Innovation & Iteration: The 2 sides of Apple
By Christopher Breen, Nov 27, 2013, MacWorld

If you're the kind of person who frequently peruses publications of a technical nature, you've undoubtedly seen the headlines: "Apple no longer innovates!" And although I know that these headlines and accompanying stories are generated largely to raise dander and attract clicks, I must agree with their main thrust. Currently, Apple isn't innovating.

Whoa, whoa, hang on there, Reader With Angry Fingers Poised Over Keyboard. Before you dash off the kind of note that you'll later regret, let me finish. I agree that Apple's latest work is not innovative. But here's the important postscript.

Whose work is?

This boils down to semantics. The word *innovate* refers to creating something that is new or original. At one time you could reasonably apply the term to the work of Newton, Tesla, Einstein, Ford, and Elvis. These days, however, it apparently takes little more than a bigger screen, a faster processor, and a blue-rather-than-red LED to lay claim to the term.

But suppose we revisit the original meaning and apply the following standard: To truly innovate, your work must adequately meet the "This completely changes the way we _____ " test. If you can fill in the blank without being laughed at, innovation it is.

Three times in 12 years

I suggest that Apple has met this standard exactly three times in the past dozen years.

"This completely changes the way we acquire and listen to music."

One: iPod. This diminutive player made downloadable music a legitimate enterprise. It seems quaint today to think that you'd go to a store across town to purchase music, or that you'd listen to one album, then to another and another after that, rather than pulling tracks into personalized playlists.

"This completely changes the way we think of a computer in the pocket."

Two: iPhone. When Steve Jobs introduced the iPhone, he pointed out that it was more than just a smartphone. It was also a widescreen media player with touch controls, and an Internet communications device. What he didn't mention was that it would launch a generation of smartphones whose features you'd actually use. That it would simplify mobile data plans. That it was, in fact, the pie-in-the-sky convergence device that many people swore we'd get one fine day.

"This completely changes the way we think of tablet computing."

Three: iPad. People tried tablet computers before the iPad came on the scene, but rejected the devices because they wanted something more from a tablet than a stylus-driven Windows slab. Apple made the tablet a viable platform by designing a device that adapts to the way we interact with objects in the real world—by touching them—rather than asking us to adapt to an unintuitive, keyboardless computer.

When you look at innovation this way, you find that Apple breathes some fairly rarified air. What other companies have produced technologies that have changed life so drastically? I can think of a handful: Google for search and advertising; Amazon for shopping and reading; TiVo for time-shifted television watching and ad-skipping; Netflix for acquiring movies and cord-cutting. *Continued on page 7.*
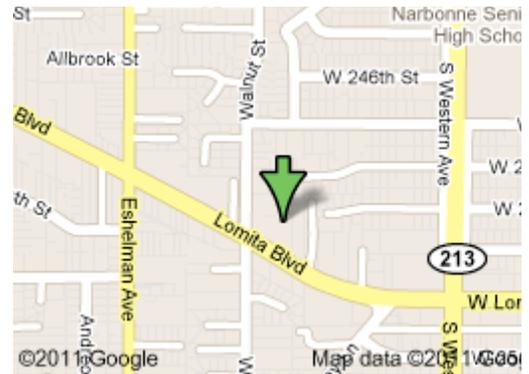

Jan. 29 SBAMUG Meeting
iOS 7

IN THIS ISSUE

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 website.

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Website: http://www.sbamug.com

SBAMUG Monthly Calendar
January 29: iOS 7
February 26: Mavericks (OS X 10.9)
***Read this newsletter online (active hyperlinks!) at http://www.sbamug.com/newsletter.html ***

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: ptownsend@sbamug.com

Other Meetings:

- 1st Sat. each month – SBAMUG Core Group, 10 a.m. 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/

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Contact cwmitchell@sbamug.com if your name is not spelled right or your expiration date is wrong. When you receive your renewal notice, please sign & date it, then return it with your payment. If it comes in the mail it will have a self-addressed envelope for return.

We roll into yet another year of the PD CD. Seven items this month. Still seeing a good amount of applications available outside of the Mac App store. So the concern of little available apps for me to distribute has not happened.

