South Bay Apple MUG
Macintosh

March/April 2013

Monthly CUPFUL for South Bay Apple Mac User Group Members

The Rich See a Different Internet Than the Poor

Ninety-nine percent of us live on the wrong side of a one-way mirror

By Michael Fertik, Scientific American 2/18/13

Imagine an Internet where unseen hands curate your entire experience. Where third parties predetermine the news, products and prices you see—even the people you meet. A world where you *think* you are making choices, but in reality, your options are narrowed and refined until you are left with merely the illusion of control.

This is not far from what is happening today. Thanks to technology that enables Google, Facebook and others to gather information about us and use it to tailor the user experience to our own personal tastes, habits and income, the Internet has become a different place for the rich and for the poor. Most of us have become unwitting actors in an unfolding drama about the tale of two Internets. There is yours and mine, theirs and ours.

Here's how it works. Advertising currently drives the vast majority of the Internet industry by volume of revenue. Silicon Valley is excellent at founding and funding companies that give you free apps and then collect and sell your data when you use them. For most of the Internet's short history, the primary goal of this data collection was classic product marketing: for example, advertisers might want to show me Nikes and my wife Manolo Blahniks.

But increasingly, data collection is leapfrogging well beyond strict advertising and enabling insurance, medical and other companies to benefit from analyzing your personal, detailed "Big Data" record without your knowledge. Based on this analysis, these companies then make decisions about you—including whether you are even worth marketing to at all.

As a result, 99 percent of us live on the wrong side of a one-way mirror, in which the other 1 percent manipulates our experiences. Some laud this as "personalization" which sounds innocuous and fun, evoking the notion that the ads we see might appear in our favorite color schemes. What we are talking about, however, is much deeper and significantly more consequential.

For example, federal regulations make it illegal to discriminate in pricing access to credit based on certain personal attributes. But, as Natasha Singer recently reported in the *New York Times*, technical advances in mining online and offline data have made it possible to skirt the spirit of the law: companies can simply not make *any* offers to less credit-attractive populations. If you live on the wrong side of the digital tracks, you won't even see a credit offer from leading lending institutions, and you won't realize that loans are available to help you with your current personal or professional priorities.

For the past decade, e-commerce sites have altered prices based on your Web habits and personal attributes. What is your geography and your past buying history? *Cont'd on page 6.*

Next SBAMUG Meeting
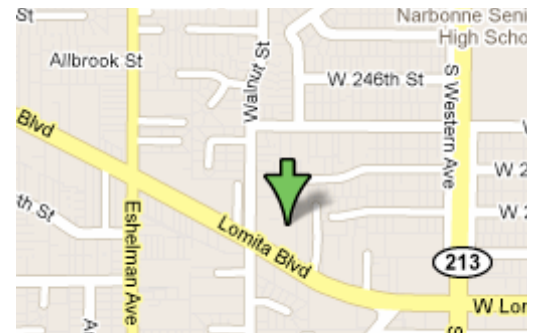### March 27: Working with Mt. Lion

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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.

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

Lomita Veteran's Hall,
1865 Lomita Blvd, Lomita

SBAMUG Monthly Calendar
March 27: Working with Mt. Lion
April 24: Media Center
***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/

Officers & Volunteers:

President: Arnold Silver   VP: Vacant
Secretary: Wayne Inman   Treasurer: CW Mitchell
Directors at Large: Dave Nathanson, Margaret Wehbi, Pam Townsend, LJ Palmer
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Programming: Bob Goodman   Greeter: Vacant
Server Director: Dave Nathanson
Newsletter: Pam Townsend, Pete Myers, Bill Berks
USPS Liaison: Don Myers
Refreshments: Member contributions

Membership Report –129 members
Please wear membership card as your name tag

Welcome new members: . Barbara Mathieu, Hillary Watts, Lonna Lynn.

Thank You Member Renewals: Fran Pullara, Philip Gruskin, Robert Goodman, Walt Fierberg, Alice Patterson, Burt Belzer, Paul Curry, Victor Kosuda, John Baskett.

