

The New York Society Library Presents:



Introduction to Apple Macintosh Computers

**October 22, 2009
2:00 p.m.**

Instructor: Matthew Haugen
Catalog Librarian/Systems Assistant
mhaugen@nysoclib.org

This class is for new and prospective Macintosh users, and will cover:

1. Basic information about Apple, and their current product line, with some comparisons to help you decide which computer will best meet your needs
2. Basic use and configuration of a Macintosh computer
3. Basic tips on using a Macintosh for Internet, e-mail, word processing, and personal media like music or photos.
4. Where to find more information and help

Apple, Inc.: A Brief Profile

*Apple Computers was established on April 1, 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne

*Incorporated January 3, 1977 in Cupertino, CA

*The Apple I personal computer, handmade by Wozniak, was one of the first personal computers available on the market, and sold for \$666.66 in 1976.

*Apple II (above) was released April 16, 1977 with improvements over the next decade.

*In 1983, "Lisa" was the first computer with a graphic user interface available to the public, but did not achieve commercial success.



Apple II



1st Macintosh

*In 1984, the Apple Macintosh (left), an all-in-one home computer with a graphic user interface, was launched by the now-famous commercial (below) during the Superbowl that year, based on Orwell's book *1984*.

*Throughout the 1980s, Apple Computers developed strong relationships with educational software developers and established a strong presence in schools, and eventually in the homes of students, with games, word processing, and graphic capabilities that were easy for students.

*The first Macintosh Portable, released in 1989, was among the earliest computers with a laptop-style form, but was also largely a commercial failure.

*The 1990s saw the slow development of Macintosh computers, usually with an all-in-one form. Apple also phased out the Apple II family, and experiments of mixed success in the laptop and personal data device markets, but Microsoft Windows and its hardware manufacturers largely took over the market for personal and business computing needs.



"1984"

*In the 2000s, Apple pursued new initiatives in personal music devices (the iPod), mobile telephones (iPhone), advances in the Macintosh operating system, creative hardware design, and a more aggressive marketing strategy, and with it a slow return to profitability and market share.

Today, Apple is a publicly traded company (NASDAQ: AAPL), with 35,000 employees worldwide, \$32.48 billion in sales in fiscal year 2008, and over 250 retail stores.

Apple vs. Microsoft—Brand Wars

Microsoft established the success of its operating system (Windows), in part by licensing its software for use on hardware designed at competitive prices by other companies (e.g. Compaq, Hewlett-Packard, IBM, Dell, Gateway, etc.). In contrast, Apple has almost exclusively developed its own software, hardware, and accessories.

This strategy has generally caused Apple's product lines to be more expensive than their Windows-based counterparts, and (until recently) incompatible with most of the Windows-based software and accessories on the market, but this strategy has also led to Apple's reputation for a more minimalist, integrated aesthetic design, a simpler and more consistent user experience, and a more stable, secure operating system less prone to viruses and exploits than Windows machines, though their smaller market share also means Apples are targeted less frequently by hackers and viruses.

Apple develops all of its own hardware, software and most of its own accessories, which enables them to be more secretive about new products. This has led Apple's fan base to engage in eager speculation about upcoming products, though "leaked" product information may sometimes be a hoax. Apple's devoted fan base and aggressive marketing campaigns have led to a sense of competition between Mac and Windows users, but in actuality, the two brands' products have become much more compatible in recent years.

Early on, Apple developed software for games, desktop publishing, graphic design, and sound and video editing, and though its reputation for gaming has lessened, it has maintained its foothold in the arts industries, while its increasing compatibility with Windows, Microsoft Office, Internet applications, and third-party accessories have rebutted earlier criticisms of incompatibility and helped Apple overcome its niche status.



"Which Mac Are You?" The Apple Macintosh Computers



Desktops: the "Macs"



iMac: All-in-one desktop system

Features: LED backlit widescreen display, wireless mouse, wireless keyboard, built-in "iSight" web-camera, speakers, Wireless internet capability, CD/DVD drive, and standard software.