AppDelete.dmg Program to completely uninstall programs. Removes the program or widget, along with preference panes and plug-ins. This came as a suggestion from Allison Sheridan. OSX 10.7+ Shareware $7.95

CarMaintenance_1_8_3.zip A program to keep track of car maintenance. Lets you keep a picture of the car. You can record maintenance and alert you to future maintenance based on time and mileage. Intel OSX 10.6+ Shareware $19.99.

ipscanner_latest-2.zip Scans for machine names, users, and IP addresses of Macs on your local network. Intel/PPC OSX 10.5+ Free

MPlayerX-1.0.21.zip Alternative media player. Plays most formats (avi, wmw, mov, flash, M4V etc) Intel 64 bit. OSX 10.6.6+ Free

seamonkey-ppc-2.23-RELEASE.app.zip This is a browser program for those still on PPC macs. Has IRC chat, email, and newsgroup functions built in. PPC and OSX 10.5+ Free

SportsFan.wdgt-2.zip Widget to keep an eye on your favorite sports teams. Handles Baseball, Basketball, Football and Hockey. OSX 10.4.3 Free Intel/PPC

TextWrangler_4.5.4.dmg General purpose text editor. Little brother of the powerful BBEdit program. OSX 10.6.8+ Free

CD for this month will be at the Feb 2013 meeting, labeled as the January-February CD. See you at the January meeting.

Jim Pernal PD Editor

An App That Will Never Forget a File
By PAUL BOUTIN, The New York Times, 12/11/13

Some photos are on your smartphone. Others sit on your home computer. Your digital work documents, favorite web clippings and notes from meetings? Scattered like confetti after New Year's Eve.

If you've embraced a digital lifestyle, this situation is probably all too familiar. Thankfully, there are services available to help those of us in need. Dropbox lets you upload files to a central online repository. Google Drive has a search engine with image recognition technology so you can search for a photo of the Statue of Liberty from your last vacation. The Doo app is focused on organizing documents of any kind — presentations, receipts, tickets — on your phone. But the easiest catchall tool for saving anything you might need later is an app for computers and mobile devices called Evernote.

Evernote provides a comprehensive single archive of your digital life, giving you one location to store and find practically everything saved on a computer or phone. And the files are automatically backed up on Evernote's servers. It even makes sharing things with others far easier than emailing attachments around — but it will do that, too.

The only real downside with Evernote is that it has so many features, which can make getting started with the app daunting. But once you understand how to do a few things with it, you can get working and worry about the rest later.

Here's the big point to understand: Use Evernote as the place you put everything you might need later. You can drag it in, tap it in or forward it in, and then search for it, share it or post it later. When you need to dig it up, you don't first ask yourself which device it's on — it's in Evernote, from whatever device is at hand.

The free version of the app lets you add up to 60 megabytes of content to your folders every month, enough for a couple of dozen full-size iPhone photos or a hundred big Word documents. The archive can grow as big as it needs to be. The premium version costs $5 a month, which increases the limit to a gigabyte a month, enough for hundreds of photos, and adds a few more features for heavy users.

To begin, download Evernote onto every computer and mobile device you own and create an account. Evernote works on Windows and Mac computers, and on iPhones, iPads, Android and Windows phones and tablets, BlackBerry devices, and even Hewlett-Packard's WebOS gadgets. In other words, you should be covered. The interface is a little different on each platform, so plan a few minutes to figure out each one.

The best way to start is to toss a photo into Evernote. You can drag and drop an image from anywhere on a computer desktop to the Evernote app, or select the photo icon from the mobile version of Evernote to choose a photo already on your phone. Within a few minutes, the photo will be synced to Evernote's servers and available on your other devices. By default, everything goes into one folder, but you can create new folders to keep things better organized. *See Evernote, continued on page 7.*

The 5 Most Disruptive Innovations at CES 2014

1. <u>Embedded Sensors</u> – Thanks in large part to the smartphone revolution, innovators worldwide now have access to a wide range of low-cost microelectromechanical systems (MEMS), including accelerometers, gyroscopes, and magnetometers. It's now easy and cheap to embed sensors into every physical product imaginable, fueling explosive growth for the Internet of Things—the most talked-about trend at CES this year.

Soon, the price of MEMS technology will be so cheap that it will be cost-effective to add them to even the most mundane objects, including clothing, as we saw in prototypes of smart fabrics from Cityzen Sciences.

Or consider Kolibree, a sensor-embedded toothbrush that sends data–as many embedded devices do—directly to your smartphone. A few off-the-shelf sensors and your toothbrush can now tell you how long you brushed, where you missed, and how you can improve the effectiveness of your brushing. All valuable data to back you up when you are getting chastised by your dentist.

