

South Bay Apple MUG Macintosh

March 2015

Monthly CUPFUL for South Bay Apple Mac User Group Members

Box, Dropbox and Hightail New Business Model

Box, Dropbox and Hightail have pioneered a new kind of Internet service that allows people and companies to store all kinds of electronic files in an easy-to-use online locker. But as often happens, the much bigger companies liked the idea so much they decided to do the same thing — at a much lower price. So how do you counter this threat? Box is trying to cater to special data storage needs, like digital versions of X-rays for health care companies and other tasks specific to different kinds of customers. Hightail is trying to do something similar for customers like law firms. Dropbox is trying to make sure that its consumer-minded service stays easier to use than what the big guys provide.

This is a fight for survival. Box, founded in 2005, has attracted \$512 million in investment, and in March it filed papers for an initial public offering of stock. In July, the company said it had 39,000 businesses paying \$15 to \$35 a month a user. It is hard to know how many people that is, since some businesses have just a couple of people, and others include General Electric and Eli Lilly. Dropbox has 300 million customers worldwide and actually runs inside Amazon Web Services, as do parts of Box. Many Dropbox customers pay nothing and get two gigabytes of storage capacity a month, the equivalent of 1,000 books or seven minutes of high-definition television. A version for \$10 a month offers 100 gigabytes. Hightail, which used to be called YouSendIt, says it has over a half-million business customers paying \$25 a month or more, depending on the features chosen. "There's a place for all of them," said Amita Potnis, an analyst at IDC. "Amazon's focus is really computing itself. The smaller ones have to focus on ways

For example, she said, the services can help companies collaborate with each other online instead of sending emails back and forth with attachments. While devices

businesses actually use it."

and apps get most of the attention, data storage is every bit as important, particularly as objects like phones, tablets, cars and thermostats become appendages of the Internet. Throw in trends like collaboration and big data analysis, and all those bits of data become more dynamic than something in a file cabinet. They are fluid and being entered and retrieved from many points. Managing all that data should be a good business.

The problem for everyone is price. Amazon and Google have for years decimated competition in their respective fields of Internet advertising and retail. As the two companies move to dominate cloud computing, including online storage, they are turning that relentlessness on each other. In March, Google celebrated the unification of several cloud computing services with price cuts of 68 percent for most customers, to 2.6 cents a gigabyte a month, about one-quarter the price of Dropbox's premium consumer service. Amazon's Web Services, which had cut prices at least four times since 2008, responded with cuts of its

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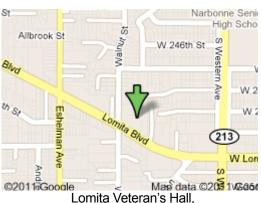
APPLE MACOSCA GROUP

Meetings: Lomita Veteran's Hall, 1865 Lomita Blvd, Lomita Mail: PO Box 432, Redondo Beach, CA 90277-0432

Phone: (310) 644-3315 Email: info@sbamug.com Website: http://www.sbamug.com

Welcome to the SBAMUG South Bay Apple Mac User Group

Members, friends and colleagues are invited to attend our monthly meetings. The \$35 annual membership dues entitle you to receive this monthly newsletter by mail or online, plus many more benefits (page 8). To become a member or get more info please check our websiite.



1865 Lomita Blvd, Lomita

SBAMUG Monthly Calendar

Feb 25: Wi-Fi and Security Mar 25: Yosemite

SBAMUG Meeting Format:

6:30—7:30 p.m. Questions & Answers and Sharing: *Everyone* is welcome, beginners encouraged

7:30—7:45 p.m. 'iSocial' – shoot the Mac breeze with others over a cookie

7:50—9:00 p.m. Announcements and Program

**Refreshments provided; donations appreciated!

Submit suggestions for topics or speakers, or articles, ideas & original artwork for this newsletter by the last Wednesday of each month. Articles may be edited to fit space. Submit to: pimyerz@gmail.com

Officers & Volunteers:

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Member Development: Pete Myers

Programming: Kent McDonald Greeter: Vacant

Server Director: Dave Nathanson Newsletter: Pete Myers, Bill Berks USPS Liaison: CW Mitchell Refreshments: Member contributions

Other Meetings:

- 1st Wed each month SBAMUG Core Group, 7:30 pm. Join Google+ SBAMUG community, or email: info@sbamug.com.
- Special interest groups (SIGs): Ask at the meetings or email: info@sbamug.com
- Last Sat. each month Northrop Grumman-Ham Radio & Computer Swap Meet, 7--11:30 a.m. Meet at SE corner of Marine/Aviation Blvd, Redondo Beach
- Los Angeles Portable Users Group: Mac OS X, iPhone, iPod, MacBook, etc., http://www.lapug.org/

Membership Report - 110 members!

