stored on the Internet ("the Cloud") and accessed via a browser.

The general definition of the Cloud is storing your personal data on, and accessing it from the Internet—not your local hard disk.

your Mac or PC and then sync it with iTunes. Then you had to connect your iPad (and any other iOS devices) to iTunes and sync it. iCloud lets you see all the apps, books, or music you've ever purchased and downloaded in one place, and then download them to your iPad, iPhone, or iPod touch at no additional charge. Even better, you can configure iCloud to automatically push new downloaded apps to all your devices! (The beta version of this part of iCloud is available now!)

Here's how to use it. First make sure you are running the latest version of iTunes (Mac: 10.3.1) and the latest version of iOS (4.3.3). Open the iTunes Preference window (iTunes > Preferences on a Mac, Edit > Preferences in Windows) and click the Store tab. Click the three types of content you would like to automatically sync. (See screenshot.) You can configure this on any computer that has iTunes connected to your Apple ID.



Set iTunes to automatically sync Apps, Books, and Music.

Now make the same change to your iOS devices. Tap the Settings App, then scroll down to the Store settings (right) and tap that. Turn on automatic downloading for each type of content and select whether you want downloads to work off a cellular connection. (If you tap On and then it keeps sliding back to Off, you may need to sign out and sign back in to your Apple ID by tapping the ID at the bottom of the screen.)



iTunes in the Cloud

There are three key parts to iTunes in the Cloud. First, music purchased from the iTunes Music Store on any device will automatically download to any other device with the same Apple ID (up to 10) when connected to Wi-Fi (or optionally 3G). Second, previously purchased music can be downloaded to any device, just like apps and books. But what about music obtained from ripping CDs? Jobs' traditional "One More Thing" announcement was Apple's forthcoming iTunes Match, the final part of iTunes in the Cloud. For \$25 a year Apple will scan your iTunes library to find "matches" with the 18 million strong iTunes catalog. Matched tracks can then be downloaded to other devices just like music purchased from iTunes. Unmatched tracks can be manually uploaded to iTunes in the Cloud.

Apple's forthcoming music-in-the-Cloud solution has several subtle yet important differences from current competitors,

Google's Music Beta and Amazon's Cloud Drive. Unlike Google and Amazon, Apple was able to reach an agreement with the music companies over the sticky issue of getting music not purchased through iTunes into the Cloud. With iTunes Match, the user doesn't have to push gigs of local data to the Cloud, like Google and Amazon users do. Both Google and Amazon provide music streaming, which Apple does not.

Availability

iCloud will be rolled out this fall along with iOS 5. A basic iCloud account is free and comes with 5 GB of storage. Photo Stream photos, apps, books, and music purchased through the iTunes Store don't count against the 5 GB limit. Apple has not disclosed pricing for additional storage.

MobileMe users will be able to convert to an iCloud account when the service becomes available. Existing MobileMe services will work until June 30, 2012. See Apple's FAQ on the Transition from MobileMe for more information (apple.com/mobileme/transition.html).

Final thoughts on the Cloud revolution

iCloud and iOS 5 will compete with Google's ubiquitous Cloud services and the Android OS. Their approaches could not be more different. Apple's iOS runs only on Apple hardware. Android runs on a wide variety of hardware. Apple tightly controls both the OS and the apps that run on it. Google lets third-party manufacturers freely modify the OS and has no restrictions on apps. Apple believes users will prefer to access cloud data through native apps. Google thinks users will prefer to use a browser.

In an indication of iCloud's importance to Apple, it was given equal billing with the introduction of new versions of Mac OS X and iOS. Over the past 10 years, iTunes has grown to be the one indispensable application that held the Apple ecosystem together. Apple expects iCloud to be the center of your computing experience over the next 10 years. Paradoxically, although iCloud is the center of Apple's strategy, for it to succeed iCloud must not be the center of the user's experience. iCloud should be in the background, working "auto-magically" to keep everything in sync and up to date.

Apple faces several large hurdles in reaching these ambitious goals, the first of which is the company's spotty track record in Internet services. Jobs addressed the issue when introducing iCloud. "I know what you're thinking," he said. "Why should we trust Apple? They're the ones who brought us MobileMe. It wasn't our finest hour—let me just say that—but we learned a lot from it."

Apple is introducing iCloud at the same time it is delivering major updates to its desktop (Mac OS) and mobile operating systems (iOS). This is probably unavoidable since iCloud is so embedded in both, but it underscores the complexity of what Apple is trying to pull off. However, I wouldn't bet against Apple or Steve Jobs. ⚡



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A Cloudburst of Online Storage Solutions!

Apple, Google, Amazon, and others compete to offer you the best cloud computing experience.

by Jim Karpen

The idea behind cloud computing is pretty simple: all your stuff—contacts, music files, photos, Word docs, e-mail, calendar, etc.—is stored online in “cloud” servers and available to you from any of your devices, wherever you are.

Imagine, for example, creating a shopping list on your desktop computer and storing it in the cloud. When you’re out and about you remember some other things you need. You take out your iPad and add those items to your list, which had automatically been synced to your iPad. When you’re at work, your spouse thinks of some other items, opens the list from her iPhone and adds them to it. Finally, at lunch, you stop by the store, open the list, and everything’s there. You didn’t need to do anything: the list was automatically shared among all of your computers and devices, and any changes you made, from whatever device, got made to that file on all of your computers and devices.

I like the elegance and the extraordinary convenience of the cloud. And all of the big players—Apple, Amazon, Google, and Microsoft, and many others—see this as the wave of the future and are competing hard to give you the best service.

Cloud computing is still in its early stages, and it’s not as seamless and comprehensive as it will eventually become. Everyone is convinced that the cloud is the future but no one is quite sure what consumers need or want. In this article I’ll mention some of the most popular apps and services that give you amazing functionality, and I’ll outline some of the latest developments, including the nascent iCloud from Apple, Amazon Cloud Drive, Music Beta by Google, and Microsoft’s Windows Live SkyDrive.

iTunes in the Cloud

free, apple.com/icloud/features

While most of iCloud’s features will arrive this fall, iTunes in the Cloud is already available with the release of iTunes 10.3.1. It competes with the new services from Amazon and Google, but is different in function and features.

As of this writing, its focus is syncing music to your devices. Unlike Amazon and Google, iTunes in the Cloud does not let you stream your music directly from the Cloud. But unlike the others, you don’t need to go through the tedious step of uploading all your music to their storage services.

When you purchase a song in iTunes, it not only downloads it to the computer or device you’re using to purchase it, it also sends it to your other computers or devices that have iTunes installed (up to 10 devices). Buy it on your iPhone, and there it is the next time you sit down at your desktop computer. You can even select what music to have on which device.

In addition, it also syncs your past iTunes purchases to your computers and devices. The updated version of iTunes lets you access your purchase history and select which music you’d like to have downloaded to any of your devices.

Apple’s iCloud

Free up to 5GB of storage, apple.com/icloud

With the arrival of iOS 5 and iCloud in the fall, it will no longer be necessary to connect your iPhone or iPad to a computer in order to put music on your device, sync contacts, update software, etc. Your devices will simply communicate with the cloud. The aspect of iCloud called iTunes in the Cloud is already available. (See sidebar for more information.)

So how will it work in practice? Let’s consider your calendar and contacts. With iOS 5.0, this data will automatically be synced to iCloud. You don’t need to do anything. Then if you get a new phone, you simply log into your Apple account with the new device, and your entire calendar and contact info is automatically put onto your new phone.

iCloud also automatically backs up all of your photos as you take them—the 1,000 most recent—and pushes them to your other devices. Take a photo with your iPhone and it automatically appears on your desktop computer. Again, no syncing is necessary.

Finally, iCloud automatically updates the apps you’ve purchased and the iOS software. Only the new portion of the code gets pushed to your device, so it’s a lot faster. You don’t need to think about it—iOS and your apps are always up to date.

Apple’s iCloud cuts the umbilical cord. The cloud will now handle all the details, automatically in the background without your having to think about it.

You also have the option of paying \$25 a year for a service called iTunes Match. This service will scan your computer for music that you didn’t purchase from the iTunes Store, replace it with the higher quality versions

from the iTunes Store, and then add it to your collection. The result is that the music is now available through the cloud to all your devices. Everybody wins with this service. You’re getting higher-quality versions of music that may have been ripped in low-quality formats. You’ll have your complete collection of music stored online and accessible to all your devices. And the publishers will be getting some money back on music that may have been downloaded illegally. (Seventy percent of the annual fee goes to music publishers; 30 percent to Apple for managing the service.) It’s an elegant system.

As this is being written, iTunes in the Cloud is only available in the U.S.





Dropbox

Free up to 2GB of storage, dropbox.com,
Dropbox iOS app: free, app2.me/127

I was astonished at how simple and fast it was to get started with Dropbox. I downloaded their free software on my desktop computer, followed a couple prompts, and that was it.

Dropbox put a folder on my computer, and any file I save to that folder is stored in the cloud and automatically synced to the Dropbox apps on my iPhone and iPad. If I make changes to those files, the changes are automatically updated in the cloud and on my iOS devices. In addition, I can access the files from any Internet-connected computer via the Dropbox website. (I can even stream my music files from my Dropbox account.) Similarly, almost any file I create on my iOS device, such as photos or movies, can be saved to a Dropbox-enabled app on my device, which then automatically uploads to the cloud and syncs it with my other Dropbox-enabled computers.

There are a variety of iOS apps that let you access to your Dropbox files, including one from Dropbox. This app lets you view your files (such as Word docs, photos, PDF files, and text documents), share files with others, and save e-mail attachments directly to your Dropbox account. It also lets you open those files in compatible apps. For example, you can open Word docs in **Pages** (\$9.99, app2.me/2412). However, to upload a file to Dropbox, the app must be designed to do that. So, for example, you can open and view a Word document in Pages, but if you edit the document, you cannot save the changes to Dropbox. Fortunately, there are a number of Office-compatible apps for iOS devices that work seamlessly with Dropbox.

Office2 (iPhone/iPod touch: \$5.99, app2.me/3110; iPad: \$7.99, app2.me/2508) is one of the best in terms of integration with cloud-based services. You can use this app to create and edit Word files (.doc and .docx) and Excel files (.xls only). You can open Dropbox files from within the app, and your changes are automatically synced to the cloud. It doesn't have the document formatting capabilities of other apps, and like most iOS apps has some limitations regarding working with complex Excel files. But because of its low cost and cloud integration, I've chosen to highlight it here.

Other apps that let you work directly with files in Dropbox include **iA Writer** (\$4.99, app2.me/3501), **Elements-Dropbox Powered Text Editor** (\$4.99, app2.me/3500), **Quickoffice Pro** (\$14.99, app2.me/115), and **DocumentsToGo Pro** (\$16.99, app2.me/286). Also, PDF reader apps such as **GoodReader** (\$4.99, app2.me/2925) integrate well with Dropbox. In addition, the Dropbox website (dropbox.com/apps) has a list of nearly 200 iPhone and iPad apps that work with Dropbox.

If you need more than the 2G of free storage that Dropbox offers, you can pay \$10 per month for 50GB or \$20 per month for 100GB.



Carbonite

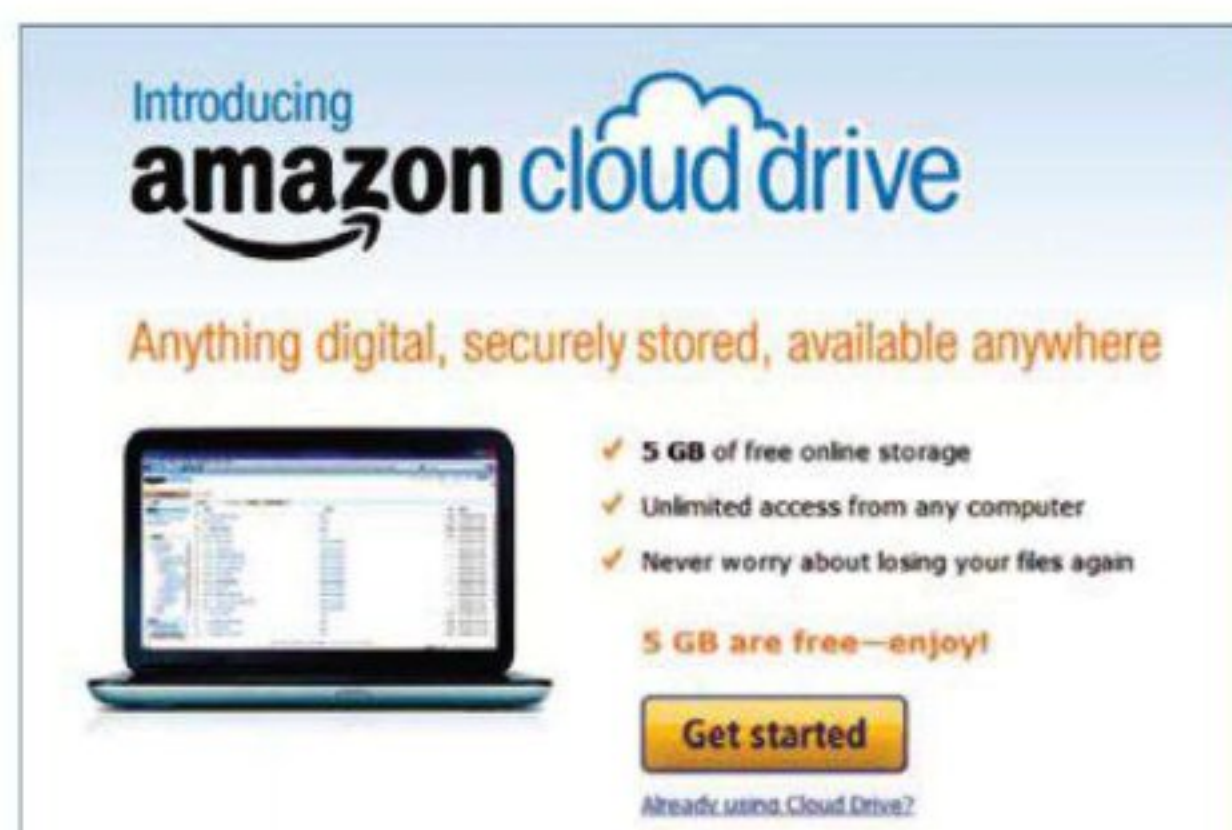
Free 2-week trial, \$59/year unlimited storage; carbonite.com
Carbonite Access app: free, app2.me/3886

Like Dropbox, Carbonite is easy to set up and use. It's a backup service for all your files and settings on your desktop computer, with the ability to view those files on your iOS device via the free Carbonite Access app. Carbonite offers a free two-week trial. If you like the service, you can subscribe to it for \$59 per year for unlimited storage. You download the software, click a couple of dialog boxes, and Carbonite automatically backs up all your personal files and settings. By default, it doesn't backup movies. However, you can change that setting to accomplish this.

Unlike other services, there's very little setup. On the Mac, for example, it simply backs up everything in the User folder, as well as settings. If you want to, you can specify the folders you want to back up. As with Dropbox, it backs up your files as you create them or make changes. The beauty of it is that you then have access to all of your files via your iOS device. You can view documents and photos and even stream your music files.

Everyone needs to back up their files, and remote online backup is the best. Carbonite is an excellent choice because of its simplicity and because it then gives you access to all your files via your iPhone or iPad.

While Carbonite offers unlimited storage, they do say that if you have over 200GB, it slows down the backup process noticeably. The initial backup takes time—maybe a few days—but after that each incremental backup just takes minutes.



Amazon Cloud Drive

5GB free storage, amazon.com/clouddrive/learnmore

Amazon Cloud Drive is a file storage service that also includes the ability to stream music. By signing up for a free Amazon account (if you don't already have one), you get 5GB of free storage on Amazon Cloud Drive. It doesn't have the elegant syncing capability of Dropbox and isn't as simple to use, but it gives you more storage for free and a catalog of music to purchase.

If you use Cloud Drive to store your music, you can access the free Amazon Cloud Player to stream that music via any web browser, whether on a desktop computer or iOS device. (There's an app for Android devices, but as this was being written one was not available for iOS devices.)

Amazon is striving to be a "music locker," a way of accessing your music without having to store it all on your computer or your mobile device. This has a number of advantages, such as having all of your music in one place and being able to access it from any computer or any device. You can search, browse, or download your music, as well as create playlists. Using the Cloud Player does, of course, necessitate the tedious step of first uploading all your music to Amazon Cloud Drive.

If you purchase music from Amazon, you can store it in Amazon Cloud Drive for free. Plus, as an introductory promotional offer, if you buy an MP3 album from Amazon by the end of 2011, they'll automatically bump up your free storage limit to 20GB for a year.

You can buy additional storage: 20GB for \$10 per year, 50GB for \$50, and on up to 1,000 GB for \$1,000.

Music Beta by Google

Currently free; available by invitation only; music.google.com

In May Google announced Music Beta by Google, an invitation-only music storage service that was still in its testing phase when this article was being written. If you've registered with Google for any of their services, you can log in and then can sign up to receive an invitation at the Internet address above. The service allows you to store up to 20,000 songs. The beta version of this service is currently free and only available in the U.S.

Similar to Amazon's service, Music Beta is a music locker that gives you access to your music from any computer or

device. The service includes software for your desktop computer that you use to upload your music. And once all of your music is uploaded, the software will monitor your computer and automatically upload any additional music you buy. Unlike Amazon, you don't have the option of purchasing music through Google.



Music Beta does not yet have an app for iOS devices, but you can access your music via Safari on your device. Once you've received an invitation and have uploaded your music, simply go to music.google.com/music via your iPhone, iPad, or iPod touch and log in.

There's a navigation bar at the bottom of the page for controlling your music, creating playlists, etc. You can also listen to music in the background by tapping the home button twice and then swiping left to see the music player shortcuts. More information can be found at webtablab.com/apple/use-google-music-beta-on-iphone-ipad-ipod-touch.

One hitch with music lockers is that you need to be connected to the Internet. But Music Beta by Google also has a feature that lets you listen to music offline. Your recently played songs are available offline, as well as any specific albums, artists, and playlists that you select for offline listening.

Finally, where Amazon lets you store any kind of file on their Cloud Drive, Google's service is focused solely on music.

Microsoft's Windows Live SkyDrive

Free, 25GB storage, explore.live.com/windows-live-skydrive

Microsoft's SkyDrive has the advantage of offering 25GB of free storage (though no single file can be uploaded that's larger than 50MB). Unfortunately, there aren't many options for accessing and viewing stored files via your iOS device.

iSMESStorage (\$4.99, app2.me/3113) seems to be one of the only options. It gives you access to dozens of cloud services via your iPhone or iPad or iPod touch. You can access two different cloud services for free, but then must pay an additional \$2 for each cloud service. Once you've selected your clouds, it gives you a file system view of their contents. The app has a number of features, such as the ability to upload files directly from the app, the ability to create notes or voice memos and upload them to the cloud, and the ability to open any of your stored files in apps on your device that support the particular file type. You can read more about it in this review: ipadiquity.com/tag/ismestorage.

Soonr Workplace

Free, 2GB trial account; \$7.95/mo, 3 users/10GB; \$19.95/mo, 5 users/40GB, soonr.com
 Soonr Workplace app: free, app2.me/3887



Soonr is a cloud-based service for small and medium business that not only offers the ability to store, share, access, and sync files, but also the ability to edit Microsoft Office files both online and offline from within the Soonr app. It claims to be the first cloud service with integrated editing for the iPad. You can also specify that other apps open specific file types. Their free iOS apps were launched in May. Soonr offers a free 2GB trial account, with their paid service beginning at \$7.95 per month for three users.

This seems like an ideal solution if you need to use your iPad for working with Microsoft Office documents and have those documents synced among your computers and devices. In some ways the functionality is similar to using Dropbox combined with an app such as Quickoffice, as described earlier. However, Soonr's service goes further in providing an integrated environment. It offers collaboration tools allowing you to share documents among users and control who can make changes to which documents. Version control lets you access previous versions of a document. And you can receive notifications via SMS.



Other features include the ability to search across computers, view a wide range of file types, print to a shared printer, and fax via eFax. Soonr provides continuous backup of your files.

2011: The Year of The Cloud!

This seems to be the year of the cloud, and there are many free or low-cost services that almost anyone can use. It's great to see the increasing integration of cloud services with iOS devices. Eventually it will all just be automatic: everything will always be available to you from any device, always backed up, and always in sync. I look forward to that day. ⚡



Jim Karpen Ph.D. is on faculty at Maharishi University of Management in Fairfield, Iowa. He has been interested in the revolutionary consequences of computer technology ever since writing his Ph.D. dissertation—a study of the “digitized word” that anticipated the Internet revolution. He has been writing regularly about the Internet since 1994. His Web site, www.jimkarpen.com, contains selected Internet columns written monthly for the Iowa Source magazine. jim_karpen@iphonelife.com.



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Private detective's iPad/iPhone used extensively in research and surveillance

Thomas H. Humphreys

What do you do? I'm a private investigator. Our entire team uses the iPhone and iPad extensively in our research and while on surveillance.

Which device do you use? iPhone and iPad.

How long have you had them? About one year.

How do you use your device? The iPhone is obviously perfect for telephone use, but we also use **Heytell** (free, app2.me/3727) quite often to cut down on unnecessary chatter while on surveillance. The iPad is our new go-to source for mapping. We use **ArcGIS** (arcgis.com) to build customized surveillance maps. The built-in Maps application is also handy for those times when the plan falls apart and we have to start searching. Using proprietary databases online also allows us to run license plates and gather immediate information about the people we are observing. We also put together a subject profile for each investigator to have available on the iPad. This includes a photo, license plate number, description, etc.

What apps do you use the most? The built-in iPhone Camera

and Video apps are both used extensively for surveillance. Other apps include **Harvest** (free, app2.me/3728), **Maps** (built in), **LiveView GPS** (free, app2.me/3729), **Dropbox** (free, app2.me/127), **Penultimate** (\$1.99, app2.me/3212), and **Splashtop** (\$4.99, app2.me/3730).

What would you do if you didn't have the iPhone or iPad? I cannot remember what it was like to try and cobble together surveillance reports, photos, e-mails, radios, etc. We can do the work without the devices, but it would be a pain.

Do you consider yourself an Apple fanatic? We do own about 15 Mac devices. I have a PC in the office that runs a couple of programs that the Mac does not. I have replaced that computer about every two years. I have had one Mac G5 in the office now for 8 years, no troubles. So, to answer your question about being an Apple fanatic... Maybe.



Photo from mydaywith.com

Apple TV

What is it and why do I need it?

by Tracy Sebastian

I know a couple of people that have an Apple TV, and they love it. When I asked them what Apple TV is, they said, "It's really cool." Well, having a toilet that squirts warm water up my arse is cool, too, but why do I need it? I have a Mac, iPhone, and an iPad... why do I need another gadget?

According to Apple, "Apple TV has been redesigned to be small in size but big on entertainment. Rent from the largest selection of HD movies—many available the same day they come out on DVD. Watch Netflix titles instantly. Rent commercial free TV shows in HD. And stream photos and music from your computer to your widescreen TV. Best of all, Apple TV is just \$99."

What is it?

Apple TV is a small set-top box that hooks up to your TV with an HDMI cable (not included). If your TV is not HDMI capable, adapters are available, but they don't always work and a digital optical audio cable is also needed. The box also connects to your home network via Wi-Fi or an Ethernet cord (like the big cord that goes into the back of your computer).



Apple TV lets you rent or buy movies from iTunes and watch them on your HD TV.

What does it do?

Once the Apple TV box is hooked up and your iTunes account information is entered, it lets you access the iTunes Store and anything stored in your iTunes library without any monthly subscription fees. Through the iTunes Store, you can rent or purchase more entertainment right from your TV screen. You have the ability to watch movies, TV shows, podcasts, or listen to music already in your iTunes account via Home Sharing right on your TV screen.



With a subscription to Netflix, you can watch the movies they have available for streaming.

In addition, you can...

- Watch YouTube videos or access Flickr photos.
- Access and watch thousands of movies and television series via Netflix (Netflix subscription required).
- Enjoy games live and in HD with an MLB.TV or NBA.TV subscription.
- View your photo albums in HD.

AirPlay

Once Apple TV is connected, you can use the AirPlay feature of iOS to display the screen of your iPhone, iPod touch, or iPad on your TV. Simply go to the screen you want to display, tap on the AirPlay icon, and select Apple TV. Viola! It's up there on the bigger screen. Video on apps like Hulu Plus, PBS, HBO Go, and ABC Player will play via AirPlay.

Apple TV includes an adequate remote controller. Fortunately, a more robust remote controller app is available from the App Store.

The remote

The remote that comes with the Apple TV is barely adequate. It takes forever to scroll through the menus and the onscreen keyboard with the arrow buttons. But not to worry, if you have an iPhone, iPad or iPod just download Apple's **Remote** app (free, app2.me/3104) and use the slick controls and virtual keyboard without getting a cramp in your hand.

Definitely cool!

Apple TV is definitely cool—a very useful device if you're interested in viewing iTunes, YouTube, and other content on your television. 



Tracy Sebastian is an uber-cool, soccer mom of four who tries to brighten the lives of moms via wit and technology. Visit her site at strategyguideformoms.com or contact her at t@sg4moms.com.

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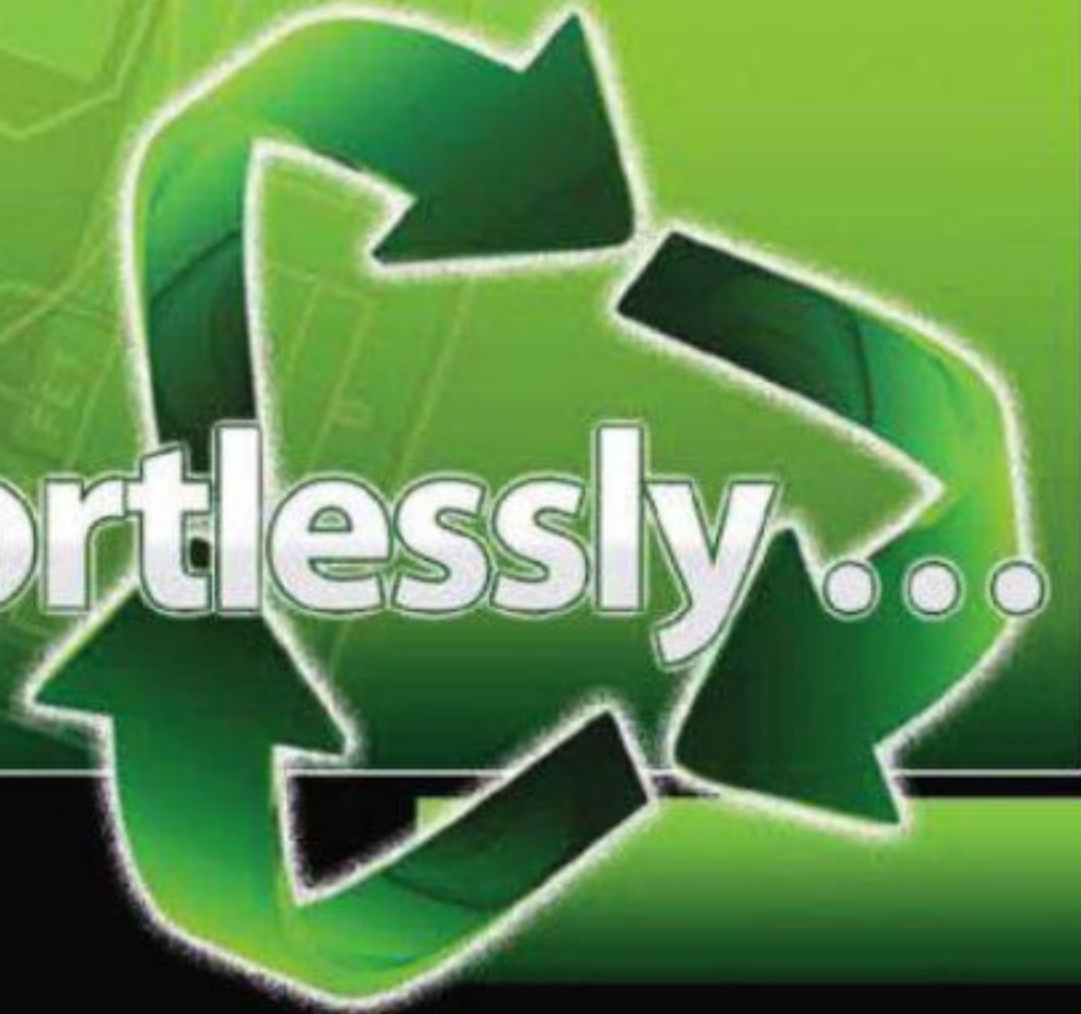
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Game Changer

Apple, iOS, Apple TV and Their Effect on the Game Console Business

by Todd Bernhard

It's happened before, and I witnessed it first-hand. As a High School Senior in 1983, I had the dream job of playing video games in the picture window of Leon's Computer Store in Rochester, NY. As folks came in, I would sell them videogames and game systems (various Atari systems, Intellivision, Coleco Adam, etc.). But on January 24th, 1984, I skipped my lunch break to play with a new computer called the Macintosh. The Mac not only offered more entertainment than those dedicated gaming devices, it included serious new functionality, like MacWrite and MacPaint, in a sleek, easy to use, and elegant unit. Dedicated gaming systems suddenly seemed very limited.

Fast forward to 2011—millions of users are gaming on mobile devices powered by iOS. These gadgets are legitimate computing devices much more powerful than the original Macs



The original Macintosh



and PCs, and there are tens of thousands of game apps available in the App Store. The obvious question: Why pay as much as \$250 for a handheld Nintendo 3DS or Sony PSP that won't let you make phone calls, read your e-mail, surf the Web, remotely login to your work computer, edit videos, and more?

Dedicated gaming consoles

The one area where Sony, Nintendo, and Microsoft have been able to duke it out, without Apple's intervention, is the dedicated gaming console market. Indeed, Microsoft ushered in the end of Sega's console business when they introduced the Xbox. Microsoft used their marketing and financial advantages to muscle Sega out. There's only so much business to go around, and developers can only justify porting to so many platforms, which turned out to be three.



Apple tried to acquire the technology that now powers Microsoft's Kinect.

A few years ago, at the Consumer Electronics Show (CES), I saw previews of a camera-based interface technology developed by an Israeli firm named PrimeSense. I could see it was the future. Suddenly, interacting with traditional controllers seemed so "quaint," as Mr. Scott said in *Star Trek*. Apple even made an attempt to acquire the technology, but apparently they were too difficult to deal with. The technology was licensed to Microsoft and is now known as Kinect!

In the passing years, Nintendo willingly ceded the high-end, supercharged graphics marketplace to Sony and Microsoft. In-

stead, Nintendo focused on gameplay and their unique (at-the-time) Wii controller. However, with Sony PlayStation Move and Microsoft Kinect, that advantage has been neutralized and even overpowered. In addition, the Wii doesn't even play DVDs, whereas the Xbox does. The Sony PlayStation 3 not only plays DVDs, but also Blu-Ray discs, making the PS3's higher price a little easier to justify.



Sony's PlayStation Move has motion-based gameplay and can play DVDs and Blu-Ray discs, which makes its higher price easier to justify.

Nintendo's new Wii U, with its accelerometer-based control and touchscreen, may be too little, too late.



Traditionally, Nintendo was forced to compete through lower prices and cosmetic changes, such as a Wii in red or black. The Wii is now the oldest console platform on the market and in need of an update. At this year's E3 gaming tradeshow, Nintendo unveiled their next generation gaming system, which borrows a lot from Apple's touchscreen offerings. The "Wii U" uses an oversized 6" touchscreen handheld controller with a stylus (no multi-touch control) plus a dozen or so physical buttons and support for accelerometer-based control. The controller can display private content (e.g., to select football plays or view your Scrabble tile rack) and even play games locally without a TV. The console will work with existing Wii games and controllers, which is a nice move. Nintendo is trying to marry the benefits of other platforms to meet the needs of today's gamers. But, arriving this fall, it might be too little, too late.



Apple TV and the future of gaming consoles

The latest incarnation of the Apple TV is powered by a version of iOS. In addition, the iPad 2 can mirror output directly to a TV via HDMI or, with iOS 5, wirelessly via AirPlay! App developers are even writing interesting apps that can display different content on the iOS device if it's connected to an external TV. For example, **Real Racing 2 HD** (\$9.99, app2.me/3895) lets you view a racecourse map on your iPad and use it as the steering wheel of your racecar. What's cool is that the game displays its cockpit view on your TV when your iPad 2 is connected using the Apple Component AV Cable! (\$39, store.apple.com). In addition, look for AirPlay support for wireless display once iOS 5 is out, and expect other developers to follow suit.

Since you download iOS games for the App Store, you never have to worry about scratched or lost discs. You can even play the same game on multiple iOS devices, simultaneously and legally! Thanks to the impressive graphics capabilities of Apple's custom A5 chip, apps like **Infinity Blade** (\$5.99, app2.me/3318) can easily pass for console games. And although the iPhone, iPad, and iPod touch lack physical game buttons or joysticks, the accelerometer, compass, and touchscreen offer interesting and, in some cases, superior alternatives.

Needed improvements

If the Apple TV or some future Apple device is to compete in the gaming console arena, what improvements are needed? First of all, it might benefit from Bluetooth support. This would enable interaction via lower cost Bluetooth devices, such as keyboards, headsets, and third-party joystick-style controllers. Sure, you could have every player use their iPhone over Wi-Fi, but that adds expense and complexity. Gamers expect low-cost controllers that anyone can just pick up and play.



Apple TV's 8GB of memory may not be enough to stream games and maintain high gameplay quality.



Real Racing 2 HD (left) uses the iPad 2 as a game controller and can display the heads-up view on your TV. The graphics of games like Infinity Blade (right) match the quality of console games.

However, I'm beginning to think the minimalist approach is best. Nintendo, Sony, and Microsoft are moving to motion control and touchscreen-based gaming. In addition, devices like the Wii U (with a dozen or so buttons plus a stylus) seem to be overly complex. Computer users have never liked reading manuals, and the simplicity of the iOS interface has made manuals even less attractive. Who wants to take a class to learn which buttons do what in a videogame? Perhaps a wired or wireless camera with Kinect-style sensors could replace controllers. Facial and gesture recognition could be the interface!

An Apple console will likely need more memory than the 8GB found in today's Apple TV. 8GB might be OK for streaming movies, but streaming games is problematic. Games typically need to be stored locally or gameplay suffers. Imagine if you had to download new levels during the game. Perhaps an accessible USB port, SD card, or Thunderbolt port would help, but Apple hasn't been too keen about such features in their iOS devices.

App Store: A boon to gamers and developers

An Apple gaming console would need marketing channels to achieve ubiquity. The \$99 price for today's Apple TV is great, but GameStop isn't going to sell such a device. After all, the App Store effectively cuts them out of the app sales loop. However, the App Store is a big advantage to gamers, allowing them to choose from tens of thousands of titles, without concern for what's in stock. And apps rarely cost more than \$5 to \$10—far below the cost of traditional console games. Additionally, developers can quickly create and publish game apps without the heavy investment required for traditional consoles. Ultimately, users have more choices and can afford more games. That should be good for game developers... and a game-changer for the industry. ⚡



Todd Bernhard is the founder of No Tie, LLC, developers of best-selling apps including AutoVerbal Talking Soundboard and AutoRingtone TEXT-TO-SPEECH ringtone creator. Mr. Bernhard has written for a number of our publications and has owned a variety of mobile devices. Today, an iPhone is almost always attached to his hip. NoTie.NET

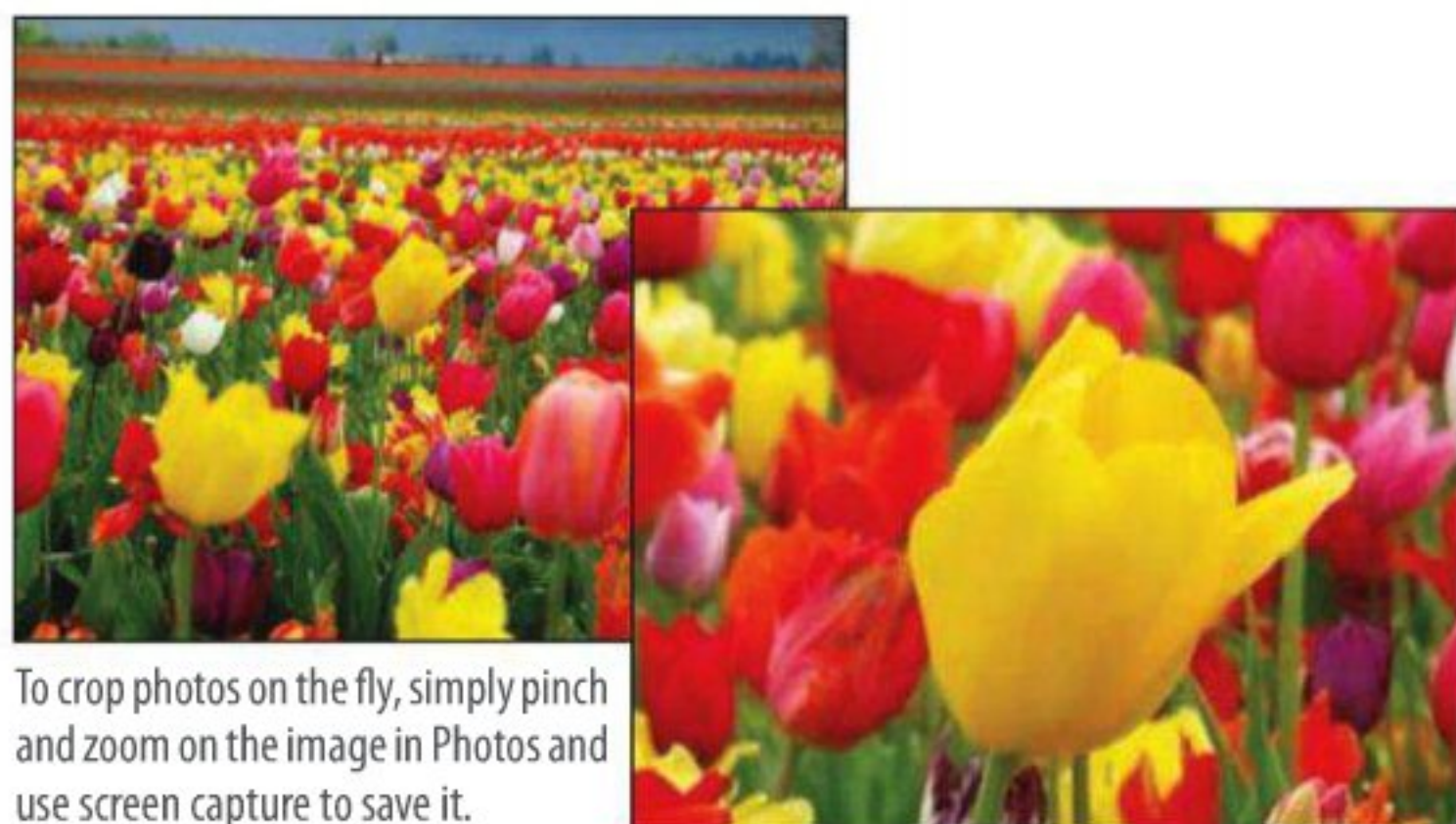
Top Tips

Hidden features that make the iPhone, iPod touch, and iPad more powerful

by Alex Cequea

Crop photos quickly!

Say you take a photo of a field of flowers and want to zoom in on one part of the photo and send it to a friend.



To crop photos on the fly, simply pinch and zoom on the image in Photos and use screen capture to save it.

If you're not too worried about the resolution, there's a quick and easy way to do it. Simply open the image you want to crop in the Photos app and use pinch and zoom to adjust the size and position of the photo. Then, hold down the Home button and press the power on/off button to take a screen shot. The new image will have a lower resolution than the original, but it will be saved in your camera roll immediately. You can open the cropped photo and attach it to an e-mail.

Delete individual texts

There is a way to delete individual texts or MMS messages without having to lose your whole conversation. Simply open the conversation and tap Edit on the top right of the screen. Then, tap on the individual messages you want to get rid of. You can select several at a time if you need to erase many. When you're

Instead of deleting entire conversations, you can delete specific texts.



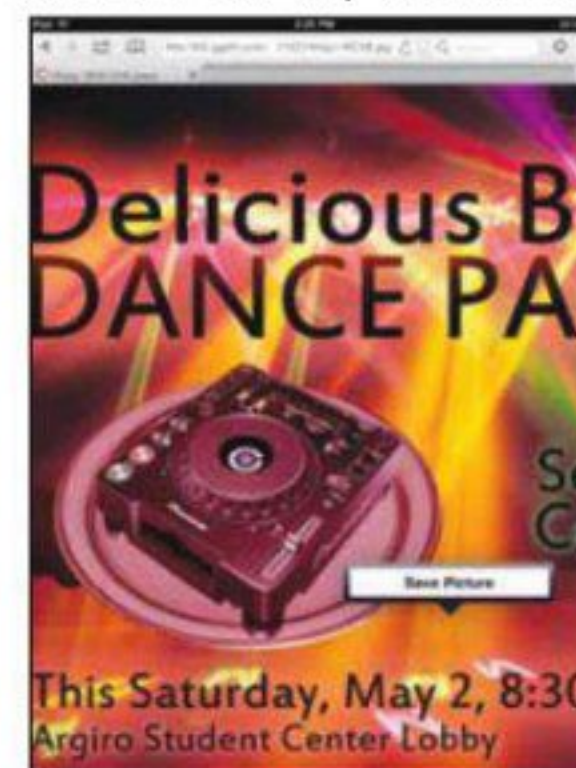
done selecting, tap on Delete on the bottom left of the screen. The messages will be deleted and the rest of the conversation will remain intact.

If you do decide to get rid of the entire conversation, then simply go back to the list of conversations and swipe your finger from left to right over the one you want to get rid of. When the red Delete button appears, tap on it to finalize the deletion. (Alternatively, you can tap on Edit, Clear All, and then tap Delete. This allows you to clear the conversation but keep the person's name in your list. This is helpful if it's someone you text often but just want to clear the last conversation.)

Save a picture from the web

I was using my iPad to browse through a friend's website, when he asked me to save an image from his site on my iPad. Doing so is simple. Find the image you want to save and tap on it once to see if a larger (higher resolution) version of the image is available. Then, press down on the image with your finger until the menu pops up. Finally, select Save Picture (or Save Image on the iPhone) and the image is saved to your Camera Roll.

To save an image from the web, tap and hold it until the option shows up.



Undo typing errors and other mistakes easily

I often need to "undo" things I'm writing to eliminate typing errors and other mistakes. The process is relatively painless on my desktop computer, but the feature isn't obvious on my iOS device.

Ever since iOS 3, there's been a feature called "Shake to

Undo errors by shaking your device and bringing up the undo prompt.



Undo" that is automatically enabled on your device. If you make a mistake when you're typing, shake your device and a menu pops up with two options: Undo Typing or Cancel. Shake to Undo also works when you're copying, pasting, or deleting an image or text. If you want to redo something you've undone, shake again.

Take advantage of compass feature in Maps

The Maps app has a cool little feature that lets you see exactly which way you're facing, and it works with both 3G and Wi-Fi-only devices. Simply open the Maps app and double-tap on the location icon on the top of the screen (looks like a blue arrow, see screenshot). You will see the blue location dot switch to include an additional field of vision light that points in the direction the device is facing. If the device is having trouble figuring out the exact direction you're pointing, then it will ask you to wave the device around in a figure 8 motion to re-calibrate. Once calibrated, the compass will follow your turns and help you see which way you're facing on the map.



Calibrate the compass feature in the Maps (left) to see which way you're facing (right).

App compatibility listings: Does an app take advantage of the iPad's larger screen?

The iTunes App Store lists hundreds of thousands of apps developed for iOS devices. The majority have user interfaces optimized for the smaller screens on the iPhone/iPod touch. However, most of these will work on the iPad. Individual app listings have a Requirements note that describes the compatibility of each app. The note lists the devices the app works with



and the version of iOS required (see screenshot).