Another early-stage sensor application we saw at CES's "Eureka Park"—space reserved for start-ups and experimental technologies—was the PulseWallet, which uses a biometric reader made by Fujitsu to uniquely identify a user based on a three-dimensional reading of a single vein in her palm.

2. <u>Wearables</u>: The Internet of You – An incredible range of new products have appeared this year that collect information about you and your body. This year, the MEMS revolution has translated to wearables and other embedded technologies that can monitor and offer feedback for an expanded range of vital signs and new metrics.

Products from iHealth and Withings, for example, include sensor-based technologies that can measure and report your pulse, blood pressure, sleep environment, weight and even glucose levels for patients with diabetes. Another new product, the JUNE bracelet from Netatmo (expected later this year) monitors your exposure to sunlight and alerts you when you need to apply sunscreen or put on sunglasses.

Many of these early-stage products take advantage of the shrinking cost and size of sensors to embed monitoring technology into everyday objects that currently don't have much if any built-in intelligence.

Beddit, for example, is a sleep tracker and coach. The product is a lightweight flat strip that goes under the sheets on your bed. It's available for pre-order now for $149, perhaps a bargain for those looking to improve their sleep without resorting to much more expensive alternatives.

How about sensors in your shoes? An early-stage start-up called Veristride, working under a grant from the National Science Foundation, is developing unobtrusive shoe-based technology that will measure and provide active feedback on how well you walk.

3. <u>Exponential Energy</u> – Electronic and computer components aren't the only technology exhibiting exponential improvements in price and performance. Many alternative energy technologies are also becoming better, cheaper, and smaller. We saw dozens of new uses for solar power and improved storage batteries for charging other devices, in many cases without the need for cables and plugs.

Examples here ranged from the small to the enormous. In the greatly expanded automotive section of the show, for example, Toyota's exhibit included a concept car fueled entirely by liquid hydrogen tanks. Ford demonstrated the C-Max Solar Energi, which can recharge its battery using solar panels on the roof of the vehicle instead of plugging in.

At the smaller end, an explosion of new portable energy technologies are appearing to help keep our growing supply of rechargeable mobile devices and other electronics running for longer periods away from a plug.

In some cases, mobile rechargers are being embedded into smartphone and tablet cases, such as the Mophie Space Pack, which we were told carries up to three full charges for a smartphone and extra memory in a surprisingly thin case. Acoustic Research's Zipstick, Phonesuit's Flex Pocket Chargers, and similar products come in the form of lightweight attachments that can recharge device batteries on the go. Ningbo Jiye Electrical Co., Ltd from China offered a solar-powered smartphone charging case for as little as $15.

4. <u>Driverless Vehicles</u> – There's a great deal of buzz about driverless cars, following eye-opening experiments begun in 2009 by Google and others. In reality, automakers have been using technology to make vehicles more autonomous for years, including everything from anti-lock brakes to automatic parking.

Of course, calling them driverless cars is like calling the first automobiles "horseless carriages"—we still don't even have a word for what is to come in driving automation. But whatever it is, it's coming soon.

Here an impressive innovation we saw came from an incumbent, Mercedes-Benz, which demonstrated a completely automated vehicle that retains its stylishness. Rather than using a rotating laser range finder on the roof of the car as Google does, Mercedes' demonstration vehicle relies on miniature cameras positioned around the vehicle, and can manage traffic lights, intersections, pedestrians and other vehicles.

As a company representative told us, the engineering of automated vehicles is not the issue. The real constraint now on expanding automated driving is legal. Governments around the world are grappling with appropriate new rules for testing and deploying these new technologies. And the stakes are high. Advanced vehicle automation could result in far safer travel, reduced traffic, and greater energy efficiency, among other benefits. *Continued on page 6.*

4

Mac too slow? Tips to speed up an Apple Mac computer

By Mark Hattersley, MacWorld, 1/3/14

Our Mac speed tips enable ensure your Mac runs faster. Spend a bit of time to clean up Mac OS X and it will pay you back by running software quickly and smoothly.

Apple Macs generally run efficiently, but with an older Mac you might want to keep an eye on the performance. And even if your Mac is running perfectly fine, a bit of extra Mac OS X speed never goes amiss.