Please wear membership card as your name tag Welcome New Members:

Thank You Member Renewals: Douglas Baker, Bill Berks, Bob Lay, Erik Nilsson, Ray Chikahisa, Adrian Heredia, Philip Gruskin, John Spearman, C.D. Knaurer, Robert Goodman, Fran Pullara.

If your name is not spelled right or your expiration date is wrong, contact cwmitchell@sbamug.com for correction. Or contact CW for everything membership, dues and benefits. Please watch for your renewal letter, then sign and date it and return it with \$35 check or bring letter with payment to meeting.

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SBAMUG Feb 2015 PD CD

Six items this month. A question was asked about the physical CD I make available at every other meeting. There is nothing special about it; the disk merely contains copies of the programs discussed. It does not mean the shareware programs contained are free or reduced cost. As if you were to download these shareware programs, you are obligated to pay the shareware fee. Yes we do charge for the physical CD, both to cover material costs, and to help support the club. At some point in the future we may eliminate the physical CD, however we as a club still see very limited demand, but demand none the less, so the physical CD is still created every other month.

ClamXav_2.7.2.dmg This is the OSX version of the open source Clam AV antivirus program. Designed to be light and unobtrusive on your Mac. OSX 10.6+ Intel Free (donations suggested)

Coloristic.dmg A utility that magnifies an area of your screen and displays the color values present. Also lets you determine the distance between two pixels. OSX 10.6 or greater. Intel Shareware \$9.99

CocktailYE-2.dmg Clean, repair, optimize your system. This update adds 10.10.2 compatibility. OSX 10.7+ Intel Shareware \$19.00

FileJuicer-4.37.zip This is the latest update to the program that will extract images, video, audio, and text from files. Now a 64 bit app. OSX 10.9+ Intel Shareware \$17.95

Graph.app.zip This program is graphing program. Takes data and converts it to a graph. 2 and 3 D. Log and linear scales. Many types bar, column, scatter, etc. Free Intel 64 bit 10.9+

MacBreakZ5.dmg This is a ergonomic assistant program. Monitors keyboard and mouse, and can make a determination to have you take a break. Includes exercises to follow. Claims not to invade your privacy with the monitoring. OSX 10.10 Shareware \$24.95

See you at the February meeting. PD CD will be the combined Jan-Feb one, available at the February meeting.

Jim Pernal PD Editor

Computer Resources

You already know about the SBAMUG newsletter, email group and monthly meetings. Here are some other resources, most of which have been recommended by SBAMUG members.

Hermosa 50: These guys make house calls! http://www.hermosabch.org/modules/showdocument.aspx? documentid=5203

Libraries: The Palos Verdes Library (www.plvd.org) has iPad and Kindle classes plus scheduled drop-in hours. The Redondo Beach, San Pedro and Carson libraries offer occasional computer instruction

Adult Schools: The South Bay Adult School www.southbayadult.org offers computer instruction and also photography classes (with Don Stouder)

Allison Sheridan is the Mac jack of all trades: a podcast called Nosilla Cast (www.podfeet.com), video interviews, and a lively Google+ page https://plus.google.com/
+AllisonSheridan/posts

MacHacers (<u>www.machacers.org</u>): An email group with some expert contributors

Pacific Premier, 2501 Artesia, Redondo Beach: hardware installation and repair

Apple Store: Make an appointment at the Genius Bar **Pat Dengler**: a highly recommended Apple Consultant www.denglerconsulting.com (424-214-0284)

Other Apple Consultants can be found at consultants.apple.com

Marian Dooley - Keynote expert (310-798-2231)

SeniorNet (<u>www.seniornet.org</u>): a nationwide organization with "Learning Centers" around the country. The closest ones to us are in La Mirada and Costa Mesa.