It's important to note that, just because an app is listed

as being compatible with the iPad, it doesn't mean that the interface has been designed to take advantage of the iPad's larger screen. As mentioned, the majority of apps designed for the smaller screens will work on the iPad in 1X or 2X viewing mode. How do you tell if an app has been designed for the iPad? There are two ways:

- Some apps are only available for the iPad and will not work on the other devices. In that case, the Requirements section will list "Compatible with iPad" and not mention the iPhone or iPod touch.

- Some are "Universal" apps. That means that two versions of the app are bundled in the same listing. One is designed for the smaller screens and the other for the larger screen. When you download the app, the App Store senses the type of device and installs the appropriate version of the app. You can spot universal apps easily; the App Store listing will provide screenshots for both the iPhone and the iPad versions of the apps. The price is the same for either version of the app. There's also a grey "+" next to the price of the app that indicates it's universal.

A final note: Some developers have separate listings for the iPhone/iPod touch version and the iPad version of their app. The iPad version of the app may have a slightly different name and the price may be different, and it will be listed as "Compatible with the iPad" without reference to the iPhone or iPod touch.

Read the user guide

Apple has a very strong focus on usability, design, and intuitiveness for all of their consumer products. This is why the iPhone, iPad, and iPod touch do not come with traditional printed manuals. However, I find that even if I had all the intuition in the world, I still wouldn't magically know how to take advantage of some features in my device. Sometimes I need to go online to learn how to do something specific that I haven't figured out yet. Luckily, Apple does offer a comprehensive User Guide, and it is automatically bookmarked so you can access it straight from your device. Simply open up Safari, tap on the Bookmark icon (looks like an open book), and then tap on User Guide.

The User Guide includes everything from basic tips that help you get started, to more advanced productivity features. Even if you're a heavy user of the iPhone, iPad, or iPod touch, I recommend visiting the User Guide from time to time to learn new tricks and skills. ☺



There's Never Been a Better Time to be a Photographer!

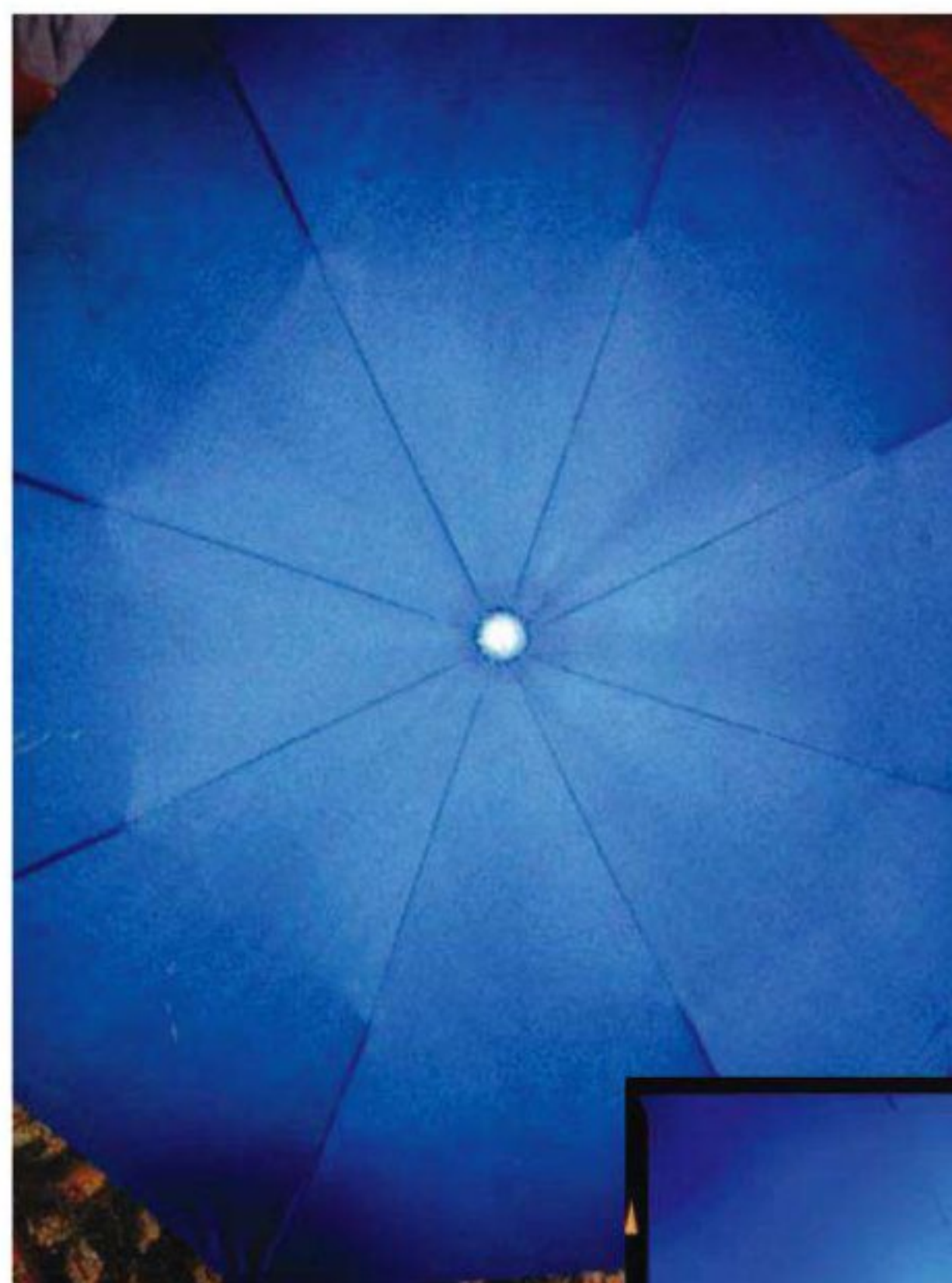
By Jonathan Marks

There's never been a better time to be a photographer! Well, maybe not for those trying to earn a living from it. Almost everyone has a camera these days, many of which are capable of producing high-quality images. And the fact that high-quality cameras are built into the iPhone and other smartphones means that people carry their cameras around with them to capture images as the inspiration hits them. Finally, editing digital photos is now much easier thanks to a variety of apps available to PC, Mac, and of course, iOS users.

A blue umbrella caught my fancy

Shown here are two images of a blue umbrella that caught my fancy. The first is the original photo I took with the iPhone 4's 5-megapixel camera using Camera Plus Pro (\$1.99, app2.me/316). Once I had a photo I was satisfied with, I processed it on the iPhone with third party apps and uploaded the final version to my photo sharing sites. Here are the steps I followed:

- 1.) I cropped the original image square using **PhotoForge** (iPhone/iPod touch: \$0.99, app2.me/328; iPad: \$1.99, app2.me/3826).
- 2.) Still using PhotoForge, I applied a number of curve adjustment layers and then a layer of Unsharpen Mask before saving it in the largest resolution possible.
- 3.) At this point, I opened the image in **PhotoWizard-Editor** (\$0.99, app2.me/3827;



[me/3827](http://app2.me/3827); iPad version: \$1.99, app2.me/3828) where I added the Dream effect and then saved it again.

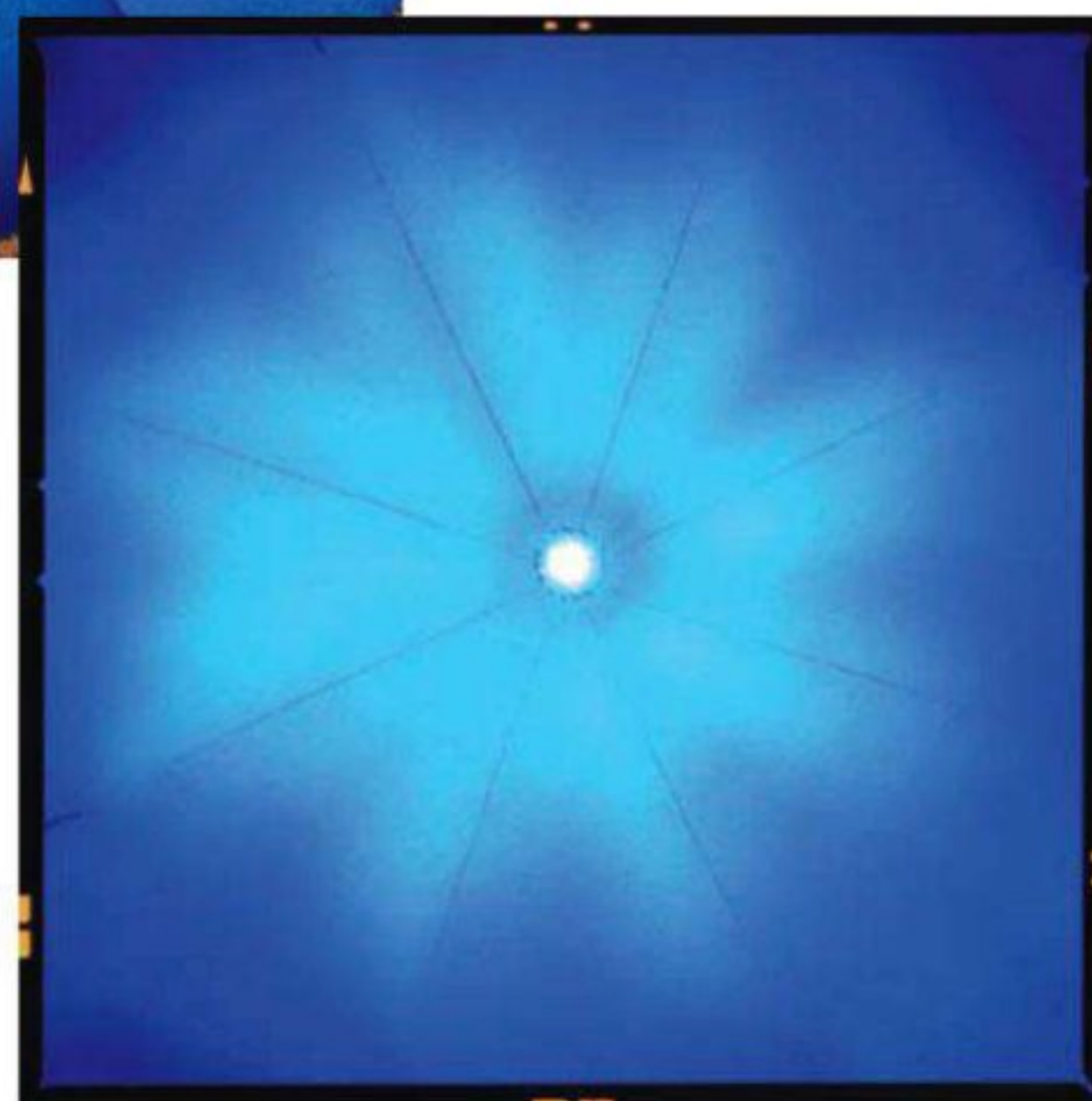
- 4.) Finally, I opened the image in **CameraGenius** (\$0.99, app2.me/3829) where I added the border before saving it one last time.
- 5.) Having taken the photo through the above paces, I upload it to Facebook, Flickr, Twitter, and the Best Camera website using **BestCamera** (\$2.99, app2.me/315).

Sit back and celebrate

The final step was to sit back, celebrate the wonder of my iPhone and the renewed enthusiasm I have for the art of

photography... and then start to think about my next creation! The possibilities are virtually boundless, limited only by your imagination and the time you want to spend creating them with literally hundreds of brilliant photography apps available for the iPhone for free or a minimal cost.

Though some professionals may disagree, there's truly never been a better time to be a photographer. ⚡



Jonathan's work has been exhibited in the US and Japan and is in private collections in the US, Canada, Europe, and Japan. Additionally, Jonathan is currently at work on a gallery exhibition using his iPhone images as the basis for mixed media pieces utilizing purified beeswax and Damar resin, available in limited editions of five. You can contact Jonathan at jonathanmarks@jmarksphoto.com or jmarksphoto.com.

Best Apps

Visual Design On the iPad

PROFESSIONAL-LEVEL
APPS FOR THE SERIOUS
ARTIST AND DESIGNER

by Mike Riley



THE WORK OF IPAD SCREEN ARTISTS IS ABSOLUTELY STUNNING; IT'S HARD TO BELIEVE THAT SUCH IMAGERY WAS CREATED WITH A FINGER, AN IPAD, AND A FEW APPS.

We all have some experience using our fingers as a drawing tool. Our first introduction may have been finger paints, poster boards or even drawing on wet sand. As we hone and refine our talent, we extend our skills with pencils, makers and brushes. Reverting back to finger drawing can be uncomfortable at first, but our early instincts quickly resurface, and even the most stubborn of us end up embracing the iPad's touch interphase.

iPad art apps usually fall into two categories: amateur and professional. Let's take a look at the best professional-level, visual design apps on the iPad.

ArtRage

\$6.99, app2.me/3292



Based on the desktop version of the same name, ArtRage for iPad is a high-end drawing program that simulates all essential drawing surfaces and mediums. These include traditional painting tools like oil and watercolor brushes, and paint rollers and airbrushes that you can apply to simulated canvases with varying textures and drawing properties. You can also select sketching and inking tools like pencil, chalk, crayon, ink and felt pen types. Each tool simulates effects in the visual style and properties you would expect from real-world counterparts. Colors are available via a standard color range palette or via a more organic paint tube and palette mixer. You can use your

finger on the screen to smear in just the right amount of paint blob for each color. ArtRage also features unique tracing tools that let you import photos and match the paints and inks to the photo's color palette. Multi-Touch gestures give

you the ability to effortlessly scale and rotate images, making it easy to work on highly detailed areas. Speaking of Multi-Touch, ArtRage makes extensive use of touch within its user interface. Like other serious art programs, all ArtRage tool palettes are off-screen to give more space to the drawing surface. It takes a little effort to get oriented to the collapsible 'pods' that can pop on and off the screen. Fortunately, palettes can be tacked to the screen for permanent access. This can be especially useful if you're frequently selecting colors and drawing tools, and it can help you get better acquainted with the location and function of various palette items.

ArtRage files can be sized up to 1400 by 1400 pixels. They are compatible with the desktop version of the program and can

be transferred via iTunes, Photo Library export or sent via email attachment directly from within the application. After overcoming the orientation jitters, I found ArtRage to be one of the most polished and professionally optimized iPad drawing programs designed for serious artists looking for a best-of-breed tool.



Blueprint helps User Interface designers create sophisticated-looking app screens.

Blueprint

\$14.99, app2.me/3896



For those who design user interfaces (UI) for a living, specifically UI's for the iPhone and iPad, Groosoft has created this wonderfully collaborative tool. It helps you quickly assemble not only iOS screen mockups, but also the work-

flow map that shows how the screens relate to one another in an application. Blueprint was made for iOS designers working together with their clients to quickly simulate the look and feel of an iOS UI design. The controls palette gives you pre-drawn UI elements mapped to Apple Xcode Interface Builder equivalents, making it easy to export designs for incorporation directly into iOS app construction projects. Plus, it's a lot of fun, especially for non-developers, to easily construct a sophisticated-looking application screen that matches their expectations. All standard iOS user interface components are represented, from buttons, navigation bars and labels, to tab bars, table views and text fields.

Groosoft offers a series of videos on their home page (groosoft.com) that demonstrate how easy it is to use Blueprint. The videos show how quickly you can construct a number of compelling application screen UI's using the tool. Blueprint is a must-have application for any serious iOS designer and developer, especially those who are very interactive and hands-on with their clients.

ArtRage simulates traditional painting tools and color mixing options.



iMockups has softer graphics that also let you mock up web sites in addition to apps.

iMockups

\$6.99, app2.me/3897

If you don't need the iOS design depth of Blueprint, Endloop's iMockups is an economically attractive alternative. Costing half the price, iMockup also offers UI designers the ability to quickly construct an iOS series of... well... mock-ups. The imagery used for the iOS UI is more generic, giving a sketch/paste-up board feel to the presentation. In addition to using the UI elements and iPhone/iPad templates, you can use iMockups to construct mock-up web page designs. The web page graphics use the same relaxed, elemental approach as the iOS widgets, which could be beneficial for those creating a consistent web and mobile design strategy.

While using iMockups, I couldn't help but think it was the iPad version of a popular desktop web mock-up tool known as Balsamiq Mockups (balsamiq.com), right down to the loose ("low fidelity") graphical interpretation of UI elements. In fact, iMockups can save design files in Balsamiq's BMML format, allowing you to finish iPad-generated mock-ups on a desktop. And given the fact that iMockups strives for a more relaxed look with its representations, the renditions are softer and more welcoming to interpretation. While I suspect iOS developers will be more interested in Blueprint due to its true-to-life renderings, marketing reps and graphic designers will likely prefer iMockups due to its softer imagery and ability to do mobile and web mockups.

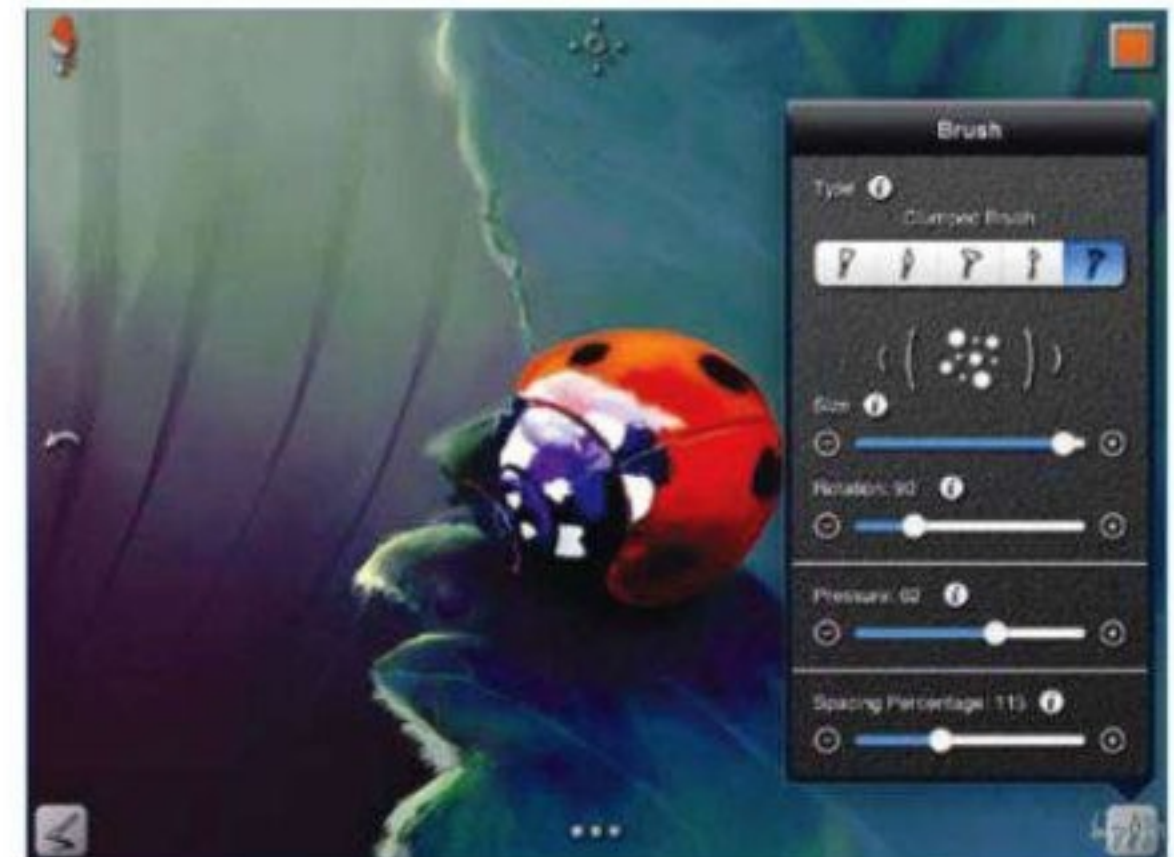
Inspire Pro

\$7.99, app2.me/3509

Coming in at one dollar more than ArtRage, Inspire Pro offers many similar features such as the essential set of brushes, color pickers, paint blends, menus, palettes that pop up off the screen and more. While the maximum palette size is limited to 1024 by 1024 pixels, paintings can be exported to resolutions as high as 4608 by 6144, satisfying higher-end reproduction needs. Inspire Pro also offers helpful features such as the ability to export images to the iPad Photos app, email uncompressed file attachments from within the program, post images directly to Flickr, and use 1,000 levels of undo/redo. The latter helps differentiate Inspire Pro from the competition.

There are several videos of the program in action at kiwi-pixel.com. They provide good demonstrations of how to navigate

the interface and, more importantly, the level of quality imagery that you can create with this paint tool. While I still prefer the features and layout approach that ArtRage has



InspirePro gives you up to 1,000 levels of Undo/Redo.

to offer (and it is a dollar cheaper no less), Inspire Pro will no doubt attract a segment of painters and graphic designers who prefer its 8 "hot spot" palette accessibility, its high resolution support and the natural, intuitive gestures it encourages. It's not perfect, but it's above average in almost every design respect, and I look forward to seeing how Inspire Pro continues to evolve and "inspire" others to create amazing imagery.

MiniDraw HD

\$7.99, app2.me/3898

MiniDraw HD is one of the few vector-based drawing programs available for the iPad. Unlike other paint programs using raster imagery that does not scale smoothly as images are enlarged (i.e., think of photos that get blocky and pixelated as you zoom in on details), vectors use geometries that can expand and contract without any loss in reproduction fidelity. This makes vector-based images ideal for line-based drawings that need to be as small as a pinhead or as large as the side of a building. MiniDraw's approach is to simplify the creation process by offering a palette of basic line/curve tools that you can easily manipulate using a finger on the screen. The application supports a basic set of features including mirror, clone, scale, rotate, linear and radial gradients, along with the ability to export images to the iPad's photo application or send them as email attachments as Portable Network Graphics (PNG) or Scalable Vector Graphics (SVG) formats. And because it exports to SVG, miniDraw HD images can be further edited on the desktop using more feature-rich applications like Adobe Illustrator or the popular open source illustration program, Inkscape.

In actual use, I found miniDraw HD to be quite functional but limited in its variety of tools. I

MiniDraw HD uses vector-based graphics, which makes images appear smooth regardless of their size.



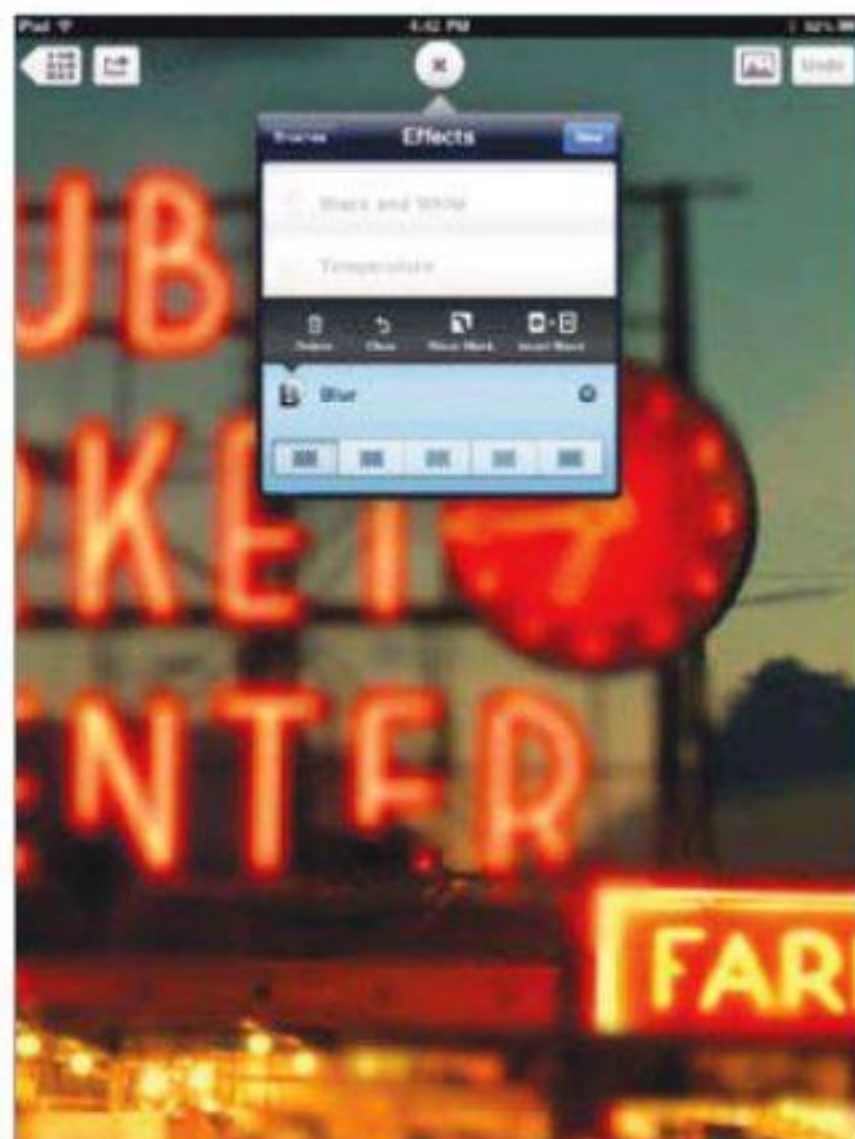
expected more from an eight-dollar program especially when compared to others that offer more and cost less. Still, it is the only vector-based freeform design tool I have seen on the iPad that delivers enough of the basics to make it a useful and fun drawing program. If it were a few dollars less than the current price, I would enthusiastically endorse it. For now, I recommend it only to those who are willing to spend the extra money for the privilege to use it. Before buying it, I advise that you check out the YouTube video on the minidraw.net home page to see if it has the features you need.

TouchUp for iPad

\$9.99, app2.me/3899

TouchUp is not a drawing program. Rather, it is an image manipulation tool specifically designed for photographers looking to spruce up their photos with various special effects. TouchUp offers transformations typically done in Adobe Photoshop or the open source GIMP program. When photographers prefer the smaller, lighter footprint of an iPad compared to a bulky laptop, TouchUp offers enough of the more interesting filters and effects to satisfy their basic creative needs. You can apply over a dozen effects with the touch of the screen. The effects range from effecting color, hue, brightness, temperature, contrast, and sepia tones, to dodge and burn and a few others. Once photos have been modified, they can be saved to the iPad's Photos library, posted on Facebook, Flickr or Twitter as well as sent as an email attachment.

In my opinion, TouchUp is a bit too expensive for the somewhat limited capabilities it offers. While I have to admit that I spent much more on third-party Adobe Photoshop filters that did half as much as what TouchUp delivers, TouchUp's effects simply seemed like a subset of a larger image editing program. As such, I found myself asking, "Is that all there is?" after using it for less than an hour. If the application were priced for half of what it sells for, I would give it a stronger recommendation. However, given the fact that the iPad requires a special adapter to access photo-only data on SD storage cards, coupled with a less than stellar rear camera on the iPad 2, just getting real-time high-resolution imagery into the program to edit is a chore. While this is not the fault of TouchUp, it does have to live in the ecosystem constraints that Apple has created. Still, for those who enjoy applying quick and easy transformations to their photos and don't need much more beyond the standard set of filters found in most desktop photo editing applications, TouchUp has enough capabilities to satisfy these needs.



TouchUp has several filters and editing capabilities commonly found in programs like Adobe Photoshop and Gimp.

Sketchbook Pro for iPad was one of the first high-end paint and drawing apps on the App Store.

Autodesk SketchBook Pro

\$4.99, app2.me/3289

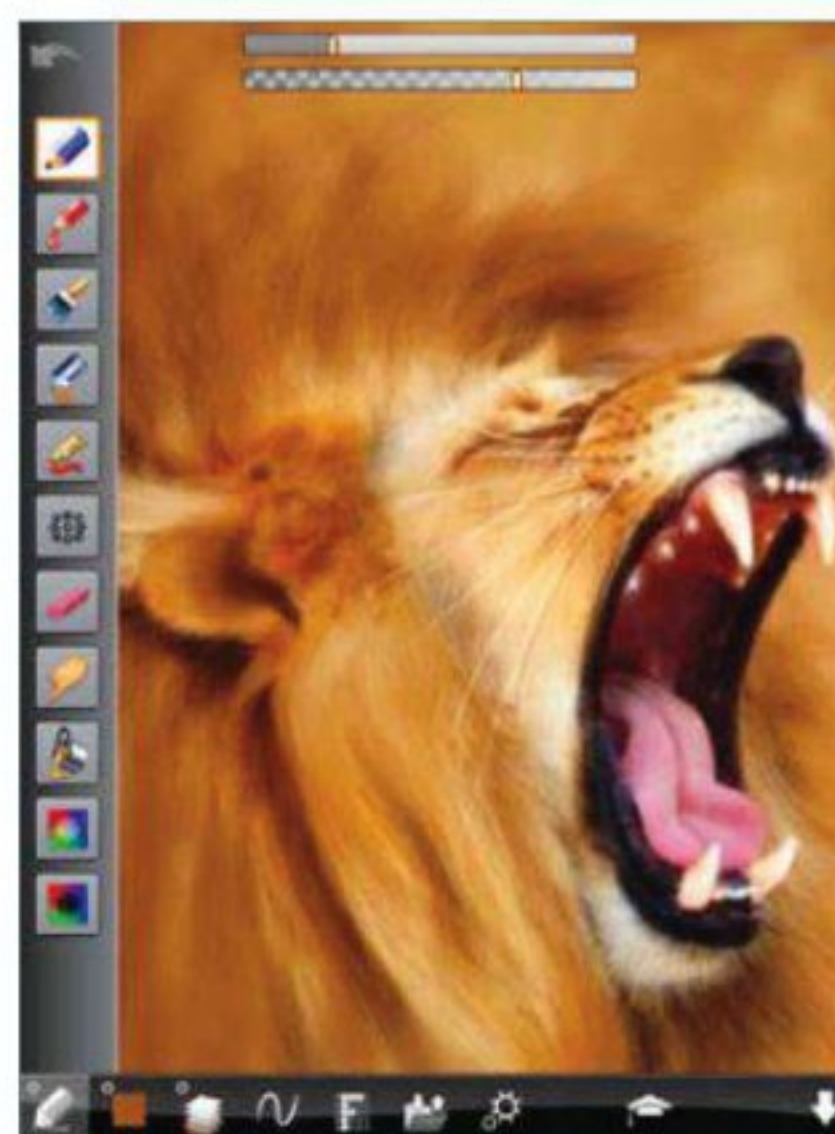


One of the first high-end paint programs to hit the iPad, Autodesk Studio Pro still maintains its lead over a number of other entries in this category. It also sells for much less compared to the application's original price. While other paint programs are beginning to surpass the feature set found in Autodesk's program, Studio Pro still holds considerable market share and preference among iPad digital artists.

ArtStudio for iPad

\$4.99, app2.me/3464

If you are looking for a well-rounded and inexpensive drawing program, then Lucky Clan's ArtStudio for iPad is worth closer inspection.



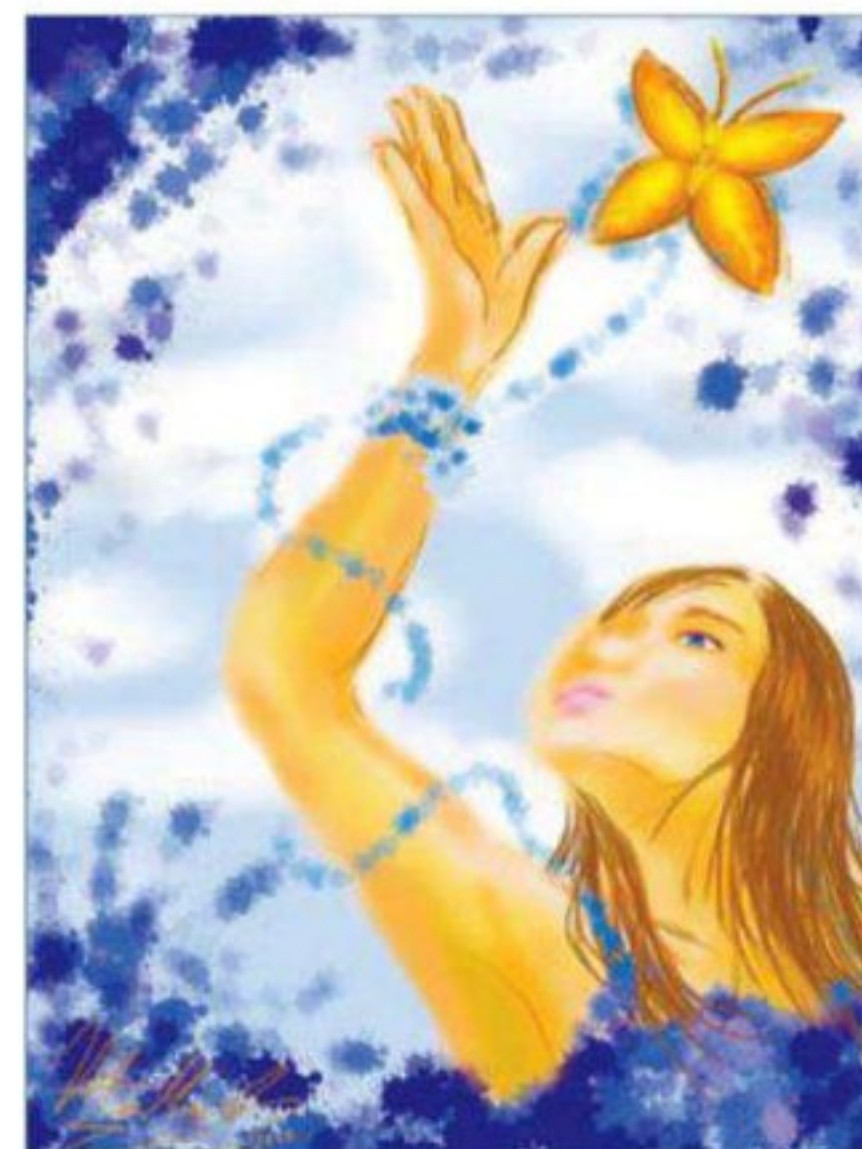
ArtStudio for iPad offers well-rounded capabilities at a reasonable price.

It may not have as polished of a user interface compared to its more expensive counterparts, but it offers nearly as much (and in some cases, more) functionality than the competition. With 25 brushes, three drawing modes, five layers with various transformations, the expected set of filters (blue, edge detect, sepia, etc.) and the ability to export to Photos sent via email attachment, ArtStudio offers plenty of capabilities at a reasonable price.

Visual design on the iPad has moved beyond simple graphics design. Much of what was previously only available on desktop computers has moved to the more portable iPad. 



Mike Riley is an advanced computing professional specializing in emerging technologies and new development trends. Contact him mike@mikeriley.com or follow him on Twitter @mriley.





Play with your

THE IPHONE AND SOME WELL-SELECTED APPS CAN INSPIRE A WORLD OF CREATIVE PLAY.

by Karen Messick

I'm a professional photographer and have been using a high megapixel digital camera for years. I have to admit that the idea of using the iPhone's 5-MP camera—with no lens attachments—to capture images was hard to imagine at first. Then I saw some iPhone images taken by other photographers and decided to give it a try. I purchased the iPhone 4 in December 2010 and never looked back!

The iPhone has become a huge part of my photographic life. On a recent trip to New Mexico, my iPhone not only served as my GPS system but also as a creative tool for capturing images. Many days during the trip, I only used my iPhone to capture and edit images, such as the image of St. Francis Church as shown above left. I captured the image on my iPhone 4 using **Bracket Mode** (\$1.99, app2.me/3907) and then processed it with the following four apps:

- **TrueHDR** (\$0.99, app2.me/322) I blended the bracketed images together.
- **Grungetastic** (\$1.99, app2.me/3908; iPad version: app2.me/3909) Added the beige interior border.
- **AutoPainter** (\$0.99, app2.me/3910; iPad version: app2.me/3911) Added a layer.
- **Iris Photo Suite** (\$1.99, app2.me/3912; iPad version: \$3.99,

app2.me/3913) Blended with the original shot in Iris. I masked over the crosses in Iris to make them more dominant in the finished image.

The iPhone inspires me to play and experiment

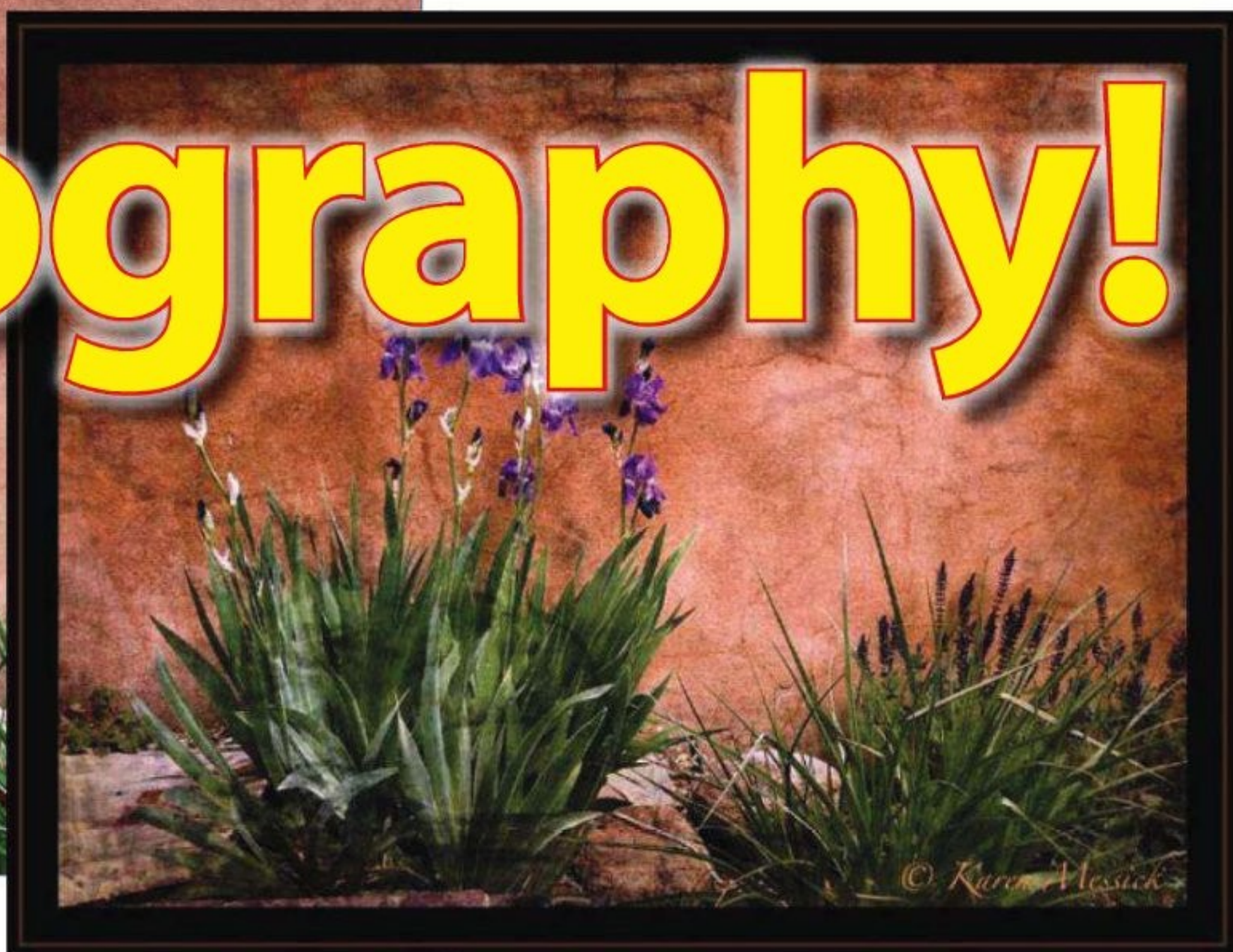
The iPhone and the many photography apps available for it inspire me to play and experiment with my photography. As a creative photographer, I ask, "What if?" a lot. What if I combined this app with that app, what will it do to my image? For instance, the image above of a road sign began as a quick grab shot as I was leaving a small rural café. I wanted to remember where I had been. It was so easy to make with the iPhone.

When I returned home from my trip, I was processing images for my blog and discovered that one of my favorite apps, AutoPainter, had a new version: **AutoPainter II** (\$0.99, app2.me/3916). I went to the App Store and bought the app. Then, I opened the original T.A. Lobo Café image in the app, chose the Felt Tip option and was delightfully surprised at the result! After I ran the image through AutoPainter II, I added an inside border of red using Grungetastic and finished the image by adding a black outside border using **Crop'n'Frame** (\$1.99, app2.me/3917). Crop'n'Frame has many options of borders, colors, and mats and is a terrific app for finishing off your photos for presentation.

Photography!



I captured this image of a blue iris (left) with the iPhone's 5-MP camera and processed it with a variety of apps (right).



New Mexico has many photo ops, and one of my favorite spots was walking along Canyon Road, the second largest art market in the US. I only took my iPhone that day to capture some images. Using the iPhone forces the photographer to distill the shot into composition and light, zooming in and out with your feet and changing perspectives to achieve the image in your mind's eye.

I used **CameraPlus Pro** (\$1.99, app2.me/316) to capture an image of a blue iris with an adobe wall as a backdrop. As a photographer, I saw the original Iris photo as an opportunity, not the end result. However, when I captured the image with the iPhone, I paid careful attention to the composition—processing will not make a bad image better! I used Camera Plus Pro to capture the image because of its orientation and file size. (Camera PlusPro has a DSLR 2x3 image aspect ratio, unlike **Hipstamatic** (\$1.99: app2.me/2584), which is square or ClassicPAN.) In addition, I used the app because it has an option to reduce camera shake and another option to turn on grid lines to help level the shot. I had to kneel down and get “eye-to-eye” with my subject. Once I had the shot I wanted, I used the following apps to process it:

- **Iris Photo Suite** (\$1.99, app2.me/3912; iPad version: \$3.99, app2.me/3913) I emphasized the cracks in the wall using the app's OneTouch menu. Also, I wanted to darken down the white of the wood in the lower left of the image, so I used the app's Grunge tab to apply a grunge texture. Finally, I wanted the blue of the Iris to glow against the adobe wall, so I drew attention to them by masking out the grunge effect in the Iris.
- **AutoPainter** (\$0.99, app2.me/3910; iPad version: app2.me/3911): I ran the “cracked” image in and saved that file.

- **Iris Photo Suite**: I used this app to blend the two saved files and applied a grunge texture in Iris, masking out the purple Iris and saved the file.
- **Dynamic Light** (\$0.99, app2.me/3915): I ran the last saved image through this app.