Contact Membership Chair CW Mitchell for any corrections: cwmitchell@sbamug.com. Renew at the meetings or by mail.

PD-CD Jim Pernal
MARCH 2013 Public Domain CD

Nine items this month. A couple of "one trick ponies" that you might find useful

CarMaintenance_1_7_2.zip A program to keep track of your car maintenance. You can store car info, VIN, and pictures. Has reminders to take the car in for service and has a gas log. Intel only OSX 10.6 or better. Shareware $10.00

CDRViewer.zip One trick pony application to view Coreldraw files. Something even GraphicConverter can't handle. Intel OS X 10.6. Free

displaperture140.dmg The other one trick pony to bring back rounded screen corners. Free. Intel OSX 10.6.

Easy Books 2.6.15.zip Double entry accounting program. Shows profit and loss balance sheet. Technically free, but beyond 120 entries requires $29.95 purchase, and invoicing and time tracking add-ins are also paid extras. Intel and OSX 10.7 minimum are the requirements.

gimp-284-nopython-dmg-1.dmg Open source photo editor. Free. Now Mac native. Has plug in capabilities. OSX 10.6.8 or higher Intel.

passwordhelper_1.3.zip Free utility program that will create good passwords and also help you learn you password by typing it blind and seeing if you correctly entered it. OSX 10.7 or higher Intel.

seamonkey-ppc-2.16-RELEASE.app.zip The PowerPC version of this web browser. Has email and newsreader clients built in. Based on the Monzilla engine. Free. OSX 10.5 required.

TextWrangler_4.5.dmg Text editing program. The "little brother" of the well regarded BBEdit program. Free. Intel OSX 10.6 minimum.

TuneSweeper.dmg Program to find duplicates in your iTunes library. This program will also so tracks that are in your iTunes library, but don't exist as real files on your hard drive. OSX 10.7 or higher and Intel required. Shareware $19.99

CD for this month will be at the April 2013 meeting, labeled as the March-April CD. See you at the March meeting.
Jim Pernal PD Editor

App of the Month
Video Editing

Cute Cut
Do you want to create your own unique movie? Just draw it by yourself with Cute Cut. Compatible with iPhone/iPod touch 3rd generation or later, iPad, iOS 4.3 or later. Optimized for iPhone 5.
http://cutecut.mobivio.com/
https://itunes.apple.com/us/app/cute-cut/id583555212?mt=8&ign-mpt=uo%3D2

Video Edit
Video editing on iOS, easy-to-use interface, but it has limits. All you can do is stack movie clips from your video archive together into one bigger production. iPhone, iPad.

Magisto
Use your photos to make cool movies. Compatible with iPhone, iPod touch, iPad. Requires iOS 4.3 or later. Optimized for iPhone 5.

For more info, see The New York Times:
https://itunes.apple.com/app/magisto-video-editor-free/id486781045
http://www.nytimes.com/2013/02/07/technology/personaltech/a-review-of-video-editing-apps-for-the-smartphone.html?_r=0

YouTube adds Magisto automatic video editing tool
by Laura Locke, 9-21-11, CNET

Now any video being uploaded to YouTube can be edited automatically. No manual intervention is needed--just one click of a button-- and Magisto's tool instantly "finds" the best scenes in your video and cuts out the blurry, bad and boring bits. Music and effects (wipes, transitions, titles, and fades) can also be added with two button clicks. The tool is dead simple to use as it literally walks you through the editing "process" in seconds.
http://news.cnet.com/8301-1023_3-20109832-93/youtube-adds-magisto-automatic-video-editing-tool/#!

How to Watch Flash Videos on iPad

Posted by Ivan Cook, www.iskysoft, 1/24/13

Here's how to watch flash videos on iPad. Apple doesn't support Adobe Flash Player or even Adobe's Flash plugin.

Method 1: Use another browser to watch flash video on iPad

Skyfire is a web browser frequently talked about by iOS users as a great place to play flash videos on iPad, iPhone and iPod touch. For $2.99 it can be downloaded in iTunes. Skyfire supports more than 200,000 websites and new ones are added daily. But it will take 10-20 seconds to start each flash video on your new iPad, and you are unable to play flash games and run flash apps with Skyfire – it's only for watching flash video.