Robert Cota of Jet Tech, 190th W of Hawthorne, 310-937-4588 for printer repair

WeFixPrinters, 2901 182nd St, Redondo Beach for printer repair

Lomita Business Machines, 25514 Narbonne for printer repair

Feb 25 Meeting

The main presentation will be a talk by Clarence Baisdon on Wi-Fi and Mac Security. He will discuss sandboxing, wi-fi range, range extenders and password protection. If you've ever worried about security when web surfing at home or in a public place, you need to hear this.

New Business Model, from p1

own, including one cut to 2.75 cents a gigabyte for large amounts of storage, and just a penny a month for data used less frequently. It has made further price cuts on other types of storage since then. Many expect Microsoft, which runs its own big cloud business, called Azure, to follow with similar cuts. Even by the standards of computing, where services seem almost invariably to become cheaper and faster, storage prices have had an exceptional fall. The first gigabyte storage device in 1980 typically cost \$120,000 and weighed 550 pounds. Amazon's cloud-based storage might cost 12 cents a year. None of the smaller online storage companies doubt that Amazon and Google can make seemingly impossible pricing moves. Both companies also have a scale that means even the tiniest profit can be huge. A.W.S. brags that almost all of Netflix, and Amazon itself, is inside its cloud, along with hundreds of other substantial companies. Apple's iCloud storage service and other parts of Apple, along with operations at several large banks, run inside A.W.S., say people familiar with the service who spoke on the condition they not be named so they could sustain relations with the powerful cloud company.

Amazon would not comment on confidential customer agreements. An Apple spokesman noted that Apple had its own data centers in four locations in the United States and said that "the vast majority" of data in services like iTunes, Maps and the App Store ran on its own computers. Apple uses other facilities as well, he said. Google does not have anything like the Amazon customer list, but its computer network is probably the largest corporate network in the world. It includes custom-made computing and power systems and several thousand engineers to keep it running. According to one person with knowledge of the system, Google spends about \$2 billion a quarter on its computing infrastructure. Google would not comment on its costs. Both Box and Hightail now say they assume that they will offer customers unlimited storage free and push their costs into the prices they charge for other services. Box has hired people with specialties in health care, media and entertainment, hospitality and retailing. Dropbox still has supposed limits on storage in its business offering, but they start at a terabyte, or 1,000 gigabytes, and customers can upgrade from there with seemingly no fee. This niche approach could work, provided the big companies do not go after these industry-specific storage markets or build more consumer-focused service offerings.

More Stuff by Terri Anderson, CMUG Member

Apple Patents Groundbreaking Drop Protection

How many of you have an iPhone with spider-web style cracks all over the screen? It is the bane of any iPhone owner's existence - you buy a beautiful new phone, forgo a bulky case that sticks in your pocket and destroys the phone's aesthetic, and then you inevitably drop it. The screen is shattered, but still useable, so you put up with it for months or years. Sound familiar? Apple was just approved a patent that may put an end to this.

Have you ever heard the saying that cats always land on their feet? Well, Apple just recently patented technology that may allow your iPhone or iPad to do the same thing. Theoretically, the phone or tablet will use technology (much of which is already present in the devices) such as the accelerometer, gyroscopic sensor, positioning sensors, vibration motor and more to detect a fall, and subsequently right itself to minimize damage when it lands.

While the patent may also allow for more elaborate safeguarding techniques (extending air foils and small gas canisters to control the landing have been mentioned), much of the technology for the phone or tablet to right itself mid-air is already present in the iPhone and iPad. Nonetheless, it's not clear when we can expect to see this technology implemented. For the millions of iPhone users with cracked screens around the world, we certainly hope it's sooner rather than later.

~ thank you iDrop News, 12-9-14

Want Fast Internet?

Want fast internet when you are traveling abroad? Go to Hong Kong, Singapore or South Korea. Those were the top places for internet speed in the 3rd quarter of 2014 per Akamai Technologies, according to a report released by Xconomy.com. The US ranks 17th, well behind such countries as Latvia and Uruguay.