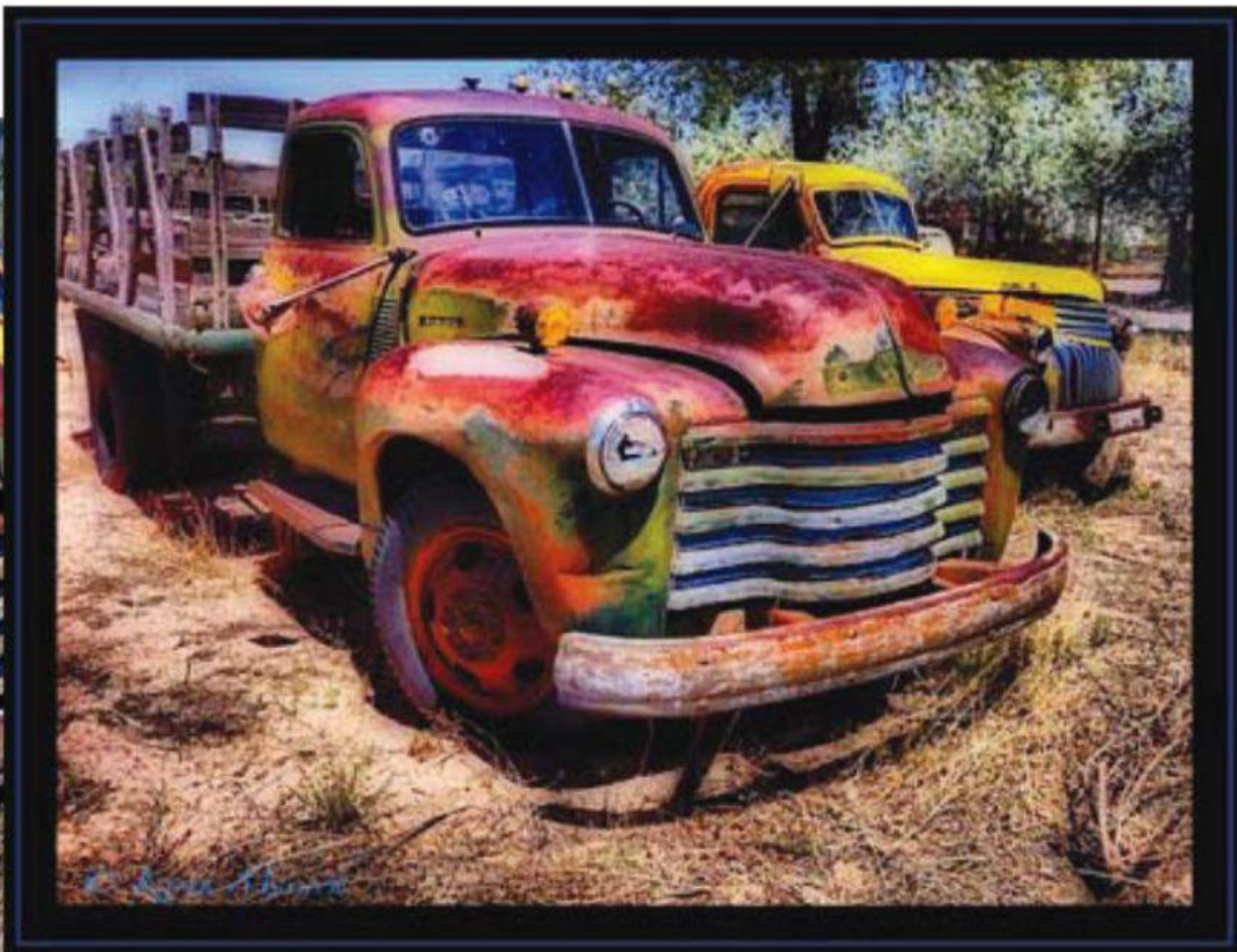
For me the image was about the blue Iris against the orange of the Adobe wall, so I tried to eliminate and draw attention to those elements through the app process. I always suggest to my students that they ask themselves, “What is it about the scene that you love?” And then drill down the composition to just that!

A world of opportunities

The size and portability of the iPhone opens up a world of opportunities for the photographer. For example, New Mexico has an abundance of old trucks that make interesting subjects for photographers. However, they are sometimes located in hard to reach places. The truck shown here was located behind a chain link fence, so I had to maneuver the iPhone's lens between the links to capture the original photo.

Because New Mexico is usually very bright in the daytime, I processed with the following apps:

- **Bracket Mode** (\$1.99, app2.me/3907) I captured the initial bracketed shot.
- **TrueHDR** Blended the bracketed shots into one file and saved.
- **Dynamic Light** Applied the Orton effect and saved the file.
- **Iris Photo Suite** I then combined the Orton file with the original file in Iris Photo Suite making opacity, levels, and saturation adjustments to taste. Dynamic Light is a fabulous app and very easy to use.



Old truck: Original capture (left); processed (right)

Know your apps and play with your photography

There are a wide variety of photography apps available for the iPhone, allowing you to capture and create impressive photos. It's critical that you test apps thoroughly so that you what they can do and when to use them. Fortunately, most of them are inexpensive. (Tip: Look for free "lite" versions of apps, which will give you an idea of the apps capabilities.)

The iPhone and the apps mentioned in this article can not only free you of heavy (and expensive) camera gear, but they

can help you produce some super compositions. So go ahead and take the plunge, check out the apps, and above all— play with your photography! 



Karen Messick is an award-winning photographer that has led photo workshops and lectured on composition and design. She teaches intro to digital photography at Johns Hopkins, in the Odyssey Program and is a lecturer and field workshop leader for Penn Camera. Her work has been on display at the Olympic River Festival, the Towson Art Festival, the Baltimore Gallery, and a variety of other locations. You can find out more about Karen at karenmessickphotography.com. You can contact her at Karenmessick@aol.com.



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Artist's iPhone, iPad help him create ancient Filipino calligraphy

Christian Cabuay

What do you do? I'm an artist and translator.

Which device do you use? iPad 1 and iPhone 3G.

How do you use your device? People pay me to translate and draw English words to the ancient Filipino writing system, Baybayin.

What apps do you use the most? Zen Brush (\$2.99, app2.me/3512), iFontMaker (\$6.99, app2.me/3731) Zendesk (free, app2.me/3732),



[Awesome Note](http://app2.me/3732) (\$3.99, app2.me/220), Mail.

How does the iPad and iPhone help you? My entire business workflow can be handled on the iPad from receiving and ordering, drawing the artwork, and delivery.

What would you do if you didn't have it? I would have to carry around my MacBook.

Decision-Making Apps

Having trouble making a decision? Check out these iOS apps!

By Nate Adcock

Our mobile gadgets and apps are doing a lot for us these days, helping us organize information, giving us driving directions, entertaining us, and much more. It was only a matter of time before apps emerged to help us make decisions. Are you ready for that job interview? Do you need to see the doctor? Are you prepared for the test? Common sense answers many of your questions, but the right app can help you factor the odds (favorable or not so much) and get some practical advice.

As it turns out, there are a number of decision-making solutions in the App Store. There are apps that will help you make better buying decisions, select places to eat, find entertainment venues, and more. Some of these apps are little more than an electronic flip of the coin, but some are enhanced decision-making apps that use math algorithms to help you choose a course of action. Finally, there are medical and other related apps that rely on a stored database of decision information.

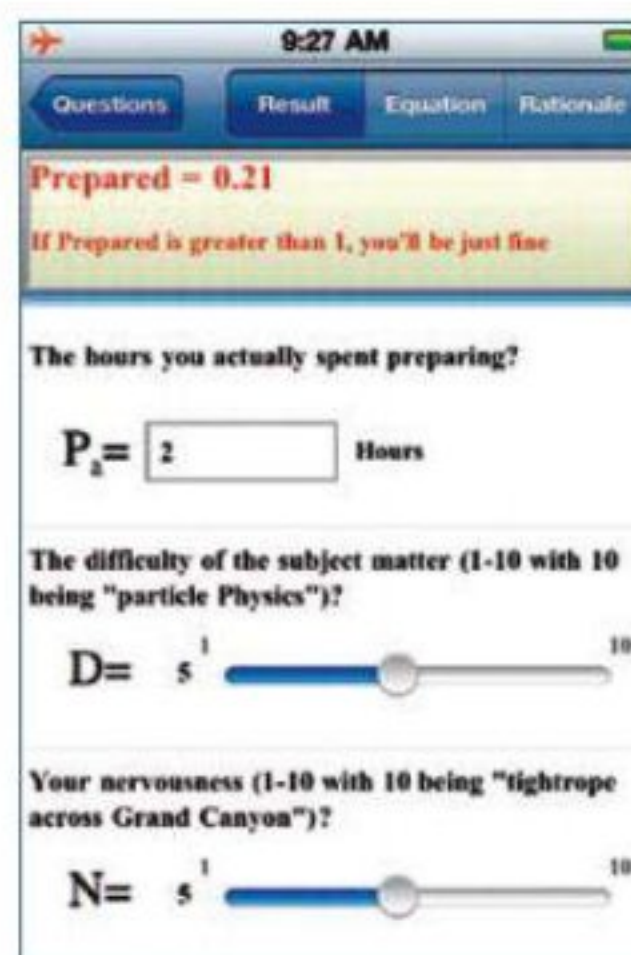
Enhance your decision-making

Geek Logik

\$1.99, Deluxe version: app2.me/3874; Free "Lite" version, app2.me/3875; other versions available

Geek Logik was developed with the help of Garth Sundem, a mathematician who has been recently featured on the BBC and *Good Morning America* explaining his method of using math formulas to enhance decision-making. (You can learn more about Garth's amazing methods at geeklogik.com.) The app is a humorous, entertaining, and practical application of math to common life decisions. The developer designed the app around a series of questions that Garth has been able to quantify and trans- pose into mathematic formulas that weigh several sociological factors. Based on these, the app calculates a score that represents your odds of success.

The app is easy to use; simply answer a series of questions about the decision you're facing, usually by using a scale of 1-10. When you're finished, the app calculates a score that represents your chances of success. For example, the previous screenshot shows my chances of doing well on a test where



the difficulty of the subject matter is 5 (out of a possible 10) and with only 2 hours of studying the material. My chance of success was 0.21—not good! Geek Logik will show you the actual formula used and explain some of Garth's reasoning behind it.

The app comes in several flavors, including a free Lite version and a deluxe version that includes all the other version's questions. I was able to interview the developer for the article and asked him what went into turning

Garth's ideas onto a usable app:

"We worked with the author extensively in the development of the Geek Logik app. Not only was Garth involved in approving the look and feel, he was quite involved in testing the app's with us..."

Great Decisions

\$3.99, app2.me/3876

Great Decisions uses a similar, though more simplified approach than Geek Logik in that it helps you tally pros/cons to help you reach a decision about something. It is more flexible than Geek Logik, however, as you can plug almost any set of factors into it and save those preferences. The app is based on what is known as Force-Field analysis. Basically you create your own weighted list of factors either for or against something. The app tallies up the totals to reach a decision.



Medical decisions

Where your health is concerned, you definitely do not want to flip a coin. Medical decisions are perhaps the most important ones you'll make. Of course, a healthcare professional is the best source of medical advice, but they're not always available

in emergencies, and who can afford a doctor visit every time you get the sniffles? I researched medical decision apps and found a number that give the user clear and accurate information. I mention two of them in this section.

SymptomMD

\$3.99, iPhone/iPod touch: app2.me/3850

Symptom MD puts medical diagnostic information at your fingertips. Simply select the symptoms being experienced, and the app helps you decide on a course of action. The app has several key features like a symptom image database, medical phone numbers, and maps and directions to local area medical centers.



Family Doctor

\$4.99, iPhone/iPod touch: app2.me/3883

Similar to the previous app, Family Doctor features a database of medical symptoms, solutions, and helpful information. The app uses a decision flow process of questions to help you arrive at a possible solution. It lacks the emergency phone and mapping features of the previous app, but includes over 150 symptom charts.



Wide variety of decision-making apps available

Of course, you should consult with your family, friends, or trained medical personnel for important life decisions. But that may not always be convenient, or you may want to consider a possible course of action beforehand. In those situations, these apps can help.

This article focused on general decision-making apps and those oriented towards medical decisions. I'll look at financial apps and solutions that rely on social networking (i.e., where you ask your question to a group of people) in a future article. However, a wide variety of decision-making apps are available, focusing on different topics and using different approaches. Explore the App Store, look them over carefully, and find the one the works for you. 



Nate Adcock is a systems engineer with experience managing and administering a variety of computing environments. He is also a former military weather forecaster. Nate has worked extensively with mobile gadgets of all shapes and sizes for many years. In addition to maintaining his own hobbyist blog (natescrap.blogspot.com), he is a regular contributor to our blogs. You can e-mail Nate at nate@iPhoneLife.com.

Flip a coin!

Of course, you can just flip a coin to make simple "yes/no" decisions. If you want to take that approach, check out these apps:

- **FortuneBall** (free, iPhone/iPod touch: app2.me/3877) resembles and works like the old "Magic 8 Ball" toy Mattel has been selling for years. However, you can edit, delete, and add responses to this one.
- **Decisions** (free, iPhone/iPod touch: app2.me/3878) answers simple yes/no questions.
- **i.Decide** (\$4.99, iPhone/iPod touch: app2.me/3879; iPad: app2.me/3880) lets you spin a roulette wheel to answer your questions. You can create decision templates, customize graphics, and more.
- **Decision Helper** – The quick, easy way... (\$0.99, iPhone/iPod touch: app2.me/3882) lets you consult a crystal ball for advice... another "Magic 8 Ball" clone.

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Best Presentation Apps

APPS THAT HELP YOU PRESENT, REHEARSE, AND IMPROVE YOUR COMMUNICATIONS SKILLS

by ALEX CEQUEA

There I was, speaking to an imaginary audience and pacing back and forth through my hotel room. Out of the corner of my eye, I catch a glimpse of my iPad, and the numbers on the screen change color from yellow to red. That's my signal. I know I have exactly one minute and thirty seconds to finish my presentation. If I go over time, I am disqualified; if I stay within the limit, I have a shot at being the 2011 World Champion of Public Speaking.

I was rehearsing for the Toastmasters International Inspirational Speech Competition, which happens every spring and narrows down the top 100 speakers from around the world from a field of over 25,000. The top 100 then compete for a chance to become that year's World Champion of Public Speaking. I made it through several rounds of competition, and now I was facing five contestants for a chance to become one of the top 100 speakers in the world. Back in my hotel room, Presentation Clock (\$9.99, app2.me/3884) was helping me time every part of my speech with precision.

Preparing for a big presentation isn't easy. Luckily, I made sure to take full advantage of the technology around me, and I downloaded a few apps to help me along the way. Whether you're trying to become the next world champion speaker, preparing for a high-stakes sales presentation, or simply trying to persuade a reluctant audience to see your point, here are a few apps that can help you present better, rehearse easier, and help make your message more memorable.



Turn your iPad into a portable teleprompter and sound recorder with Prompter.

Prompter

\$9.99, iPad: app2.me/3885

Prompter turns your iPad into a portable teleprompter, eliminating the need for written notes or flash cards. You can write and edit speeches from within the app and change both the font size and font type. Prompter will scroll your words through the screen at user adjustable speeds, and it will also show you the elapsed time of your presentation. You can tap at any time to pause or resume the scrolling. One cool feature of Prompter is the ability to audio record yourself and categorize each version as a different "Take." The only slight inconvenience is that Prompter only accepts .txt files; you have to convert Word docs before you can use them. Nevertheless, this is a great app for developing, rehearsing, and delivering a live speech.



Presentation Clock

\$0.99, app2.me/3884

This app has one sole function—to count down time. I tried this app both on the iPad and on the iPod touch, and the numbers always show up very clearly and make great use of the screen size. You can specify when you want the numbers to change colors (from green to yellow to red) to make sure you stay on time. You can also have the timer make a short “ping” sound when the colors change. This is perfect for when you are up on stage and just need a short audio cue to keep you on track. If you want to take full advantage of the colors as a visual cue, you can set the iPhone or iPad in the back of the room and watch the colors change from the stage. This app is easy to use and effective.



Keynote and Keynote Remote

Keynote, \$9.99; app2.me/2481

Keynote Remote, \$0.99; app2.me/2494

Putting Apple's own presentation software on this list is a no-brainer. And when you pair Keynote with Keynote Remote, an app that lets you control your Keynote

The Keynote app (left) and Keynote Remote (right) are a powerful combo for professionals who do a fair amount of public speaking.

presentation from your iPhone or iPod touch, you've got a presentation powerhouse.

The Keynote app is a basic version of the more robust desktop version for the Mac. The app works best as a viewer for your PowerPoint or Keynote presentations that you've already built. However, you can create and edit presentations from within the app, and you can even include some basic animations, add charts and graphics, and manipulate the font and size of the text. Since the iPad is lighter than a laptop and easier to carry, it is becoming a very popular presentation tool. The Keynote app is an absolute essential for professionals using the iPad to do a fair amount of public speaking.

The Keynote Remote app is a companion to the Keynote software. The app turns your iPhone or iPod touch into a remote that mirrors and controls your Keynote presentation on the desktop, iPad, or another iPhone or iPod touch. You can view your presentation notes along with the upcoming slide from your iPhone or iPod touch and flip slides with a flick of the finger. Both devices must be connected via Wi-Fi, but the app will also switch to Bluetooth automatically if Wi-Fi isn't available. Unfortunately, you can't use Keynote Remote from an iPad to run a Keynote presentation on another device; only the iPhone and iPod touch are supported as “remotes.” Nevertheless, having both the Keynote and Keynote Remote apps gives you greater control over your presentation delivery and appearance.

Idea Flight

Free, iPad: app2.me/3887; \$7.99 in-app purchase for “pilot” role

Idea Flight is a neat concept, but it requires that everyone in the room have an iPad. This app allows one “pilot” to control a presentation that everyone can see on their iPad, and “passengers” can interact with the presentation if it is on Unlocked mode. The pilot can also display the presentation on an external monitor or simultaneously sync up to 16 other iPads. Idea Flight also connects with LinkedIn, so you can see the names, titles and photos of everyone in attendance. You can add files as PDFs or access them through Dropbox, iTunes File Sharing, or e-mail.

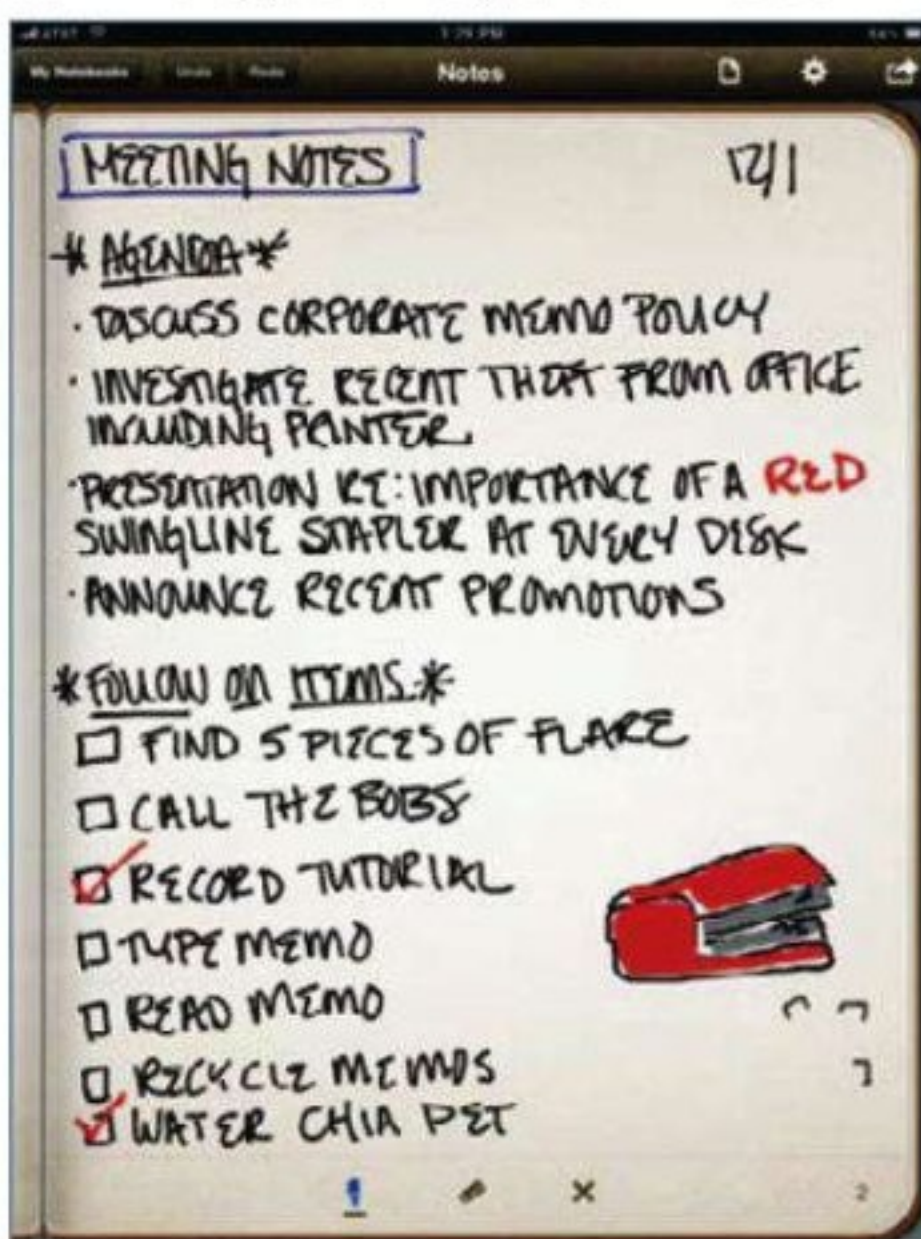


Idea Flight lets you share presentations in a creative way, but everyone in the room needs an iPad.

Penultimate

\$1.99, iPad: app2.me/3212

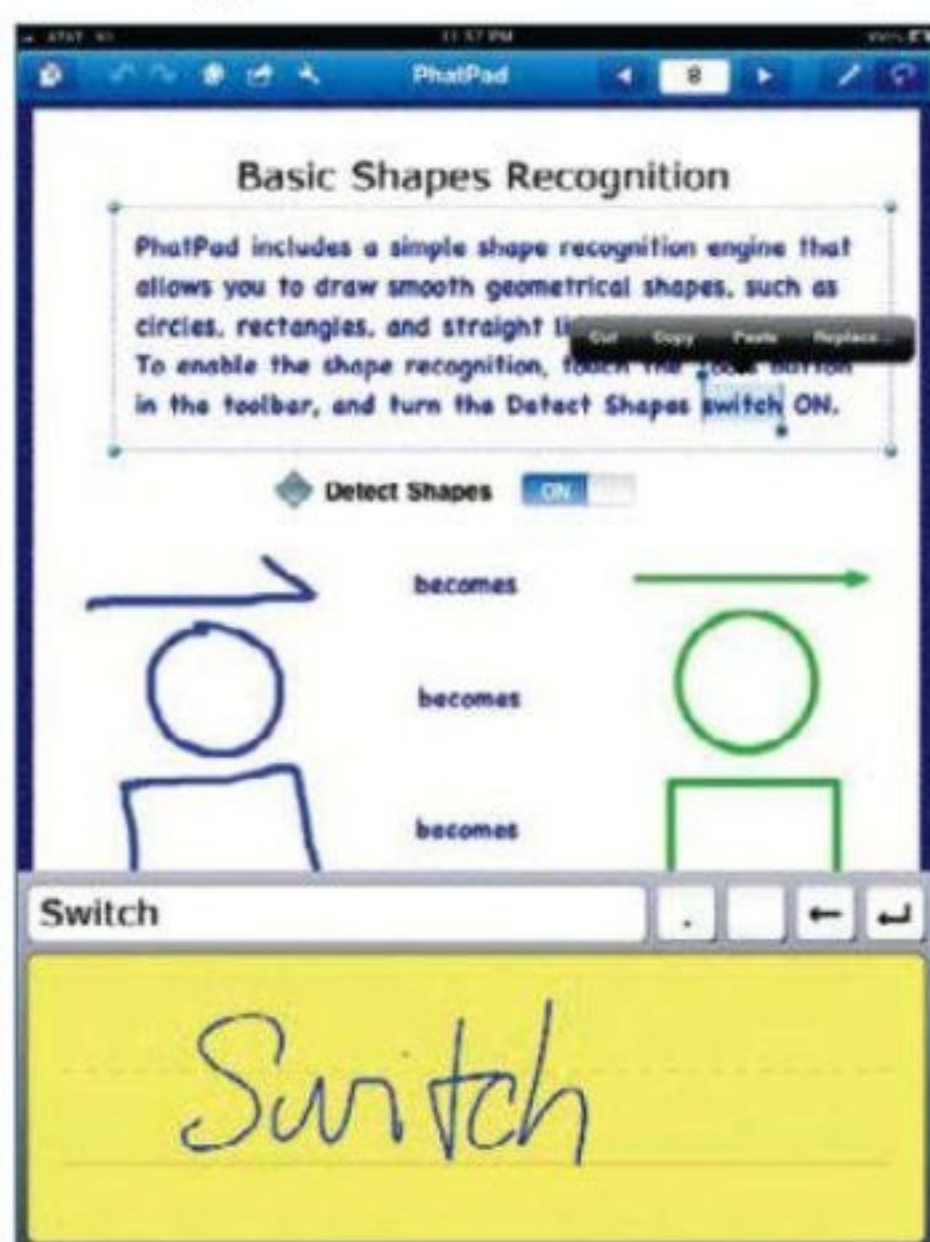
Penultimate is a note-taking app that helps you stay organized as a presenter or facilitator. The app allows you to write accurately and smoothly with the tip of your finger. Since most presentations are informal and usually include less than six people, you can use Penultimate on the iPad as the actual presentation medium all by itself or by projecting it on a screen. If you like to draw, this app is fantastic for showing off your ideas visually. Penultimate stores your projects and ideas in different "notebooks," and you can buy additional page themes and colors through in-app purchases. You can also export your notes as single-page images or PDFs to anyone.



PhatPad

\$4.99, iPad: app2.me/3888

Like Penultimate, PhatPad uses handwriting recognition technology, but it takes it several steps further. PhatPad recognizes words and basic shapes, and gives you the option of turning them into their digital counterparts. The end result is a rich canvas of digital and handwritten words and images. You can share documents via PDFs, e-mail, Wi-Fi, iTunes, or sync them with Dropbox. In addition, PhatPad has a Presentation Mode which lets you create and display presentations straight from your iPad. The presentations are simple slide changes, without the ability to do any complex animations. Nevertheless, PhatPad has an extremely robust interface with lots of features and options to customize each page just the way you want it.



PhatPad turns your images and words into digital text and figures, and the interface includes a Presentation mode to share your ideas.

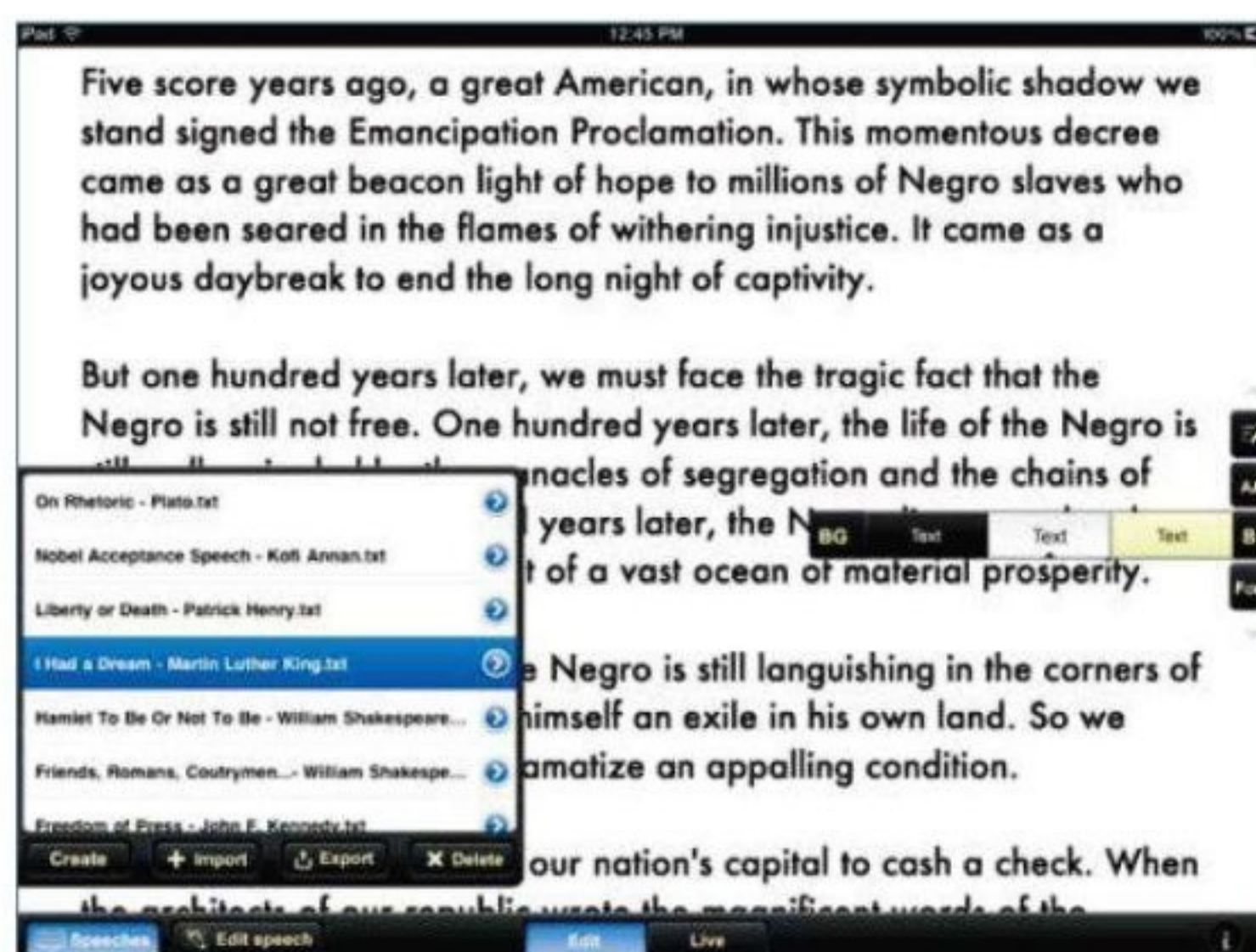


Gain full access to your own computer through your iPad and display presentations, images and audio with this inexpensive app.

Splashtop Remote Desktop

\$9.99, iPad: app2.me/3730

Splashtop Remote Desktop is an inexpensive and fantastic remote desktop app. You can use it to access your own computer and run a PowerPoint or Keynote presentation straight from there. The app is super easy to set up; I had it up and running within a couple of minutes. You need to go to splashtop.com and set up your computer to stream everything to your iPad. From there, you can use your iPad just as a regular desktop, with full access to videos, presentations, images, and sound. I did have a little trouble trying to bring up the taskbar on the iPad (it was on auto-hide), so I recommend turning that feature off on your computer before streaming. This is an easy and inexpensive way to show your presentations straight from your own computer.

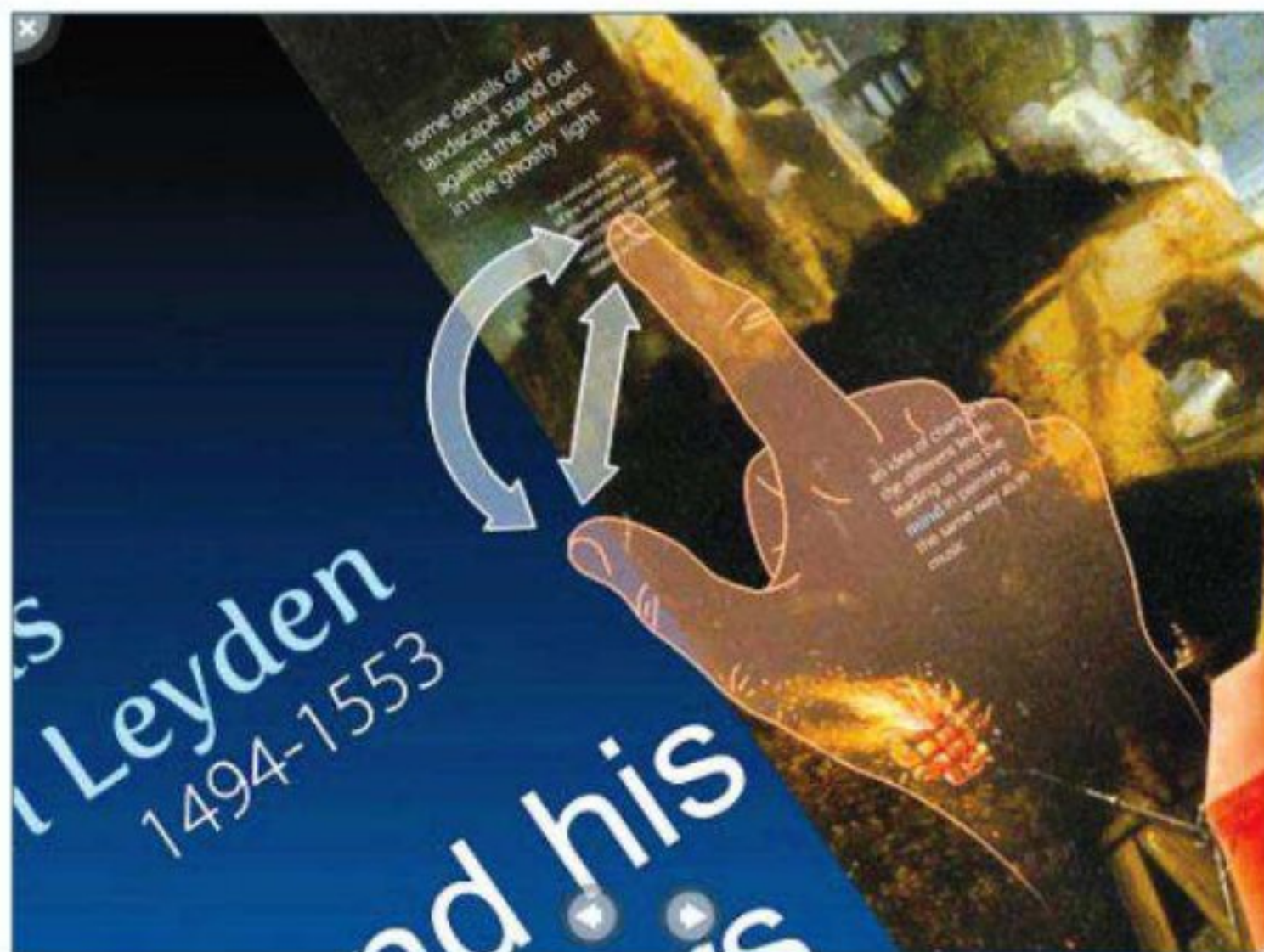


SpeechMaker

\$6.99, iPad: app2.me/3889

Like Promptster, this app turns your iPad into a teleprompter, timer, and voice recorder. However, it includes a couple of additional features. For example, you can create and edit

speeches from within the app, or import them from Google Docs, Dropbox, or iTunes file sharing. This app also has a Text-to-Speech option (TTS), which reads back the words you've written. You can speed up or slow down the text scrolling on the page but not the audio. I found the voice to be a bit too robotic and soon got tired of it. However, the app is very easy to use and practical. Pinch and zoom to increase the font size, and tap on the screen to change the scrolling speed. You can use Speechmaker to store all your speeches in one place and access them instantly whenever a willing audience lends you an ear.



Prezis are cool alternatives to PowerPoint and Keynote, and this app lets you view pre-made Prezis on your iPad.

Prezi Viewer

Free, iPad: app2.me/3890

Prezi Viewer lets you view Prezi presentations that you've already created either online or using Prezi's desktop version. Unfortunately, the app doesn't let you create Prezis, which greatly limits its usefulness. In addition, any videos or PDF files you've added to your Prezi may not appear on the app, which also severely limits its usefulness. Nevertheless, I really love Prezis, and I only encountered minor glitches while playing them back on my iPad. We'll just have to wait and see how the developers improve it with each release.

Presenter Pro

Free, app2.me/3891

The first time I used this app, I couldn't believe it was free. It is full of simple tips, videos, and practice exercises to improve your public speaking skills. It's really a presentation reference app divided into six main sections: Structure, Visuals, Words, Voice, Gestures, and Rate Me. Each section has tons of simple lessons followed by examples, audio, video, or a practice exercise. There are also quizzes that test your knowledge of each of the main sections, and a checklist feature that lets you grab tidbits of content from within the app and store it there. This is a wonderful and complete app that will help any regular speaker keep his or her skills sharp.

Presenter Pro is filled with tips, videos, audio and practice exercises.



Changing the way we communicate

Mobile technology is rapidly changing the way we communicate. While great presentations will always remain rooted in strong story-telling techniques, clarity, and authenticity, we can take advantage of these tools to create more memorable messages and connect with our audiences in a deeper way. I used some of these apps to prepare for the Toastmasters International Speech Competition, and they helped me greatly. The imaginary audience back at the hotel room finally became real later that afternoon, and while I didn't become one of the top 100 speakers in the world, I did achieve a proud (and well-earned) second place finish.



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iphonelife.com/newsletters

Feeding the Need to Read: RSS Feed Readers on the iPad

by Doug Goldring

When I started writing about mobile devices, I found the best way to track the latest events was to follow a number of my favorite websites. Unfortunately, the number of websites I followed grew, and eventually, my entire morning commute was spent jumping from one site to the next gathering information. There simply had to be a better way... and as I soon learned, there was. It was not long before I finally discovered the little orange button which hovers on the side of virtually every website I read. Of course, I am referring to the RSS feed button.

As most readers know by now, RSS (or Really Simple Syndication) is a family of web feed formats used to publish frequently updated works. They allow readers to aggregate feeds from many sites into one place and read them using "RSS reader" software. Discovering the RSS button was like the cavemen discovering fire. All of a sudden, I was able to read all of the news from my favorite sites quickly and easily in one convenient location.

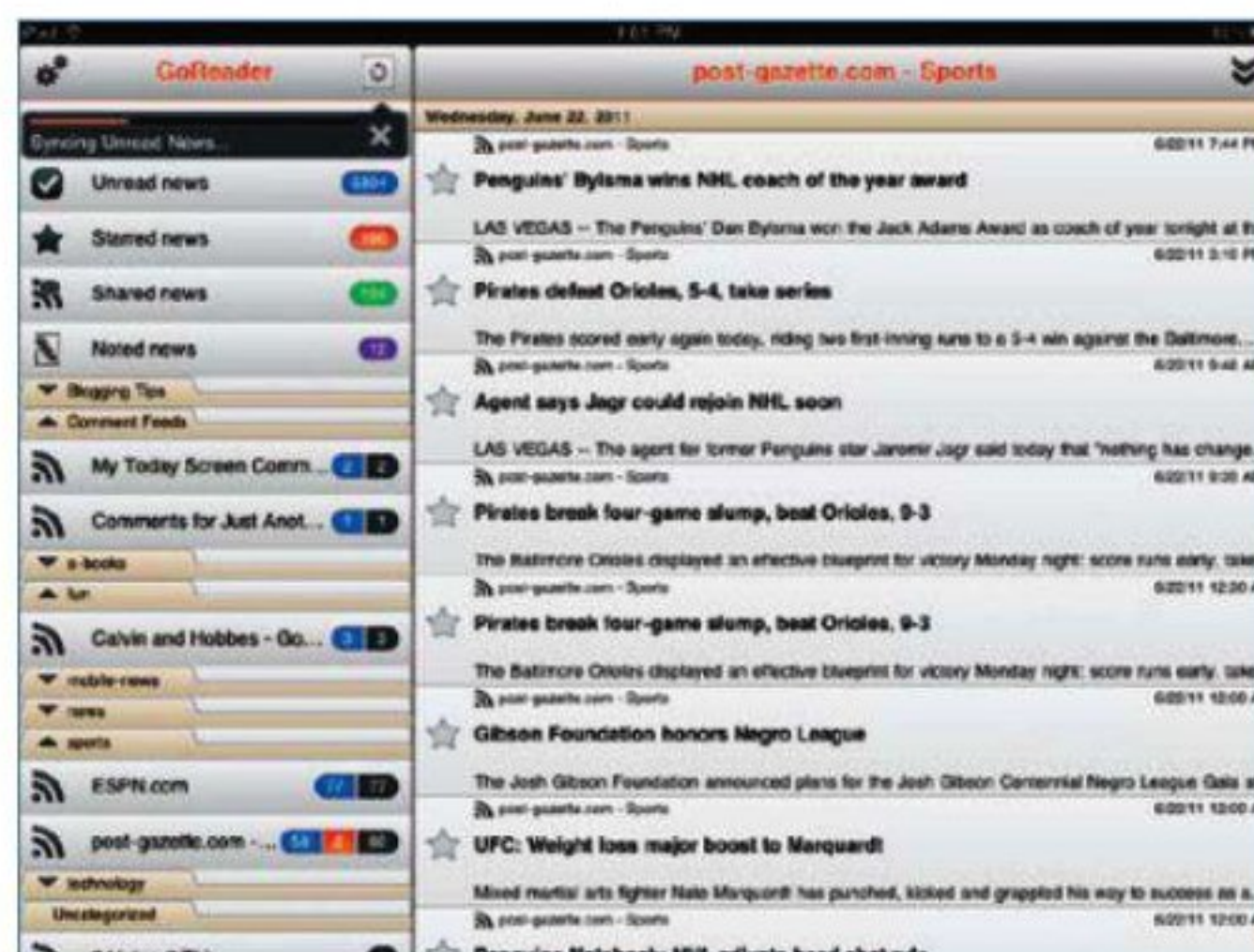
The iPad, with its unique interface capabilities, offers a myriad of opportunities for developers to both expand upon traditionally formatted RSS readers, and expand the genre in all new directions, which would never have been possible with a desktop computer. (Note: Unless otherwise indicated, the RSS readers mentioned in this article are "universal" apps, available for both the iPad and iPhone/iPod touch.)

Syncing

Before we get started, just a quick note about syncing feeds. For a long time now, I have been using Google's GReader (google.com/reader) as my home base for RSS feed subscriptions. As such, one of my first criteria for an RSS reader app is that it be able to tap into and sync with GReader. This is the best way to ensure that all of my readers across multiple platforms agree on which articles I have read, not read, or saved. It also saves me from spending hours inputting the feed information into each device individually. As such, all of the readers included in this article allow you (but do not necessarily require you) to sync with GReader.

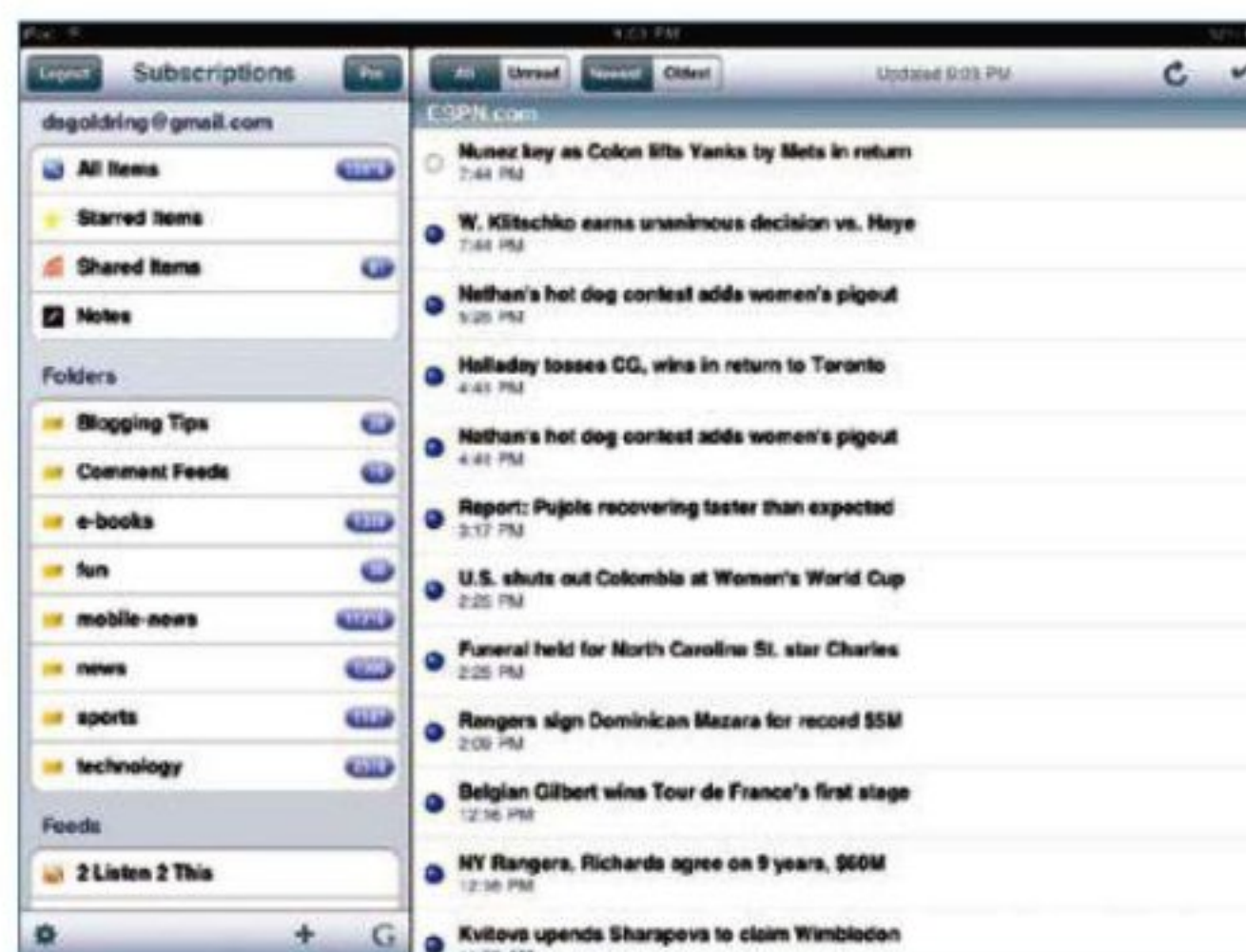
Interface: Traditional

Anyone who has used a desktop RSS reader is probably familiar with the traditional style RSS readers, which consists of a list of feeds (generally on the left) and list of headlines or blurbs filling the rest of the screen. The readers in this section all tend to follow this traditional layout and design.



