

# dBug



**JULY 2007**

# MacNews

**SEATTLE'S MAC USER GROUP**

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## **JULY 2007 Calendar**

**2**

6:30 PM Beginning Mac User's SIG at RC-no meeting this month

**7**

9:05 AM dBug Cafe at the RC until Noon  
10:00 AM ExChange Planning gathering at RC to discuss issues of dBug ExChange

**10**

7:00 PM WebObjects SIG at RC

**11**

**7:00 PM Main Meeting at RC-iPhone**

**12**

7:00 PM Xcoders SIG at RC

**14**

9:05 AM dBug Cafe at the RC 9:05 AM

**16**

7:00 PM FileMaker Pro SIG at RC

**18**

7:00 PM Mac OS X SIG at RC

**19**

7:00 PM Office Applications SIG at RC - Find and Replace macros/queries

**21**

9:05 AM dBug Cafe at the RC 9:05 AM

**23**

6:30 PM Internet SIG at RC - Browsers, Email, News, the Web

**24**

6:30 PM Intermediate Mac User's SIG at RC - How to create your own blog

**25**

6:30 PM Digital Imaging SIG at RC

**26**

7:00 PM Xcoders SIG at RC

**28**

9:05 AM dbug Cafe at the RC 9:05 AM

## **dBug July Main Meeting**

**What:** iPhone

**When:** Wednesday, July 9th

**Where:** dBug Resource Center

9620 Stone Ave. N., Suite 202, Seattle, WA 98103  
206-624-9329 <[www.dBug.org](http://www.dBug.org)>

Reports on the iPhone are in and it looks to be another home run for Apple. dBug members have been calling on their new iPhones and showing them off every chance they get, so we thought it might be a great topic for our main meeting this month. Join us for an in depth discussion with proud iPhone owners and get a chance to play with one in person.

We won't be raffling off an iPhone this month, but we can show you how to buy one on eBay since all of the local stores are out of stock. We will have some good stuff for the raffle though, so mark your calendars! Get directions to the dBug Resource Center here.

## **Apple and the Art of Innovation**

*by Chris Matzen*

Take a break from your usual Apple-centric zines MacLife and MacWorld. Check out the June 9th to 15th issue of The Economist. Free at your favorite public library.

The cover of this issue has headlines "Apple and the Art of Innovation". Inside is also a 34 page Technology Quarterly, that covers topics from holographic data storage to laparoscopic surgery, robot wars, anthropology of cellphone use, flying wind farms, recycling, freeware, RFID chips, and much, much more.

On page 11 is an article titled Lessons from Apple. The author lists four major features of Apple as a high-tech company.

The first is that innovation can come from without as well as from within. From its early days, Apple has avoided being victimized by the "not invented here" syndrome, a pathology where in-house ideas are always valued over those from outside the company. Any investigator of Apple soon learns that both the mouse and Graphical User Interface (GUI) were invented at the Palo Alto Research Center (PARC) of the Xerox Corporation, not at Apple. The idea of the iPod, was originally dreamt up by a consultant whom Apple hired to run the project. Apple's real skill comes from stitching together its own ideas with outside technology, then packaging the results in elegant software and stylish design.



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If you enjoy your dBug newsletter on paper, in your mailbox, that's fine. But if you prefer to receive it online and don't want a paper copy, let us know! We can save paper, copying and postage. It's your choice! Remember to check the email newsletter box on your renewal form or go to the website at [www.dBug.org/about/contact](http://www.dBug.org/about/contact)



Second, Apple has designed new products around the needs of the user, not the demands of technology. Too many technology firms suffer by designing products that fascinate engineers and for engineers. Apple has consistently combined clever technology with simplicity and ease of use. Apple is no way alone in its pursuit of simplicity: consider internet telephony app Skype, for instance.

A third lesson from Apple is that smart companies should sometimes ignore what the market says it want today. Recall how the iPod was ridiculed at its launch in 2001. Nintendo has done something similar with its motion-controlled video-game console, the Wii.



The fourth lesson from Apple is to "fail wisely". The Macintosh grew out of the wreckage of the Lisa. The iPhone is a second try after failure of Apple's original music phone venture with Motorola. Much of OS X was based on ideas originally developed at NeXT, the company that Steve Jobs set up after his ouster from Apple. Apple purchased NeXT after Jobs returned to Apple. The wider lesson is not to stigmatize failure, but to tolerate it and to learn from it. Europe's lack of a Silicon Valley may owe much to Europe's bankruptcy laws which are tougher than those in the USA.