1. How to speed up a Mac: Shutdown unwanted apps
It might sound obvious but the best place to start is to close down any unused programs. If you have too many programs running at once your Mac may find memory and CPU space being devoted to them instead of the apps you want.
Right-click on programs in the Dock and choose Quit, or press Command-Tab to bring up the App Switcher and press Command-Q to quit unused programs. Pro tip! Software like iStat Pro can be used to monitor your app performance in real-time. See:
http://www.macworld.co.uk/how-to/mac/how-uninstall-software-application-mac-os-x-3463412/

2. How to speed up a Mac: Ensure you can see open apps
If you're worried about performance you should make sure you can see which apps are running. Open System Preferences and click Dock ensure that there is a check next to Show Indicator Lights for Open Applications. See:
http://www.macworld.co.uk/feature/mac-software/macworld-secrets-mac-os-x-system-preference-tips-tweaks-3483686/

3. How to speed up a Mac: use Activity Monitor
If you want to see what apps are using up your system open the Activity Monitor in the Utilities folder. Activity Monitor shows all the processes on your Mac (some of which you can't, or shouldn't, close) so click on View and Windowed Processes. Now click on the CPU button and the "%CPU" column to list all programs by the amount of CPU they are using. You can also use this to see what Memory, Disk and Network different processes are using. A new feature in Mavericks is Energy which enables you to see which apps and processes are using up the most amount of energy from your battery. Read: http://support.apple.com/kb/ht1342

4. How to speed up a Mac: Get rid of preference panes
Open System Preferences and check in the row at the bottom. This is where custom items are added to your System Preferences and if you're not using them then they are taking up your CPU. Right-click on an item and choose Remove From Preference Pane.

6. How to speed up a Mac: Free up hard drive space
It's usually best to keep some space free on your Mac (we usually aim for around 10%). Start by emptying the Trash (right click on Trash in the dock and choose Empty Trash). If you need to free up more space then check through your User folder for items to get rid of (Movies and Pictures are often likely culprits). You should also empty the Downloads folder of any items you're unlikely to need. See:
http://www.macworld.co.uk/how-to/mac/how-speed-mac-hard-disk-3484321/

7. How to speed up a Mac: Remove unwanted programs and widgets
It's often a good idea to start removing apps that you really don't use. You can drag and drop apps into the Trash, but we advise you invest in App Zapper that can show you how much hard drive space apps are taking up, when you last used them and can delete apps and all associated files. You should also remove any widgets that you don't use from the Dashboard. Click the Remove ('-') icon in the bottom-left and tap on the Remove ('X') icons on any widgets that you don't regularly use.

8. How to speed up a Mac: Software update (and set to auto update)
Make sure you perform a software update for Mac OS X and all the apps installed in Mac. Click on the Apple icon in the Menu bar and choose Software Update (or open Software Update in the App Store). If you have apps purchased outside of the App Store they will need to be updated separately. You'll usually find Check for Software Update from the program name in the Menu bar. AppFresh is an app to keep track of all your software and it checks constantly to see if updates are available. Some apps can also self update by integrating with AppFresh.

You should also make sure that Mac OS X keeps itself up to date. Click on System Preferences > App Store and ensure that Automatically Check For Updates is ticked. You can also tick Install App Updates which will automatically ensure that apps are updated.

9. How to speed up a Mac: Empty Safari cache
Safari sometimes gets clogged up with data. Cleaning this out will help speed up Safari in Mac OS X. Open Safari and choose Safari > Reset Safari and check Remove all Website Data. (leave the other options unchecked). Now click on Reset. This can help speed up sluggish web browsing. See:
http://www.macworld.co.uk/review/browsers/safari-70-mavericks-review-apple-web-browser-offers-new-features-saves-battery-3480959/

10. How to speed up a Mac: Repair Permissions
Open Disk Utility and choose your main hard drive from the sidebar (in most Macs there will only be one.) Now click on First Aid and Repair Permissions. This will ensure that all the files on your Mac have the correct permissions, which will help keep things ticking along.

11. How to speed up a Mac: Turn off visual effects
Most Macs are now capable of running Mac OS X Mavericks without any trouble. But some people prefer to have keep the Dock static to prevent slowdown. Click System Preferences > Dock and untick the following check boxes:

- Magnification
- Animate opening applications
- Automatically hide and show the dock
- Turn off accessibility

Click on Minimize windows using, and change Genie Effect to Scale Effect.

http://www.macworld.co.uk/news/mac/mac-too-slow-tips-speed-apple-mac-computer-3490637/

New device eliminates all online ads
By Dan Simon, CNN Tech, 9/29/13

Depending whom you ask, Chad Russell and Charles Butkus' invention is either a step forward for the Internet -- or a death knell for free content.

Their AdTrap device intercepts online advertisements before they reach any devices that access your Internet connection, allowing you to surf the Web -- even stream videos -- without those annoying ads.