GoReader offers an attractive interface, but left a little to be desired in terms of usability.

Byline (Universal) (free, app2.me/2910) and **GoReader for iPhone/iPad** (\$4.99, app2.me/3923) both start with a list of feed folders on the left. Included with this list are your Google functions (starred items, notes, etc.). Although both of these apps followed a similar approach, I found Byline had a slightly cleaner approach. GoReader was organized using tabs for the folder headers. While I liked that idea, the execution could have been better. The tabs were too skinny to be easily tapped with a finger, meaning I frequently missed and tapped the wrong item on the screen. Byline, on the other hand, utilizes collapsible menus that can be expanded to show all of the feeds in the folder.



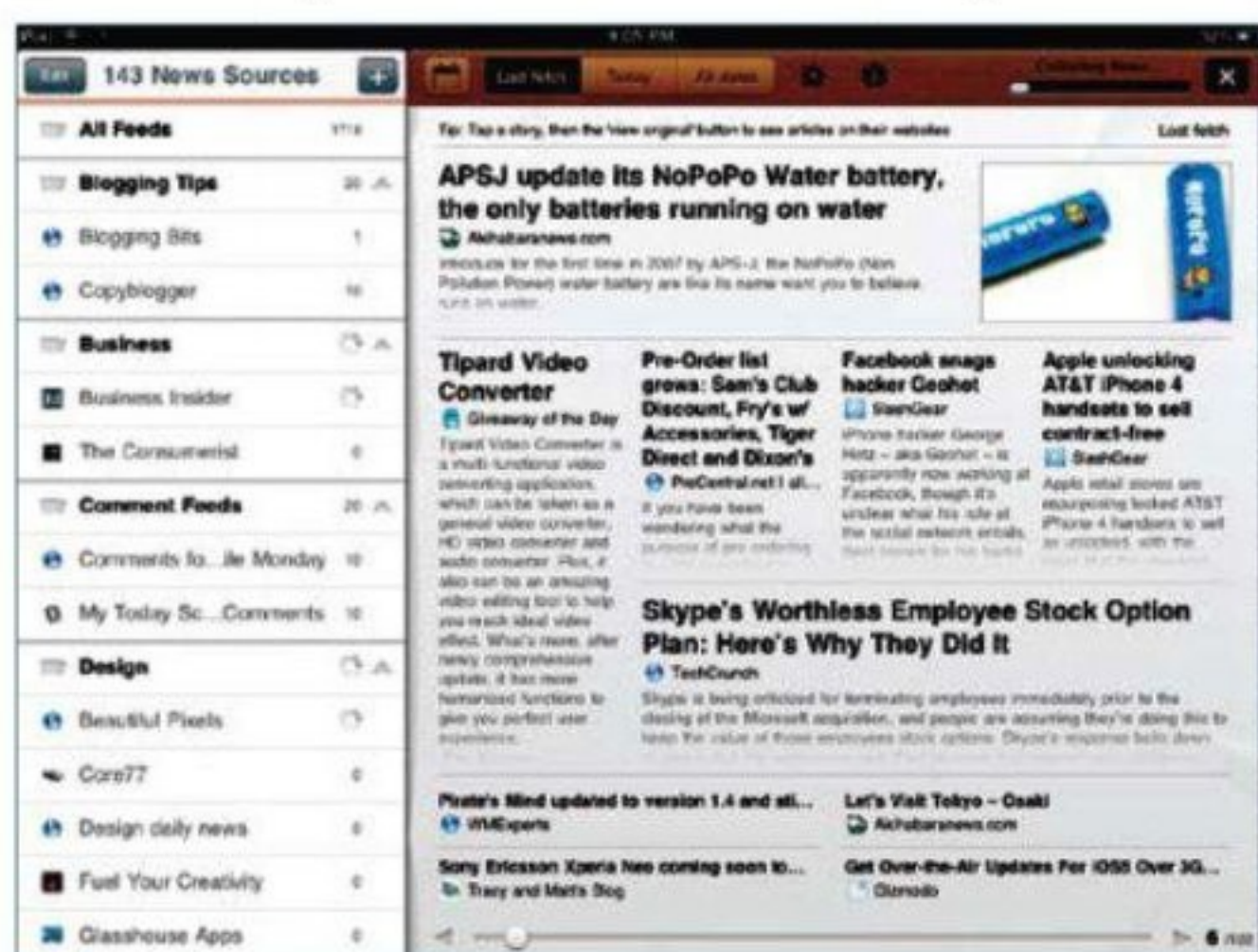
FeedReader featured the cleanest and most user-friendly interface of the traditional-style RSS feed readers.

Feeddler **RSS Reader Pro** (\$4.99, app2.me/3924; free version also available) and **NewsRack** (\$4.99, app2.me/279) took a similar, but slightly different approach. In these apps, only the folders show on the left-hand column on the main screen. From here, instead of expanding the list, tapping on a folder will switch the sidebar to a list of feeds contained in that folder

All four of these traditional-style RSS apps allow you to open the article in Safari, copy the link for use elsewhere, or e-mail the article to a friend. Feeddler added another option, allowing you to share via Facebook. Building on these options further, NewsRack adds Instapaper, Read It Later, Twitter, and Delicious connectivity to the mix. GoReader offers the best collection of sharing tools, adding Tumblr and more. This was absolutely fantastic. Still, I was surprised by a few notable omissions from these apps, like Evernote, Sugarsync, Dropbox, or even LinkedIn. As robust as some of these sharing options were, there is a great deal more which can (and should) be added.

Interface: Alternate Formats

In addition to the familiar traditional-style RSS feed reader, the iPad's unique and powerful environment allow developers to move far beyond what we have seen before, offering a myriad of creative approaches to RSS feed reading.



Newspaper-style interfaces, like the one created by Early Edition, provide the most natural solution for reading your RSS feeds.

Newspaper format

When I started using the iPad, my immediate first thought was that it would be great if an app could display my RSS feeds in a newspaper-like format. Apparently, I was not the only one who felt this way, as it was not long before Glasshouse Apps came out with their exquisite **Early Edition** (\$4.99, iPad only: app2.me/2908). The app even allows you to view your feeds in sections, just like a real newspaper. Of course, this app improves upon a standard newspaper, allowing you to share any article straight from the app, via Twitter, Facebook, e-mail, and more.

Bookshelf format

I absolutely loved the idea behind **Blogshelf** (\$0.99, iPad only: app2.me/3925), an app that puts all of your feeds into a bookshelf-style format. Unfortunately, the app's execution did not



Blogshelf offered a fantastic, creative approach, but suffered from less than expected execution.

quite live up to the promise of this idea. Blogshelf turns each feed into its own "book" on display on a "shelf," allowing you to navigate through your feeds and select the one you wish to read. Everything here worked fine, but I was a little disappointed by the presentation, which shows random pictures for the covers of most feeds. Additionally, while it does sync with GReader, adding feeds from your GReader account can be a bit more complicated than necessary.

Slider format

Sliders are the most popular non-traditional format for RSS readers. I absolutely loved this approach; when done properly, it really utilizes every aspect of the iPad's screen and resources. It presents a logical and intuitive approach to RSS feed readers.



Pulse (shown) and FLUD News took full advantage of the iPad's screen size and powerful resources, resulting in RSS feed readers that were both innovative and exceptionally well executed.

The best variations of this slider approach to RSS readers are displayed in **FLUD** (free, iPhone/iPod touch: app2.me/3926; iPad: app2.me/3927) and **Pulse News** (free, iPhone/iPod touch: app2.me/2912; iPad: app2.me/2913).



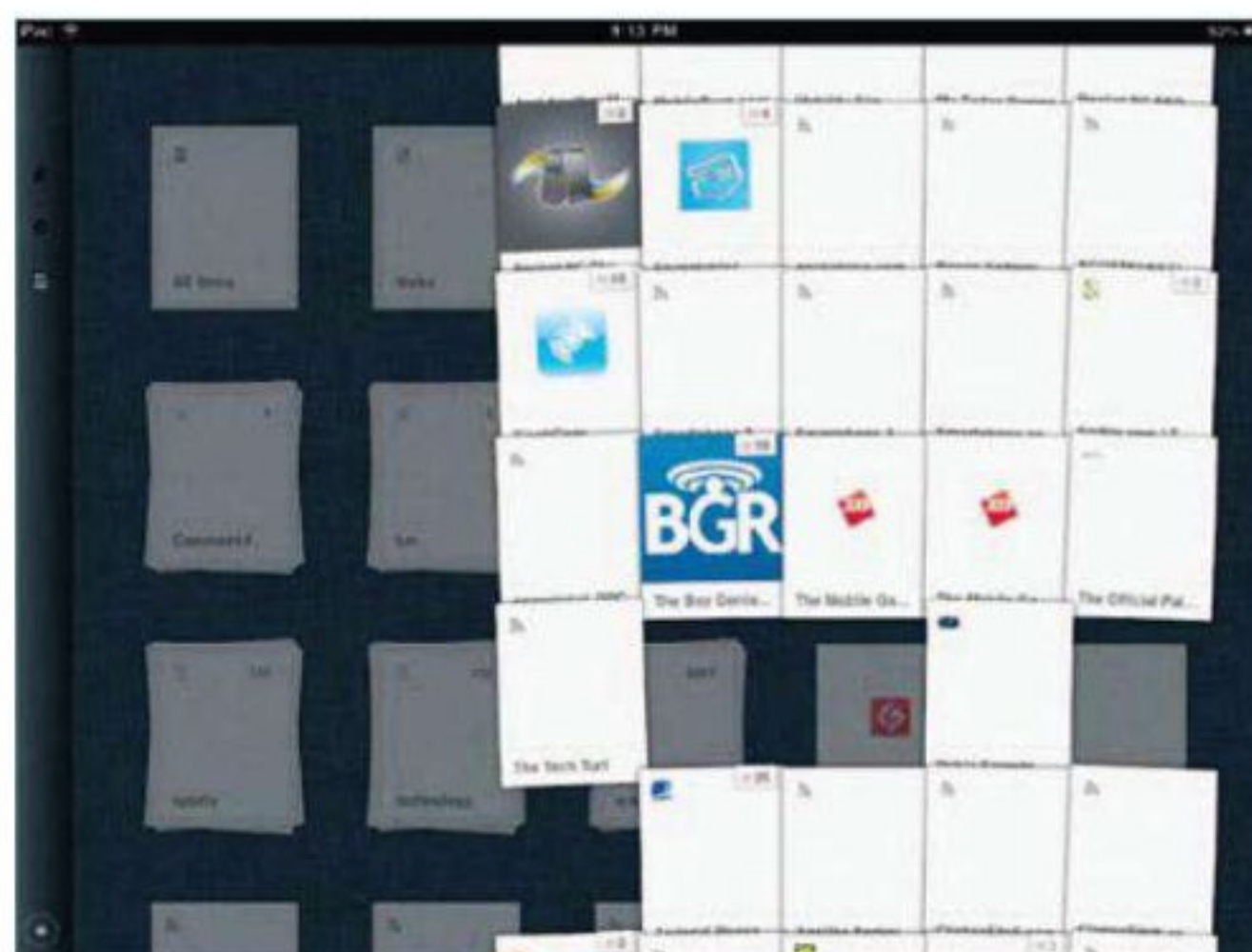
In both apps, each feed appears as a separate slider. Scroll vertically to find the feeds you wish to read, and then scroll horizontally through each feed until you find an article that catches your interest. The two apps part ways slightly in their organization. While FLUD gives you an endless list of feeds, Pulse gives you five pages, each of which can hold 12 feeds. It would be nice if Pulse allowed you to add additional pages for a longer list of feeds. Both apps do a fantastic job of sharing, allowing you to share apps via e-mail, Facebook, and Twitter. Pulse also provides users with an online storage space, allowing you to preserve your favorite articles for later reading.

A slightly different approach to the slider format is used in **Cross Reader** (free, iPhone/iPod touch: app2.me/3929; iPad: app2.me/3928). In this app, you get a single horizontal scroll across the middle of the screen, with an entry for each of your feeds. Tap any feed to bring up a vertical scroll with all of the latest news from that feed source. Tap any article to begin reading. While this offered a clean and creative approach, it really had quite a lot of wasted space on the main screen.



Slide Reader is a real marriage of the old world traditional readers and the new world slider-style readers.

Slide Reader (\$4.99, iPad: app2.me/3931; free, iPhone/iPod touch: app2.me/3930) takes a slightly different, but no less effective approach. The left half of the screen displays individual sliders for each of your feeds. Like the other apps in this category, just slide the row to scroll through your feeds. The biggest difference between Slide Reader and other apps like FLUD or Pulse is that the content/articles are all contained in the right hand side of the screen. This means you can scroll through other feeds without jumping away from the article you are currently reading. This is a real marriage of the old world traditional readers and the new world slider-style readers. Meanwhile, you can select any feed display entry on the unread feed side of the screen, thus displaying a traditional style list of the articles in that feed alone. Slide Reader also allows you to share any feed via a myriad of service, most notably e-mail, Twitter, and Facebook.



Reeder offered a unique interface, which made surfing between your feeds easy.

Pinch Browsing

Reeder (\$4.99, iPad: app2.me/2909; \$2.99, iPhone/iPod touch: app2.me/276) offers a wholly unique approach, based upon the common pinch gesture. The main screen here features folders that represent the feed categories in your GReader account. Use the pinch gesture to open any folder to display tiles representing the feeds within that folder. Pinch any feed to display a floating window listing all of the articles contained therein. These pinch controls worked great, though I have to admit that I was somewhat confused by all of the buttons along the side. They were too small to be finger-friendly, and were not well labeled. Nonetheless, once I got the hang of the interface and controls, I really appreciated the fairly extensive array of sharing options. This may not be the most intuitive or user-friendly app for reading. However, I really appreciated the creative approach this one utilized, as well as their unique utilization of the iPad's full screen and resources.

Variety of approaches impressive!

What really impressed me was the wild variety of approaches various developers took with these apps. In the desktop world, every RSS feed reader pretty much follows the same traditional formula. Not so with the iPad apps. Developers have found creative and original ways to fully utilize the iPad's massive screen resolution and powerful resources. RSS feed readers have come a long way in the short time the iPad interface has been available. It should be interesting to keep watching and see how the developers in this genre will continue to innovate the reading and sharing experience. 



Doug Goldring is an attorney in Washington, DC. He is the editor emeritus of JustAnotherMobileMonday.com and has written about mobile technology on numerous websites. You can contact Doug at doug@justanothermobilemonday.com.

Study Aids

ORGANIZE YOUR CLASSES, TRACK ASSIGNMENTS, AND TAKE NOTES WITH THE HELP OF THESE APPS

A new school year is upon us, and that can only mean one thing. Homework! The thought of it is still enough to send shivers up my spine even though I have been out of school for well over a decade. Today, instead of working on my own schoolwork, I help my children with theirs. It is now my son's lack of organization, rather than my own, that provides an endless font of frustration. Fortunately, the iPad is here to help.

Sadly, despite all my research, I haven't been able to find an app that actually does your homework for you. However, there are apps to help you get organized, take notes, track your classes, and even learn the material... just about everything you'd need to complete your homework on your own and succeed in school.

(Note: Unless otherwise indicated, these apps are available for all iOS devices.)

Class organizers

When I was in college years ago, my school published a simple day planner that just about everyone used to track their schedule and to-do list. I was struck by how much the iPad versions of these organizer apps mimicked the look and feel of those old paper planners.

iStudiez Pro

\$2.99, app2.me/129



This app brings the familiar format of a paper day planner into the 21st century, with quite a few digital twists. The main screen features a standard day planner opened to the selected date. On the left-hand page is your class schedule for the day; on the right are your assignments/to-do lists. The interface is intuitive and easy to navigate. You can use the two top center buttons to toggle between the day and week views of your schedule; the latter shows all of your classes on a weekly calendar (but not your assignments). The three icon buttons in the upper right corner of the display give you complete control over the information contained in the app.

by Doug Goldring

The leftmost of the three icons is the Planner button, which allows you to add your scheduled courses to the app. Input the information for each class, and it will appear on your calendar. What is nice here is that you can color-code your courses, allowing you to see which one has scheduled meetings or assignments at a glance. You can also specify the type of class (lecture, lab, study group, etc.) with different icons.

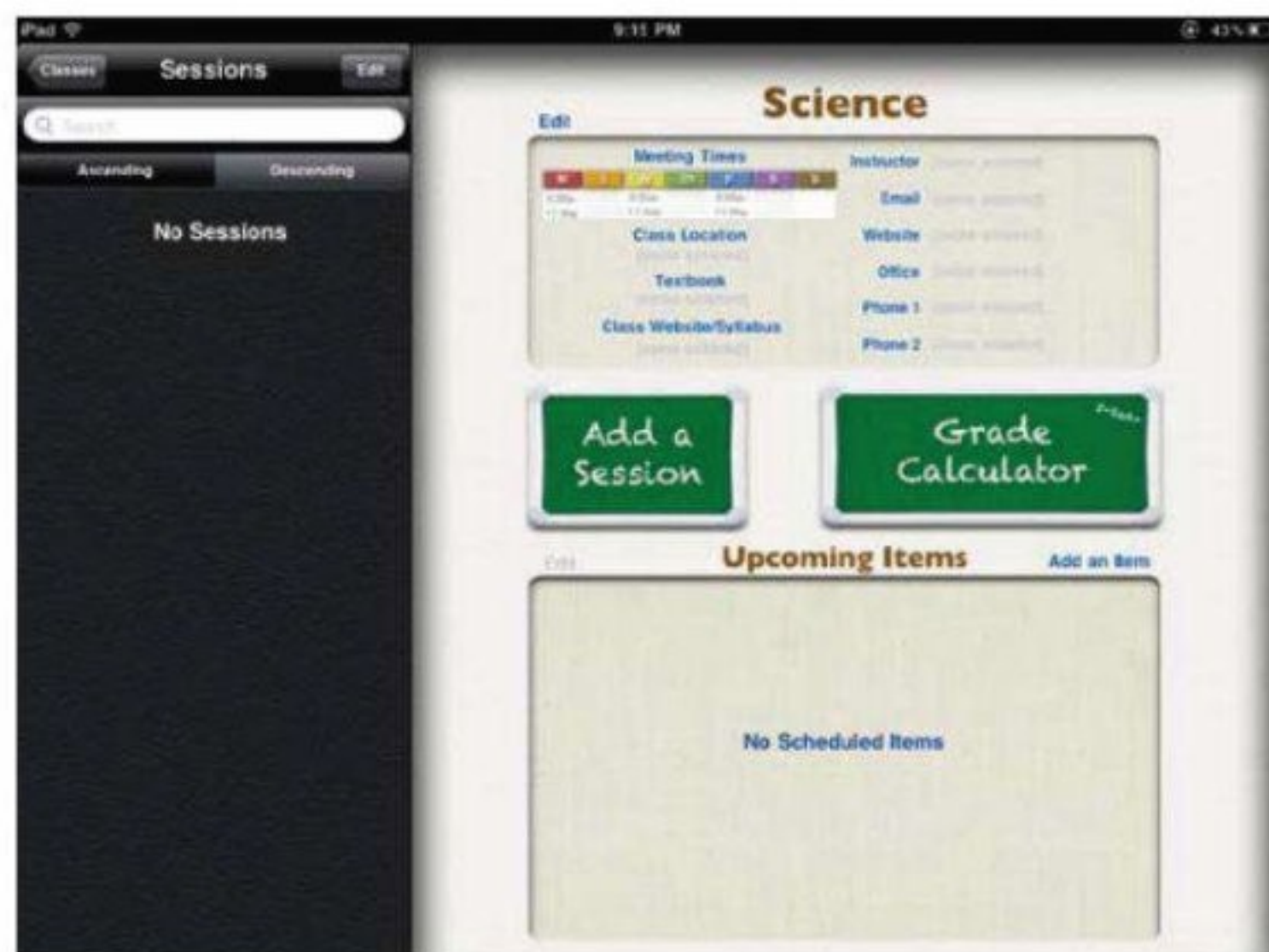


iStudiez Pro has the look and feel of a paper planner along with an incredible degree of flexibility and customization.

The middle icon lets you add to your homework and assignments list. You can control the organization by due date, course, or priority. This is a fantastic way to keep track of all of your pending assignments; it sure beats trying to read that sloppy handwriting in tiny calendar blocks.

I absolutely loved the third button, which lets you enter information about the class instructor. When I was in school, the instructor would share their contact information on the first day of class. This would promptly get written down on a piece of paper and almost immediately lost. The ability to store it right

there on the iPad is perfect. Tap the icon to display a list of your instructors. Select any one to show their contact information as well as the courses assigned to them. The developers seem to have found the perfect combination of design and features, giving you a look and feel of a paper planner along with an incredible degree of flexibility and customization.



Despite a robust array of features, Complete Class Organizer's usefulness was hampered by a confusing user interface.

Complete Class Organizer

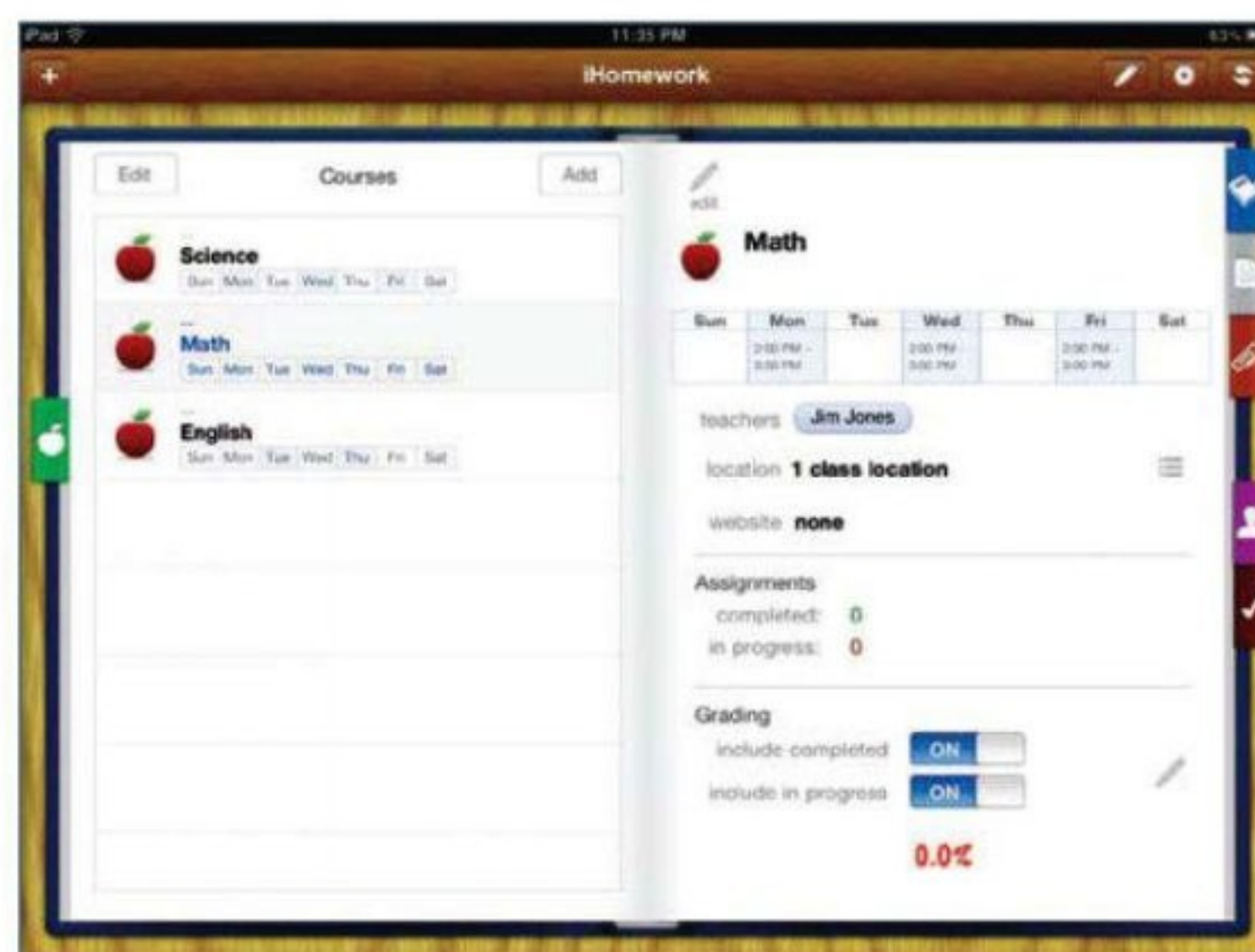
\$4.99, iPad only: app2.me/3200

This is the most comprehensive organizational tool available for your homework and studies. Unfortunately, the user interface made it extremely difficult to use effectively. The main portion of the screen shows your current to-do/assignment list. However, there was an awful lot of wasted space on the main screen. In addition, the course schedule in the left sidebar is too small to be read easily. Finally, the semester calendar is hidden beneath the course schedule, making it difficult to access.

Once you get passed the user interface, this one really stands out because of all of its extra features. Tap on any class to go to the course notes section of the app. From here, you can enter and track your notes from any course or even calculate your grade. The slider system of inputting grades was not terribly effective; I would have preferred a system that allowed you to enter individual grades for each assignment or test.

The real main attraction is the session notes section. A "session" refers to any class meeting, whether it's a lecture, lab, study session, or something else. I loved this feature because it lets you add written or audio notes, drawings, and tasks or homework assignments. It even lets you paste in a website or PDF document, or sync with Dropbox and Google Docs.

This is an incredibly robust and powerful app that offers all of the tools you need to get organized for the semester. However, the developer needs to work on simplifying the interface and make it more effective.



iHomework focuses solely on homework, eschewing some of the other areas in some of the all-in-one apps.

iHomework

\$1.99, app2.me/3201

If all you need is an attractive app to track your homework assignments and tests, iHomework offers the perfect solution. Like iStudiez Pro, iHomework mimics the look and feel of an old-fashioned day planner, including six tabbed sections. These six tabs allow you to switch quickly and easily between assignments, reading, reminders, courses, teacher information, and completed work.

Again, I really liked the idea of merging the traditional day planner format with the new features allowed by the iPad. This allows the app to offer quite a bit of flexibility while maintaining a familiar look and feel. I also appreciated some of the more visual touches. For example, when you add an assignment, not only will the entry appear on the assignments tab, but also a color-coded icon will appear on the calendar.

While I thought this app did a fantastic job of organizing and tracking your homework and assignments, the app was significantly more limited than the other apps in this category. There is no way to add class notes and had no general calendar showing your class schedule.

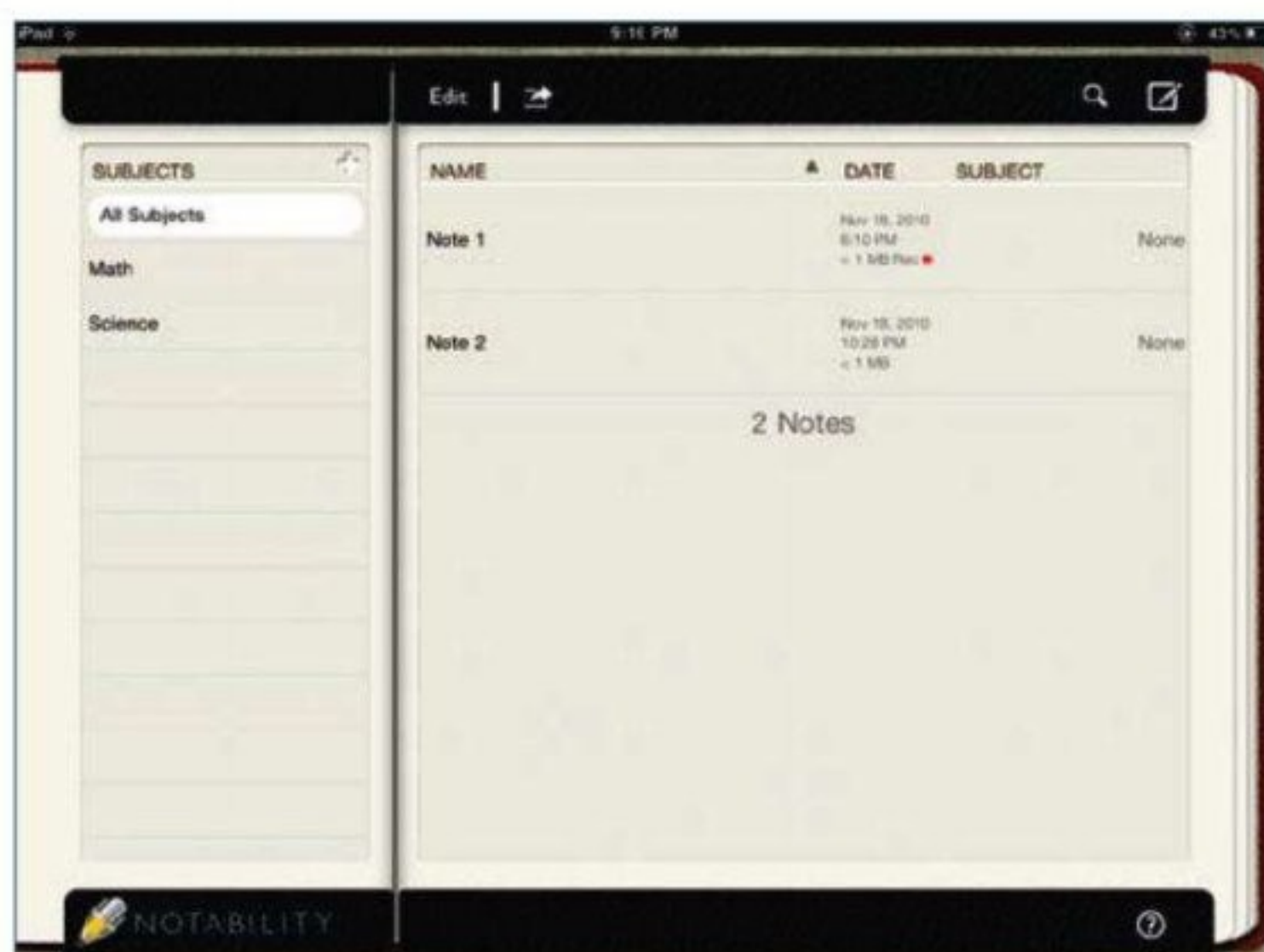
Note-takers

While I was thoroughly impressed by the various apps available to help you track your assignments, courses, and homework, none of that is going to do you any good if you don't actually know the material. For that, you will need to pay attention (or at least stay awake) in class and take notes. Fortunately, there are a number of excellent note-taking apps available.

Notability

\$0.99 (iPad only), app2.me/3202

Notability has one of the cleanest and most intuitive interfaces I have used. It allows you to sort notes by name, date, or subject. In addition, you can filter notes to show one subject at a time.



Notability allows you to record voice notes in addition to the standard text entry.

What really sets this one apart is that you cannot only add text and photos to a note, you can also add audio recordings. So if you're having a hard time focusing in class, turn on the recorder and review the class later.

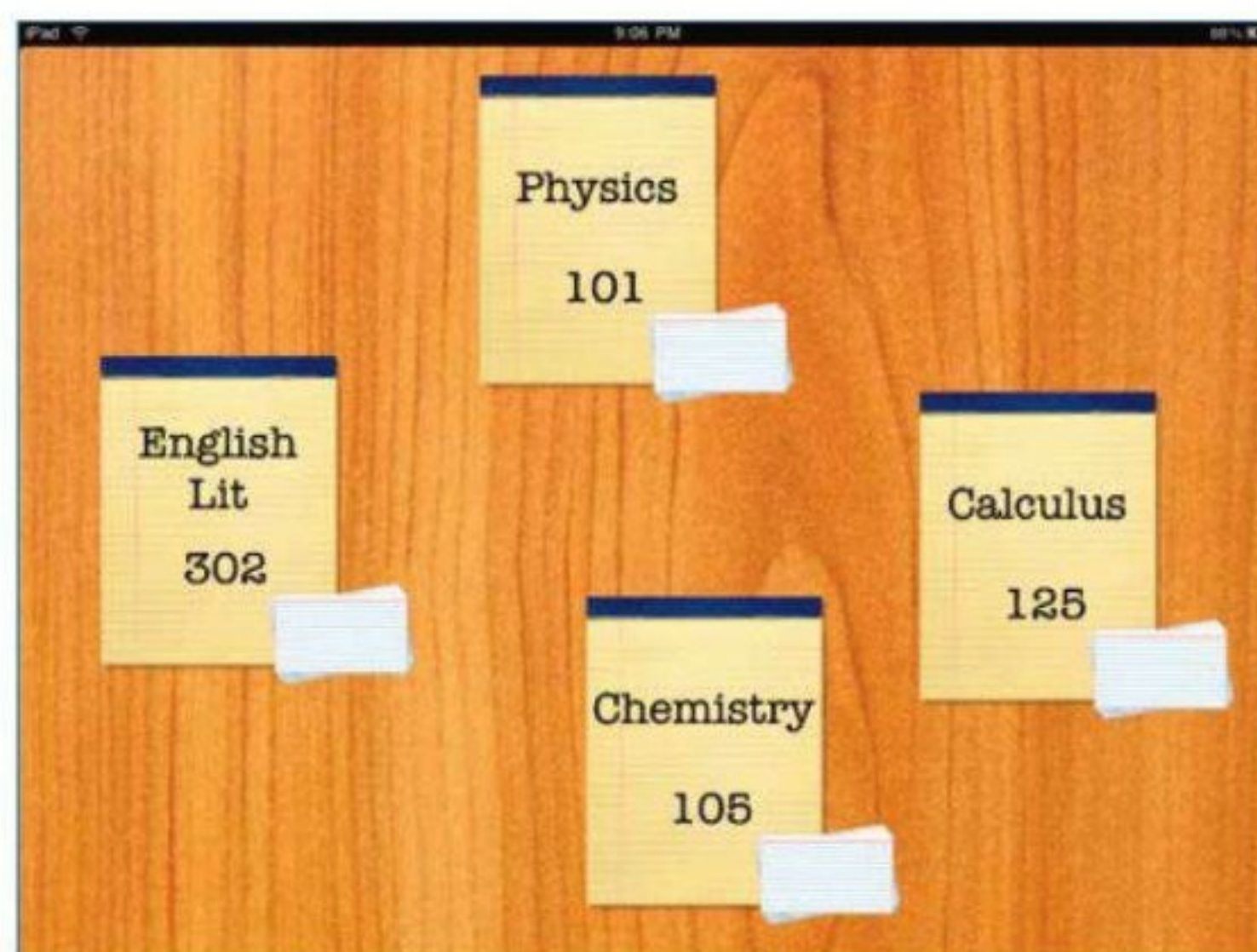


Course notes is a much more robust app than its cartoonish appearance might indicate.

Course Notes

\$2.99, app2.me/3203

This is a robust note-taking app that lets you create a separate notebook for each subject. This makes it the functional equivalent of that five-subject notebook we used to carry in high school. Just flip to the correct section to access all the notes you have created in that subject (organized chronologically). What really impressed me about this one were its social interaction features. Course Notes lets you share your notes via Facebook, e-mail, and even directly with another device on the same network. You can also upload your notes and make them available online. In other words, you can join your study group across town or across the world, without leaving the comfort of your dorm room's basement lounge.



iStudious allows you to take notes and create flashcards as study aides.

iStudious

\$2.99 (iPad only), app2.me/3204

While iStudious may not have been the most robust note-taking app available, it may be the most useful. In addition to taking notes, it also allows you to create flashcards. I thought this was fantastic because it stops you from switching back and forth between your note-taking apps and flashcard apps like **Flipside HD** (iPad, \$1.99: app2.me/3205; iPhone/iPod touch, \$0.99: app2.me/3830) or **Study Aid** (\$1.99: app2.me/3207). This app allows you to enter your notes during class and then go back to your dorm room and create flashcards—all from the same app. This not only streamlines the process, it allows you to store your notes and flashcards side by side in the same app.

Before you set foot in a classroom

These apps will help you excel in your studies. They allow you to organize your studies even before you set foot in a classroom; they help you take, organize, and review classroom notes; and they help you stay on top of your assignments. Some of these apps are available for the iPhone and iPod touch, but smaller touch screens limit their utility.

These apps are not quite enough to make me wish I was back in school, but I certainly wish tools like this were available way back then.



Doug Goldring is an attorney in Washington, DC. He is the editor emeritus of JustAnotherMobileMonday.com and has written about mobile technology on numerous websites. You can contact Doug at doug@justanothermobilemonday.com.

Great Physics-Based Games

(That You Haven't Played Yet)

by Eric Pankoke

I'm very happy for the success Rovio has achieved with Angry Birds. However, when one particular game gets so much hoopla in an already overcrowded and under-marketed space, a lot of good games tend to go unnoticed. In this article I take a look at three physics puzzle games that don't involve enraged fowls. In some ways, I find them more enjoyable than Angry Birds because I haven't run into a level yet where I couldn't get the equivalent of three stars within a few tries. I don't mind a challenge, but I don't have an hour to spend on each level just to have the satisfaction of knowing I mastered it. Let's take a look at these cool games.

♦ Siege Hero

\$0.99, app2.me/3902

The first comments I heard about Siege Hero were along the lines of "it's like Angry Birds, but from a first person point of view." Anyone who has played both games knows that's not true at all. They do share the common task of causing a structure to fall down on top of their enemies, but the mechanics and atmosphere of the games are completely different.



Siege Hero is more like a tactical shooting gallery game, since you get to precisely target the area you wish to shoot. You simply tap an area quickly to launch ammunition at it, or you can hold your finger down to produce a scope that lets you zoom in and find just the right spot to strike. In scope mode the ammunition is launched once you let go of your finger.

Ammunition and other features create tactical challenges

Like other games of this style, you start out with basic ammunition and get the cooler stuff as the game progresses. In this game you start with a single rock, and eventually work your way to triple rocks. Then you get gunpowder, which has a little more kick to it. Next you get fire, which does wonders when it comes to burning wood. So far, the final element I've received is oil, which is a neat tool because instead of destroying the building blocks like wood or stone, the oil barrel simply breaks and splatters lethal oil all over the enemy. It's a nice tactical nuance that I don't think I've seen in another physics game. I also like the fact that there are "civilians" in the game that you gain points for saving but lose points if they get killed.

The visuals and audio are OK

Visually, the game is a bit of a mixed bag. Nothing is bad looking, but the backgrounds are pretty bland. The objects you can destroy are kind of boring until you start breaking them apart. I like the cartoon style of the characters, however. There are also nice little touches, like the soldiers' faces turning to skulls before they disappear, or little wings floating up when you accidentally kill an innocent civilian. There are some nice ambient sound effects, and the noises the enemy makes when dying are okay for a while, but overall the sound isn't very impressive. Even worse, there's no music. It's really a shame they didn't put the same level of effort into the aesthetics as the game itself.



Gameplay is Siege Hero's strength

While the audio and visual elements of the game might not be up to par with others of its ilk, Siege Hero more than makes up for it with actual gameplay. It's kind of nice being able to play this type of game without having to use the pull back and release method so prevalent in this genre of game, and it really does make Siege Hero feel like a whole different experience.

Grade: A

♦ Melon Truck

\$0.99, app2.me/3903

Much like Angry Birds and most other "wreck the castle" style games, Melon Truck uses the drag and release method to adjust speed and angle and launch objects as ammunition. In this case the "weapon" of choice is the watermelon, but what I love about this game is that it's not about destroying things. Instead, the object of the game is to score at least 1600 points per level by launching the melons into scattered baskets.

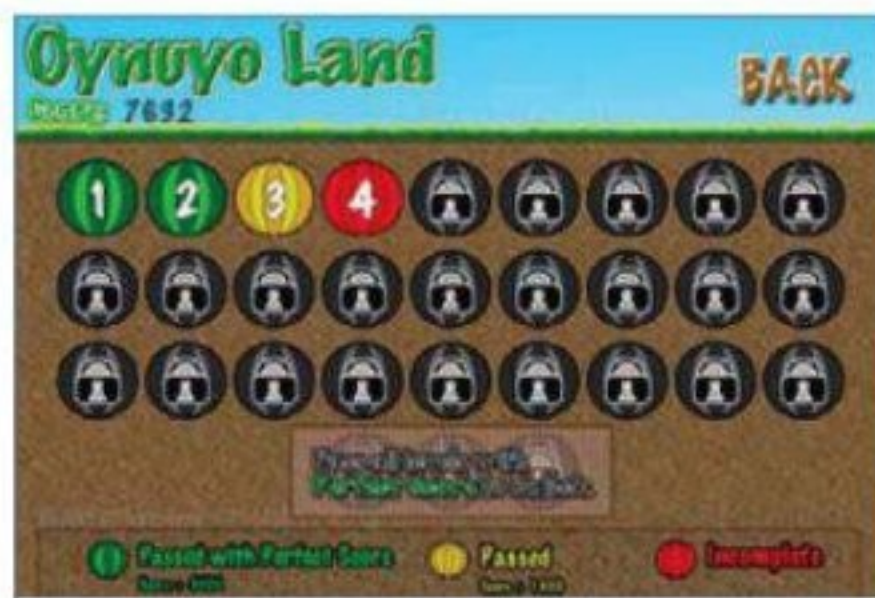
Sensitive controls make the gameplay difficult

My main issue with the game is that the controls are way too sensitive for something that needs to be quite precise. Many times I had the angle and speed set to the exact values I wanted, but in the fraction of a second I lifted my hand off the screen, I shifted enough that one or both values changed. This usually results in a missed shot, which is never good. It's especially important to be able to adjust the values accurately because, aside from showing the numbers, there's no visual indication of the path the melon will take.



Visuals are slightly lacking, but soundtrack has tribal undertones

Speaking of visuals, the graphics in Melon Truck are pretty average. Nothing looks bad, per se, but it also looks like something I could do with a few hours of Microsoft Paint. Thankfully it doesn't impede the gameplay, and you do get used to the look after a while. The sound of the cannon firing is a bit odd, but I like the rest of the background jungle noises. I also like the music—it has a nice tribal undertone to it and reminds me of the soundtrack to the classic video game, "Shadow of the Beast."



With Melon Truck you don't have to destroy everything

Despite less than adequate controls, Melon Truck is actually a decent "aim and launch" game. Granted, I'd enjoy it more if the controls were easier to manage, but I've learned to deal with it and just keep trying until I pass a level. I just appreciate the fact that you get the same style of mechanics as Angry Birds without having to destroy everything.

Grade: B+



Popstar Physics: Save Toshi 2

Free, app2.me/3904

If Siege Hero is Angry Birds from a first person viewpoint, then Popstar Physics is Siege Hero in 3D. Thankfully, every time you add perspective to this genre it both enhances and varies the gameplay. Much like Siege Hero, in this game you just tap where you want to launch your ammunition. You can pinch to

zoom, but you don't really need to in my opinion. You will need to take advantage of the rotating board to view it from different perspectives; there are times when you'll need to attack a level from different angles to be successful.