Calendar Apps

Sunrise (free on iOS and Android): Instead of merely being an old-fashioned calendar in digital form, Sunrise adds features that prove how a powerful net-connected calendar can do so much more to keep you organized. The app presents a lot of calendar information at a glance. You can see your calendar entries in two ways: a summary weekly view, which lists coming events in a long, scrolling list; and a detailed agenda view, which shows several days in column format, with hours displayed vertically down the page. This means that with just one tap you can get a quick update about what is on the week's schedule and see what is going on in a few hours or tomorrow afternoon. Entering a new event into Sunrise is simple and straightforward. The app has a feature that lets you tag a calendar entry with an icon matching the event — options include "Coffee" dates and a serious "Meeting." The app automatically syncs with many other calendar programs, including those from Google, Apple and Microsoft, and apps like the one for the online ticketing service Eventbrite. It can pull data like friends' birthdays from Facebook, and if you connect it to your LinkedIn account, it can even show the faces of other attendees at meetings. Sunrise has a long list of built-in events that you can add to your calendar — from national holidays to more tailored events like Formula One races. Some Android users complain about its widget, but on iOS it integrates well with Apple's quick-access Notifications menu.

Tempo: starts off as a full-featured time planner, but it goes much further. Like Sunrise, Tempo has clear visuals that make the jobs of reading what is on the agenda and entering new events simple — and almost pleasant. It also integrates with a wide range of existing calendar services and apps. Tempo has a host of extra features. You can sign up for a free conference phone call via a partnership with Speek, a conference-calling start-up, for up to five attendees; post birthday greetings to friends' Facebook pages from inside the app; check for up-to-date information about flights you have planned and entered into the app; and view maps and directions. Best of all, the app can add events to your calendar in natural language simply type something like "Coffee meeting with Kenton tomorrow at 11," and the app automatically works out what you mean and adds an event. You can use Apple's voice entry system to make this process even more natural. The app has a few other nice touches, too, like the ability to add photos as backgrounds, and its gesture-based controls feel very intuitive. If it lacks anything, it is the ability to customize the look and feel more, but this is a minor complaint.

Fantastical 2: another <u>iPhone app</u> that offers bells and whistles similar to Tempo's. For example, Fantastical 2 has an easy-to-read interface and features like natural-language event entry, but it is more of a straightforward agenda-planning app with an emphasis on its excellent built-in reminders system. This may be to your taste, and this might make the \$5 price tag worth it.

On Android, Google's Calendar app comes with Google's signature look and feel. It's a highly functional calendar that fully integrates with Google's other services, as you might expect. But if you are not a fan of Google's sometimes strange design, Cal is a great free alternative. Cal has a beautiful look that incorporates minimalist menus and photo backdrops that make dealing with your calendar feel somehow more personal. It is also tightly integrated with the Any.do to-do list app, so you can keep track of your task lists and agenda at the same time. Sometimes the app reacts a little slowly and feels as if you need a lot of taps to create a new event. Also, you need to pay to get access to the full Any.do app. But it's free, so it is definitely worth checking out. It is also available on <u>iOS</u>. One final mention goes to Calendars 5 by Readdle. It's the most expensive app I'll mention, at

Making Yosemite More Solid, JD Biersdorfer

Q. I don't like the way you can see the desktop background through windows and menus in the new OS X Yosemite system because the effect is too visually distracting. Is there a way to change this?

A. If you find the translucent look of windows and menus in OS X 10.10 (Yosemite) to be bothersome, you can turn it off. Just go to the <u>Apple</u> menu and select System Preferences, or click the gray System Preferences icon in the Mac's Dock.

When the System Preferences box opens, click the Accessibility icon. Select the Display icon on the left side of the preferences window and turn on the checkbox next to "Reduce transparency." Close the System Preferences box. If you do not see an immediate result, restart the Mac.

http://www.nytimes.com/2014/11/27/technology/personaltech/airdrop-alternatives-for-windows-and-android.html? emc=edit ct 20141128&nl=technology&nlid=5062454

Art Watch

Rafael Rozendaal is a website artist from Amsterdam at Steve Turner Gallery in Hollywood. He uses digital technology to create websites that incorporate random algorithms and user interaction to extend the linear limits of video. In so doing, Rozendaal's websites, with their infinite duration, operate like waterfalls—their constant motion becomes the total image.

http://steveturner.la/blog/2014/07/03/rafael-rozendaal-14/

Best Weather Apps

Weather apps are among the most frequently used programs on smartphones. Weather apps aren't all created equal, though. The built-in apps on iPhones and Android phones are perfectly serviceable, offering glanceable forecasts for as many cities as you want, and they're tied into the phones' virtual assistants. But weather technology — both the creation and presentation of forecasts — is evolving quickly. It's worth checking out the options.