Method 2: Convert flash video to iPad

While your flash videos have been downloaded on your Mac, you actually can use SyncPod for Mac to convert and transfer the flash video to iPad directly:

Note: If you haven't downloaded the flash videos yet, you can use iTube Studio for Mac. This Mac app can download and convert any web video including flash videos to iPad, iPhone, iPod and more. Detailed info; User Guide of iTube Studio for Mac.

1. Download SyncPod and open it, connect your iPad to Mac. Then you will see the main interface of the SyncPod, where you can see the iPad items under categories on the left part, iTunes library and local files on the right.

2. Find your flash video on the right side on the right pane of the SyncPod interface, then select them and directly drag them to the left; after that, you will see the videos listed in your iPod library on the device.

http://www.iskysoft.com/apple-ipad/watch-flash-videos-on-ipad.html

Download YouTube Videos to iPad on Mac OS

iTube Studio for Mac provides excellent performance in downloading YouTube videos on Macs running Mac OS X 10.5 and above. It's professional in downloading on Mac and can download web video including YouTube to iPad or some other devices and players easily.

1. Download and install iTube Studio. It will add a download button to all video on supported sites so you can download online video in one click.

2. Open Safari and find the YouTube video and play it, on the top of which you will see a download button, click the button. The YouTube video will be saved to the Downloaded tab of the iTube Studio after the downloaded; then you can:

3. Convert YouTube video to iPad: View downloaded video in the Downloaded tab, and click the Convert button to choose the iPad preset offered, then click OK to start converting YouTube video to iPad supported format. Be sure to check "Export to iTunes" option.

4. When YouTube to iPad conversion is complete, the converted YouTube video will be added to the iTunes library automatically if "Export to iTunes" is checked when marking settings. Otherwise, you can import the converted YouTube video to your iTunes library. Next, connect your iPad to Mac and transfer YouTube videos to iPad via iTunes as you used to do for file sync.

http://www.iskysoft.com/apple-ipad/download-youtube-videos-to-ipad.html

Consumer Reports Says iPhone 5 is the Worst of the Top Smartphones

By Henry Blodget, Business Insider

One of the reasons Apple's stock has gotten clobbered lately is that many people think Apple has lost its edge in its most important product line: smartphones.

The iPhone has been such a mind-boggling success that it drives more than half of Apple's overall profit. And for most of the past five years, Apple has had a lock on the "best smartphone in the market."

In recent years, however, competitors have caught up with the iPhone. Some reviewers think Samsung's new phone is superior to Apple's latest phone. And many people expect Samsung to leap ahead when the new Galaxy S4 comes out this spring.

Another respected product reviewer, Consumer Reports, agrees with those who think Apple has lost its edge.

In fact, Consumer Reports' conclusion is even more depressing for Apple fans. Consumer Reports actually rates the iPhone 5 the *worst* of the top smartphones. CR doesn't spell out the reasons for its numerical ratings (yet), but the results are still startling.

Below is the summary box of CR's lab tests, in the February issue. The numerical ratings are close together, but they're unequivocal.

As you can see, on AT&T and Sprint, the iPhone 5 is rated behind two phones:
* **The LG Optimus G** (**Android**) [The *what*?]
* **The Samsung Galaxy S III** (Android)

On Verizon, meanwhile, the iPhone 5 is rated beneath at least three smartphones:
* **The Motorola Droid Razr Maxx** (Android, and owned by **Google**)
* **The Motorola Droid Razr HD** (Android, and owned by Google)
* **The Samsung Galaxy S III** (Android)

Ranked behind Google phones in addition to Samsung phones? That must feel like a bit of a slap in the face. Apple had better be cranking on the iPhone 6...