Use tennis balls to crumble surroundings and crush zombies

Each level requires you to crush one or more zombies. To do this, you must use your supply of tennis balls to knock down the structures that are over, under, and around the zombies. Wood can be broken, stone falls but does not break, and ice slides around the stage. You must decide which objects are the best ones to strike to cause the surroundings to crumble to your advantage. You only have to kill all the zombies to advance, but in order to get three gold stars you'll have to do so without using all your tennis balls. Unlike some other physics games, however, you won't have to spend an hour on each level to earn those gold stars.

Zombies scream, but the Popstar is music-less

In contrast to the other games in this article, the backdrop in Popstar Physics is quite well rendered. It would be nice if there were more than one setting, but at least it looks really good. There are also some nice ripple effects when an object falls in the water. The zombies look decent, though they are clearly just a re-skinned Toshi from the first game. The sound effects are great, whether it's the ball hitting a particular surface or a zombie screaming when it dies. It surprises me that while you're saving a supposed pop star, there's a distinct lack of background music.



Only 20 levels, but it's a joy to play

Popstar Physics has been quite a joy for me to play. I find myself giggling just a bit every time I get that third gold star. My main gripe is that there are only 20 levels right now, but I'm hoping that they'll come out with some additional levels after a while.

Grade: A-

This is just the tip of the iceberg when it comes to fun physics games. Sites like AppShopper.com list games by release date, forums like TouchArcade.com are always discussing the best and brightest releases, and friends are always a good source for new gems. These developers have worked long and hard on these projects, and most of them can't really afford advertising. They certainly deserve a return on their investment. Besides, if you like the game, then it's a win-win for all of us. ☺



Eric Pankoke has been a gamer for over 20 years, beginning with arcade games and moving to consoles and eventually mobile gaming platforms. He has written over 100 gaming reviews, which have appeared on a number of gaming Web sites, as well as his own site (RustySabre.com). He's also a regular contributor to our own blogs (iphonelife.com/blog).

7 Great Apps for Special Needs Communication

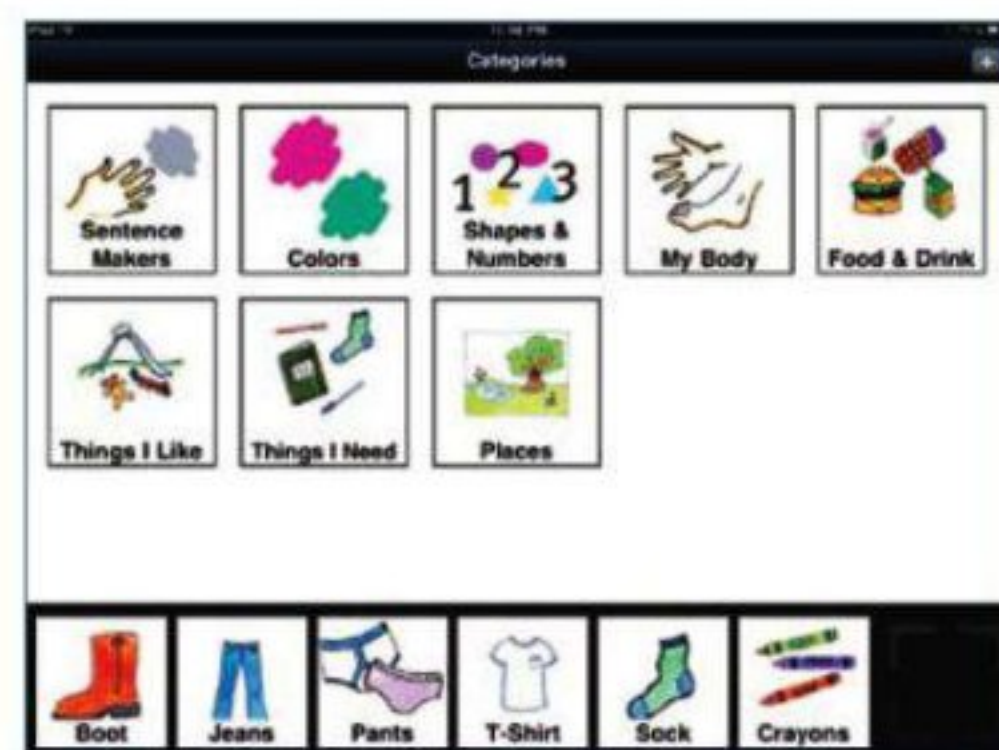
by Kevin Sitek

Most of the stories about special needs apps have focused mostly on individuals with Autism (Asperger Syndrome) and Down Syndrome. But individuals with Cerebral Palsy and other syndromes can greatly benefit from a number of Augmentative and Alternative Communication (AAC) solutions available in the App Store.

Whether you're ordering food at a restaurant, describing your aches and pains to your doctor, or telling your spouse you love them, communication is vital in daily life. Most of us take the ability to communicate for granted, but imagine how difficult it would be if you couldn't talk. Unfortunately, hundreds of thousands of people face this challenge on a daily basis. Until recently, many of them used dedicated (and sometimes quite expensive) AAC devices to help them. However, the iPad and a number of third-party apps are helping to bring the cost down and make ACC more widely available and portable.

My favorite AAC apps

Note: Unless otherwise indicated, these are "universal apps," which means that the iPad and iPhone/iPod touch versions of the app are bundled together. When you install the app on your iOS device, it senses the device and installs the appropriate version.



Using pictures to build a sentence in Grace.

Grace – Picture Exchange for Non-Verbal People

\$37.99, app2.me/3225

Grace is a simple picture exchange system for non-verbal individuals. The goal of the app is "...to encourage independent social interaction with the user taking control of what they want to say." A user can build sentences from their basic library of pictures. It is completely customizable, allowing the user to add his or her own photos and pictures. They have a great support group on Facebook and have a free manual, which is available on their site.

Proloquo2Go

\$189.99, app2.me/172

Proloquo2Go is definitely the most talked about of all the AAC apps, but it is also one of the most expensive. It provides natural sounding text-to-speech voices with a vocabulary of over 7000 words in its library. The robustness of this app is overwhelming. It even has punctuation that you can select to be part of the sentence that the user composes. My complaint with this app is that it needs to be organized better and easier to use.



Building a simple sentence in Proloquo2Go.

You get lost quickly in the endless levels of items and categories. There is a relatively steep learning curve, and it takes awhile of getting used to. They have an online support community forum on their site (proloquo2go.com/support) where you can go for help. It's not a bad app, but if you are paying \$189 for an app like Proloquo2Go, it should have better graphics and an easier user experience... one that doesn't require such a steep learning curve. As is, Proloquo2Go barely made my list.



OneVoice has beautiful icons to help compose a sentence and then reads it aloud.

OneVoice

\$199, app2.me/3892

OneVoice is a highly customizable AAC app with beautifully designed icons that look like real world objects, not abstract stick figures. Simply tap on the icon and the app speaks the

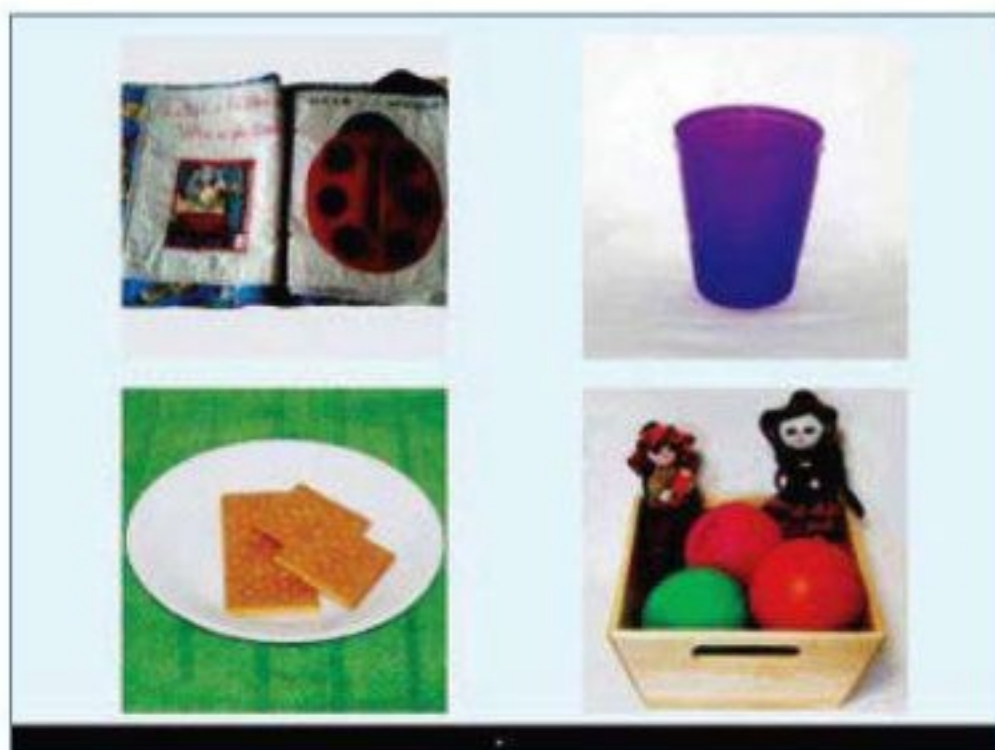


word out loud through the iPad/iPhone's speakers. The app has four voices to choose from that will speak the selected text. Everything is extremely well organized and easy to use. It doesn't have as many items as Proloquo2Go, but the app makes it very easy to add phrases and photos to suit your special someone's needs. My only complaints are that it took me a while to figure out how to customize the app (Tip: You need to turn this feature on first.) and you should be able to increase the size of the buttons. As is, the size of the buttons are too small for my daughter to manipulate. A quick intro tutorial would be also extremely helpful. Once I got the hang of it, I absolutely loved OneVoice.

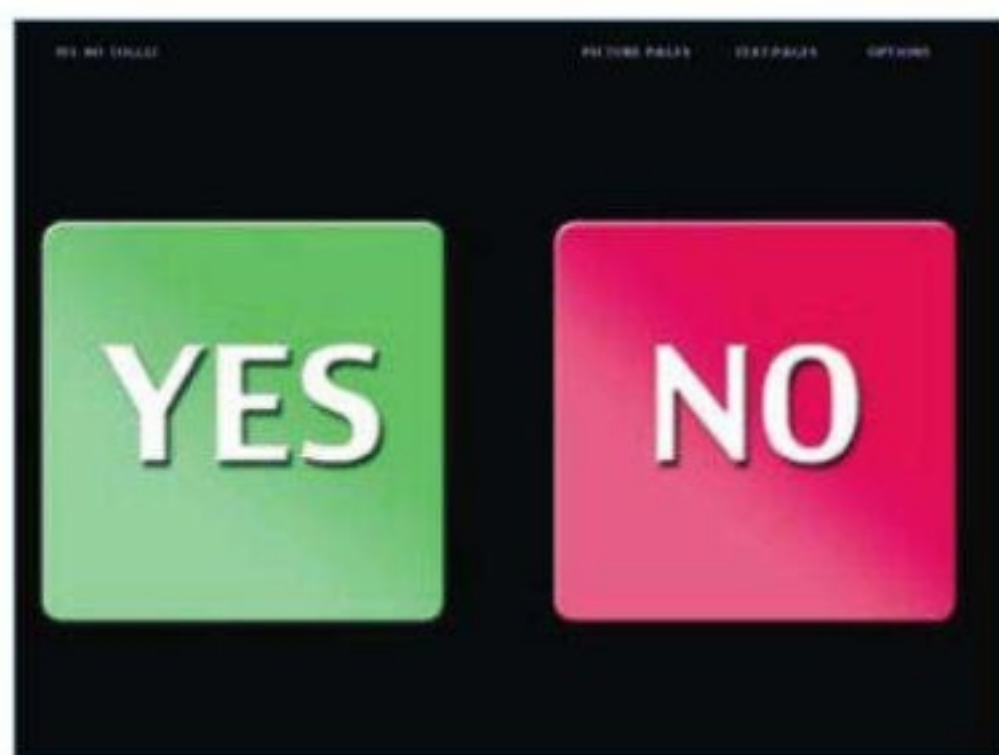
Verbal Victor

\$6.99, app2.me/3893

Verbal Victor was created by parents, special education teachers, and speech therapists at the Children's Center for the Physically Disabled in Winston Salem, NC. It is a bare bones AAC app, but if you are on a budget, it's great to have. The interface is simple and can be customized to show two, four, or six buttons per screen. It includes two modes—one for administrator and one for the user. It is fully customizable and allows you to access the built-in camera and microphone to create new buttons. But it definitely has a lot of room for improvement.



Verbal Victor a simple but effective AAC app.



Answers:YesNo is a great two response, customizable response app.

Answers:YesNo

\$3.99, iPad: app2.me/3218, \$0.99, iPhone/iPod touch: app2.me/3219

This simple and inexpensive AAC app displays two large customizable buttons, which gives special needs users the ability to answer a simple two response question. You can choose from five voices that speak the answer out loud. The color of the buttons, the text or graphics displayed on



them, and the audio associated with them can be customized. An expansion picture pack is available for \$2.99 through an in-app purchase.

This one is great for individuals with extremely limited motor skills, as is the case with my daughter Lillie. The large buttons make it easier for her to communicate her desires when asked a simple two answer response question.



SpeakIt! highlights words when read aloud.

SpeakIt! Text to Speech

\$1.99, app2.me/3226

This very affordable app imports text from an e-mail, Web page, PDF document, etc., and then uses its text-to-speech capability to "read" it aloud using a user-selected voice. You can then create custom audio files from your selected text and e-mail them to someone else. You can also create a custom library of pre-made recordings. When your typed message is being read aloud, each word is highlighted. This is a one of my favorite features. SpeakIt! includes four basic voices, but 30 additional voices in various languages are available for \$0.99 each through an in-app purchase.

Click n' Talk

\$ 2.99, app2.me/3894

This very simple and affordable AAC app allows the user to create customizable photo albums that contain personal photos/images with sound clips and text. The app is easy to use and a snap to customize. We are currently using Click n' Talk with my daughter's therapist to help her identify her favorite toys and objects from home. The interface, while simple, does need some interface design help. Also, the developer needs to include a way to set a new password for "edit mode" in case you forget yours. Otherwise, you will have to delete your app from your device, which results in you losing all of your customized albums.



Click N'Talk allows you to create customized photo albums with text, recordings and photos.

Which AAC app is right for you?

The special needs community is diverse and not every app is suitable for every person in it. For example, with the exception of Answers:Yes/No, none of the apps mentioned are appropriate for my daughter Lillie due to her limited movements. Fortunately, there are a host of great blog sites and Facebook pages that can help you find the right app for your special someone. For free app demos definitely check out a4cwsn.com. You can always shoot me an e-mail (contact@lilliespad.com) and I can point you in the right direction. Finally, check out my article in the March/April 2011 issue of *iPhone Life* (iphonelife.com/issues/2011March-April/AccessoriesSpecialneeds) for a list of special needs app related resources online.

Revolutionizing the special needs community

Whether you are a parent, caregiver, educator, medical professional, therapist, etc. the iPad is revolutionizing the special needs community. In the past, communication tools for people with special needs were expensive and not very portable. The iPhone, iPod touch, and iPad changed that. The App Store has a wide variety of ACC apps, and unfortunately we could not

review them all. As mentioned earlier, these apps address different special needs. Do your research, look for reviews, and if available, download free demos to see if the app is right for your special someone. (Buyer's beware: Some developers are looking to cash in on the special needs community with subpar apps. Make sure you do your research.)

I want to thank the developers for providing me with copies of their apps for this article. I also want to hear your stories on how you use your iPad, iPhone, or iPod touch to further enrich the life of your special someone. You can e-mail me your comments, questions, or suggestions at contact@lilliespad.com. Don't forget to visit my blog for giveaways and everything special needs related for the iPad, iPhone and iPod touch at lilliespad.com.



In his spare time, Kevin is currently working on new education apps that will be available in the App Store this year. Kevin also has his own special needs blog, Lillie's Pad (lilliespad.com), which is a special needs resource for the iPad, iPhone and iPod touch. So stop on by and join the party! contact@lilliespad.com.



Be a featured iUser! www.iphonelife.com/iusers

Dentist demonstrates procedures to patients with his iPad

Todd Beck, DMD

What do you do? I am a general dentist with two practices in Portland, Oregon.

Which device do you use? iPhones, iPads, iPods, iMacs, MacBook Pros and Apple TV.

How long have you had them? Since they first came out!

How do you use them? I use my iPad for patient education. I use **Guru** (free, app2.me/3736) to show patients video presentations of the various procedures I recommend. This is very convenient as the patient can hold the device while they sit in the chair and have total control over the presentation. They can replay or pause to ask questions. It's a very interactive and cool way to educate patients and provide informed consent for treatment. I also use my iPad to remotely access my schedule and patient database at both my locations. Whether I am at home or on the road, I can easily access any patient's information. I have two iPads, one for each location.



They both are 3G, so if I have them when I am traveling, I can easily access my apps and the Internet if there is no Wi-Fi. I also use a remote app to control the sound system in my offices!

What apps do you use the most? **Guru**, **YouTube** (built-in) and **Remote** (free, app2.me/3104).

What would you do if you didn't have it? I would go out and get one! No, seriously, if I didn't have the iPad, I would have to use a desktop computer in the treatment rooms to show the presentations, which would not be as convenient or easy for the patients.

Do you consider yourself an Apple fanatic? Yes! My partner and I have iPhones, iPads, iPods, iMacs, MacBook Pros and an Apple TV. And we own stock in the company!

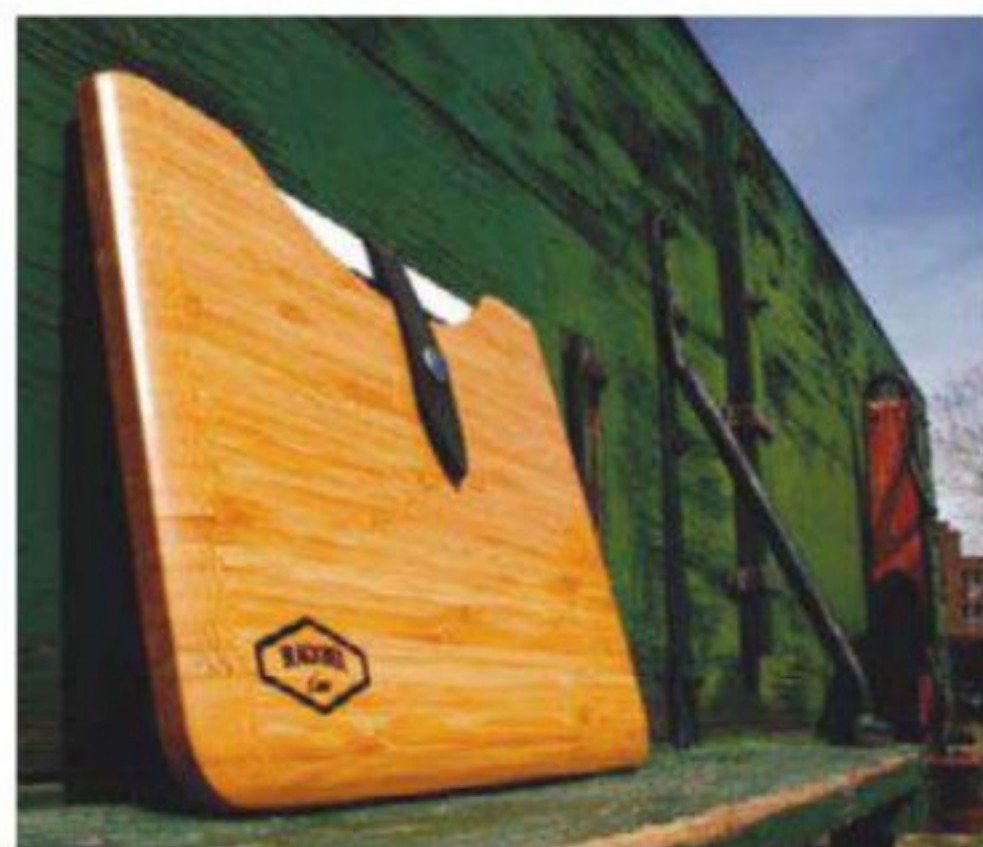
Complete the sentence: Apple without Steve Jobs is... going to be just fine :)

On a scale of 1 through 10, just how angry are the Angry Birds? They are a level 8 angry, and I am a level 10 angry because I can't seem to win.

Green-up Your Gear!

SUSTAINABLE ACCESSORIES AND CASES FOR YOUR iPad AND iPhone

Accessories for the iPhone, iPad and iPod touch abound, but most give little regard to manufacturing processes, materials used in production, and the motivation behind the making the product in the first place. There are a lot of amazing, socially responsible (and very profitable) companies creating practical accessories to dress up your gadgets. Below you'll find some of the most creative, innovative, and practical solutions to fit your device. The best part—they are all manufactured sustainably, or help you keep a smaller ecological footprint.



Handcrafted Bamboo Case for iPad 2

\$99, blackboxcase.com

This handcrafted bamboo case for the iPad 2 is not only durable and attractive, it has a lot of personality. Each case arrives wrapped in a burlap bag, and it includes an individualized, hand-numbered, certificate welcoming you to the Blackbox case family. Felt lining inside the bamboo cushions the iPad, and the leather strap holds it in with a metal snap. The leather strap also has the individualized number engraved. The back of the case has two small rubber nubs that

by Alex Cequea

work with the leather strap to keep the case from sliding on smooth surfaces.

Your iPad 2, with or without a Smart Cover, fits in the case. The case comes in two types of finishes: natural bamboo and carbonized brown bamboo. It weighs just over 12 ounces, and it is roughly 3/4 of an inch thick. Blackbox donates 15 percent all sales to various charities.



Laser-Etched iPad Bamboo Skins

\$19 plain skin, \$39+ predesigned or personalized engraving, grovemade.com

These bamboo skins come to us from the Portland-based team at Grove. The skins add an elegant and stylish look to your iPad, but not a huge amount of protection. You can get a plain skin for just \$19, choose a pre-made design for \$39, or get your own individualized design for \$49. Grove takes prides in their company culture of authenticity and transparency, and they actively take a stand against third-world sweatshop labor. Everything they make is designed and manufactured in Portland, Oregon. They also have a line of laser-etched bamboo and leather cases for the iPhone and iPad.



Kork iPad Case

\$67, aprodukt.com

The eco-friendly Kork iPad case is made from 100 percent recycled cork and has a sculpted design that holds the iPad firmly in place. It doesn't offer much in the way of screen protection, but it is comfortable to hold and feels very durable. The cork is lightweight and has openings for all the ports and buttons, including a slanted opening for the speakers that directs the sound straight to you. The case works better as a basic protector rather than a case to travel with. The makers of Kork didn't yet have a version for the iPad 2, but one should be available by the time this issue prints.

Vegan-Friendly iPad Purse

\$75-\$135, revealshop.com

Reveal's feminine iPad bag consists of luxury-grade vegan leather, recycled zippers, and lining made from recycled microsuede certified by Scientific Certification Systems. It includes an elegant gold-plated chain strap, and like Plaid Doctrine's sleeve, it also has fabric derived from recycled plastic bottles... in this case, the fabric is satin. The bag fits



both the iPad 1 and 2, and the pockets have been specifically fitted for iPad wire adapters. The interior has soft memory foam padding and plush.



Upcycled Wetsuit iPad Sleeve

\$26, looptworks.com

If you're looking for water protection that is also sustainable, you can't go wrong with an iPad sleeve upcycled from scrap wetsuit material. The cushy nylon neoprene protects the iPad from bumps and scratches, and still lets you keep a slim outline. The sleeve also has a small zippered pocket that can hold small items like loose coins or business cards. To wash it, you can simply throw it in the washing machine. The goal of upcycling is to prevent the waste of unused materials during the manufacturing process, thus reducing the need for new raw materials. Looptworks, the company behind this iPad sleeve and other lines of clothing gear, upcycles excess scraps in 100 percent of their products.

Plaid Doctrine: Made from Recycled Plastic Bottles

\$69, plaiddoctrine.com

These cool iPad sleeves are manufactured by Plaid Doctrine and are covered in water and stain-resistant high-performance fabric derived from recycled plastic bottles. They are ultra-lightweight, and fit both the iPad 1 and 2 with or without the Smart Cover. The sleeves feature two large front pockets that can hold your headphones, charger, and phone. The sleeve is fully lined in recycled, rip-stop nylon, and the inside is foam-padded for additional protection.



Sleeves Made from Recycled Truck Tarps

\$103, freitag.ch

The F23 iPad Sleeve, brought to you by the Swiss company Freitag, is made from recycled truck tarps that have been used on the road. They are tough, rugged, and really cool to look at. Inspired by parachutists, the sleeve has a "quick-out" strap for high-speed iPad access. The sleeve is strong enough to protect your iPad from bruises and scratches, and the inside has velvety lining that helps clear smudges and fingerprints of your iPad 1. They don't yet have a size specifically for the iPad 2. However, the company also makes iPhone 4 sleeves and other bags and gear from the same material.

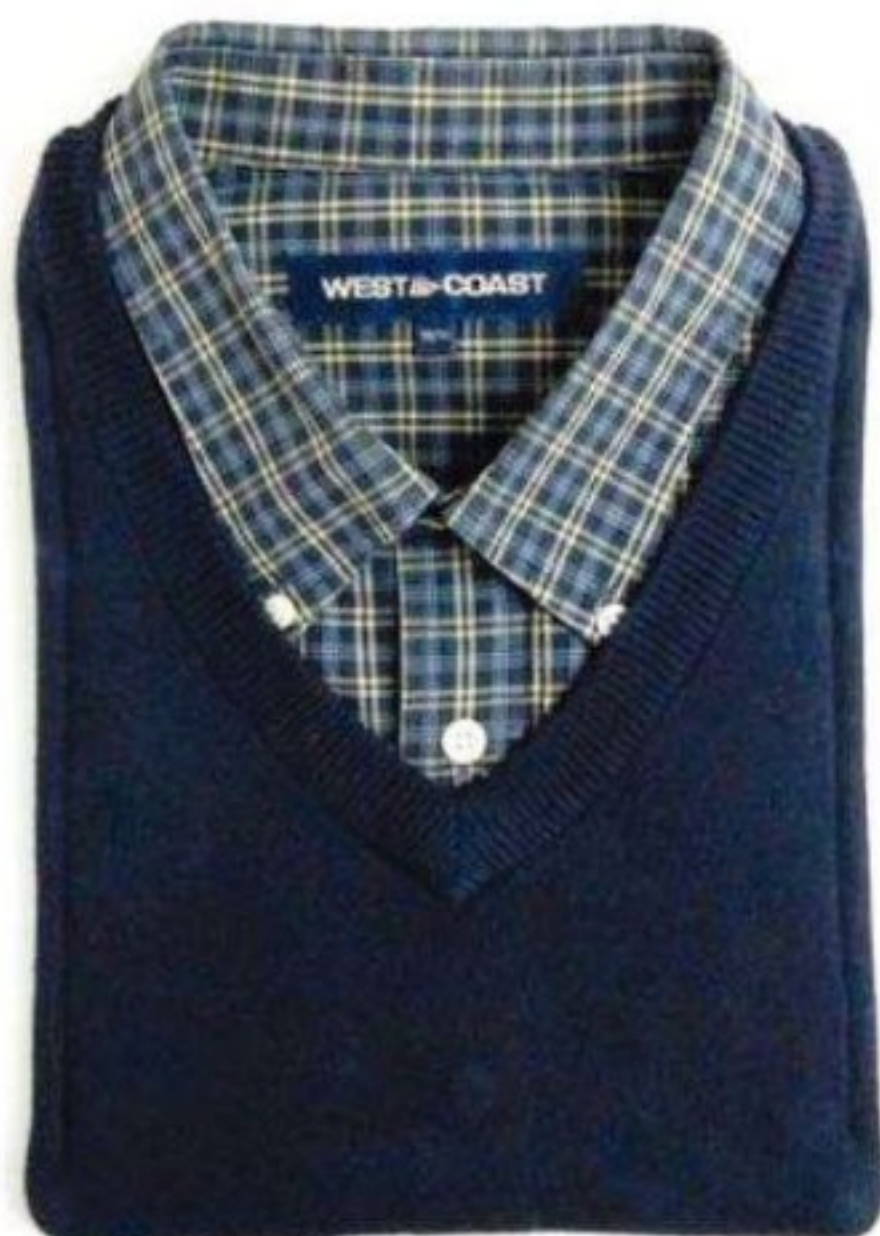
iPhone and iPad Cases Made from Vintage Fabric

iPhone cases, \$35-\$45; iPad cases, \$45-\$95, blytheking.com

The designer, Blythe King creates these one-of-a-kind cases for both the iPhone



and the iPad. They are made from recycled and repurposed vintage materials from various dressmakers' estates throughout Louisiana and Virginia. Blythe King even keeps the buttons and pockets to create cozy and comfortable clothing pieces for each device. She designs, cuts, packs, and ships every case herself, and besides the inner padding, no new materials are used in the process.



Finderskeeper's iPad Sleeve

Starting at \$55,
etsy.com/people/findersandkeepersnet

Along the same lines as Blythe King, these witty iPad sleeves are stylish and unique, and are made from recycled clothing material. Machine-washable and drier friendly, these outfits have been custom tailored to fit your iPad, and lined with breathable, soft organic cotton to protect it from bumps and scratches.



ColcaSac Sleeves

\$35-\$40, colcasac.com

ColcaSac has a line of sustainable cases made from various organic materials from around the world. Their cases and sleeves fit both the iPad 1 and 2, and they all feature an additional pocket for the power adapter. They are very comfortable to hold, and their look and texture has a high-quality feel to it. All



ColcaSac sleeves are made from hemp or organic cotton, and assembled by hand in Salt Lake City, UT.



Origami iPhone case

\$1.95/month for access to instructions, instructables.com (search for "iPhone paper origami")

If you're looking into making your own iPhone cases, check out Mehl Bernhard's origami iPhone case at instructables.com. Bernhard originally created this case because he was carrying a to-do list on paper and didn't have time to enter it into his iPod touch. It may not offer a lot of protection from bumps and scratches, but it's sure to be a talking piece everywhere you go. Full step-by-step instructions are available for download as a PDF file through the Instructables.com website. To download you will need a membership, which costs roughly \$1.95 per month, or \$39.95 for a 2-year membership. A membership allows you access to all of their exclusive content, which includes user-submitted instructions on how to do build just about anything.



Spark Tablet Case

\$299, voltaicsystems.com/spark.shtml

This solar-powered iPad case holds 8 watts of power; enough for one full charge if under direct sunlight for nine to ten hours. It can also charge most other tablets and phones via USB port. The solar panel borders come in silver, charcoal, or orange. The panels are lightweight, waterproof, and built to withstand damage. The padded sleeve part of the case fits an iPad or any other tablet. The bag is made from recycled PET, and it's also waterproof, lightweight, and UV resistant. Including the battery and solar panels, this case weighs about two pounds



LilyPad: the Solar-Powered iPad Case

lilypadcase.com

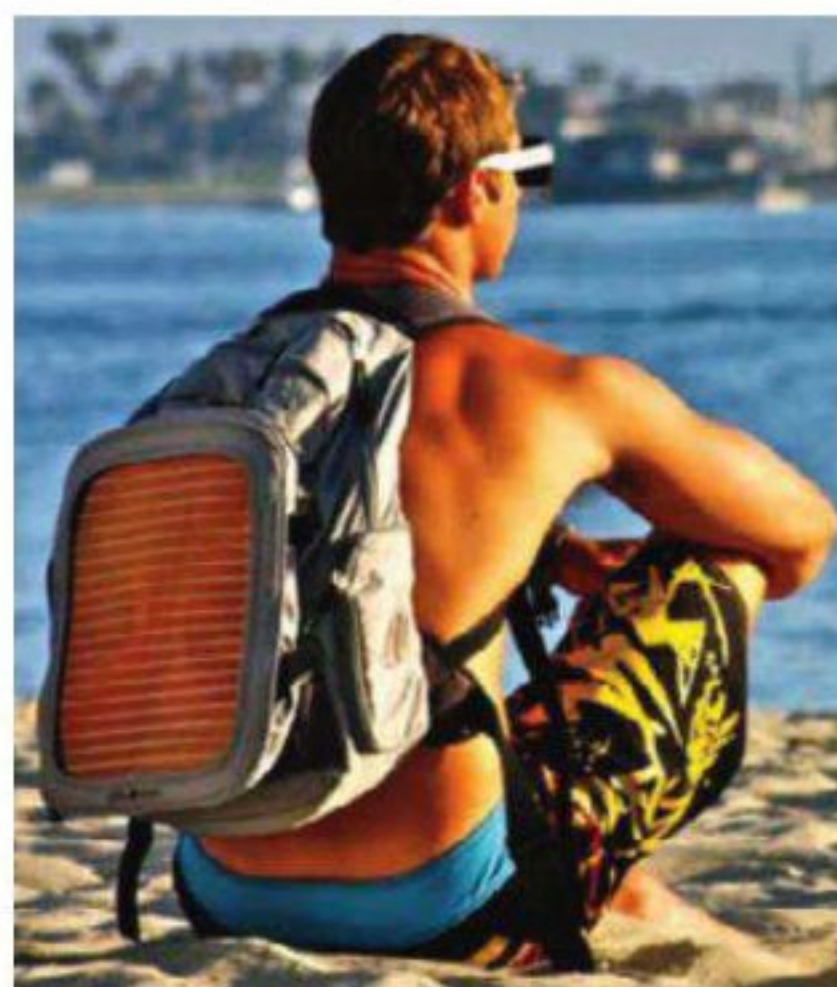
The LilyPad continually charges the iPad by converting indoor and outdoor light into usable energy. The case uses new solar ink technology, which basically makes the case work as a liquid solar panel. If you're an average user, defined

as someone who uses the iPad for two hours per day with roughly 14 hours of indoor light, the LilyPad can keep your iPad charged for up to 13 days. Even in low-light settings, the LilyPad will work to keep trickling energy to your iPad. In addition to working as a regular stand and protective case, the LilyPad boasts several other features that make it incredibly attractive:

- There's an HDMI adapter already built-in, which makes it easy to connect to a TV or projector,
- an additional battery backup holds roughly 24 hours of energy to keep your iPad charged even when there's no light source,
- a USB port to charge other gadgets,
- a whistle locator beeps back at you when you can't find the case, and
- a travel bag with a hole for the solar panel is included.

The LilyPad will be available to the public soon, and should retail in the \$175 to \$200 range. The company be-

hind LilyPad has made a pledge to plant one tree for every LilyPad sold. They call it the "Buy one, get one tree!" deal.



Neon green: Solar powered travel bags

\$119-\$189, goneongreen.com

Neon Green brings us these cool solar power bags that you can use to charge all your gadgets including the iPad, iPhone, and iPod touch. The bags have a flexible thin-film solar cell and re-

chargeable power bank. The solar panel part has individual pockets and can detach from the rest of the backpack to become its own shoulder bag. The light-sensitive material used by Neon Green collects energy up to 70 degrees off axis outdoors and indoors. Charging happens via USB ports.

Make our time here count

Get stylish protection for your iPad and iPhone with these green accessories and help do your part in promoting social responsible and environmentally conscious businesses. Sustainability is ultimately about people and our ability to keep living on this earth. The planet will be fine with or without us, so let's make our time here count. ⚡



Alex Cequea is Associate Editor at iPhoneLife.com and *iPhone Life* magazine. He holds an MBA in Sustainable Business, and he speaks and writes on communication skills, innovation, creativity, the power of visual information, and story-telling techniques. He also runs a popular communication skills site, thespeakerpoint.com. He enjoys tennis, sustainability, public speaking, and climbing mango trees.

a sound enhancing iPhone stand HEAR THE DIFFERENCE



AVAILABLE IN
THESE COLORS



Low Profile



wavecradle.com
also on Amazon.com

Introducing the i-C2 and i-C4 syncing chargers.

Great for those who have an iPhone and iPad,
small work groups, families and classrooms!



<http://www.madsonline.com/iPad-Chargers.html>

Protect Your New iPad 2!

The iPad 2 is a very well constructed device but it isn't invulnerable. No matter how careful you are, you'll ding it or drop it someday. And when you do, you'll wish you had invested in a case. A variety of cases are available from Apple's online store or another online vendor. Here are some that have caught my eye recently.

SMART COVER AND CASES THAT COMPLEMENT IT



Smart Cover

\$39.00, polyurethane; \$69.00, leather; apple.com

Apple's Smart Cover is a breakthrough in case design. It not only protects the face of your iPad 2, it attaches to the iPad 2 via magnets, puts it to sleep

when you fold the cover over the display, and wakes it up when you fold it back. When folded back, the Smart Cover can act as a mini-stand, allowing you to tilt the screen at an angle suitable

by Kevin Sitek



for typing or stand it up for viewing. Unfortunately, the Smart Cover leaves the backside of your iPad 2 completely exposed and susceptible to scratches and other damage. If you are going to purchase one, also buy a carrying pouch to protect the backside of your iPad 2 when traveling. You'll thank me later.

Snap Shield

\$29.99; belkin.com

Snap Shield is the nice complement to Apple's Smart Cover. Snap this case on to the back of the iPad 2, attach the Smart Cover, and you are fully protected—front, back, and sides. The lightweight case has cutouts for all of the ports and buttons as well as the rear-facing camera. Used with the Smart Cover, it provides complete protection without sacrificing the Smart Cover look and stand. However, it will slightly change the way you are used to opening up the Smart Cover. Note that it is not a padded case. If you want to still show off the sexiness of the back of the iPad without covering it up, the clear version of this case is for you.

BOOK-STYLE CASES

Aviiq Smart Case

\$49.99; aviiq.com

This is a great solution to protect the back of your iPad if you want to use Apple's Smart Cover. The case is made of rugged plastic encased in solid aluminum. It snaps on to the back of the iPad with ease and doesn't add a ton of weight. Cutouts make all the buttons, sync port, speakers and rear-facing camera easily accessible. The colors don't match up exactly with the Apple Smart Cover, but that is because they are both made of different material. It also still allows you to fold the Smart Cover into a viewing stand. Overall, it is a great solution for protecting the back of your iPad from dings and scratches while complementing the Apple Smart Cover case.



DODOcase

\$59.95; dodocase.com

This beautifully designed, handmade case gives your iPad 2 the look and



feel of a hardcover book. It is made from "black Moroccan cloth and constructed using traditional book binding techniques." It has an elastic strap similar to that of a moleskin journal, which keeps the top cover closed and in place to protect the iPad's screen. The case shell is constructed of solid bamboo with cutouts that expose all of the iPad 2's ports, buttons, and rear facing camera. The cover also acts as a stand. Although lighter than the DODOcase for the original iPad, this one still weighs in at around ½ pound. But it's a beautifully designed case that provides better protection than thin plastic cases.

BookBook

\$79.99 – \$99.99; twelvesouth.com

This elegantly designed, wrap around case turns your iPad 2 into a vintage hardcover that would be welcome on any bookworm's shelf. BookBook is a perfect way to disguise your iPad 2 from would-be thieves. Velvet padding inside protects the front and back of your iPad, and reinforced corners provide additional protection. The iPad is held in place by leather corner brackets on the bottom and an elastic strap along the top. As a final bit of protection, the whole case zips closed. Finally, you can use the cover as a stand in landscape view.

RightShift for the iPad 2 with Bluetooth Keyboard

\$99. for Bluetooth Keyboard Leather Case; \$84 for customized "Make My Case" with Bluetooth Keyboard; solidlineproducts.com

RightShift is an all-in-one leather case that protects your iPad 2 and includes

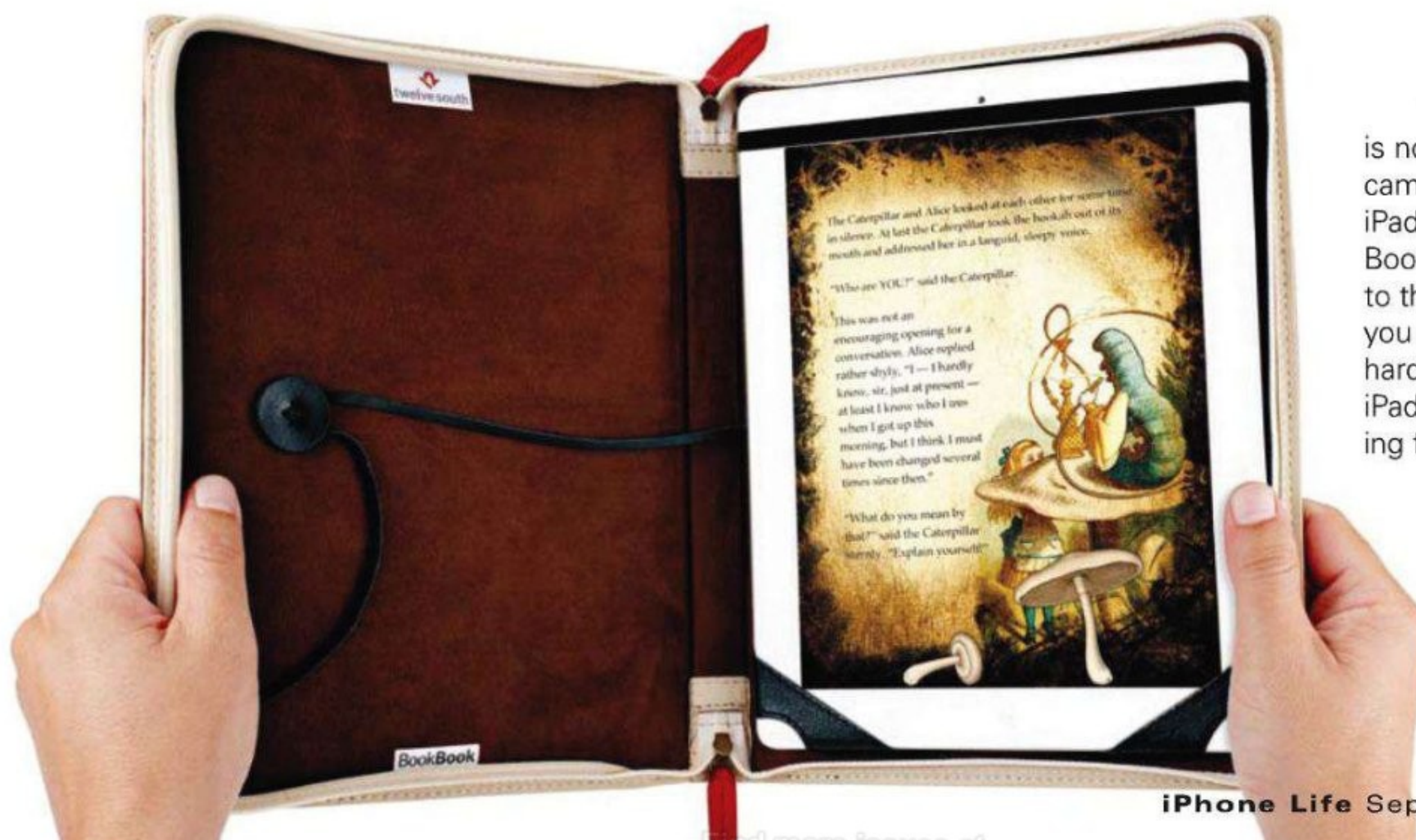
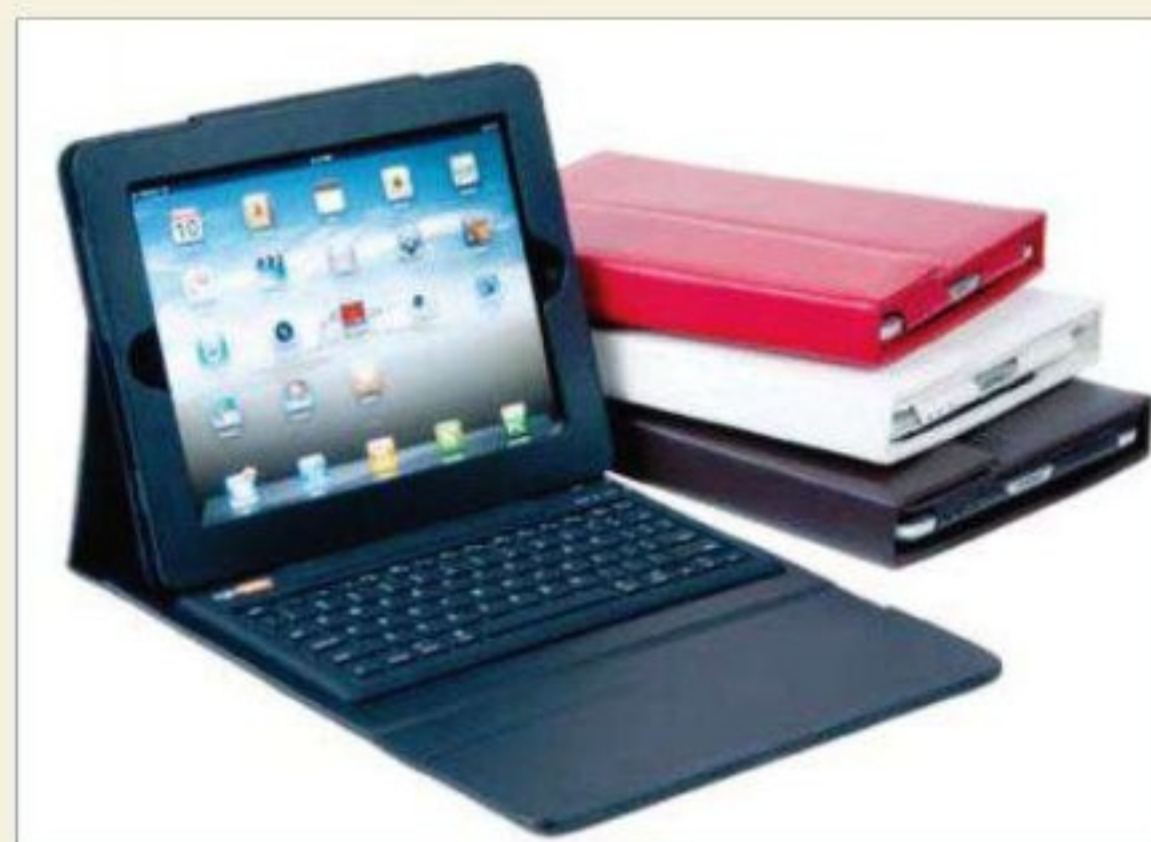


a Bluetooth keyboard to make typing easier. I love it because it frees the screen of the onscreen keyboard while typing. The outer leather shell gives this case an elegant, professional feel. It has a magnetic flap that holds it closed, but does not wake up the iPad when opened, like the Smart Case. (This feature would have been nice.) Cutouts expose all buttons, sync port, speakers, and the rear-facing camera. The portion of the case that houses the iPad 2 can be adjusted to a couple of different angles to make typing a breeze on your lap or a tabletop.

