

SSMUG NEWSLETTER

NEW PRODUCT ANNOUNCEMENT

October 4, 2010

MacInTouch had the best summary of a rather underwhelming event.

“Tim Cook, Apple's CEO, presented Apple's announcements today in Cupertino, CA., noting that the iOS installed base is now more than 250,000,000 devices, while Apple sees an installed base of 58,000,000 Macs.

Cook says that Apple is customers are making more than a billion iOS app purchases per month now, with \$3,000,000,000 in payments to app developers. "Cards" is a new app from Apple for creating greeting cards that are delivered by physical mail for \$2.99 in the U.S. and \$4.99 elsewhere. It debuts Oct. 12 with iOS 5 and iCloud.

iOS 5 brings a number of new features, including iTunes-free, untethered initialization and updating; the ability to snap a photo using the volume control and the ability to edit photos; a new notification system; Twitter integration within Apple's apps (Photos, Maps, etc.); iMessage, which works between iOS devices; location-based reminders; new versions of Safari and Mail; a newsstand app, etc.

As previously announced, iCloud brings device synchronization and "iTunes Match" music library scanning/updating, but Apple is also introducing a system for tracking locations of people ("family and friends") with some

basic sharing controls. Apple updated the iPod Nano today and dropped its prices to \$129/\$149 for 8GB/16GB. The iPod Touch debuts in white at \$199/\$299/\$399 for 8GB/32GB/64GB.

And, finally, Apple announced a new iPhone 4S with an "A5" dual-core chip (already featured in the iPad 2).”

.....

Editor:

Cards – This is a bit like iPhoto – create a greeting card, send it to Apple and they will print and mail it for \$2.99 in the US.

The ability to snap a picture with the volume switch is good for Your Editor if it applies to the iPad2. Holding it and trying to tap the screen at the same time without dropping is an adventure.

Mr and Mrs Editor could have used this last May to send people things from Italy or ‘Stanbul. If we’d had affordable internet, which we did not have until the last day. Of course, we had telephone service, but with a Verizon iPad, Italy or Turkey were out of the question. That’s like saying “If we had ham we could have ham and eggs if we had eggs.”

No iPhone 5 – it’s out there - the case manufacturers have had samples – they’ve been posted on websites in error and then taken down. It will be wider and thinner with a smaller home button. There must be a glitch. When? That is a puzzlement.

A BUNCH of people turned in their iPhones in anticipation of an iPhone 5. Opps. I am glad I don't have to explain that decision to Mrs. Editor.

It was bad enough when I ordered cases for iPhone 4 and it turned out that we couldn't upgrade because Verizon did not make it possible for us to upgrade.

There are places that will buy and refurbish, and resell (eBay) old cell phones. People were selling their current iPhones presuming that there would be a better iPhone and now what they get will be the same old, same old, with a faster processor.

iCloud – October 12.

iOS 5 – October 12.

People started getting suspicious that this event was going to be less than hoped for when Apple scheduled the announcement as an “On Campus” event instead of renting space at the Moscone Center. They also reduced the number of invitations below what is considered normal.

In related news: It seems that Sprint will start selling the iPhone – They have promised to buy 30,500,000 from Apple in the next year. Comparing plans will be interesting.