Their inspiration? A conversation about the early days of the Internet. "It was page, text and pictures -- and that's it," said Russell, 31.

While there are countless software and browser plug-ins that block online advertisements -- many of them free -- they are limited to the individual device or the specific browser.

AdTrap, a white rectangular box that resembles a wireless router and costs $139, intercepts the ads before they reach the laptop, tablet or mobile phone.

Compared to the various software ad-blockers, Russell said a hardware solution is more effective because it works on every device connected to your network.

The unit sits between the modem and router and it works reasonably well. It was nice to go to YouTube and other websites, click on a video and have it play instantly, ad free.

There are a couple of sites like Hulu, for instance where AdTrap doesn't work, but Russell said they're working on solutions.

For many users, it's a huge victory over those annoying advertisements that sometimes follow you around the Web or make you wait 30 seconds before you can watch a video.

But these ads also allow websites to offer content without charge, and ad-blocking devices like AdTrap could put that business model at risk. That could spell potential legal trouble for entrepreneurs like Russell and Butkus. "We're trying to make the user have an experience when the Internet first came out and there wasn't so much interference."

http://www.cnn.com/2013/09/28/tech/ad-trap-internet-ad-blocker/?iref=obinsite (Edited for space.)

TIP OF THE WEEK, *Terri Anderson, CMUG*
Need to safely shut down the computer in a hurry without fumbling around in menus? In recent versions of Mac OS X, you can summon the Shut Down box with keystrokes.

Press the power button on the keyboard or Mac itself to get the dialogue box asking if you would like to shut down the computer; you can also choose to restart it or put it to sleep. On Macs that have an Eject key on the keyboard, pressing the Control and Eject keys also calls up the shutdown box. Pressing the Control, Command and Eject keys closes all your open programs and restarts the Mac, while pressing the Control, Option, Command and Eject keys together closes all open programs and shuts down the Mac.

Mac911, Christopher Breen, MacWorld

When read mail isn't. *After I updated to iOS 7, the Mail icon in my iPhone's dock started showing over a thousand unread messages. They weren't unread before I up- dated. How do I remove this bubble from the Mail icon?*

Invariably this is a problem with Gmail accounts. Fortunately you have an easy fix. Launch the Web browser on your Mac, travel to your Gmail page, and mark all your messages as read. After you do this, launch Mail on your phone, and allow its message list to refresh; all the messages should be marked as read, and the unread-message count icon should disappear from Mail's icon in the dock.

Too many unread messages? *Flush 'em out in Gmail. Now, before you cry, "But I have 10,143 unread messages. Please don't tell me that I have to mark messages in groups of 50!" allow me one further tip.*

In your Mac's browser navigate back to your Gmail page and enter is:unread in the mail search field. Just below this field is the Select box (the one with the square and downward-pointing arrow). Click it and choose All. A string of text will appear above your first message that reads 'Select all x conversations in Inbox' (where x is the number of unread messages). Click this link, and you'll select all unread messages, even those that don't appear on the current page. Now click the More box and choose Mark as Read. After cogitating, Gmail will do exactly that. Now, as I explained earlier, return to Mail on your iPhone, refresh your email, and all your messages will be marked as read.

The 5 Most Disruptive Innovations, continued from page 3.

5. Immersive Interfaces – Last year, in a suite far from the conventional floor, we got an early look at the Oculus Rift, a prototype of virtual reality gaming goggles that was launched only a few months before on Kickstarter. The company has continued to develop its technology, and a new 1080p OLED prototype, code-named Crystal Cove, won the official CES "Best of the Best" award as the consumer electronics product of the year.

Thanks to its open interface and developer tools, other companies are building extensions and non-gaming applications for the goggles, creating an Oculus Rift ecosystem.

Middleware producer SoftKinetic, for example, has attached depth and gesture recognition cameras onto the Oculus Rift goggles, allowing the user's hand motions to translate into real-time manipulation of objects in the 3D space. Intel is embedding SoftKinetic's technology for what it calls RealSense, which could someday facilitate virtual design and other fine motor manipulations, including medical apps.

Among other advances in natural user interfaces we saw, the most promising include eye tracking technologies that allow users to work with computers without relying so heavily on their hands.

http://www.forbes.com/sites/bigbangdisruption/2014/01/10/the-five-most-disruptive-innovations-at-ces-2014/2/

The same trick works for Word files, PDFs, spreadsheets, MP3s and even videos.