For prettier backdrops, Yahoo Weather is hands down the most gorgeous app out there. Weather Underground's app is for budding meteorologists who want to dig deep into weather conditions, and Dark Sky's mesmerizing globe of animated weather patterns is a great party trick. In the end, though, finding the right weather app is really a matter of personal taste in the design, how much information you want and, crucially, how much you trust the forecast. And there is a bit of a philosophical difference brewing in terms of how those forecasts are created.

Weather apps are often powered by one of a few sources of information, including the Weather Channel and Weather Underground (both of which are owned by the Weather Company), and Weatherbug and AccuWeather. The forecasts coming from those services combine data from the National Weather Service, weather balloons, satellites, NASA and local stations dotted all over the country, as well as various other sensors. All of that raw information forms a rough picture of what's happening in the atmosphere at any given time. Then, a meteorologist usually comes in to interpret and analyze the data and, based on a mix of experience and education, chooses the information on which to base a forecast. The data and forecasts created in that way power many weather apps.

The Weather Channel provides Apple's built-in forecasts, for example, while Weather Underground provides data for Google's weather and powers Yahoo Weather. Those data and forecast providers all have their own apps as well. The Weather Channel app offers useful information like airport conditions and flu outbreak updates by region, while Weather Underground has the richest (and geekiest) information. For my taste, Weatherbug is the best app offered by the main providers, because it offers niceties like the ability to sort your forecast by whether it's a good day for golf or one that is likely to cause dry skin. But the folks behind Dark Sky, a popular and visually stunning weather app, are doing things a bit differently. That company formed about three years ago to create a new kind of forecast that would use radar data to predict whether it was going to rain — or stop raining - in an immediate location and within the next hour. No one was really doing that, said Adam Grossman, a cocreator of the Dark Sky app. So the company had to build its own computer programs for figuring out radar data for that one example: Is it going to be raining an hour from now in this one, specific spot? That work evolved into

longer-term forecasting, and led to a separate product called Forecast. Mr. Grossman says the weather predictions all come from computers; no meteorologists are involved. Algorithms compare predictions from various stations or weather sources with historical accuracy and spit out purely statistical predictions. "We get a lot of flak from meteorologists who say computers can't do it and you always need a human in there to call the shots," Mr. Grossman said. "But humans are really bad at forecasting. When it comes to weather forecasting it's best to leave it to the computers." It's a bit like "Moneyball" hits weather prediction — the idea that statistical models can, in the long run, offer better forecasts than a mix of information and gut instinct. But the folks at the Weather Channel say there are plenty of computers involved in their forecasting — and humans who know how to make the most of the data, too. "We're an organization that employs hundreds of meteorologists, plus the computational science required to produce the forecast and then deploy it," said Kevin Doerr, who manages consumer digital products at the Weather Channel. "That ends up being kind of our secret sauce. There's a big difference between whether you're just taking the data and pushing it out, and improving or augmenting the data." The forecast model for longer-term predictions is new, and still evolving. But so far, the secret sauce scores higher, at least according to ForecastWatch, an organization that tracks the accuracy of weather forecast providers.

ForecastWatch runs ForecastAdvisor, a site that lets you plug in your ZIP code and track the accuracy of forecasts from major weather services. None of these apps, though, has had higher than 82 percent accuracy. Mr. Grossman pointed out that under "further accuracy analysis" on ForecastAdvisor, Dark Sky's precipitation accuracy ranks high, and that ForecastAdvisor tracks just daily highs and lows rather than the hourly temperature predictions Dark Sky might excel at. So, as always when it comes to the weather, there's much to discuss and few clear answers. But as forecasting grows more advanced and the data is more accessible to app makers, Mr. Grossman said, developers would experiment with presenting it in more interesting and useful ways. "For some people, wind is very important; for others, rain is very important," he said. "But another branch is people who are supplementing things, not necessarily weather. Apps with calendar information can tell people they might want to leave a little early because rain is coming." And weather, always a reliable topic of conversation, is social in apps, too. The Weather Channel's app lets people report the weather in their immediate area and even upload photos — all of which helps the app improve its hyperlocal accuracy. And the Weather Underground app lets you upload hazards like downed power lines and blackouts.