The fully functioning Bluetooth keyboard pairs easily with the iPad 2. The keyboard has buttons that let you bring up the Home screen and adjust the iPad 2's volume. Initially, the keys seemed a little overly sensitive, but once I got

used to the feel, it was fantastic. The battery lasts up to 90 hours when fully charged, and a charging cable is included. The keyboard cannot be removed from the case.

The vendor also offers a "Make My Case" version of RightShift that lets you customize your case with an image of your choice. The "Make My Case" version is great, however, the image is not printed on leather. It is printed on material similar to that of a hardback book cover. But the results are very nice. Just make sure you have an image with a high enough resolution for output. Otherwise, your image will print out blurry and pixelated. This is one of the more expensive cases reviewed, but considering what it includes it's a bargain. Highly recommended.



The only drawback is that there is not a cutout for the rear-facing camera—you have to remove the iPad 2 from the case to use it. BookBook does significantly add to the weight of the iPad 2. But if you want the true feel of holding a hardcover book while reading your iPad 2, then this is the happy ending for you.

PORTFOLIO CASES

**Magnetic Closure Case**\$175; pielframa.com

Piel Frama's handcrafted cases are a bit expensive, but if you're looking for that perfect executive leather portfolio case for your iPad 2, you should definitely check out their Magnetic Closure Case.

This handmade leather case includes a magnetic closure that secures the cover when shut and activates the wake/sleep mode. The cover flips back and acts as a great landscape stand. The inside cover also includes an interior pocket that can hold a document or the included microfiber screen cloth. Like most of the cases reviewed, cutouts in

the case expose all the buttons, sync port, speakers, and rear-facing camera. This is my personal favorite case.

**Book Jacket Classic**\$49.95; goincase.com

The Book Jacket Classic is a well-made case that offers sturdy protection in a portfolio design. When opened, it can act as a stable stand for landscape viewing. Cutouts allow easy access to all of the buttons, sync port, speakers, and the rear camera. However, when closed you have no access to the Home button or front-facing camera. It has a flexible cloth strap to keep your case closed and secure when traveling. If you are a fan of moleskin journals, this is the case for you.

**Booqpad Agenda**\$49.95; booqbags.com

This is a nice portfolio case for the person on the go. It not only protects your iPad 2, it also has room for a notepad, pen, business cards, credits cards and an airline ticket. The case is available in leather or recycled synthetic fiber and all models have an outside snap for secure closure. The iPad 2 sits snugly within the inside wraparound enclosure that allows access to all of the buttons, speaker and charging port. Since the iPad's edges are exposed when closed (see picture), you would probably still need some sort of carrying pouch to protect it in dusty or wet environments. In addition, there is no cutout for the rear-facing camera; to use it, you need to take the iPad 2 out of the case. Booqpad Agenda comes with a paper notepad that can be inserted into an inside sleeve on the case. Replacement notepads are available from the vendor.

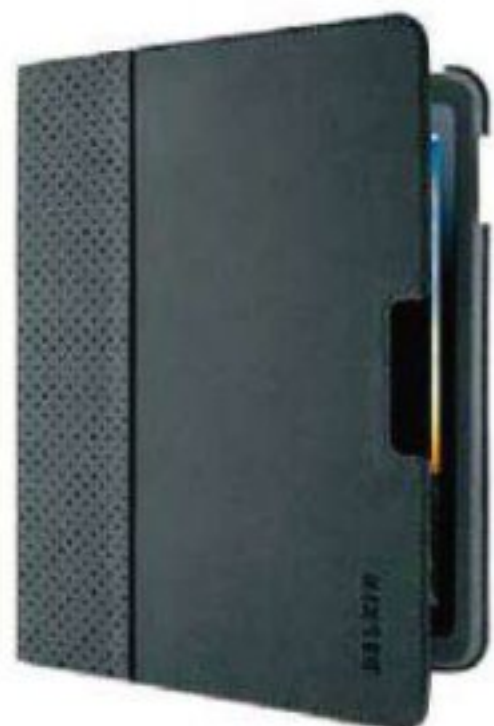
**C.E.O. Hybrid Case**\$49.99; marware.com

The C.E.O. Hybrid is a sleek low-profile case with hard outer shell and a soft fabric lining inside. It provides protection to both the front and back of the iPad 2 without adding much weight or bulk. Magnets in the lid provide a secure and

**Magazine Jacket**\$49.95; goincase.com

The Magazine Jacket looks almost identical to Apple's Smart Cover, but comes with a hard shell plastic case to protect the backside of your iPad 2. As with Apple's case, the screen cover can be folded into a mini-stand with two viewing angles. It also has an adjustable cloth band to keep the cover securely in place. Cutouts make all the controls, buttons, and the rear camera easily accessible. There are two "cons." First, unlike the Smart Cover, the foldable screen cover does not contain magnets and will not wake up or put your iPad 2 to sleep. Second, the screen side of Magazine Jacket's cover does not have a microfiber lining to clean your iPad 2's display. However, I like the slim design and protection this case offers.

tight seal and activate the wake/sleep feature. The back of the case has an elastic hand strap for carrying the iPad 2. My favorite feature: The flip lid can be folded back to act as a stand and adjusted to multiple viewing angles. When closed, cutouts allow access to ports and the rear-facing camera. The C.E.O. Hybrid offers a great combination of protection and features; I highly recommend it.



Slim Folio Stand

\$39.99; belkin.com

This lightweight case does a reasonable job of protecting your iPad 2. Like other cases in this section, the cover folds back to become a typing stand. The material seemed a little flimsy, but it did a good job of holding the iPad in place for typing. As with most of the other cases, cutouts allow you access to the ports, buttons and the rear-facing camera. It's a decent case, especially if you're looking for something lightweight. But you can definitely do better for the price.

CARRYING POUCHES



Field Bag

\$69.95; goincase.com

This sling-style padded zipper bag offers superior protection for your iPad 2. Its weather resistant coating and thick cotton padding make it great for travel-



Thin Sleeve for iPad 2

\$39.99; www.xtrememac.com

This simple sleeve protects against scratches and dust, but it's not a padded case so don't expect it to offer much protection against drops and hard knocks. The Thin Sleeve has an integrated "eject tab" that lets you easily remove your iPad 2. A flip magnetic enclose wraps around the top of the case to secure your iPad 2. However, you have to open the flap to charge your iPad and remove your iPad to use it. It's a relatively inexpensive solution for basic protection, but I suggest carrying it and your iPad around in your backpack or briefcase for added safety.

ing and even camping. It has a "play through design" that offers easy access to your iPad 2 without having to take it



out of the bag. However, since this bag was not modified for the iPad 2, there is no access hole for your rear camera. It has an adjustable and removable carrying strap and a zipper pouch on the outside of the bag for accessories, etc. The top of the bag does not act as a stand when set behind the iPad 2. The Field Bag offers superb protection for your iPad 2.

MINIMAL CASES



BlackBelt Protection Band

\$39.99; us.kensington.com

BlackBelt is a thin rubber protection band that fits around your iPad 2, cushioning the edges and providing a secure grip. The band is thick enough to suspend the iPad 2 slightly off the tabletop. Cutouts offer access to your port, buttons, speakers and your rear-facing camera. Edges and corners are well protected, but the BlackBelt does not cover the back of the iPad 2 or its display. If you need more than minimal protection or are on the go a lot, you'll probably need a shoulder bag instead of, or in addition to, the BlackBelt.

CHILDREN'S CASE



Big Grips Frame and Stand

Frame Only \$34.95; Frame & Stand Set \$49.95; biggrips.com

The Big Grips Frame and Stand set is a great protective solution for kids or those with special needs. The frame is constructed of lightweight, durable soft foam, which protects the iPad 2 nicely and provides a great grip. Cutouts expose all the charging port, buttons, speakers and the rear-facing camera. In addition to the frame, the vendor offers

a stand made of the same foam material. The stand supports an iPad 2 encased in the frame, allowing you to view and interact with the iPad in vertical or horizontal positions. In addition, you can lean the encased iPad up against the stand. Both the stand and the frame are easy to clean. Great for kids at home or in the classroom.

How do you use your iPad?

The most important thing about picking the right case is to figure out how you are going to use it. If you already carry

your iPad in a briefcase or shoulder bag, a Smart Cover or some other minimal solution would probably work well. If you're on the go all the time, favor something more substantial. If you do a lot of text entry on your iPad, the case/keyboard solution described earlier may be for you. Tip: If you're on a budget, check out discount stores for shoulder bags or camera bags. They may not be designed specifically for the iPad, but they may fit your needs and cost you a lot less.

The Apple Store has some great solutions, but definitely look outside of it for a better selection of cases and better pricing. If you run across something you think we should review, e-mail me at contact@lilliespad.com. I'll take a look at it. 



In his spare time, Kevin is currently working on new education apps that will be available in the App Store this year. Kevin also has his own special needs blog, Lillie's Pad (lilliespad.com), which is a special needs resource for the iPad, iPhone and iPod touch. So stop on by and join the party! contact@lilliespad.com.

DENSION car dock for iPhone

Dock'n'Drive



▶ Listen to music and app audio through the car speakers

▶ Dock your iPhone 4, 3GS, 3G in your car

▶ Browse and call your contacts **handsfree**

▶ Charge your iPhone (cigar lighter)

▶ Drive in **safety** and **comfort**

▶ Free App



Available on the App Store

How the iPad Has Changed the Way I Teach

By Michael Micco

When I started the 2010-2011 school year, I had two goals in mind. First, I wanted to find ways to further engage my students in the classroom. Second, I wanted to create a paperless classroom. Over the summer, I decided to move from Windows to Mac, a decision I had been contemplating for a long time. I purchased an iPad and later, after my laptop died, a MacBook. I was hoping that the purported ease of use of the iOS device and the OSX MacBook would help me reach my goals.

Our district received a grant last year that let us purchase netbooks for our junior high school. Instead of pencil and paper, each student in my class would be using a netbook. As the school year approached, I started looking for ways to integrate the netbooks and my new iPad and MacBook into the classroom. After searching the iTunes and Mac App Stores, I found the following solutions to be the most helpful in the achieving of my goals.



Mobile Mouse can access the applications on your Mac or PC.

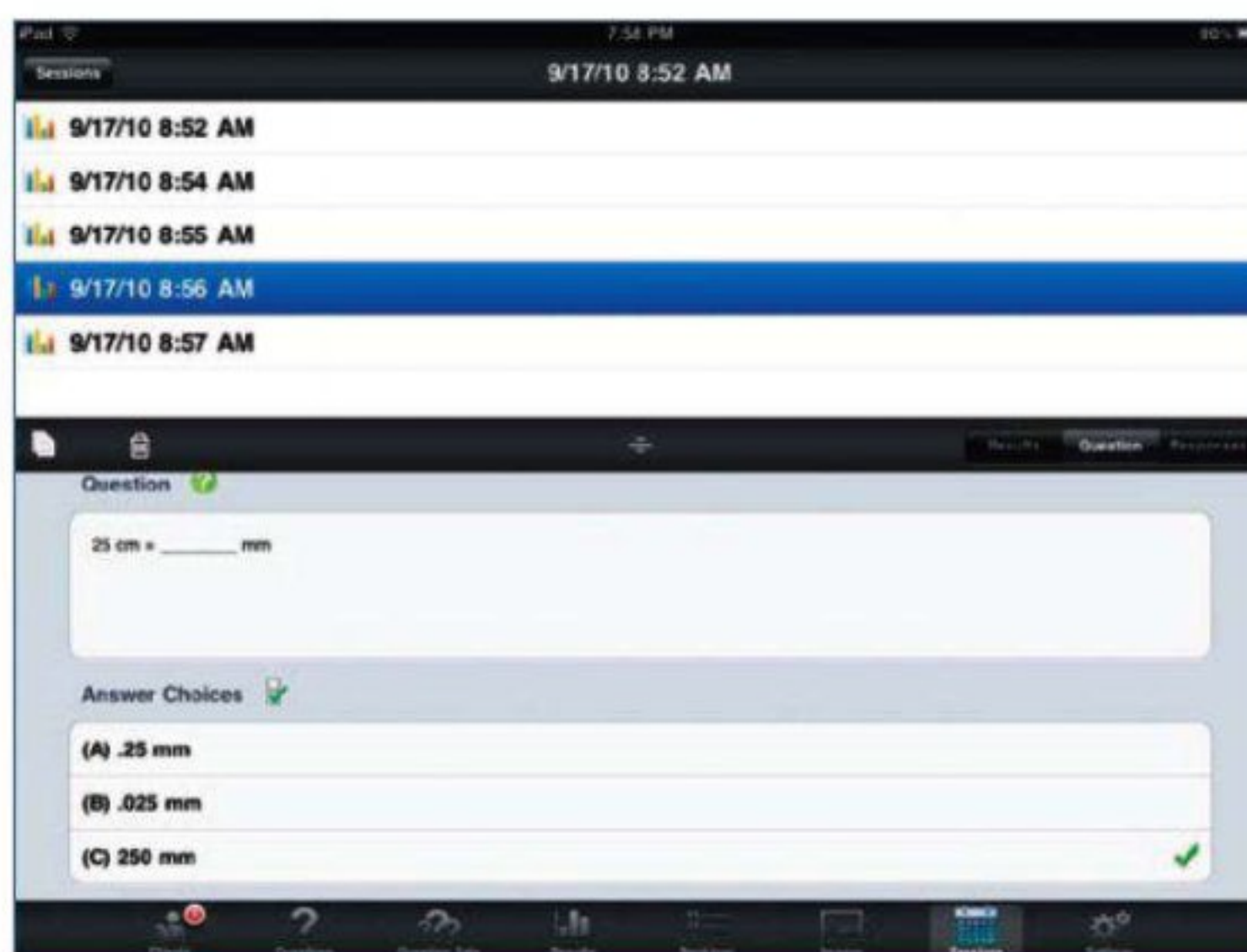
Mobile Mouse

\$2.99, iPad: app2.me/3831; \$1.99, iPhone/iPod touch: app2.me/2900, free server application for Mac or PC

Mobile Mouse transforms your iOS device into a motion-based mouse, trackpad, and wireless remote control for your desktop or laptop computer. In addition to the iOS app, the user must download and install a server application for the Mac or PC computer. It's available for free from the company's website (mobilemouse.com). Once both components are installed, your iOS device connects to the Mac or PC via Wi-Fi and lets you

access and control the computer from your device. You can't see the application that is running on the iDevice; you have to look at the computer monitor or projected image to navigate the screen. Directions for connecting to either a Mac or PC are provided, and the setup is pretty easy—I was up and running within minutes.

Mobile Mouse has been a huge help in the classroom, allowing me to walk around the room while presenting my lesson and at anytime open another application to show the students.



eClicker allows a teacher to "poll" students and test their comprehension of lessons.

eClicker, eClicker Host

eClicker: free, app2.me/3834;
eClicker Host: \$9.99, app2.me/3835

It's important to "poll" students occasionally to see if they understand lessons. For example, you might spring a pop quiz on them or ask them to verbally explain a concept you just covered. Since my students would be using netbooks in class, I decided to do this electronically. The app I chose to help me with this is called eClicker.

eClicker consists of two parts: The eClicker Host app lets the iOS user (i.e., the teacher) enter questions on a host site. The eClicker client app speeds up the connection over a Wi-Fi network. After the questions are entered, the students enter the host site address using the Web browser on their computers to review and answer the questions. The teacher can review the poll results, which can be displayed numerically or as a graph.

I like using eClicker to assess the students understanding of concepts that were taught the day before. This helped me decide what direction I needed to take with my lesson.



The Edmodo app gives the teacher access to their classroom from anywhere with either the iPhone or iPad.

Edmodo

Free, iPhone/iPod touch: app2.me/3836

This app lets you access Edmodo, a free social learning network for students and teachers. I was attracted to Edmodo because its interface is similar to Facebook, and many of my students were already familiar with Facebook. I use Edmodo as my online classroom, where I can post assignments, class materials, links, and discussion questions. Students can access it from any Web browser. The site is very secure; each student has his or her own login. However, there is an option to make the content public.

The Edmodo app helps me stay in contact with my students beyond the walls of my classroom. I can comment on the students' posts and download assignments. The students can log on to the site from anywhere to read my comments, get assignments, and turn them in. Edmodo also lets me give the students immediate feedback on their work, so they know how they are doing in class. Finally, I can send e-mail or a SMS text messages from the app, to remind students about upcoming tests and assignments that are due.

MobileMe & MobileMe iDisk App

MobileMe iDisk free, iPhone/iPad/iPod touch: app2.me/5awqlld

I also used a few applications that help me stay organized in the classroom and beyond the school walls. One of the applications that helps me stay organized is MobileMe. It allows me to upload files to the iDisk component. Once I have the files uploaded, I can then use the MobileMe iDisk app to access the files from my iPad or iPhone. I can also access the files on

any computer by going to www.me.com and logging into my account. The Calendar component of Mobile Me keeps me organized by syncing all my calendars. This gives me the ability to update my iCal calendars on the go. One of the main purposes that I use MobileMe for is to host my class website using the 20GB of web storage that is included. I made my website using iWeb and it easily integrates with MobileMe for hosting the site. However, the address for my website was too long for students to remember using just MobileMe. I ended up purchasing a separate, easier to remember domain name and integrated it into MobileMe. The configuration was extremely easy.

StarQuiz

Since one of my goals was to create a paperless classroom, I had been creating tests that I can host online and let the students access and complete using their netbooks. Initially, I had been creating tests using a test-generator called **ExamView** (\$99.00, einstruction.com). I would upload the completed tests to my public file on iDisk and let the students access them there. However, the school's web filter would occasionally block the site, and it would waste valuable class time. I needed a better solution.

Apple recently launched the App Store for Mac (apple.com/mac/app-store), and while exploring it I found **StarQuiz** (\$39.99, cosmicsoft.net/starQuiz). I'm very happy with this program, which lets me create tests, add movies, music, photos to the questions, and auto-grade most of the sections for you. This helps free up time so I can get other pressing things done in the classroom. The really great thing about the program is that it lets you upload your tests to their server for free. Your students can use any Web browser to take the test. StarQuiz also has a great data feature that lets me see how each student did individually and how the classes performed as a whole. I also can plan my lessons better by looking at the material the students struggled with and address those areas again.

Transforming the teaching profession

Many of the solutions I've discussed not only help me with everyday duties, they help me make lessons come alive. The iPad is a very powerful tool that is transforming the teaching profession. The device itself can be used in a variety of roles in the classroom, and a vast collection of apps is available to add to the teacher's educational arsenal.

With the release of the iPad 2, teachers and students can take advantage of FaceTime and other new features to communicate with each other and create innovative projects and lessons. Finally, the App Store is growing rapidly. I'm anxious to see what new apps I will be able to incorporate in my class next year to help engage my students and give them the tools they need to succeed beyond the classroom. 



Michael Micco is an 8th grade science teacher at New Castle Area School District. He also has his certification as an Instructional Technology Specialist. He is also a Keystone Technology Integrator in the state of Pennsylvania. He uses an iPad, MacBook, and iPhone in his classes. You can contact Michael at mmicco@me.com.

Teaching an Online Class with an iPad 3G

by Charlie Motzko, Ph.D.

When the iPad was introduced on January 27, 2010, I wondered if the platform would work in an educational environment. I started tracking online comments and documenting how different people were using the iPad, focusing on problems that were encountered and how success was achieved.

From its introduction in January, through October of 2010, there were numerous reports of partial and excellent

successes using the iPad in a business environment. With that in mind, and with the failure of the laptop computer I used for classroom and online instruction, I took the leap and purchased an iPad with 32GB of memory to replace my laptop. I chose the 3G version because it would allow me to access the Internet when I was outside the range of a Wi-Fi access point. The internal storage memory, coupled with the device's ability to access a cloud repository,

provided the rapid document and media retrieval I needed for class support and reference.

I had an online class scheduled, starting in December 2010, to teach a course on Technology and Innovation Management. It seemed well suited as a pilot to test out my ideas for teaching an online class using the iPad as the instructional platform.

Preparing for the class

Early on, I decided that I would use my primary workstation for instructional design, development, and building the class shell. Once developed, I would deploy the class shell to the iPad and use it for actual instruction. To improve the iPad's functionality in the educational environment, I selected and installed the following third-party apps:

Dropbox (free, app2.me/127) is a cloud repository for documents and media content. The app requires that you sign up for a free Dropbox account. Based on my experience with my laptop and workstation, I have found this application to be essential to how I work.

LogMeIn Ignition (\$29.99, app2.me/2425) lets you remotely connect to and control your PC or Mac from your iPad or iPhone. You must install the free version on your desktop and sign up for a free LogMeIn account. This application is critical as it allows me full access to my network and brings the functionality of my workstation to my iPad.

Blackboard Mobile Learn (free, iPad: app2.me/3711; iPhone: app2.me/3710) works with Blackboard's Web-based teaching and learning software. The app lets you access grades, announcements, discussion boards, course blogs, and other Blackboard content. I tested its functionality from a faculty, not a student, viewpoint. I found that the app is adequate for student use. However, there are still a number of problems in accessing the faculty side of Blackboard.

Evernote (free, app2.me/130) allows for cross-platform access of files for all types of media. I used Evernote to build class content and share optional material. I have used this application for over a year and found it essential for managing class and instructional design notes as well as reference material.

Pocket Informant HD (\$14.99, app2.me/2575; \$12.99, iPhone: app2.me/291) is a task and assignment scheduler synced with Google Calendar. The ability to sync with multiple Google Calendars was the primary selling point for me.

Print n Share (\$8.99, app2.me/2479) lets you print to an available networked printer. This capability is highly useful when you're away from the workplace.

GoodReader for iPad (\$4.99, app2.me/2924; iPhone: app2.me/2925) is a PDF reader with advanced reading, annotating, markup, and highlighting features. It includes a file manager, text file reader and editor, an audio/video player, and a Safari-like viewer for MS Office and MS Works files. Students send me documents in a variety of formats, and this app facilitates my response.

DocumentsToGo Office Suite (\$9.99, app2.me/128) is an all-in-one app that views and edits Microsoft Word and Excel documents and views PDF files and Apple iWork documents. It includes a desktop application for PCs and Macs that provides two-way file synchronization. The Premium version (\$16.99, app2.me/286) supports PowerPoint viewing and editing, and supports Google Docs, Box.net, Dropbox, and iDisk.

Pages (\$9.99, app2.me/2412) is the iOS version of the popular Mac word processor. It lets you create documents or import Pages and MS Word docs via Mail, MobileMe iDisk, or a WebDAV server.

Numbers (\$9.99, app2.me/2480) is the iOS version of the Mac spreadsheet program, allowing you to create or import Numbers '09, MS Excel, or CSV files.

Keynote (\$9.99, app2.me/2481) lets you create presentations or import Keynote '09 or PowerPoint presentations. With some planning, it lets you use the iPad for slide presentations.

Teaching the class

By the time the class began, the class shell had been developed on the workstation, and the administrative and policy documents and instructional content had been loaded into the pre-approved Blackboard 9 classroom shell (blackboard.com). Blackboard is a suite of tools that lets you engage students in exciting new ways and reach them on their terms and devices—like the iPad.

The content of the class was then made available to students; it included announcements, syllabus, course map, assignments, discussion questions, exams and quizzes, course documents, and ancillary material. Note that adaptive releases were set to make certain content available on specific dates and for defined periods of time. My plan was to use the iPad for class instruction, but to have my dual monitor workstation available as a backup.



Blackboard Mobile Learn allowed students to access assignment and other class-related information and materials.

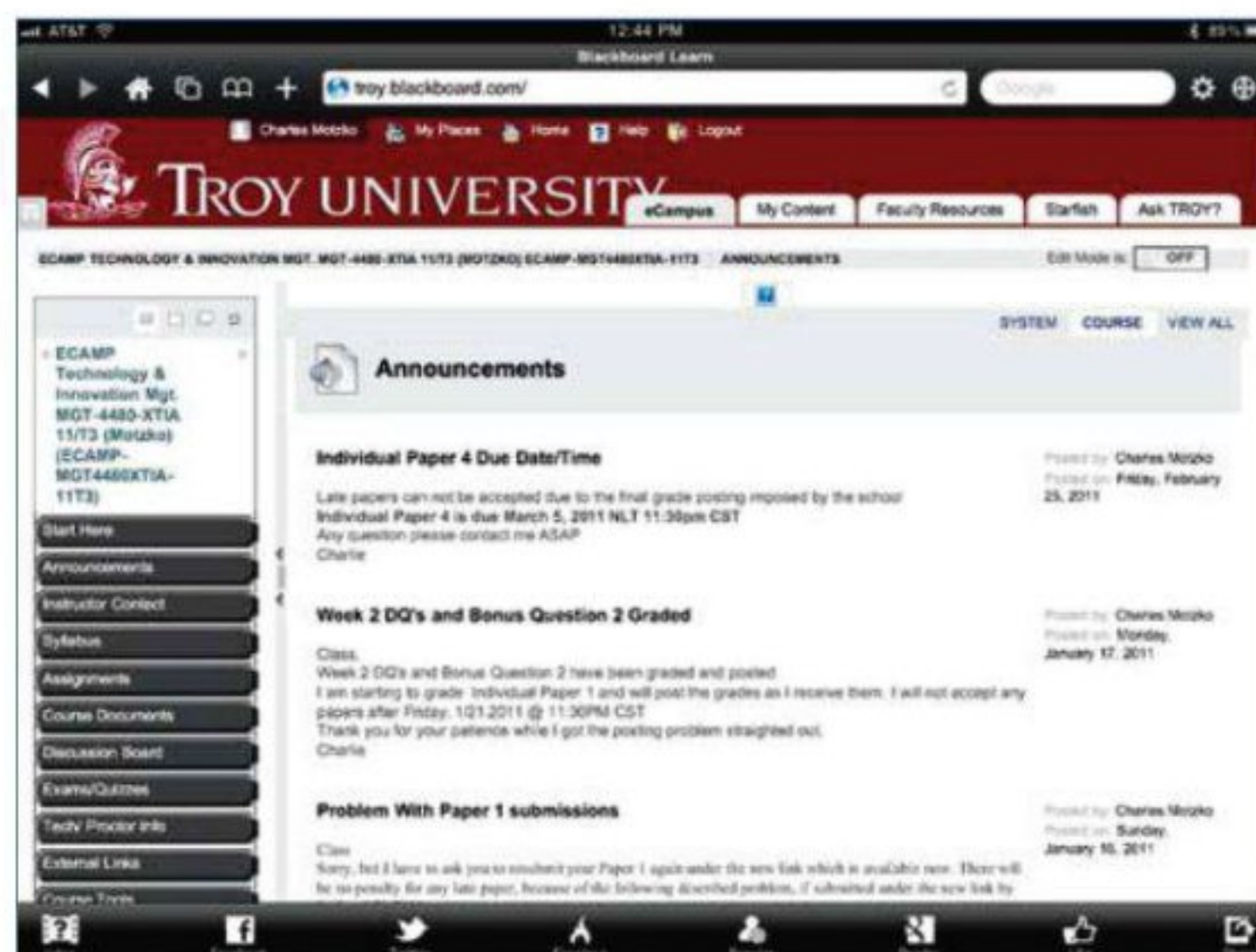
To access the class shell and content stored online in Blackboard 9, I started out using **Blackboard Mobile Learn 1.1** on my iPad. Unfortunately, this initial release of the app did not

Noterize (\$3.99, iPad only: app2.me/3228) allows you to take digital and freehand notes. In addition, you can view and annotate PDF or PowerPoint documents. Any note can be distributed via Facebook, Twitter, Google Docs, BoxNet, Dropbox, and e-mail. VGA out and mirroring capability lets you connect to a projector or monitor to display supported document types.

Google Docs (docs.google.com/m) can be accessed online by iOS devices. The university I'm associated with uses Google Docs, Gmail and Google Calendar as the preferred collaboration tools.

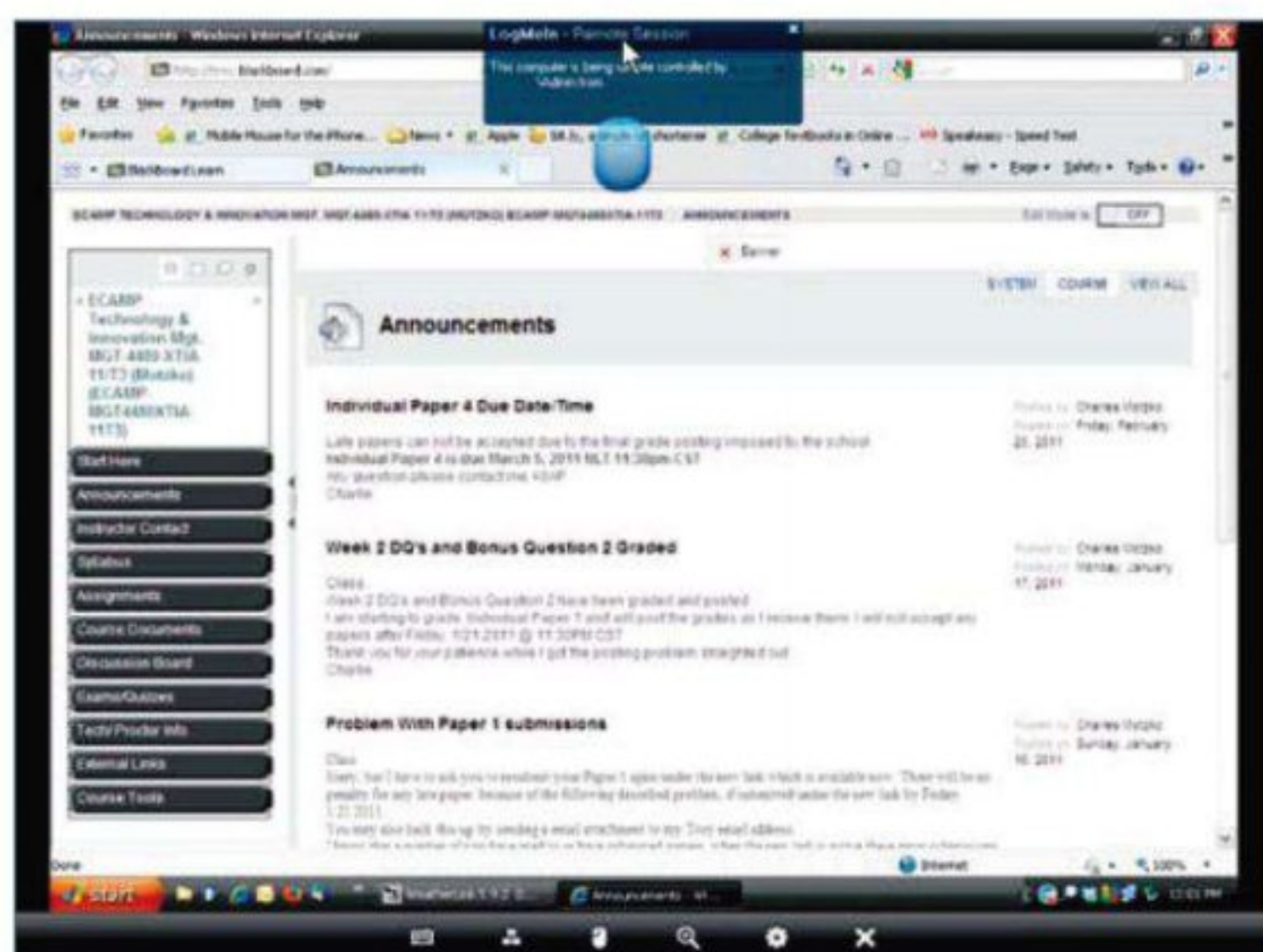
play well with the iPad. Version 2.0 of the app was released on December 18, 2010, and it cleared the most of the obvious problems with access and display. However, Blackboard Mobile Learn still needs development to work better with the variety of server setups found in different universities. As is, it's only marginally usable for the instructor.

The iPad version of Safari was still having problems dealing with some of the Java Script used in Blackboard 9. I tried a number of third-party browsers for the iPad, all to no avail. Fortunately, the **Skyfire Web Browser for iPad** (\$3.99, app2.me/3712; iPhone version, \$1.99: app2.me/3713) cleared most of the display problems the students and instructors were having.



Accessing Blackboard online using Skyfire's Web browser in desktop mode worked better.

Accessing Blackboard's features with a Web browser was a slightly better experience than with the app. The day-to-day interactions with the students improved with the release of Skyfire and some changes made to the university servers. (Tip: Run Skyfire in "Desktop Mode" on the iPad; it clears up a number of small issues relating to page changes, rendering, etc.)



I used LogMeIn Ignition to access my workstation from the iPad.

Other than some problems I had with faculty-specific functionality in Blackboard 9 (i.e., treatment of JavaScripts and frames) the instructional process went well. My work-around for the Blackboard 9 problems was to invoke LogMeIn Ignition to access my workstation from the iPad over the Internet using a Wi-Fi access point, when available. I also connected to my workstation over AT&T's 3G network; response times have been acceptable.

Lessons learned/changes made

The rapid evolution of the iPad grabbed my attention. Updates to the operating system and native apps, improvements to existing third-party apps, and the ongoing release of new apps continue to enhance its functionality. For example, the recent release of iOS 4.3 improved Safari's performance. A side effect of the enhancements was an improvement of the speed and functionality of the third-party Skyfire Web Browser. I was also impressed with the improved stability of LogMeIn Ignition on the iPad during remote access to my server. LogMeIn Ignition, coupled with Dropbox, gave me everything I needed to function in a remote, non-office environment.

I access Google Docs from my iPad through its mobile site (docs.google.com/m/), which was designed for iOS and other mobile devices. It's highly functional on the iPad. I use this functionality every day, as the universities I'm associated with use Google Docs, Google mail and Google Calendar as the preferred collaboration tools. Google Calendar has replaced Pocket Informant HD as my task and assignment scheduler. The big plus for using Google Docs is the ability to share with the class. I still use Pocket Informant HD as my central calendar for academic research projects, consulting, and non-professional activities. However, I wirelessly sync and share a number of Google Calendars with my colleagues, task teams, family, and friends, all of which are summarized in Pocket Informant HD.

Expectations exceeded to date

This first test using the iPad for online instruction exceeded my expectations. I was impressed with how easy it was to implement and use third-party apps designed specifically for the iPad. In addition, I appreciated the iPad's instant-on capability. It allowed me to access the resources I needed quickly, and increased the time I am able to spend mentoring each student.

I intend to continue using an iPad as my portable repository of data, textbooks, reference material (in all media formats), class notes, and instructional material in support of my classes, regardless of whether they are taught online or in a classroom. I expect that with existing and updated apps, coupled with future hardware enhancements, the iPad will continue to improve its functionality for teaching, academic research, and ongoing professional activities.

Best Practices for undergraduate and graduate education
By the time you read this, I will be teaching a Computer Science "blended" class, which integrates the traditional classroom en-

vironment with structured online instructions. The blended class will be running in conjunction with two on-line classes using Blackboard as the instructional platform.

This will allow me to do side-by-side comparisons, in real-time, of the iPad's functionality across multiple instructional environments and its ability to interface with differing instructional software. My goal is to carefully document all the iPad's positive and negative attributes and functionality across all of the traditional and non-traditional teaching methods. This data will be used to identify the iPad's "Best Fit" across the educational domain. I expect the results of this research to be the start of an evolving "Best Practices Set" for the iPad's use in undergraduate and graduate education. ☺



Charlie Motzko, Ph.D. is a State of California Professional Engineer in Quality, a Metrologist for over 45 years, and now an educator. He currently serves as adjunct faculty for Park and Troy Universities, primarily teaching online and in the classrooms at the education center on Davis-Monthan AFB in AZ. His current interests are promoting the use of social media for professional networking and supporting metrology education for the worldwide metrology community, NCSL International, and the twitter feed @MetrologyCareers. charlie@motzko.com or on Twitter @camotzko

Facing a Crisis?

YOUR IPHONE AND IPAD CAN HELP YOU THROUGH IT!

Earthquakes, tornadoes, floods, tsunamis, and family tragedies are all stressful events, but you can keep the stress at a minimum with the help of your iPhone and iPad. Here we'll look at some apps and features you can take advantage of when life gets very difficult.

By Tracy Sebastian

to your Facebook friends and family. Important reminder—do not jump the gun and post RIP messages until you are POSITIVE all family and close friends have been notified.

Notifying your loved ones

When a tragedy occurs, the first thing most people want to do is contact loved ones. In addition to using your device as a phone, there are several other options available:

- **Mayday Light** (\$.99, app2.me/3918): This neat little app will store five emergency e-mail addresses and send a pre-written text when the app detects, through sophisticated GPS speed and location algorithms, that you've been in a car accident.
- **Skype** (Free, app2.me/2378): Allows you to video, voice, or text chat with others on Skype at no cost via Wi-Fi or 3G. For a small fee, you have the ability to dial any phone number.
- **Twitter** (twitter.com): Tweet your family and friends any situation updates.
- **Facebook** (Free, app2.me/260): Post your current status and relevant photos of your situation



MayDay Light can detect if you've been in a car accident and sends a pre-written e-mail to five emergency recipients.

- **SMS**: Texting will let your loved ones know instantly what's going on. Use the group messaging feature to text multiple people at once. Beware—if anyone directly replies to your group message, all members in that group will receive the replied comment (just like the "reply all" feature in e-mail).

- **Mail**: Send a detailed e-mail message that is not limited to 140 characters.

Camera and video

By using the iPhone's built-in camera (or the camera on the newer iPad 2 and iPod touch gen 4), you can document any accidents or emergency situations. They will be useful later if you need to make insurance claims.

Handling paperwork and logistics

All tragedies end up with lots of red-tape involving insurance companies, lawyers, or in the case of destruction, somebody to clean up the mess. Here are some apps that can help:

Triplt organizes your travel info in one place and makes it easy to share with family and friends.



- **Evernote** (Free, app2.me/130): Use Evernote to store all insurance information, medical records, pertinent photos, and any other important documentation. You can copy and paste, e-mail, and scan or type information right into the Evernote app. You can also use the iPhone's camera as a portable scanner. All information is stored in the cloud and accessible from anywhere in the world.
- **Efax** (Free one-month trial; \$16.95 monthly, app2.me/3247): With the eFax app and a monthly subscription, you can create, send, and receive faxes using your camera as a document scanner.
- **iBooks** (Free, app2.me/2403): The ability to view and store .PDF files when there is no Wi-Fi or cellular connection is available through iBooks by opening the .pdf in your e-mail or syncing it in iTunes.
- **Tripit** (Free, app2.me/287): If travel will be necessary, using Tripit to store your itinerary and share it with all of those that need to know is quick and easy. With a free Tripit account, forward your hotel, airline, or car rental confirmations to plans@Tripit.com. Tripit will consolidate all your information and share it with whomever you choose. Multiple travelers can post their information to have everyone's details in one place. Updates or changes will automatically post, and alerts can be sent via text or e-mail.

Battery backup

If your situation prevents you from having a power source, having a backup battery is crucial. Many battery "bricks" are affordable and hold up to 30 hours of power. Usually you can charge multiple items at one time via USB connections. I recommend using **iSound DGIPAD-4544** (\$70-\$129, Amazon.com).

Surviving a disaster

The last issue had an excellent article on how one reader from New Zealand used her iPhone to help out during and after the devastating earthquakes in that country. You can read about



iSound DGIPAD adds 30 hours of usage to your iPad and has USB ports to charge up to five devices at once.

it online (iphonelife.com/issues/2011July-August/HTSurviveAnEarthquake).

Whether you encounter a personal or natural disaster, having an iPhone or an iPad can make any tragedy a little less tragic.



Tracy Sebastian is an uber-cool, soccer mom of four who tries to brighten the lives of moms via wit and technology. Visit her site at strategyguideformoms.com or contact her at t@sg4moms.com.

Your iOS product on our homepage FREE!

iPhone Life VENDOR network

www.iPhoneLife.com/Vendor

Sign up today - takes 2 minutes!

iPhone Life
MAGAZINE





Hope Dworaczyk
2010 Playboy
Playmate of the Year

▶▶▶ **INTERVIEW** *with the World's Sexiest iUser*

by David Averbach

Model, actress, and 2010 Playmate of the Year, Hope Dworaczyk (pronounced "dor-ah-sik") recently released her own iPhone app called **The Rating Game** (\$0.99; app2.me/3901). From the app, you can take photos of yourself or your friends with the iPhone's built-in camera, and Hope will rate your looks and let you know her thoughts. It is surprisingly entertaining.

I recently got a chance to interview Hope about her new app, her love for all things Apple, and her upcoming projects.

David: How did you get involved in creating apps?

Hope: The App Company (theappcompany.com) came to me and asked if I was interested in creating an app. My first idea was to do a fashion and beauty app because I'm very knowledgeable in the beauty field—hair and makeup and all that. But they said, "Well we want you to do a game app because games are so popular." We ended up getting together and deciding that the Rating Game would be the first app that I did with them.

D: Does that mean there are more apps to come?

H: I hope so, yeah! This one is kind of like a prank app. It's really marketed more towards men because I'm rating, and they think it's funny to give their friends a low rating. But really, my passion is beauty and fashion. Being a model, I work with all these different hair stylists and makeup artists that have done makeup around the world. They have all these tricks that I pick up, and I want to share them because it's kind of not fair to keep these things to myself. So, my next app will be a beauty and fashion app.

D: How did you create the app?