http://www.businessinsider.com/consumer-reports-iphone-5-2013-1; Jan. 4, 2013

Shortcut Keystrokes in OS X
By Phil Russell, Corvallis MUG

Is this you? You close a window or document by clicking the close box at the upper left of the window or document. You create a new folder by mousing to the File menu and selecting New Folder. Check out the list of useful shortcuts in this article. Even if you adopt a only a few, you will be more efficient.

http://cmug.com/tutorials/Keyboard_Shortcuts.pdf

The Five: Smartphone Security
By Scott Wilson, Los Angeles Times 2/10/13

Your smartphone carries a lot of things that an identity thief would love to have: stored passwords to online accounts, banking information, email addresses and phone numbers. How can you make sure your phone's private data stays private? Adam Levin, cofounder of the Identity Theft 911 website and former director of the New Jersey Division of Consumer Affairs, offers these tips:

• Lock your phone with a password. It's the most basic security step, but one that some people skip. Yes, a hacker could break in anyway, but they may not want to bother. "Most bad guys will simply move on to the next — easier — target," Levin noted. "It's a lot easier for a thief to steal a smartphone with no password than it is to work on cracking your phone."

• When online shopping, use an app rather than your browser. Most major retail sites offer dedicated shopping applications that help shield you from fraudulent phishing sites and other scammer tricks, Levin said. Just be sure it's the official app before you download it.

• Log out. When you're done checking your credit card balance or checking account, be sure to sign out. "And never click the box asking the app to save your user ID or password," Levin suggested.

• Connect to Wi-Fi only when you need it. Turn off the feature on your phone (or laptop or tablet) that automatically connects you to any nearby Wi-Fi network, Levin recommended. If you don't, "hackers with the right software can easily hack your phone." And close your Bluetooth connection when you're done.

• Delete all personal data before selling or donating your old phone. Look in the settings for an option to "erase all content," "factory data reset" or something similar.

scott.wilson@latimes.com
http://articles.latimes.com/2013/feb/10/business/la-fi-five-phonesafe-20130210

The return of "Whoa, I have a really old file, how do I open it!?"
By Christopher Breen@BodyofBreen, Mac 911, MacWorld, 1/16/13

Reader Karl Lacher is the latest to inquire about very old files that seemingly can't be opened with a very new Mac. He writes:

Genealogy is my hobby and I have many old Microsoft Word 5 documents stored on my iMac. How can I recover the text from these files with my current copy of Microsoft Office 2011?

As you can probably judge by this article's title, this is well-worn territory. And, regrettably, the path is even less smooth than it once was. But give this a go.

Launch Word 2011 and choose *File > Open*. Navigate to the document you want access to and click the Open button. With luck, your file will open with something close to its original formatting. (If it doesn't, make sure you have the latest version of Office—choose *Help > Check for Updates*.) I tried this with a Word 5 file provided to me by Twitter follower Ben Smith (@benptooey) and it opened without including garbage characters. This is hardly an ideal solution as it requires that you open each file individually, but at least it works, which is more than I can say for some other methods.

And what are those other methods? Unlike in days of old—when you could purchase a converter utility—those methods are now far more limited. For the most part you can attempt to open the files in a text editor or within an open-source suite such as NeoOffice or LibreOffice.

When opening my test file with TextEdit and these two applications I saw a fair helping of random characters. With the judicious use of a Find and Replace command I was able to clear out a lot of the junk, but it's not the kind of thing that you want to do with more than a couple of documents.