A new favorite new weather app is <u>TheVane</u>, which gives you the forecast along with wardrobe suggestions (women's only, for now) and even links to buy the outfits pictured. It will suggest outfits for travel based on location and long-term forecast, and even generate a packing list. There you go, ladies!

How to Reduce the File Size of a PDF Using Preview, by Allison Sheridan

Ever created a PDF with images only to discover the file was huge? Using Preview you can shrink the file easily but the quality of the images will be dreadful. Back in 2012, Josef Habr figured out a clever way to edit some System-level Library files to improve the quality of the images when using Preview to compress the files and posted them on http://hints.macworld.com. He spent some time coming up with some options for good, better, and best image quality too. After he posted this, someone else pointed out that instead of editing the System Library files, you could accomplish the same thing using the ColorSync utility. While using the ColorSync Utility is great for creating the modified filters, many have reported that you still have to move the filters into the System level Library to make them take.

Basic outline of the steps will be:

- 1. Show how the default Reduce File Size option is accessed in Preview
- Use ColorSync Utility to create good, better and best filters
- 3. Copy the newly created filters into the System level Library
- 4. Verify that the new filters are available in Preview One caution when you reinstall or upgrade your operating system, these filters will be removed, so keep a copy of this tutorial and a copy of your filters as well so you can put them back for later use.

Default Reduce File Size in Preview

Open a PDF in Preview and choose Save As... You may need to hold down the Option key before you click on File to get the Save As... menu to appear.

Tap on the Quartz Filter Pulldown Choose Reduce File Size

This option might work for your need, but the image quality will be pretty poor. We're going to add three more options to the list for Good, Better and Best, all of which will look much better than the default.

Setting Up ColorSync Utility

ColorSync Utility is hiding in Applications/Utilities Reduce File Size (Default)

We're going to make a copy of the default filter. Tap the disclosure triangle on the left to view the options.

Defaults for Reduce File Size

To duplicate the filter, tap the disclosure triangle on the far right.

Choose Duplicate Filter
Open the Duplicate and Edit

- 1. Change the name to Reduce File Size Good
- 2. Change Scale to 25%
- 3. Change the Image Max to 842 Pixels (that's A4 at 72ppi)

Good Filter

Your Good filter should look like the image below. Repeat this process two more times.

- Create a filter called Reduce File Size Better, set the Scale to 50%, Image Max Size to 1684 (A4 at 144dpi)
- 2. Create a filter called Reduce File Size Best, set the Scale to 75%, Image Max Size to 3508 (A4 at 300dpi)

Three Filters: good, better, best Moving Filters to Your System-level Library Navigate to your User Library

In the Finder, hold down the Option key and click on Go. The Option key reveals the Library folder allowing you to select it.

Navigate to the Filters folder

Inside your user Library you should now see a Filters folder with your three new filters. If you don't, make sure that at the top of the window you see:

/Users/yourusername/Library/Filters Note that this folder may not exist before you use ColorSync to create these filters.

Copy the Filters From the User Library Select the three new filters, and copy them.

Now We're Going to Navigate to the System-level Library

Hold down the Command key while tapping on the folder path at the top of your Finder window. This little trick lets you quickly navigate to your hard disk (mine is called Piggy, yours may be cleverly named or simply be called Macintosh HD).

Navigate to /System/Library/Filters

Paste your new filters into the /System/Library/Filters. Note that you should see the default filters as shown below. If you don't see the defaults, you may have incorrectly chosen /Library - don't paste them there!

Authenticate as an administrator

You Should See Your New Filters in Place Verify - Open Your Document in Preview Under Quartz Filter, You Should Now See Your New Filters

To see the images referred to in this article, go to http://www.podfeet.com/blog/tutorials-5/how-to-reduce-the-file-size-of-a-pdf-using-preview-2/

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SBAMUG Membership Application

South Bay Apple Macintosh User Group provides you with a local source of shared knowledge & experience through monthly meetings, trainings & monthly newsletter.

Individual & family membership: \$35/year payable to SBAMUG ☐ New Member ☐ Member Renewal

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Bring your Application and Fee to our General Meeting at Lomita Veteran's Hall, 1865 Lomita Blvd., Lomita. Or Mail to: SBAMUG, PO Box 432, Redondo Beach, CA 90277-0432