H: The first thing we did was write the script for the app. What I would say if you got rated a ten, if you got a nine, etc. Everything from "Wow, you're looking great," to something that was much lamer if you got a one or two. For the bad scores, I would say things like, "Better luck next time." Then, we got together and filmed all the quotes. One of my good friends is a photographer, Josh Ryan, and he was there to do all of the still photography for the app. Of course, I had a wardrobe stylist as well because I wanted to show clothes I'd actually wear.

After we got all of that done, we gave it to The App Company, and it was up to them to put it all together into an app. It took a long time to do. It was almost three months before the app was finished.

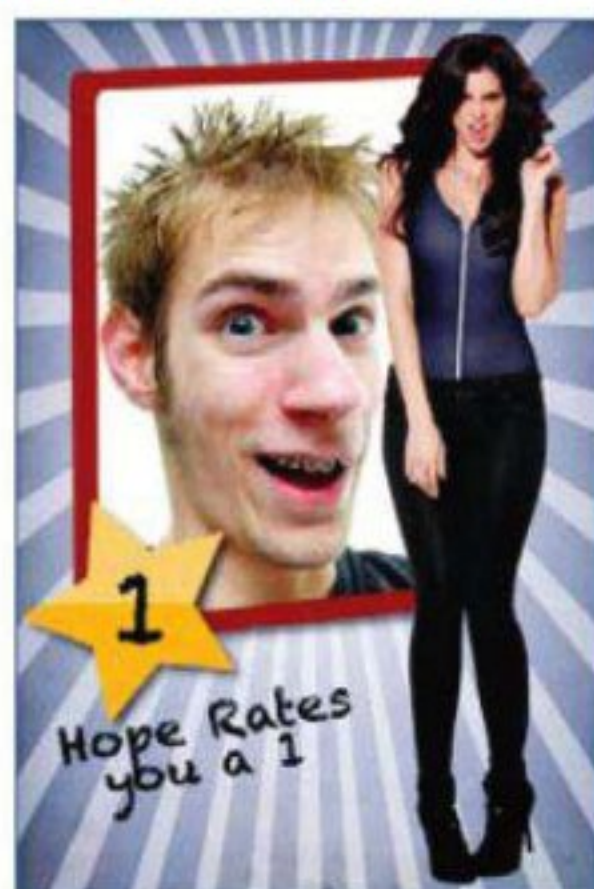
D: What has been the response to your app so far?

H: My friends think it's the funniest thing. I'm always telling them, "Could you not play that right now, we're eating dinner!"

Hope Dworaczyk's app, The Rating Game, is available in the App Store now.

D: What Apple products do you own?

H: I'm a total Apple fanatic. I have the iPhone 4, an iPad, and a MacBook Pro. So I'm all Appled out!



D: Other than your app, what are some of your favorite apps?

H: I obviously use twitter all the time. I'm a big fan of it. I use the **Facebook** app (free, app2.me/260) to communicate with my fans and my friends. I love **Hanging With Friends** (\$1.99, app2.me/3905) right now. It's a hangman game similar to Words With Friends. I use the **Huffington Post** app (free, app2.me/2832) all the time. I love that site. I also use **US Weekly** (free, app2.me/3906), **Open Table** (Free, app2.me/2737), **I heart Radio** (free, app2.me/2816) and a bunch of travel apps.

D: What other projects are you working on?

H: Right now, I'm working on a movie called "Without Men" with Eva Langoria. I'm also doing a bath and body line for Lola cosmetics called, "Hope for Lola." I'm really excited about it; it's a dream of mine to be able to develop beauty products like that.



Hope was in 10 episodes of Celebrity Apprentice before she got "fired" by Donald Trump.

D: You recently appeared on Celebrity Apprentice. What was that like?

H: It was crazy, because the people were so crazy. Not all of them, but there were about five people who were really difficult to work with, which made the show seem crazy. We also

barely slept. We'd go for Hair and Makeup at 4:00 A.M. and we wouldn't come back to our rooms until around 11 at night.

D: How'd you get fired?

H: I did well. I was in 10 out of the 13 episodes. I didn't really do anything to be fired specifically. Trump said, "Hope, you've been playing under the radar." On the episode I was fired, Mimi Williams and Star Jones got into big fight, a full-on screaming match where they each had to get security guards and everything. It was the three of us in the boardroom, and I think that the producers wanted to play that out in another episode. ☹

You can read more about Hope at hopedworaczyk.com.

David Averbach manages iPhoneLife.com's new web initiatives. In addition to all things iPhone, David enjoys backpacking and ultimate Frisbee. David has traveled to over 20 countries. davida@thaddeus.com



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Mother uses iPod touch to entertain child with special needs

Brandy Brow and daughter Jaeli

What do you do? I'm a parent of seven children including my youngest, a two-year-old named Jaeli (pronounced Jay-lee), who is a special needs child with a rare chromosome disorder of X and 2.

Which device do you use? A 2nd generation iPod Touch. I plan to upgrade to a Verizon iPhone 4 when my AT&T contract expires. Eventually, I want to get Jaeli an iPad.

How do you use the iPod touch? My iPod became essential the day Jaeli was born with complex medical conditions and entered a month-long NICU (neonatal intensive care unit) stay. I used Facebook and Twitter apps to update family and friends. When Jaeli went home on a grueling feed and heart medicine schedule, the clock alarms kept me on track. Four months later, during a MAG3 scan (a nuclear medicine test to measure kidney and bladder function), I tried a photo slide show set to music to calm Jaeli. The next time Jaeli needed distraction, the videos worked. They've carried her through multiple IV placements, lab draws, and other anxiety-ridden procedures both in the hospital and at home. We're now considering the larger-screened iPad to help Jaeli develop cognitively.



What apps do you use the most? Clock alarms, Videos, Words with Friends (Free, app2.me/2499; \$2.99, app2.me/377), Facebook (Free, app2.me/260), Music, Bible (Free, app2.me/3083), 2Do (\$6.99, app2.me/101), Bejeweled (Free, app2.me/3016), Dictionary (Free, app2.me/204), Weather Radar (\$2.99, app2.me/3900).

Did the device require any special modifications? I have a case for protection against drops, especially when Jaeli handles it, and an external speaker to make hearing music easier in noisy hospital rooms.

What would you do if you didn't have it? I hesitate to imagine. When Jaeli was born, I couldn't keep a schedule to save a life. It would have been impossible to manage her seven-per-day, hour-long G-tube pump feeds, administer heart meds, including one that had to be timed precisely between feeds, wash syringes and draw up more meds. It's all I did. Worst-case scenario? Jaeli would have died. I truly thank God for my iPod touch.

Do you consider yourself an Apple fanatic? No, but I like several of their products. I do realize that after leaning on my iPod touch for the past two years, I am, to some extent, branded.

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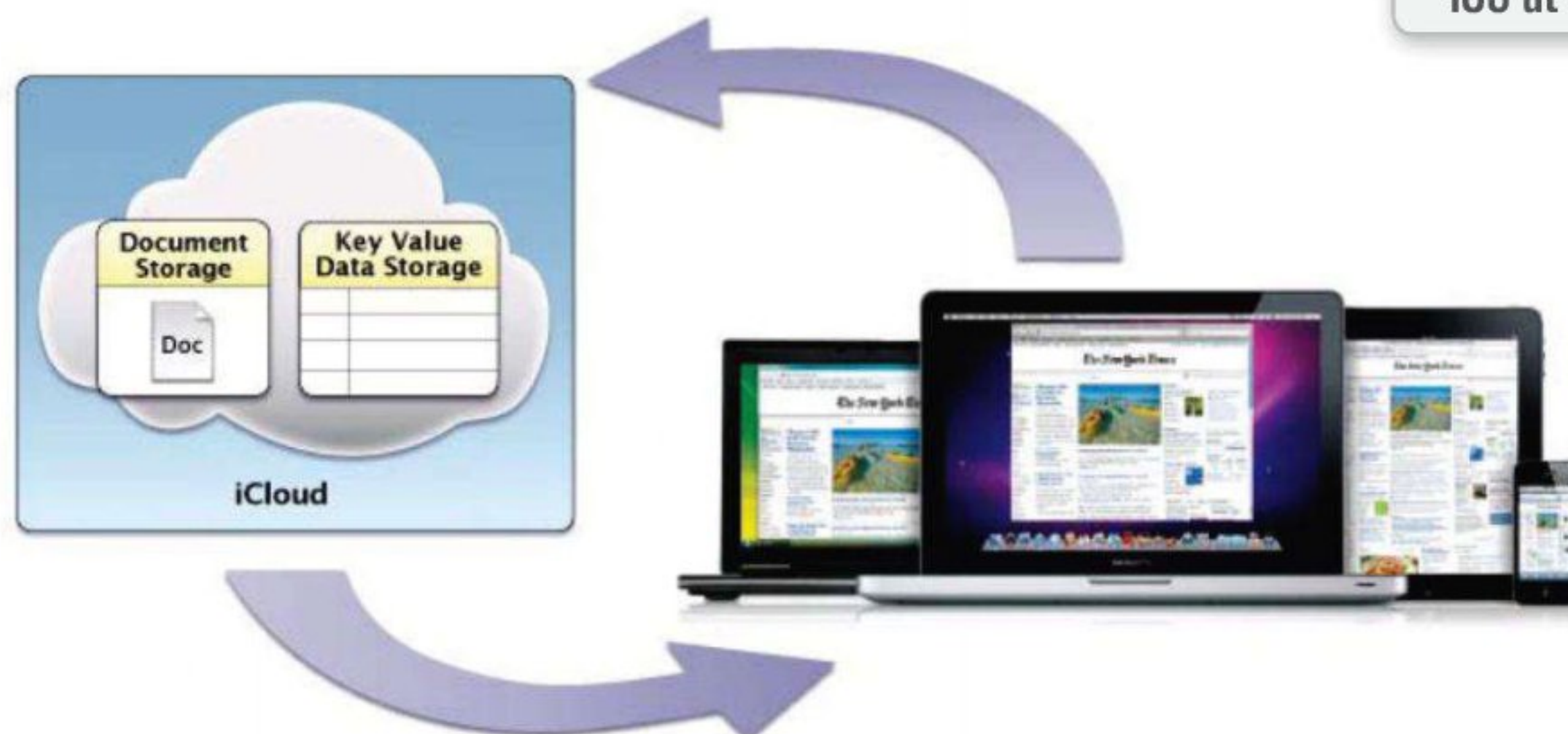


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The new iCloud service provides synchronization of documents and other information between Apple devices.



iOS 5.0 and iCloud

Has Apple changed the enterprise game again?

The iOS 5.0 announcement in June unveiled the much anticipated iCloud service that enables users to synchronize their information automatically between devices. Now when you purchase a song, book, or application through iTunes (or rip your own music to your iPod) it will automatically be backed-up and copied to any other iOS or Mac OS devices you have registered for the service. It's a pretty cool addition to the platform, and will relieve a lot of consumer pain; but the corresponding announcement of an iCloud API raises some questions about how this will further impact iPhone and iPad use in the workplace.

The consumer driven enterprise

The consumerization trend in the enterprise continues to accelerate. Employees are bringing their mobile devices into the workplace and are demanding their employer take them seriously. In his forthcoming book, *iPad in the Enterprise*, my colleague and *iPhone Life* Enterprise Editor, Nathan Clevenger, spoke to scores of CEO's and CIO's about this trend. One of the most enlightening quotes came from Robert Stephens, CTO at Best Buy who observed that, "IT no longer has the unique set of knowledge about what is possible. The user now knows what they want, and now they can and will demand it from IT."

What Stephens observes is exactly the attitude that is frustrating many in the IT department when it comes to technologies like iCloud. With the release of iOS 5.0, Apple has once again shown the consumer what is possible with their iPhones and iPads, and as soon as they begin to reap the benefits of iCloud in their personal lives, they will begin to demand the same benefits at work.

Developer autonomy

Coupled with this growing demand for enterprise applications is the increased autonomy of mobile developers and the departments they work for. Individual business units within a larger organization are taking advantage of the low price and barriers to entry that the iOS Developer Program provides. Many are hiring

by Scott Olson

their own developers to bring mobile applications to their workers—often completely side-stepping the IT department. The adoption of cloud-based infrastructure providers, such as Amazon Elastic Cloud and Microsoft Windows Azure, provide these business units an increased level of autonomy. Developers can spin-up their own server in the cloud with their boss's corporate card—and if they use iCloud they don't even need that. With Apple offering 5 GB of free storage for every enrollment, developers can search and store any manner of information using the iCloud document storage API. This level of developer autonomy is enabling rapid innovation of new technology, but at the same time it is eroding the traditional IT department power base and raising questions about its future.

The future of corporate IT

IT departments are facing a radical change in how they support mobile users. Organizations who resist change risk getting left behind, while those that find a way to adapt and embrace this change enhance their competitive advantage and earn the rewards of a happier, more productive workforce. One of the IT department's biggest concerns is corporate data security. The introduction of iCloud as a potential tool for enterprise applications greatly raises the risk of exposing proprietary or confidential company information. As of today, Apple hasn't announced any means for protecting iCloud information as it is synched over the public internet. Mobile Device Management vendors such as Mobile Iron or Airwatch may step in to provide some data management features, such as remote wipe, but phishing and man-in-the-middle attacks remain a real risk for use of iCloud and could prove the Achilles heel of iCloud adoption in the enterprise. Time will tell if Apple responds to these concerns, but for now iCloud is poised to create a big stir in the enterprise. ⚡



Scott Olson is a Mobile Architect at ITR Mobility, a technology consulting firm specializing in mobile strategy and development. He has spent the past 18 years building software and advising Fortune 500 clients on the potential of software and mobility. He can be reached at scotto@itrgroupinc.com.

The iPad and Consumerization

What is it, and what does it mean for business?

[This excerpt from *iPad in the Enterprise* is reprinted with permission of Wiley.]

By Nathan Clevenger

and information they need to better inform decisions. These consumerized tools enable people to better use and interpret information: they are easier to maintain, and have a higher satisfaction level with the user base than any previous generation of tools."

The term consumerization first gained popularity in 2001 when it was used by Douglas Neal and John Taylor as a description for how information technology innovation was emerging in consumer-based technology, with the expectation that it would eventually migrate into the enterprise.

In 2005, Gartner, Inc., released a report saying, "The growing practice of introducing new technologies into consumer markets prior to industrial markets will be the most significant trend affecting information technology during the next 10 years." The traction found by the iPhone, which went from 0 percent to 80 percent of the companies in the Fortune 100 between June 2008 and June 2010, demonstrates undeniably the powerful impact of this trend.

The consumerization of IT

But what does the "consumerization of IT" actually mean to a corporate leader of information technology? In my search for a clear definition of this concept, one of the best explanations I've heard was from Mike Blake, the CIO of Hyatt Hotels. He shared with me the journey that Hyatt went through to both recognize and then ultimately embrace this trend of consumerization with the iPad. In Blake's words:

"When iPad came out it was the latest "shiny object" introduced by one of the most innovative companies in the world. Everyone had to have one, yet no one really knew what it was for. The power in the product, aside from its beautiful design and solid operating system, was found in the spark that it created in the imagination of its users. Users were defining ways of leveraging the tool to prove that it is more than just flash, that it could offer true utility. In our case, IT embraced the iPad from day one, helping to get the product out into as many people's hands as possible. From that grass roots trial we have found ways of serving our customers in new ways, and providing powerful tools to our employees that they truly enjoy using. That's where consumerization of IT really comes into play. It is IT recognizing the power of a consumer product, cultivating it, and giving it a fair chance to succeed. We have shed our arrogance, but we keep a little bit of our skepticism and our conservative approach to make sure the enterprise systems are still secure and our help desks are not overwhelmed.

The end result is to have an employee to be able to get the data

I believe that Blake has demonstrated that the "consumerization of IT" is ultimately a positive trend for corporations. It may involve some painful changes in the status quo of corporate IT, including, as Blake said, how IT groups have to "shed our arrogance" in order to give the underlying technology a chance to succeed. But this trend provides the business, the entire company, and even the whole economy with an improvement in efficiency, productivity, and ultimately profit.

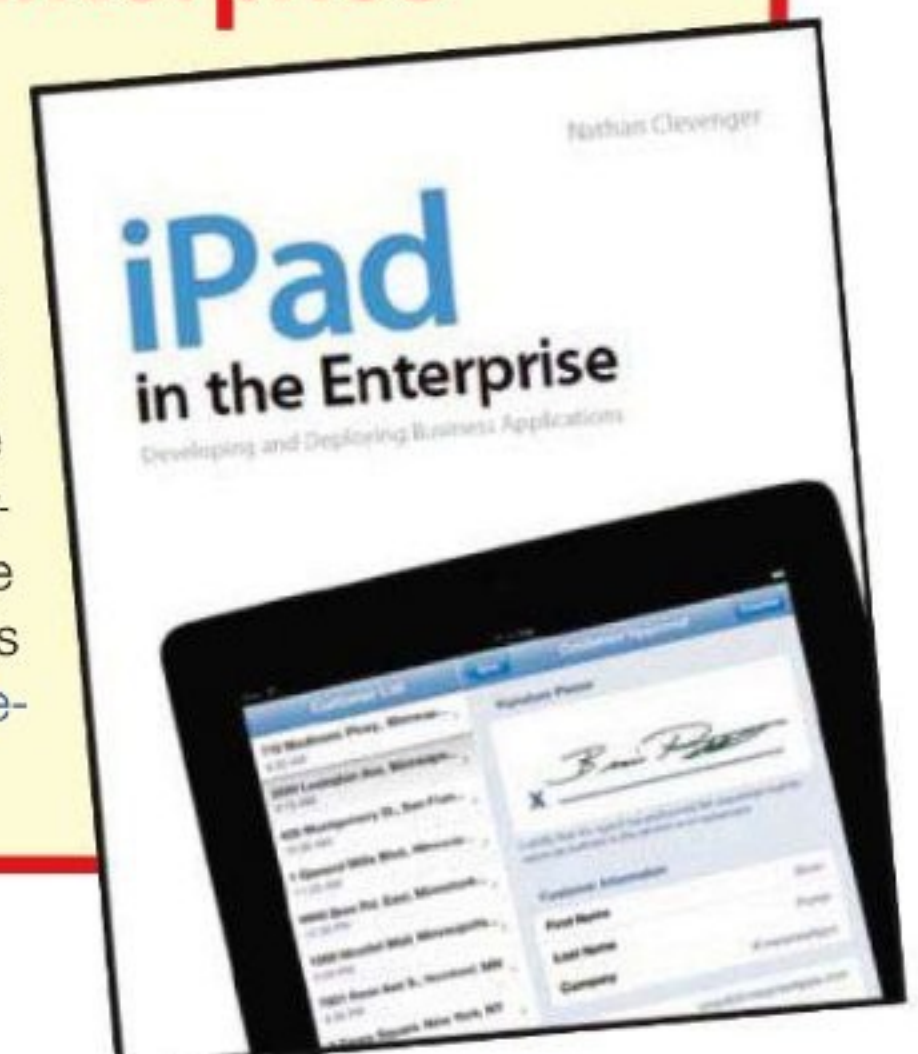
How long has the consumerization of IT been going on?

Scot Finnie, the editor-in-chief of *Computerworld*, believes that consumerization has been happening for a long time. He said, "The rise of consumerization of IT has become highly visible over the past several years. The immediate causes of the trend include the prevalence of powerful and versatile smartphones and tablets, the popularity of simple and useful mobile apps, and the recession, which has driven the need for greater levels of productivity and effectively longer workdays."

"Even so," Finnie continued, "the consumerization of IT has been evident for 20 years, beginning with the advent of the personal computer. Microsoft, for example, rose to dominance

iPad in the Enterprise

The article was excerpted from *iPad in the Enterprise*, a guide for how business and IT must collaborate to develop a mobile strategy to take advantage the transformative technology of the iPad. More information is available at iPadintheEnterprise.com.



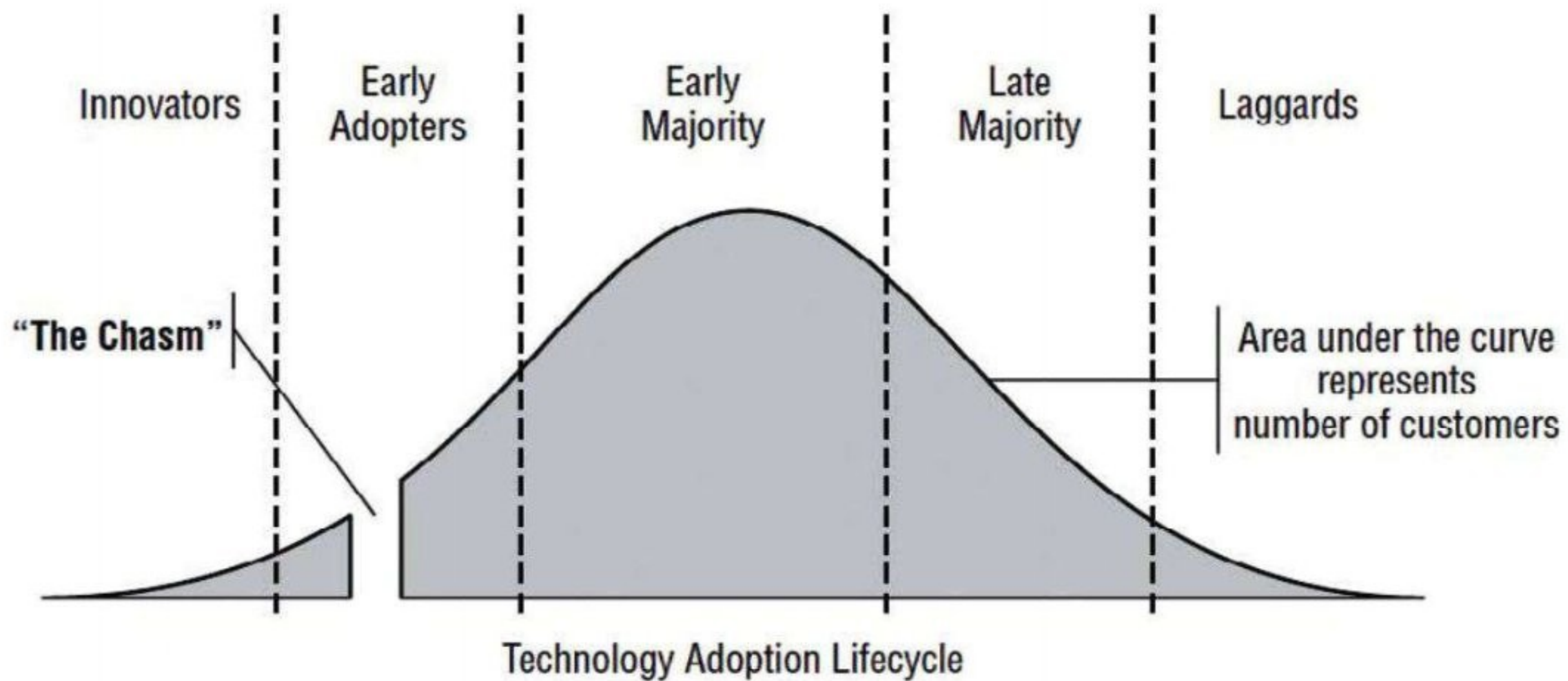
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How did the iPad seem to leapfrog the Technology Adoption Lifecycle?

in the early '90s in part on its intense focus on the end-user usability of its operating systems and applications. Apple, of course, has been a consumer electronics company for some time. The key for IT organizations is to recognize and embrace massive consumer trends, because they almost always manifest themselves in business environments, as well. Enterprises ignore or attempt to thwart the consumerization of IT at their own peril."

There is a big upside to the business if IT embraces consumerization. The upside is that the users themselves are bringing the latest technology into the company sooner than would otherwise happen. That can mean better integration, better communication, better tools, and ultimately a competitive advantage for the company.

Finnie offered hope to discouraged leaders: "At its core, the consumerization of IT is about employee freedom and employee productivity. At some point you have to just trust your employees and not only let them do their jobs better, but support them in doing so. The ROI will follow."

Donald Ferguson, the CTO at CA Technologies, agrees with Finnie, saying, "The consumerization of IT has been gradually occurring for years. The iPhone followed by the iPad has made 'consumerized' IT the new normal. Enterprises can either enable and support iPhone, iPad, and new consumer devices, or their employees will go around IT."

Frank Sloatman, the former CEO at Data Domain and executive chairman of the BRS Division at EMC, shared similar sentiments: "Consumerization of IT is not a new phenomenon with the emergence of the iPad or even the smartphone. As far back as the mid-1980s, the very first Macs and LaserWriters were ushered into departments of the enterprise completely against the tightly locked-down policies of the IT department who refused to support them. It is an unstoppable grass roots dynamic many decades under way now. I am sure we ain't seen nothing yet."

According to Robert Stephens, founder of the Geek Squad and CTO at electronics retailer Best Buy, the iPad is facilitating an even more fundamental shift within the enterprise: user-driven design, which is driving improvements in business processes. "Up until recently," Stephens said, "most business executives didn't have any confidence to know what to ask IT for. But now they see that they can track a FedEx package right from the iPad, and see exactly where it is or who signed for it. You can customize and order a pizza from Papa John's right from your iPhone. IT no longer has the unique set of knowledge about what is possible. The user now knows what they want, and now they can and will demand it from IT."

Crossing the chasm

Ever since best-selling author Geoffrey Moore wrote *Crossing the Chasm* in 1991, this book has served as a strategic guide for technology product entrepreneurs and marketers everywhere. In the book, Moore describes the Technology Adoption Lifecycle, where new technology products are adopted according to a bell curve pattern. In this pattern, the initial purchases of a product are Innovators, after which come the Early Adopters, the Early Majority, the Late Majority, and finally the Laggards. Rather than a smooth curve, though, there is a "chasm" in the Technology Adoption Lifecycle within the segment of the Early Adopters. This is because customers tend to look for references from other companies in the same segment. Since Innovators buy products simply to have the latest and greatest technology, they do not serve as very good references to Early Adopters, who are focused on the benefits provided by the technology, not the technology itself. This makes it very challenging for the marketers of innovative new products to "cross the chasm" as they pursue mainstream customers.

With the launch of the iPad, though, it seemed that this technology was able to defy the pattern of adoption that has held fast within enterprise IT for decades. How was Apple able to pull this off?

I asked Moore how the iPad was able to jump over the entire Technology Adoption Lifecycle, and he shared with me his thoughts regarding the iPad and the consumerization of IT. His response was, "The key thing about the iPad and iPhone, and the consumerization movement in general, is that there is no technology adoption lifecycle for the end users—no training even—so there is no adoption lifecycle for enterprise when the technology is being brought in by the end user. Indeed there is a pent-up demand based on decades of retro user interfaces and user experiences. There is some adoption shock for IT, but this time around it is not so bad because there is more flexible infrastructure to absorb it."

But Moore also believes that this provides a dramatic opportunity for enterprises. He continued, "All that is really left is for executive teams to understand the ROI for these deployments. I believe this will come from empowering the legions of middle managers responsible for negotiating actions across a distributed global value chain. These people have intense need for communication, coordination, and collaboration facilities of the sort that the consumer market has already embraced, but the enterprise has never had the opportunity to deploy before now."

But again, how did the iPad achieve such rapid adoption within the enterprise? How did Apple penetrate 50 percent of the Fortune 100 in less than 90 days? Of everyone that I talked to, I think Frank Modruson, the CIO of Accenture, had the most vivid explanation of how the iPad penetrated that organization:

"The day the iPad was introduced we had some discussions about adding them into our environment; 24 hours later, we had 500 devices accessing e-mails.

People expect their personal devices—iPads, iPhones, and the like—to be usable at work. They want to be more productive, they want to do a better job, and there's an expectation that they'll be able to integrate their consumer devices with enterprise applications at the office. It's a sensible and reasonable expectation, and we feel it's imperative to oblige them. Indeed, we see it as an opportunity. We're always plowing ahead, moving toward the next generation of technology because the next generation is almost always better, faster, and cheaper."

Zero to 500 devices overnight! That represents an incredibly rapid rate of change for CIOs who have traditionally embraced stability. Is Modruson correct in not only allowing this rapid rate of change, but also believing that CIOs don't even have a choice?

Ken Dulaney, a vice president and Distinguished Analyst at Gartner, agrees with Modruson. According to Dulaney, "These devices have become inexpensive enough that end users can overwhelm IT through widespread consumer-fueled adoption. It's kind of a parallel with the Egyptian Revolution of 2011, a relatively peaceful protest that the government cannot ignore. The IT dictatorships of the past do not work any longer; the end user is more than equipped to adopt compelling technology and to work around IT when necessary. Either IT helps the end user with new technologies or risks widespread criticism."

Many IT leaders believe that while the iPad adoption rate was rapid, it was also superficial. This is a widespread view among quite a few of the IT leaders I talked to, but the only executive who was willing to go on the record with that point of view was Kate Bass, the CIO at Valspar, who said, "Personally, I think that the fact that 50 percent of FORTUNE 100 have adopted the iPad is a gross overstatement. Yes, we have iPads in the organization but that does not mean widespread adoption nor that iPads are being used for daily processes. They work great for 'consuming' information that is available to the 'consumer.' They do not work well for creating information. I do think that they introduce an imperative, however, for the ERP [Enterprise Resource Planning] vendors to make it easier to 'consume' data that we have spent years locking up in Fort Knox databases and storage systems."

Bass's imperative is felt in the exponentially growing demand for high-quality apps that can consume and add value to data.

What does this mean for the enterprise software industry?

The founder and CEO of Salesforce.com, Marc Benioff, agrees that this is a transformative shift that is just as much about the software as it is the hardware. He says, "Our industry has gone through many shifts, but ultimately, the big ones have always been about software, not hardware. Now, we are seeing a simultaneous software and hardware revolution. Sales of mobile devices and tablets have far outpaced PCs. The key apps we use will all be rewritten to take advantage of this fundamental transformation. That transformation even extends to where we use these apps. Because devices like the iPad are so easy to carry and can be used anywhere, it creates a truly mobile workforce. That's why I plan to put an iPad in the hands of all my salespeople."

MicroStrategy, the enterprise software firm focused on business intelligence, has also recognized how consumerization is creating a highly productive mobile workforce. According to Executive Vice President and Chief Operating Officer Sanju Bansal, "People expect to be able to access any information they need at any time of the day from a mobile device, whether at home or at work. More and more companies are recognizing the value of mobile devices for their businesses and are building mobile apps for employees, executives, suppliers, and business partners. The phrase 'I'll get back to you' will eventually disappear... The ability to access business information 24/7 shortens decision-making time, streamlines business processes, enhances collaboration, and makes every location an office."

Embracing consumerization

In many ways, to embrace this trend is make a complete reversal in many positions that IT has traditionally taken. Once IT led users to new technology; now the reverse is true. Over the last 50 years, the focus of IT has progressed from the back end to the front end; now the mobile experience, led by the iPad, is creating new demand for intuitive UI, ubiquitous connectivity, and greater access and control of the back end. The direction is reversed.

But are IT leaders ready to embrace consumerization? David J. McCue, the CIO at CSC, believes so. He says, "The iPad is a transformational platform for the delivery of services and applications. Enterprises have been criticized for not adapting the iPad quickly enough, and IT departments have been castigated for being obstructionists. The reality is that every CIO I know has already bought into the value of the device and is deploying it."

Rick Fabrizio, the CIO of propane giant AmeriGas, sees this disruptive transformation as an opportunity for positive change. Fabrizio said, "Companies that embrace 'New Tech' will have a competitive advantage over those that don't. Adoption of technology by the business has always been a challenge for IT, so here's an opportunity for IT to adopt and leverage technology that the business community is already using. The iPad and iPhone are perfect examples of this."

At paper-giant Weyerhaeuser, CIO Kevin Shearer views the iPad as a positive opportunity for IT. According to Shearer, "The lightning-fast speed of adoption of the iPad into the business world caught everyone by surprise. Now business execs are showing up with their own iPads, bought with their own money, expecting full and seamless connectivity and integration between personal and business applications. It's what every CIO dreamed of, but we all thought we would have more time to prepare for these customer expectations."

While the topic of consumerization remains a controversial subject, Brian Carlson, the editor-in-chief of CIO.com, believes

that strategically embracing enterprise mobility is an imperative for those in IT leadership positions. According to Carlson, "The convergence of consumer electronics and the enterprise IT organization is in full swing now, and nowhere is this more evident than in the exploding mobile enterprise market. Enterprise mobility is set to eclipse cloud computing as the biggest trend in the technology industry in 2011, with businesses expanding the use of smartphones, tablets, and mobile apps for all levels of employees. Expect to see enterprises mobilizing all their core applications from CRM [customer-relationship management], ERP, expense management, inventory management, and time tracking. An effective enterprise mobile strategy is no longer a nice-to-have, but a necessity for business growth."

Embracing disruptive change

The iPad is an incredibly disruptive technology; there is no debate about that. But exactly what the ultimate impact of the iPad and the overall trend of consumerization will have on enterprise IT is yet to be seen.

How are you responding to the consumerization of IT within your organization? Is your company ready to embrace the disruptive change necessary to realize the full benefits of this trend? [u](#)



Nathan Clevenger is the Enterprise Editor for *iPhone Life* magazine, and also runs the Mobility Practice at ITR Group, a consulting firm specializing in iPhone application development. Nathan strongly believes in the technology not for the sake of technology, but rather to improve capability and efficiency. An avid evangelist of mobile computing, he is dedicated to raising awareness of the potential for this technology in business today. You can reach Nathan at: nclevenger@iphonelife.com.

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Mobile Device Management

Using MDM to manage and secure your devices

By Nathan Clevenger

So now iPhone and iPads are running all over your company, and IT is concerned about security. How can your enterprise data be kept secure on the iOS devices of your users? Apple introduced a number of significant new features for device management in iOS 4.x that gives enterprises exactly what they had been asking for.

Using Exchange ActiveSync

One of the most interesting developments in the mobile industry over the last few years has been the industry-wide standardization on Exchange ActiveSync (EAS) for both server-side and mobile device communication and collaboration data synchronization.

In addition to providing push synchronization of mail, calendar, and contacts to iOS devices, EAS also provides the ability to enforce security policies as well as remotely wipe devices if they are lost or stolen. Although EAS does not offer as many features or capabilities as Apple's MDM APIs, EAS may provide enough features for some organizations to be comfortable with the security of iOS.

Enforcing Policies

When a policy is applied to Exchange ActiveSync, users will be forced to comply with the policy, or they will be unable to connect their devices to sync with the Exchange server. In some cases, like requiring a passcode or establishing a specific passcode complexity requirement, users will be prompted to configure their devices accordingly. Other policies, like requiring device encryption, are completely dependent on the device hardware (and in that specific case, it will allow only iOS devices with hardware-based encryption to connect, which includes all iPads and iPhone 3GS, and newer but not older iOS devices).

Remote Wipe

In addition to enforcing security policies, EAS provides a mechanism for remotely wiping a device if it is lost or stolen. Keep in mind that this will wipe the entire device, including all apps, data, pictures, videos, music, and anything else, whether personal or business-related. Due to the potential legal liability associated with deleting personal content and data on personally owned devices, many organizations require that users sign a legal agreement acknowledging that the company has the right to remotely wipe the device, including any personal information.

Using Mobile Device Management

For many organizations, the device management capabilities provided by EAS are not satisfactory to meet security compli-

ance requirements. Apple listened to the enterprise community, and with iOS 4.x, they introduced a number of MDM APIs that provide enterprise IT organizations significantly more control than was previously available. In the process, dozens of third-party MDM vendors have appeared in the marketplace. Since the vendors are limited by the capabilities of the iOS MDM APIs provided by Apple, many organizations have found the MDM landscape confusing in determining exactly what's different among the various MDM solutions and vendors. In order to clear up some of the confusion, let's examine how Apple's MDM capabilities work on iOS.

Understanding MDM

Apple's iOS MDM APIs are based upon a relatively simple architecture. Unlike many prior device management architectures used on other mobile platforms, Apple decided to piggyback on the same unified Apple Push Notification Service (APNS). This is the same channel that application developers can use to deliver push notifications to individual users' devices, and it also powers communication initiation for Apple's FaceTime service. Once a device has been enrolled with an MDM server, the server can apply a configuration policy, make a management change, or query a device attribute by sending a device-specific notification through APNS. When the device receives the push notification, it gets a message that the MDM server requests contact. Rather than displaying a message like other push notifications, this MDM process runs quietly in the background.

When the device gets a request from the MDM server, it then opens a connection to the MDM server and requests whatever the MDM server has waiting for it. This can include a batch of management requests, configuration or provisioning profiles to be applied, or queries to be responded to.

Enroll

The MDM enrollment process generally follows the Simple Certificate Enrollment Protocol (SCEP). Rather than deploying specific service configurations like EAS or VPN though, a configuration profile containing an MDM payload would be delivered. Then, after the device has been enrolled in MDM, the MDM server can push and manage any additional configuration profiles to the device.

Configure

Once an iOS device has been enrolled in MDM, the management server has the ability to configure the devices by adding or removing configuration profiles. The configuration profiles are

just like what can be created by using the iPhone Configuration Utility, except that when deployed via MDM, the user is not prompted, and the configuration profiles can be silently applied and updated in the background transparently to the user.

Query

In addition to managing configuration and provisioning profiles, the iOS MDM APIs also allow the MDM server to query many different attributes of the device hardware, communications information, compliance and security, and application-related data.

Manage

Finally, the iOS MDM APIs allow for several important management actions that can be performed on a device: remote wipe, remote lock, clear passcode, and the ability to apply configuration and provisioning profiles.

Remote Wipe

While most iOS deployments will also use EAS, it's important to note that this remote wipe capability is distinct and independent from the remote wipe capability of EAS. This is significant, because there is often the need for task-based iPad deployments or shared devices where EAS is not appropriate, but the ability to remotely wipe the device is critical.

Remote Lock

If a remote device is misplaced, lost, or stolen, and if it does not already contain a passcode, one can be applied remotely to prevent prying eyes from accessing information contained on the device.

Clear Passcode

Users will occasionally forget their passcodes, and if the device is configured to wipe itself after a certain number of failed login attempts, it can be valuable to allow IT to centrally reset passcodes for individual users.

Apply Configuration and Provisioning Profiles

Configuration profiles can be applied to and removed from managed devices silently in the background without prompting the user. Configuration profiles can hold payloads including account settings, security policies, device restrictions, certificates, and Web Clips. Additionally, MDM enrolled devices can have enterprise provisioning profiles added to and removed from devices—profiles which must be present on a device in order for an in-house enterprise app to execute.

Finding a Vendor

The Mobile Device Management marketplace has recently seen explosive growth. As a result, there is currently a very rapid pace of development and innovation that will likely continue for the foreseeable future. Until the market matures somewhat and we see some consolidation of the MDM vendors, it can be a full-time job just staying on top of all the developments in the industry. As a result, this is not an exhaustive list of iOS MDM vendors, and it's also very likely that many of the vendors listed here will consolidate as clear leaders emerge and other large

software firms decide to get into this space through acquisitions. Here are some of the MDM offerings on the market:

- Absolute Manage
- Afaria by Sybase
- AirWatch
- BoxTone
- Good for Enterprise
- BELEM
- JAMF
- McAfee Enterprise Mobility Management
- MobileIron
- SOTI
- Tangoe
- Tarmac by Equinix
- ubitexx by Research in Motion
- Zenprise

Evaluating the Vendors

Due to the fundamental constraints within the iOS MDM environment, and the fact that there are so many vendors jumping into this industry, it's important to understand some of the primary criteria that can differentiate the different solutions provided by the vendors. I have worked with many customers in the evaluation of iOS MDM vendors, and the industry is emerging very rapidly and is very immature overall. The rapid growth presents a unique challenge to enterprises looking to make the best decision based upon both short-term capabilities as well as long-term viability, and potential for continued research and development and innovation.

In upcoming issues of *iPhone Life*, we will compare and contrast many of these solutions and provide guidance on how to select the right vendor for your needs. 



Nathan Clevenger is the Enterprise Editor for *iPhone Life* magazine, and also runs the Mobility Practice at ITR Group, a consulting firm specializing in iPhone application development. Nathan strongly believes in the technology not for the sake of technology, but rather to improve capability and efficiency. An avid evangelist of mobile computing, he is dedicated to raising awareness of the potential for this technology in business today. You can reach Nathan at: nclevenger@iphonelife.com.

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Developing for iOS 5

What does the new operating system mean for creating apps?

by Ben Horgen

The release of iOS 5 to the development community richly expands their mobile platform APIs, providing an even greater bag of tools with which to build rich mobile applications. The most notable expansion is the iCloud storage APIs. Apple is spreading iCloud storage to their entire domain of computing platforms. iOS 5 devices are capable of completing an initial power-on without tethering to a PC or Mac. Integration with iCloud and over the air deployment of media creates an eco-system that allows the iPod, iPad, and iPhone devices to be fully functional without ever being connected to a traditional PC or laptop.

iCloud storage

iCloud provides a remote data storage mechanism for all iOS devices. Piggybacked on the deprecated MobileMe service, it expands wireless backup of an application's data folders to third-party applications. In addition, individual documents or key value can be written directly from the application. The data can then be pushed wirelessly to all iOS 5 devices registered to the user.

Notification Center

The Notification Center provides users with a better way to manage push notifications. It integrates with current applications to provide a centralized location to view notifications from all apps running on the device. To streamline the development process, app provisioning for push notifications has been built into the new release of Xcode.

Automatic Reference Counting

The underlying plumbing of every iOS application gets a major revamp with reference counting. When Apple switched to the LLVM compiler, the subtle optimizations were not obvious to the general developer. The first blaring improvement for developers appears in the iOS 5 SDK. The compiler will now handle memory allocation and de-allocation. This removes the need for release and retain statements and simplifies memory management for the application developer. As applications grow in complexity and size, the move to automated memory management will inevitably increase speed and reliability.

AirPlay

The initial set of application interfaces for screen mirroring was lackluster at best. It required the application developer to implement a cumbersome API, displayed with poor refresh rates, and took countless lines of code to mirror the entire screen. The



new AirPlay APIs looks to level all of those hurdles. Screen mirroring is automatic and requires no additional lines of code. If full mirroring isn't desired, developers can still control the entire content area of the external display. The AirPlay APIs take it one step further by enabling streaming to Apple TVs. The stream is encrypted and provides the means to wireless stream content to an HDTV or projector.

More than 1500 new APIs

Advancement of the development platform includes improvements to most of the tent poles introduced in the last major release of the iOS SDK. Game Center gets improved support for turn-based games. The APIs will help developers facilitate turns by utilizing push notifications and the computing power at Apple's data center. OpenGL also gets wider acceptance with the inclusion of the GLKit framework. GLKit is there to help developers take advantage of design practices and hardware accelerated libraries. Location services get updated APIs and improved toolkit support with the new iPhone simulator, allowing manual configuration of current latitude and longitude. Perhaps the newest tent-pole to Apple's iOS SDK is iMessage. This service synchronizes a message conversation over all iOS 5 devices for the user and exposes APIs for starting individual or group conversations from within any application. 



Ben Horgen is a software engineer with ITR Mobility. He has over a decade of experience architecting software for a wide range of mobile platforms. A majority of his career has been spent writing firmware for new mobile devices. Ben has a passion for embedded hardware and the challenges that accompany software development for mobile computing platforms. You can contact Ben at ben@benhorgen.com.

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Importance of The HIG

Apple's Human Interface Guidelines are a key to its success.

Steve Jobs is often seen as a dictator handing out edicts about how users and developers should be doing things. These include rules about walled gardens, media formats, development languages, even how an application should feel when being used by someone. While some call him a tyrant, the last item is a stroke of genius. The Apple's Human Interface Guidelines, or "The HIG," is a key part of Apple's success.

by **Garrett Woodford**

The HIG blends usability and design

The HIG has one main goal—usability. It describes how an app should behave and look so that new users aren't confused, so that power users are not slowed down, and so that people with common disabilities can work with it. Imagine a world where individual developers choose their own copy/paste shortcuts, move the minimize button anywhere they want, and make the buttons on their app look like puppies. While programmers technically can do these things, they generally do not because users would complain about how hard the app is to use. A great app is a blend of usability and design. The HIG is there to help with that blending.