The lesson learned here is that it pays to save your files in formats likely to be supported over time. Trusting that a single company—even one as large as Microsoft or Apple—will produce a proprietary file format that lasts through the ages isn't a good bet. Use something of a more universal nature—Rich Text Format (RTF) or PDF, for instance—and there's a better chance your data will be there when you (or your descendants) are old and gray.
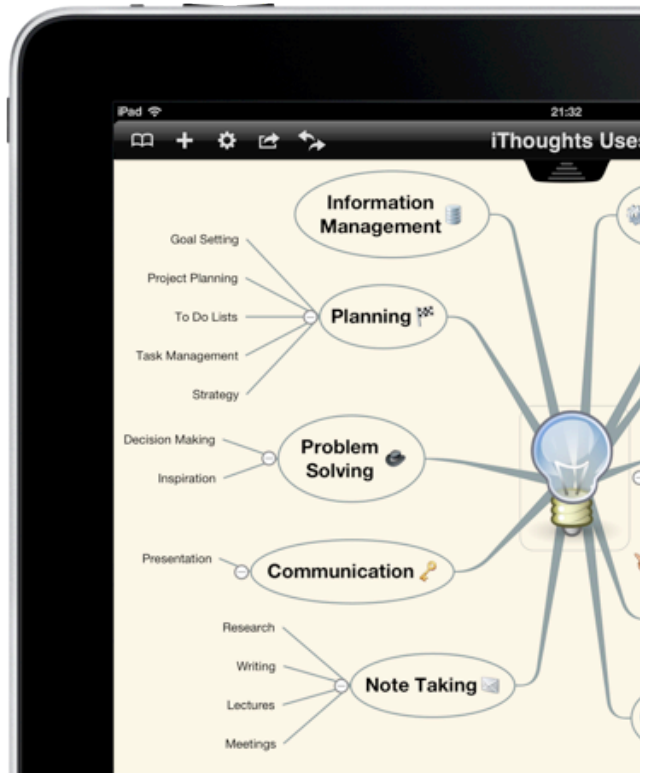
Note: I know this will lead to "But what about Apple Works' database files!?" Seriously. Don't go there. Don't.
http://www.macworld.com/article/2025389/the-return-of-whoa-i-have-a-really-old-file-how-do-i-open-it-.html

i Thoughts: Mobile and Mac OS X

I ran across this little app, iThoughts, while noodling around in productivity apps. It lives in the 'mindmapping' universe, and although we do it all the time in our minds, on the back of an envelope, or more formally at work, you might not have known what it was called. In the iTunes store you can get iThoughts for iPhone $7.99, iThoughtsHD for iPad $9.99, and MyThoughts for Mac $49.99.

A mind-map is a free-form way to collect and organize ideas. You enter words and phrases, usually contained in geometric shapes, then arrange and connect them within a workspace—the map—to define their relationships.

It looks fairly easy to use, in the tutorial in the first website below. Simply start by brainstorming and jotting down some thoughts, without worrying about the end product. These can then be moved around in a nonlinear manner to produce the map. http://www.ithoughts.co.uk/Start/Welcome.html
http://www.macworld.com/article/1162266/from_brainstorm_to_outline_why_i_use_opml.html

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The Rich, continued from page 1

How did you arrive at the e-commerce site? What time of day are you visiting?

An entire literature has emerged on the ethics, legality and economic promise of pricing optimization. And the field is advancing quickly: last September, Google received a patent on technology that lets a company dynamically price electronic content. For instance, it can push the base price of an e-book up if it determines you are more likely to buy that particular item than an average user; conversely, it can adjust the price down as an incentive if you are judged less likely to purchase. And you won't even know you are paying more than others for the exact same item.

These blind walls also appear in our digital political lives. As Eli Pariser has observed, the Internet shows us "what it thinks we want to see" by serving up content that matches the hidden profiles created about us based on our daily online interactions. This behind-the-scenes curation reinforces our political points of view through online "echo chambers" that affirm, instead of challenge, what we already believe to be true. As Harvard University scholar Cass Sunstein has written, liberals and conservatives who deliberate questions openly only with people of the same political stripe become more confident and extreme in their views.

Segregation and separation are on the rise. The fun of personalization has a dark side.

Michael Fertik *is founder and CEO of* [*Reputation.com*](Reputation.com)*, which is a member of the World Economic Forum Global Agenda Council on the Future of the Internet. Article was originally published as "A Tale of Two Internets."*
 http://www.scientificamerican.com/article.cfm?id=rich-see-different-internet-than-the-poor

A Tiny Computer Attracts a Million Tinkerers

By JOHN BIGGS, Scientific American 1/30/13

Raspberry Pi may sound like the name of a math-based dessert. But it is actually one of the hottest and cheapest little computers in the world right now. Almost one million of these $35 machines have shipped since last February, capturing the imaginations of educators, hobbyists and tinkerers around the world.