### **dBug June Main Meeting**

Wil Nelson and Mike Grueter demonstrated their favorite backup programs this month in an effort to help keep you and your Mac happy. They showed several ways to get data backed up regularly and painlessly. Even though Time Machine is coming out in October as part of Mac OS X 10.5 (Leopard), there are many inexpensive solutions available today to help keep your documents, photos, music, and other data backed up automatically, so the clear message at this meeting was "Don't put it off!"

Lots of people went home happy this month after winning cool software and hardware in our big raffle, including products from friendly Mac backup software developers such as FoldersSynchronizer from Softobe, SuperDuper from Shirt Pocket, CrashPlan Pro from Code42 Software, Retrospect for Macintosh Desktop Edition from EMC Insignia, and more!

### **Creating Aliases Without the Word "Alias"**

Do you find it as annoying as I do that Mac OS X adds the word "alias" every time you create an alias? (I know, previous versions of the Mac OS did that as well.) Well, you can bypass the "adding-the-word-alias" uglies altogether by holding the Option and Command keys and clicking-and-dragging the original file outside the Finder window it's currently in to the desktop or anywhere else you want.



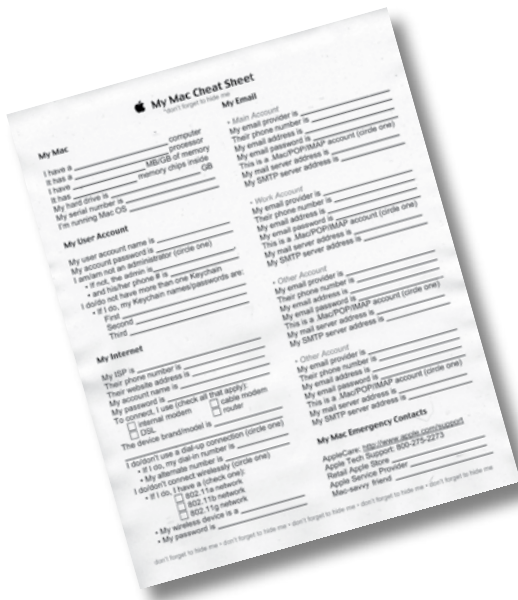
This creates an alias without the word "alias" attached. (Note: Don't worry, you'll still know it's an alias, because its icon will have a tiny arrow at the bottom left-hand corner.)

- From Mac OS X Tips

### **Mac Cheat Sheet**

Whether your Mac asks you for certain information or you're seeking help from Apple or an Apple Authorized Service Provider including those friendly folks at the Apple Store, there may come a time when you need to have your various passwords, dial-up numbers, mail server addresses, email addresses, hardware specifications, serial number, and other information handy. And

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then you discover that you've either forgotten or misplaced this information. To make your life a little easier, Apple created a little form for you to enter all that easy-to-forget information once, and then stow it safely away should you ever need it. You can download the PDF document at this link <<http://images.apple.com/support/mac101/cheatsheet/cheatsheet.pdf>>, print it out, fill out the fields and store it in a safe and secure place (you wouldn't want prying eyes to uncover all your passwords now, would you?).

- From Mac 101

## Find Photoshop Tips and Tricks...

... at <<http://www.graphic-design.com/Photoshop/watercolor/index.html>> you'll find:

## Photoshop's Artistic Watercolors

Roger Pring writes in his book—*Photoshop Filter Effects Encyclopedia* 'Watercolor' has long been a defining Photoshop filter, though the crucial illusion of one color running into its neighbor is only partly achieved. Use the *Smudge* or *Healing Brush* tool to help the illusion.

If you're looking to imitate gouache painting, however, search no further—the slight darkening around the edge of each patch of color perfectly reproduces the effect of this more opaque pigment.



*This photo, taken with available light, is rather flat and not quite focused or there maybe a tiny bit of camera motion.*



*With the Watercolor filter the picture appears better defined and sharper—a good solution for some photos which are not quite in focus.*

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<<http://www.dbug.org/about/bod.shtml>>

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### dBug Resource Center directions:

<<http://www.dbug.org/about/directions.shtml>>

### Information on joining dBug:

<<http://www.dbug.org/about/join.shtml>>

### While you are surfing, check

### out the current event calendar:

<<http://www.dbug.org/calendar/>>

### The dBug Brochure has been updated.

See it online at <<http://www.dbug.org/publications/brochure/>>