And it's possible to move files to the service even if you don't have the app installed on the particular device you are on. Each Evernote user is given an email address for the account, and sending a file to that address will save it into the account. It's a nice trick that lets you forward emails and attachments to Evernote for keeping. You can even specify which folder each forwarded message goes into by putting the destination folder in the subject line, like "@family-photos."

You can also save the contents of web pages into Evernote. To do so on a desktop or laptop, install the Evernote Web Clipper found on the Products page at Evernote.com. It's a web browser add-on that creates an extra button on your browser in the shape of Evernote's elephant logo. Click it, and you'll be prompted for how much of the page to save. For news articles, recipes or reviews, Simplified Article is best. It strips away the surrounding links and ads, and saves only the text and images of the main content of a page. The Web Clipper isn't built for phone or tablet browsers, but someone has filled the void with an app called EverWebClipper for iOS and Android that costs about $3 and does the job.

Getting items out of Evernote is easy. Once you find the desired file in the app, use the Export Note menu option on a computer or tap the icon at the bottom of the screen on the mobile interface to export the item to your phone. Then send it as a message or post it to Facebook.

To find something you've saved, Evernote has a search function that will find just about any text anywhere in a saved file — it'll even recognize text inside a photo. That makes it possible to use your phone as an archival scanner, by taking pictures of printed pages and then searching for words in these documents later. One important caveat: The free version of the app won't search the text inside Word or PDF documents. For that you need the premium upgrade.

Individual items or entire folders can be shared with other people. Look for the arrow icon at the upper right of an item to create a public URL. Once you have that URL, you can send it to others so they can view your items or folders. The premium version also lets you allow other Evernote users to add content to your folders. This can be useful for group planning — say, for a trip for which several people want to collect suggested sights. You're not restricted to sharing within Evernote, though. The same arrow button presents options to post an item to Facebook, Twitter or LinkedIn, or to forward it as an email attachment.

At first, Evernote may seem redundant to existing tools like email and iCloud, but the service is hard to give up after a week's use. You won't want to return to a life of running from device to device for your files. If you start to use the program frequently, you'll probably find that the premium upgrade makes a lot of sense. With the upgrade, you will have a hard time reaching the storage limit unless you are saving a lot of video. Second, it allows you to search within documents, which can come in incredibly handy.

Third, it will let you store copies of important items on your computer or phone, an inevitable lifesaver for anyone who travels without reliable Internet access.

If Evernote has a shortcoming, it's that its interface is perhaps too enthusiastic. There are controls, options and messages all over the screen, which can be confusing for a new user. Once you've figured out its dozens of functions and options, though, it's an invaluable tool for organizing a messy digital life. Where did you put that gingerbread recipe Mom sent to your other phone? You put it in Evernote.

http://www.nytimes.com/2013/12/12/technology/personaltech/getting-organized-with-evernote.html?ref=personaltechemail&nl=technology&emc=edit_ct_20131212&_r=1&

Samsung? I'm drawing a blank. Microsoft? Not in a very long time.

It ain't easy

It's not that those last two—or other companies like them—lack smarts and drive. It's that real innovation is extremely difficult. Imagine winning the World Series as many times in as many years, and you get the idea.

But Apple is in a public relations bind. How are you supposed to turn "Hey, we've innovated three times in the past dozen years!" into an effective marketing message? When the world is full of people asking you in reply what you've done *lately*, it sounds petty to reply, "What has *anyone* done lately?"

And so Apple has chosen to accept the dumbed-down definition. When it releases a new iPhone, iPad, Mac, or operating system, we hear a nearly constant barrage from the company of "innovation this" and "innovative that." And it's simply not true. The latest crop of Apple products may be wonderful, but they're iterative improvements (albeit sometimes significant ones) on what came before. We may love those improvements, they may make our work easier, but they don't completely change the way we do anything.

Compounding the problem is that when Apple lays the mantle of innovation on iterative products, it legitimizes its competitors' claims. If all it takes to be innovative is to make a computer, tablet, or phone thinner, to improve the camera, and to throw in a faster processor, any company can follow suit and say that it's innovating the heck out of its products and is every bit as good as Apple.

At least until Apple makes the next truly innovative product, which could be any year now. Right on schedule.

http://www.macworld.com/article/2066777/innovation-and-iteration-the-two-sides-of-apple.html

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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**

Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Phone: (_____)_____

Email Address:_____

Special interest:_____

Devices you use most:_____

How did you hear about SBAMUG:_____

Comments:_____

_____

Signature:_____

Date: _____

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