Why you should care

Users want powerful tools that are not only beautiful, but also easy to use. Initially, developers tend to focus on the "beautiful" part of the equation. When starting a project with a client, the word "sexy" is brought up a lot. The client wants the app to be stunning, but they may also want it to include the company colors and logos galore. Unfortunately, this often leads to "Photoshop syndrome"—the initial design drawn up by the marketing team is all a client can imagine—they ignore all suggestions to the contrary. That's where The HIG comes in.

Understand that The HIG is not in place to make all apps look the same or to prevent you from achieving your vision—it's there to help you make a successful app. The HIG was developed concurrently with iOS, and it embodies Apple's knowledge about what works in user interfaces. Remember that Apple is not out to sabotage your app; for iOS to be successful they need your apps to be successful. The HIG gives you plenty of room to maneuver—the guidelines are just to keep you from bounding over the cliff.

The design of the human interface makes or breaks most app projects. It's dangerous to stray too far from The HIG.

Read The HIG!

Before making your first iOS app, read The HIG! It tells you what the users of your app will expect and gives you insight into the platform. After reading The HIG you will have a better understanding of how you should design your custom controls.

More importantly, you'll understand where you should not use custom controls. Standard controls leverage the strength of the underlying system. Take advantage of the fact that iOS users are already familiar with rotation, input, clickable areas, visual cues, scrollability, resizing, and so on. Having a deep understanding of these things will help you decide when an app really needs custom buttons or layout.

Sometimes the path to understanding is hard. I have seen many clients go through revision after revision of a screen only to wind up at back at the one that was suggested to them at the beginning of development. Eventually, most people see the light, and the time involved is well spent. An app that is well designed from the start will help prevent wasted man-hours and lead to less headaches during updates.

It isn't carved in stone

This isn't to say that you have to stick with out-of-the-box controls. Custom UI can add a lot to an app. Just keep in mind that an app isn't just screenshots, it is an experience—that's what keeps users coming back to your app over and over again! ⚡



Garrett has a Bachelor's in Computer Science from Neumont University. Currently working at ITR Group. He has experience in web design, robotics, mobile development, and AI. He can be contacted at garrettw@itrgroupinc.com

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Application Validation

Before you sketch a single screen, find out if anyone wants to buy your app!

by **Brian Porter**

We've all done it... stumbled across an idea for an app that we thought could be the next big thing. But once you have a great idea, what do you do with it? Before you sketch a single screen, before you write one line of code, before you spend years of your life and hundreds of thousands of your own dollars, try to find out if anyone wants your app and is willing to spend money for it! Fortunately, a plethora of fantastic and freely available third-party tools are available today to help you validate any idea. In this article I'll walk you through the process I'm using to validate an application/business idea of mine called TapPresent.



The TapPresent.com website used to validate the application idea.

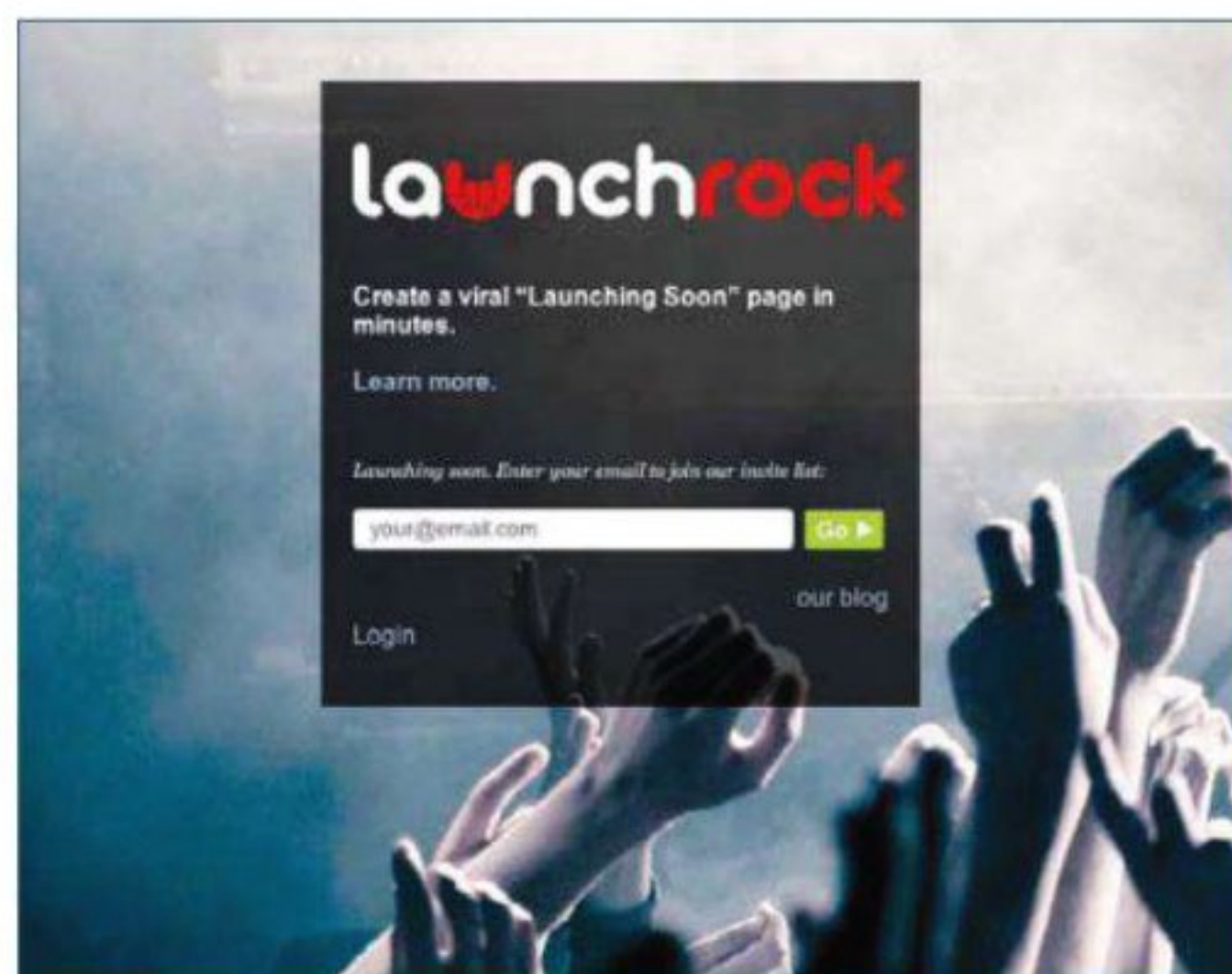
TapPresent is an idea that came out of work that I did a couple of years ago for a Fortune 500 company. I was brought on board to build a solution to a sales and marketing problem that they were having with remote sales teams. This was at the same time that Apple was launching their App Store. The iPad didn't exist at the time, but I saw the possibilities for a better solution even under the confines of the iPhone's limited screen real estate. Since then, I've continued to come across client after client (even my own company) that seemed to need this same solution. I came to the conclusion that I needed to validate the idea and see if there is actually a demand for the product.

A "teaser" Web page is central to the validation process

Don't jump the gun and think that your idea is so groundbreaking and time sensitive that you need to act immediately. Validation gets you to the starting line of the marathon that you hope to

run. Based on real data, validation helps you understand where you rank in that race and if it is even worth running.

Central to the validation process is the website teaser page that will introduce TapPresent to the general public. For this I'm using LaunchRock.com, a turnkey solution for the creation of a customized "Coming Soon" page that will provide a method for users to add their name to the invite list. This list will give me an idea about how much interest there is in TapPresent. In addition, a teaser page goes a long way towards ensuring a successful launch by raising the awareness of your application long before it goes live. This makes a lot of sense since people are more likely to download your app if they are already somewhat familiar with it.



LaunchRock is a web application that lets you to create a simple, clean launch page to gather email addresses, share your message, and validate business ideas.

The purpose of this Web page is to tease the user with a glimpse of what's to come. Ideally, you want to create a climate of anticipation. You want people to look forward to the release of your app. You want them primed and ready to break down the doors the second you unlock them.

With LaunchRock you are offering users who sign up the opportunity to gain early access if they get friends to sign up. Every friend that joins the invite list (via a link that LaunchRock generates for them) moves that user up the invite list. With most application launches, an early limited release with those that are champions of the product will occur, and these are the coveted spots that people are after. People love to know in advance about the next big thing, and LaunchRock will show you just who

those champions are, based on the number of friends that they invited to join, and then in-turn, signed up for the invite list.

Remember me?

With any good teaser there is a sense of memorability. To achieve this, I suggest that you take a little time to create a strong brand image. By “brand” I mean the visual attributes that are associated with the application: logo, color scheme, style, attitude, etc. By combining an attractive logo with a strong color scheme you are establishing the brand’s identity... often without even telling people what you do. This was the case with [UseHipster.com](#), who, back in January, got 10k signups in two days without even revealing what it was that they planned to do. They created an atmosphere of mystery around the brand that convinced early adopters that they were worth taking note of, and thousands signed up for their invite list.

Quality matters

Even if you want to restrict how much you say about your application, you still need to make people care. One way to accomplish this is through exceptional design. People will naturally assume that if your LaunchRock teaser page is well designed, the application will be as well.

To be honest, I feel that the vast majority of teaser pages fail to convert because of bad design. They simply don’t make you want to use the application enough to give up your precious e-mail address.

A little extra

LaunchRock does a great job of converting early adopters into potential champions. However, I feel that there is often an extra layer that is needed for the majority of us to become champions. That is the reason I use Posterous.com, a free blog service that can be linked to your LaunchRock page to provide



that added level of communication. This is where you need to write killer copy, show screenshots, post short videos and ask for feedback. Give the application some personality... your personality.

Posterous is a super simple blogging platform that integrates with social media channels.

Reward champions

Whether it is discounts, status or rewards, you absolutely need to cherish the champions of your application. They are your best marketers, feedback loop, quality assurance testers, and most importantly, cheerleaders. Pay them back as you would the best employee of your virtual company. Believe me, they deserve that gratitude and will provide a ten-fold return. The best part of this strategy is that it won’t cost you anything until you actually launch the application, and even then, the costs are low in comparison to what you are gaining.

With TapPresent, the plan is to have a few levels to the invite list in order to reward those that are champions of the application with access to areas I will refrain from revealing here, as well as a prestigious status level. A status level will give early

adopters a badge of honor that will show that they were one of the few that saw the potential behind the application.

An added bonus

In the validation phase, you are doing a couple of things that are not so apparent on the surface. First, when you’re working those long hours, without any guarantee of success, doubting and losing motivation for your idea is easy. This often leads to abandonment of an otherwise promising idea. With validation, you will find the motivation to move forward with the app, knowing that once it is complete there are pre-registered users lined up ready to start using it. Secondly, we all hate to let people down so by putting your idea out there, you are making it much harder for yourself to quit with others waiting on its release.

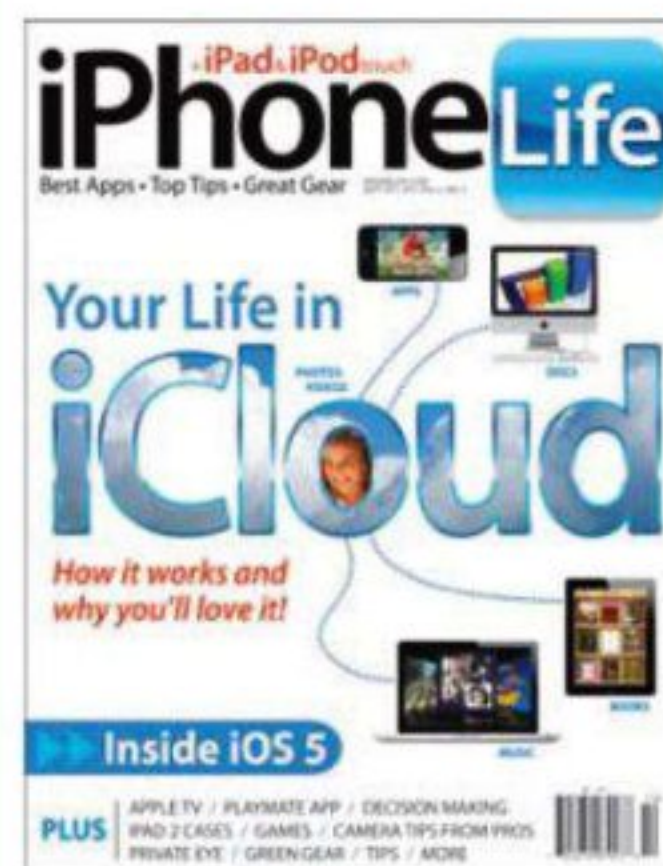
Now that you’ve read about it, go check out what I’ve set up for validation at [TapPresent.com](#). Give it a look, click over to the blog, add a comment, join the invite list, invite your friends, etc. If we find that there is a positive reaction in the validation phase, check back here for the next article documenting the process used to launch the application.

After doing all you can to validate your application idea and not seeing a fevered anticipation for release, you need to question the validity of the idea. You may need to re-think or abandon the idea completely. It is tough call to make, but one better made prior to spending years of your life and hundreds of thousands of your own dollars to find out that in the end, you built something that no one really wanted. ☺



Brian Porter is a user interface and interactive media architect having spent the past 12 years advising Fortune 500 clients like 3M, Best Buy, Boston Scientific, General Electric, Medtronic, and Target. He can be contacted at brian@ifactr.com or followed on Twitter @brian_porter.

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Dog training facility owner uses iPads to improve customer experience

Mark Van Wye

Chief Operating Officer and CTO of the Zoom Room

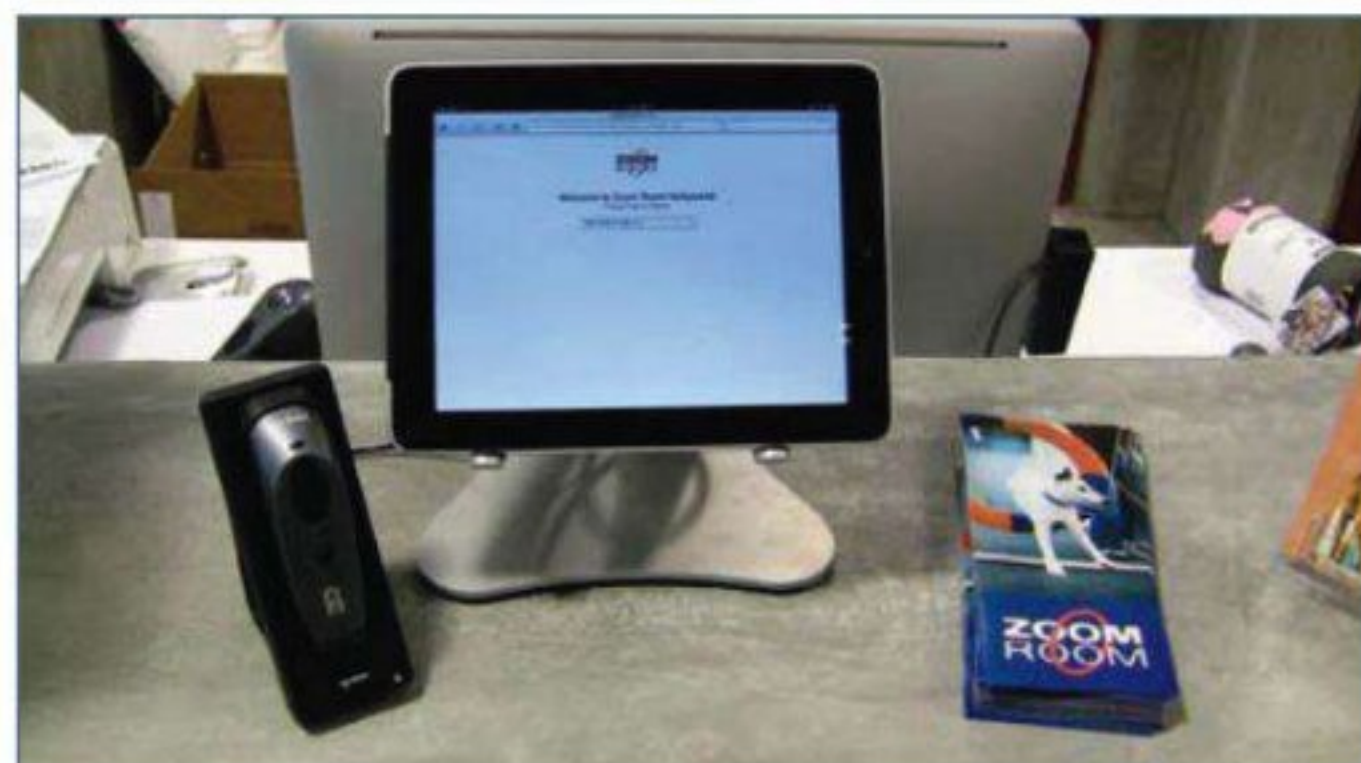
What do you do? I oversee all day-to-day operations of the Zoom Room, which is a dog agility training center and canine social club. We create a highly social atmosphere that promotes responsible pet ownership and fitness for both dogs and owners. It's like a gym for dogs!

Which device do you use? The iPad 2.

How long have you had it? As soon as the iPad launched, we immediately saw the enormous potential to improve our customer experience, and we now require iPads for all of our nationwide locations. My own iPad 2 was purchased the day it debuted.

How do you use your device? Here are just some examples:

- We use a scanner that works with the iPad to check-in dogs into the facility for classes and other events. Because owners can handle this process, employees are free to answer questions, ring up sales and interact with dogs.
- All of our nationwide locations are required to use a 3G-enabled iPad model. In the case of an Internet outage - or even a power outage - we can still run every single aspect of our business from the iPad (ringing up sales, scheduling appointments, signing people into classes, etc.).
- For our Doggy Disco® and other canine social events, we use the iPad for wirelessly streamed music and sound-activated laser light effects. The iPad also supplies music to the gym and retail area throughout the day.
- When lines are long, the iPad serves as a second cash register, allowing us to ring up two clients at once.
- The mobility of the iPad lets us take the show on the road—



we're able to gather newsletter sign-ups or class enrollments from any remote location.

What apps do you use the most?

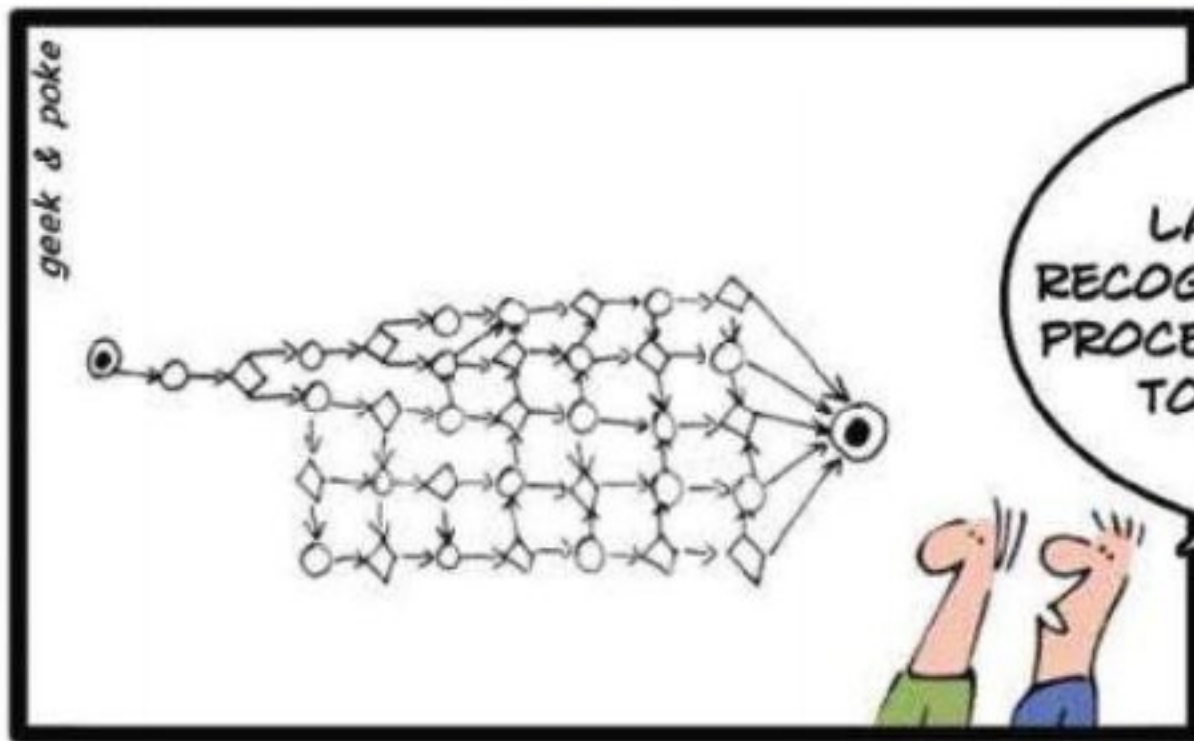
Flipboard (Free, app2.me/3473), **Dropbox** (Free, app2.me/127), **LogMeIn** (\$29.99, app2.me/2425), **Pages** (\$9.99, app2.me/2412), **Numbers** (\$9.99, app2.me/2480), **Hootsuite** (Free, app2.me/2926)

Did the iPad require any special modifications? Yes, for the iPads used in Zoom Room locations such as kiosks, rigging them for security with special hardware is required. This prevents them from walking away.

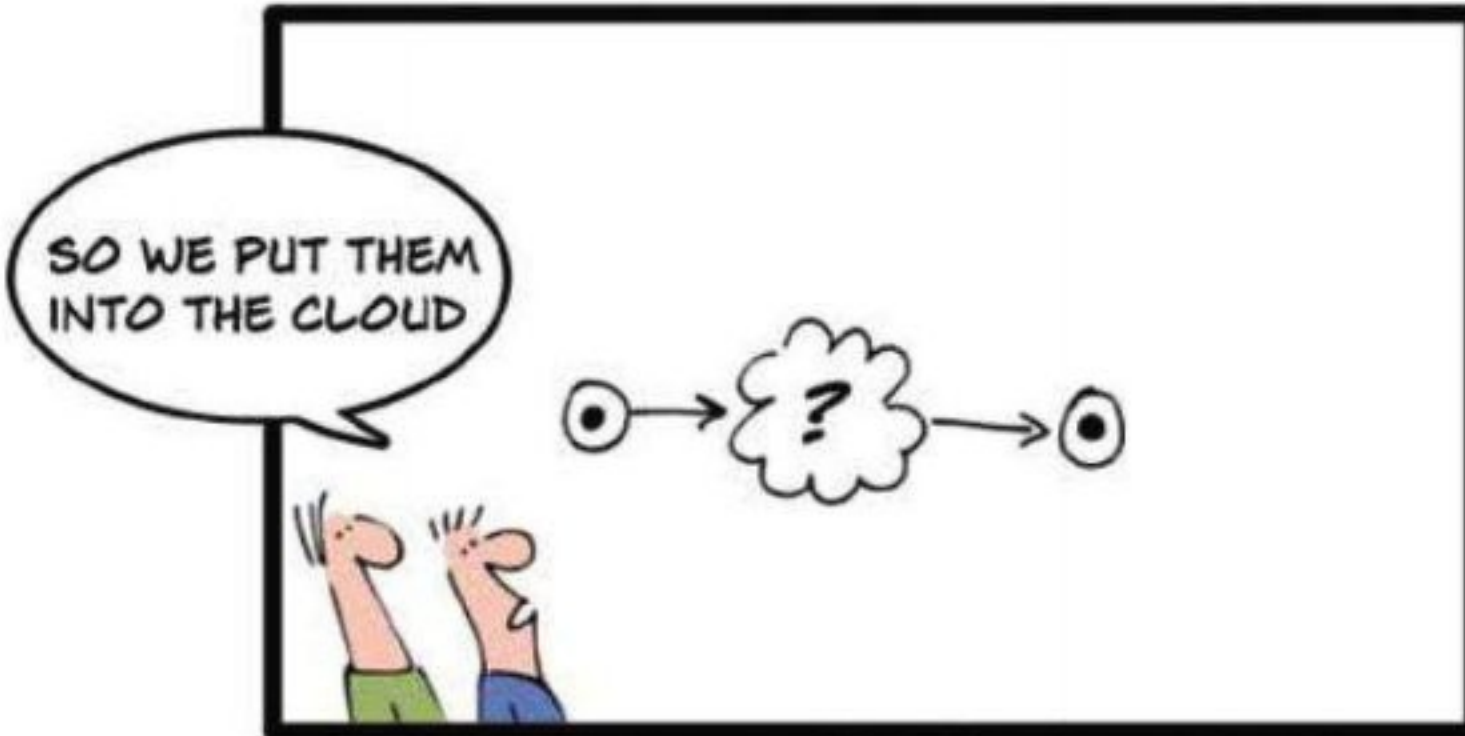
What would you do if you didn't have it? Adapt to and fully embrace whatever the latest and most flexible, powerful technology happened to be available at the time. ⏻

The iPads at the Zoom Room are rigged with special security hardware.

iPhunnies :)



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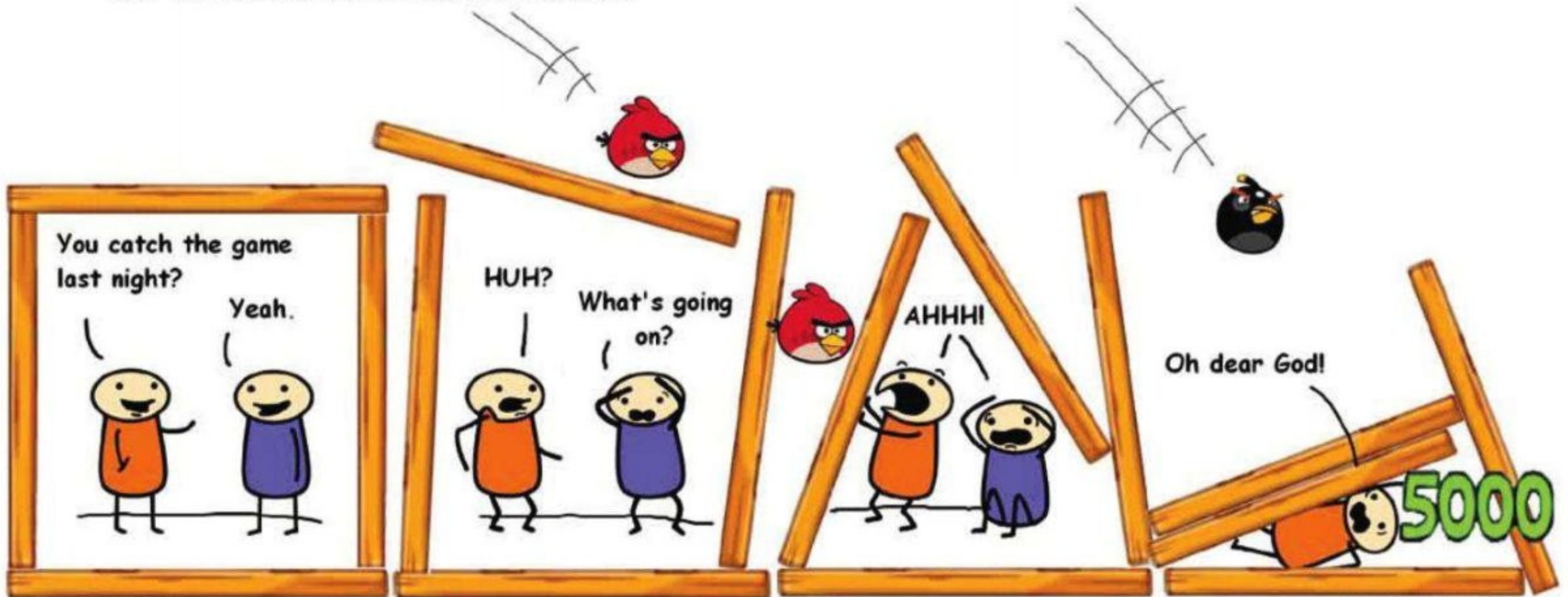
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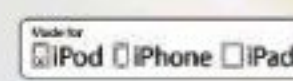
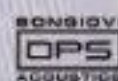


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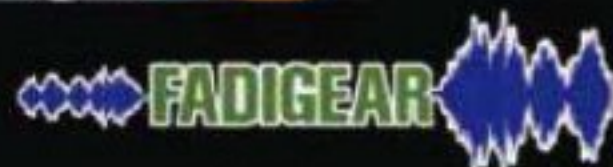
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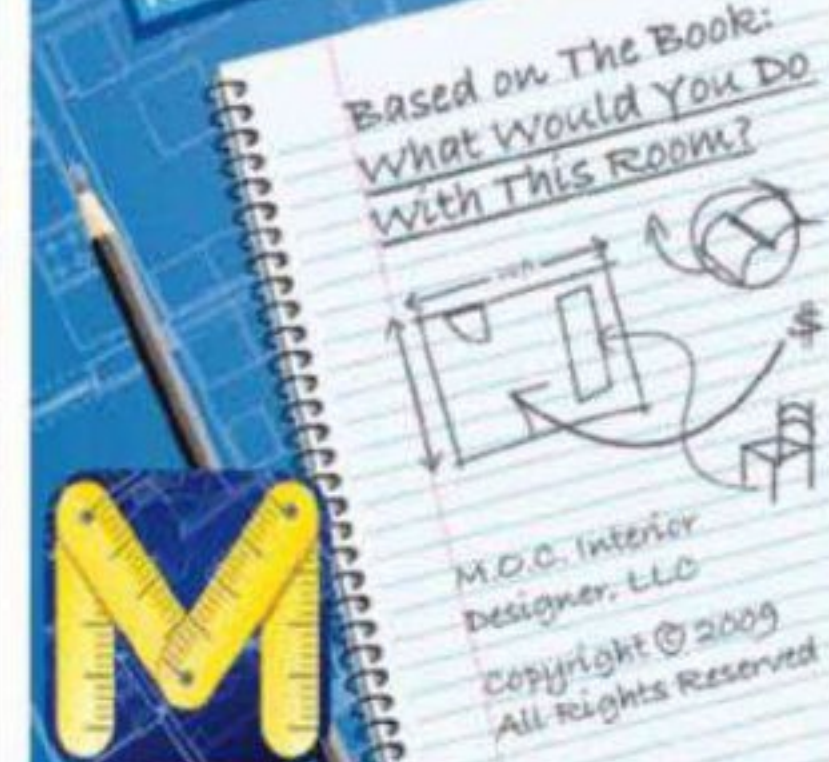
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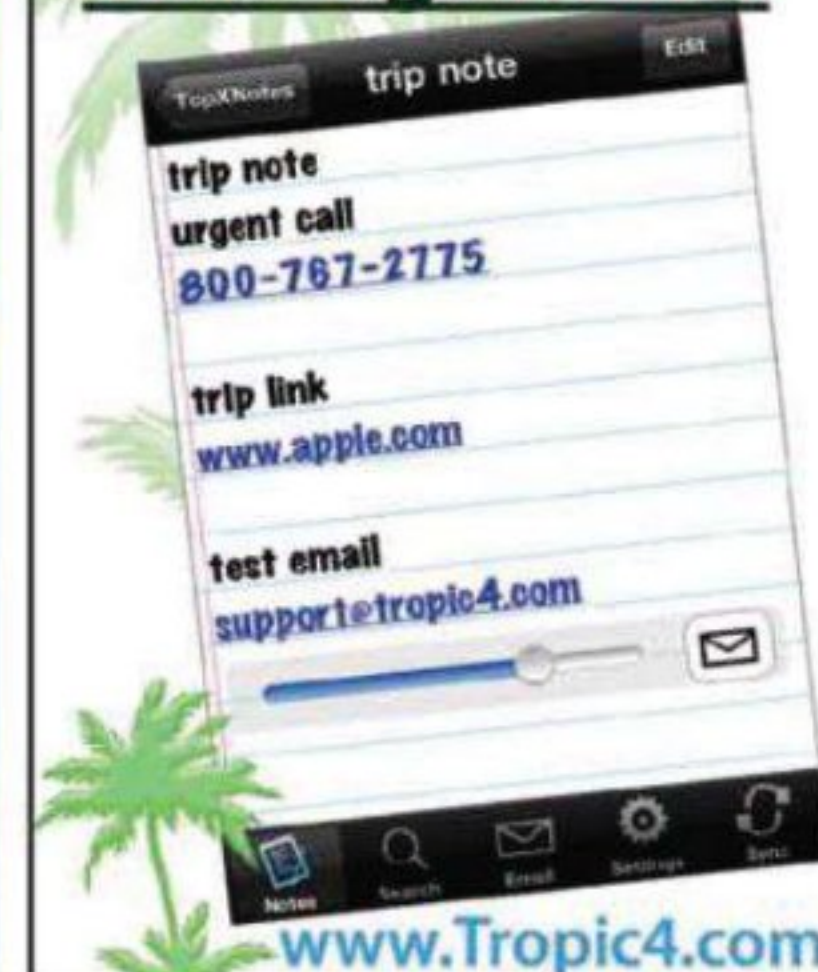
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Edwin Diaz, CEO
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Publisher Hal Goldstein hal@thaddeus.com, with his wife Rita Goldstein. Hal and Rita co-founded *iPhone Life's* publishing company, Thaddeus Computing, in 1985



Passing the Torch after Chronicling Mobile Computing for 26 Years

In the fall of 1984, fellow software engineers at Hewlett-Packard thought I was crazy. I was leaving a great job at a great company to get married and move to a small town in Iowa. To do what? To meditate!

The first laptop and the first LaserJet

Rita and I honeymooned by driving from Palo Alto, California to Fairfield, Iowa. We were moving in order to participate in a world peace project, one that we still participate in today. We wanted to practice the Transcendental Meditation program (tm.org) with others on the campus of Maharishi University of Management (mum.edu). By meditating with others, we accelerate our own development, and we help spread the effect of universal silence and coherence to the world. Both my friends at HP and my family thought I had lost it. Further, how was I going to support my new wife and myself? Between us we had enough savings to last a year.

Before leaving HP, through an employee purchase, I bought two new, extraordinary, pioneering products: the 9-pound HP110 MS-DOS Portable PC and the 70 lb HP LaserJet 1. The HP110 was the first clam-shell PC-compatible laptop. The LaserJet empowered individuals and small businesses, for the first time, to generate their own high quality, multi-font print pieces.



I was smitten the first time I saw the HP110 prototype. HP Corvallis engineers used calculator technology to create a self-sufficient, battery operated, solid state, truly portable computer. No longer confined to a desk, one could use a computer anywhere, anytime! I still remember the thrill sitting in bed with my new laptop, playing games, writing a memo, and manipulating a spreadsheet.

How would I support myself in Iowa?

I justified the purchase of the HP laptop and printer by believing I might use these powerful new tools to a competitive advantage by starting a business. In 1984, especially in rural Iowa, it was rare for an individual or even a small business to be self-sufficient computer-wise.

I soon discovered that it was not easy to print from the laptop to the LaserJet. Accordingly, I decided to write software that I eventually called "PrinterTalk" to facilitate the printing process. Further, I hoped that selling PrinterTalk would be a way to support myself.

As I finished the software, reality set in. How many people had both an HP Portable and a LaserJet? Further, even if these customers existed and needed my software, how would I reach them?

Starting our first publication

The answer to how to sell PrinterTalk became the idea for *The Portable Paper*. I knew from my time at HP that the vast majority of end users had little idea of how to make full use of a powerful personal computer. I decided to write a newsletter featuring tips, tutorials, plus software and accessory reviews. In that newsletter, I would market PrinterTalk.

The problem was that I knew nothing about publishing or running a business. Miraculously, somehow my unusual educational background in mind, heart, and spirit (software engineering, social work, and meditation) prepared me well.

I turned to two friends for help. I asked graphic designer, George Foster if he knew anything about creating a publication. "Sure," he said. (To put it kindly, George was exaggerating.) George, the typesetter, and I spent three sleepless days and nights in late November 1985 laying out the first issue. Since then, George has done every one of our 200 plus magazine and newsletter covers. (George is now nationally known as a top book cover designer, fostercovers.com.)

For copyediting, I turned to writing professor, Jim Karpen. Jim now blogs at iPhoneLife.com and writes our Internet columns. With Jim's assistance, I created a promotional piece using my HP Portable and LaserJet that I mailed to two thousand registered HP 110 owners. An astounding 20 percent send me a check for \$55 to subscribe to our as yet non-existent newsletter. I deposited the money and used the proceeds to start the company and create the first issue.



For users by users

From the beginning, the best editorial content has come from strong users. About a month after sending out my first solicitation, I got a reply from Ed Keefe, an Ankeny, Iowa junior college professor. He sent a welcoming note and included four dense, single-spaced pages of tips about the HP110. I promptly asked if he could contribute to the first issue, but that I couldn't pay him. He agreed and wrote articles in each of our HP publications from 1985-1999. More strong end users contributed—from the start, our strongest content has come from our readers. (That tradition continues. To participate in *iPhone Life* or iPhoneLife.com, check out iphonelife.com/share.)

Last month, I got the sad news that Ed passed away. Ed was a kind, decent, intelligent man loved by all those who knew him.

Rich Hall

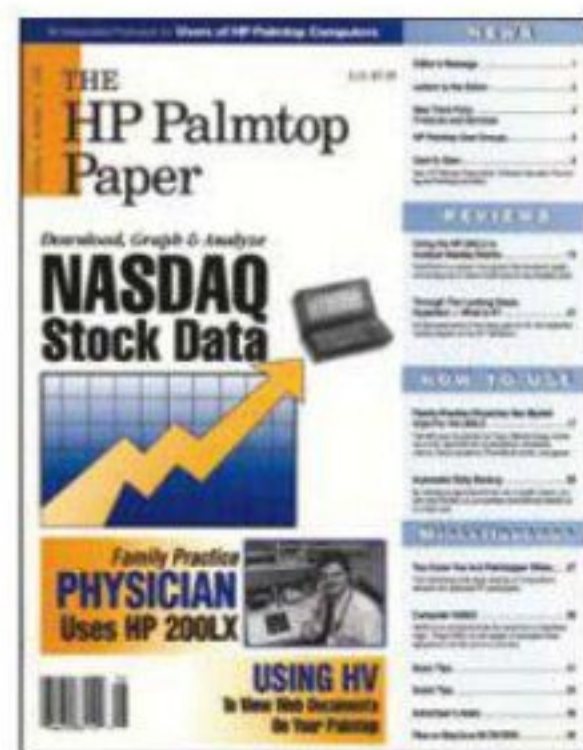
A few years into *The Portable Paper*, Rich Hall walked in off the street wanting to know if we had an opening for an editor. I had been editing the newsletter myself and then had unsuccessfully turned the job over to someone else. Rich has now worked with me for 23 years. He has the gift of turning sometimes overly technical or not so well-written

submissions into readable, informative prose that never talks down to the reader. Rich has stayed with me through thick and thin. In more ways than one, there would not be an *iPhone Life* without Rich.

HP Palmtop and the 1990's

In 1991, the same HP calculator division introduced the HP95LX DOS Palmtop. By 1993, the later generation HP 200LX Palmtop was a fully DOS compatible PC with a built-in powerful spreadsheet: Lotus 1-2-3, a multi-purpose database program, a PIM, a word processor, and an extraordinarily powerful useable calculator.

In the 1990's, after HP dropped its portable line, we began publishing *The HP Palmtop Paper*. HP built our company and our 800 number into the HP 200LX Contacts program. That number still works. Today, we continue to refurbish, sell, and service these ever-popular units at palmtoppaper.com, where the back issues of *The HP Palmtop Paper* reside.



Microsoft and the 2000's

In 1998, the general manager of the HP division producing palmtops introduced us to Microsoft. Microsoft's plan was to replicate its success with Windows, creating a standard mobile operating system that many different manufacturers including HP would adopt. HP liked the idea because it saw it as a way to move PDAs from a niche to the mainstream market. From 1998-2008, we published *Handheld PC*, *Pocket PC*, *Smartphone & Pocket*



PC, supporting Microsoft users. (As Microsoft rebranded, we changed the name.)

Apple and the iPhone

Throughout the early 2000's, Microsoft pioneered the smart phone, an app development platform, and the tablet. However, Microsoft and its partners were never able to breakthrough and take these devices to the general market. It was Steve Jobs and Apple with their 100 percent focus on the end user experience that made the iPhone and iPad mainstream products. As Microsoft Windows Mobile imploded and iPhone took off, it became obvious that to survive and thrive we needed to switch platforms. Hence, we began *iPhone Life* in 2008.

Playing with the big guys: HP, Microsoft, and Apple (NOT)

We are small fish, directly and indirectly partnering with giant technology companies on the leading edge of mobile computing. We have provided a service to these companies. Each issue serves as one long advertorial for the platform: we make existing users stronger and more enthusiastic, and we introduce possibilities to potential customers.

Partnering with these companies has been one of the most interesting, enjoyable, and frustrating aspects of these 26 years. I often worked directly with HP and Microsoft engineers and marketers, developing win-win strategies including guest columns and distribution of our magazine to trade shows and key clients. Thus far, Apple remains unhelpful and non-communicative. We look forward to that changing.



More acknowledgements

I have met many wonderful, interesting, and creative people over the 26 years, including folks from Microsoft and HP, software and accessory developers, employees, and our awesome volunteer staff of writers and bloggers. I'll mention just a few of the individuals who have been with us for many years and have made extraordinary contributions.

We hired Marge Enright in the 90's to do customer service. Marge is such a kind and supportive person that I would find her talking to "regulars" who would call in every month just to speak to her. When we started *iPhone Life* in 2008, we moved Marge to advertising sales. She has done a great job transferring her interpersonal skills to support our advertisers.

Seventeen-year-old Nathan Clevenger approached us 12 years ago, wanting to write for *Pocket PC* magazine. To this day I am not sure how he did it, but somehow, at a very young age, he became an expert about the use of mobile computers in large organizations. He has written for us ever since, and now is the chief editor in the "AtWork" and "Creating Apps" portions of *iPhone Life*.

Todd Bernhard wrote for *The HP Palmtop Paper* in the 90's and resurfaced, writing many *iPhone Life* cover stories. Nate Adcock has been with us since *Smartphone & Pocket PC*, blogging and writing terrific content for both magazines. Tracy Sebastian, a relative newcomer, has made outstanding contributions to *iPhone Life*. Todd, Nate, and Tracy have volunteered to cover iOS products for us at trade shows. Each has been incredibly helpful in many ways. In addition, there have been so many staff and volunteers who have contributed over the years. Please read Rich Hall's list of contributors and staff on page 4. I thank each one of you.

Layout king Al Constantineau pointed out, after he initially formatted this article, "what about me?" OOPS! I should have definitely included Al. For more than 10 years Al has efficiently, effectively and colorfully laid out issue after issue on time, enduring the inevitable stress that comes from deadlines and too many last minute cooks. So to the many people I failed to acknowledge including David Seagull, Wayne Kneeskern, Brian Teitzman, and Larry Baldozier, please accept my thank you and apology.

Turning iPhone Life over to a younger generation

All this was a long-winded introduction to announce that, while I will still write this column, I am retiring from the day-to-day operations of running *iPhone Life*. I am turning over the magazine and website to three of the most dedicated, intelligent, creative young people I've ever met. They will bring their 20-something perspective to the magazine, while infusing energy and new thinking into our website and other digital properties. I believe you will be better served as new CEO, David Averbach, davida@iphonelife.com, Managing Editor, Alex Cequea, alex@iphonelife.com, and Webmaster, Raphael Burns, raphael@iphonelife.com take over. Send them or me your feedback, both good and bad, over the coming months and years.

Full circle

With so much change this past quarter of a century, so much remains the same. On the personal level, after 26 years of the ups and downs of running this small business, I once again look forward to more meditation. On the computing level, mobility for the

HP calculator division meant an intuitive user interface, powerful features, long battery life, and a self-contained, solid-state hardware design. The major difference now is that the HP110 and HP Palmtop were stand-alone computers, and thanks to cellular networks and the Internet, the iPad and iPhone are also communication and connectivity devices.

My final thank you is to you, the reader, who inspired us all and sustained us these many years. ☺

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