The story of the Raspberry Pi begins in 2006 when Eben Upton and other faculty members at the University of Cambridge in Britain found that their incoming computer science students were ill-prepared for a high-tech education. While many students in the previous decade were experienced electronics hobbyists by the time they got to college, these freshmen were little more than skilled Web designers.

Easy-to-use, modern PCs hide most of the nuts and bolts behind a pleasing interface. Mr. Upton posited that parents did not want their children to destroy their expensive computers by experimenting with their insides. But a cheaper machine would be fair game for messing around.

The Raspberry Pi — about 3 inches by 2 inches and less than an inch high — was intended to replace the expensive computers in school science labs. For less than the price of a new keyboard, a teacher could plug in the Pi and connect it to older peripherals that might be lying around. But because Pi initially ran only Linux, a free operating system popular with programmers and hobbyists, students would have a learning curve.

The Raspberry Pi Foundation began selling the computers in February of last year. They soon could not keep them in stock. "We honestly were thinking of this as a 1,000- to 5,000-unit opportunity," Mr. Upton said. "The thing we didn't anticipate was this whole other market of technically competent adults who wanted to use it. We're selling to hobbyists."

Now every primary school in the world can take pictures from near space," Mr. Upton said. "You give people access to this tool and they do great things."

Picking up a Raspberry Pi is not as easy as popping into a store. The Pi is so popular that many distributors are constantly out of stock. It is also difficult to find them online.

The Pi costs $35, or $25 for an older model, and comes as a bare circuit board. Leaving the defenseless little thing unclothed is tantamount to Pi abuse, so you should also pick up a plastic enclosure. Adafruit sells clear plastic enclosures for $15, and Polycase.com sells a solid, opaque plastic case for $17.

The Raspberry Pi works best with an HDMI-compatible monitor and USB keyboard and mouse. It is powered via a standard USB cable — just like the one that charges your phone — and it includes an audio-out port for connecting a set of speakers, plus an RCA jack if you don't have a digital TV or monitor available.

There is no on-off switch. To turn it off, you simply pull out the power cable.

The Raspberry Pi will not do much out of the box. Because it has no onboard storage or operating system, you will need to copy the necessary software to a high-capacity SD memory card. A four-gigabyte card usually works well, but you may want more if you plan on loading applications or games.

There are a number of available operating systems for the Raspberry Pi. On the official Web site, raspberrypi.org, you'll find something under downloads called Raspbian, a Raspberry-flavored version of the Debian operating system that includes tools for beginners. Raspbian uses an interface that will be familiar to users of Windows or Linux.

Adafruit has its own version of the Pi operating system called the Raspberry Pi Education Linux Distro at learn.adafruit.com. It comes with a child-friendly browser.

Also available are programs that you can use to add additional features to the Raspberry Pi, including Wi-Fi support (an add-on peripheral is required) and hardware controllers for connecting your Pi to sensors, motors and more.

Truly adventurous Raspberry Pi fans can even turn the product into a small home media center. Because the Pi has a powerful graphics chip on board, users have been able to stream video and photos to their big-screen TVs using little more than a Pi and a Linux program like RaspbMC at www.raspbmc.com. This fully-featured media center lets you stream video from a hard drive on the network and supports AirPlay, Apple's proprietary video and audio streaming system.

Mr. Upton said the plan was to develop the Pi's software rather than the hardware. "If you improve the software, everyone can use it," he said. "If you change the hardware, you leave a million buyers behind."

http://www.nytimes.com/2013/01/31/technology/personaltech/raspberry-pi-a-computer-tinkerers-dream.html?src=me&ref=general&pagewanted=print

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- Create your own blog
- Special merchant discounts $$$
- Occasional swaps, free software, raffles

http://www.sbamug.com/join.html
Or, contact Membership Chair
CW Mitchell at
cwmitchell@sbamug.com

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**

Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Phone: (_____)_____

Email Address:_____

Special interest:_____

Model of Macintosh 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