Price: 21.5-inch starts at \$1199; 27-inch starts at \$1699

Mac Mini: Most affordable basic Mac



Features: Small, 6.5-inch by 6.5-inch unit uses less energy and takes up less desk space, and includes standard software, wireless internet capability, and CD/DVD drive. Monitor, keyboard, and mouse are not included.

Price: Starts at \$599



Mac Pro: Advanced, high-powered professional desktop

Features: With advanced graphics capabilities and processing speed, ideal for intensive uses such as graphic design, video editing, graphics-heavy gaming and other professional applications. Monitor, keyboard, and mouse are not included.

Price: Starts at \$2499.

Laptops/Notebooks: The “MacBooks”



MacBook: Entry-level consumer notebook

Features: 13.3-inch LED backlit display, 4.7 pounds. White polycarbonate “unibody” encasement. Up to 7 hours battery life. Includes optical disc drive, built-in iSight camera, multitouch trackpad, wireless internet, and standard software.

Price: Starts at \$999



MacBook Pro: mid- to high-range notebook

Features: Comes in three sizes: 13, 15, or 17 inch. All have optical disc drive, built-in iSight camera, wireless, back-lit keyboard, and standard software. “Unibody” aluminum enclosure.

Price: 13” starts at \$1199; 15” starts at \$1699; 17” starts at \$2499



MacBook Air: Thinnest and lightest Mac available

Features: 3 pounds, 0.76 inches thick 13.3” screen, full-sized keyboard, Up to 5 hour battery life. No disc drive but one can be attached externally or accessed remotely via a network. Unibody aluminum enclosure. Built-in iSight camera, wireless internet.

Price: Starts at \$1499.

All models come standard with the Snow Leopard operating system and iLife applications, and can be upgraded incrementally with additional RAM, processing speed, additional software, and/or hard disk space for an additional price.

Things to consider:

These five questions will help you decide which Mac is right for you, if any.

Level and type of use: Do you need a computer with additional processing speed and memory for running intensive programs and/or multiple programs at once?

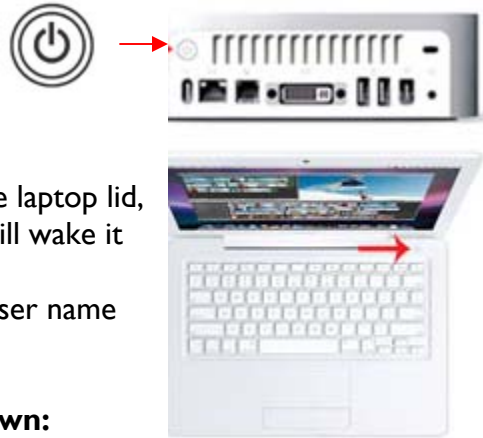
Portability: Do you want to take your computer with you on the go, or leave it in your home or office?

Disc Size: How much file storage do you need?

Screen Size: What size screen do you want? Do you already have a monitor you wish to use?

Cost: How much are you willing/able to pay?

GETTING STARTED:



Turning on and Logging In:

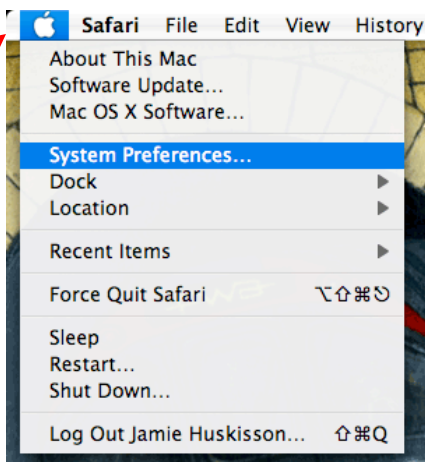
Press the Power button.

(Or, if the computer is already on, opening the laptop lid, and/or pressing any key on the keyboard or mouse will wake it from “sleep” mode.)

You may be prompted to choose or enter a user name and/or password.

Logging Out, Restarting, or Shutting Down:

Select an option from the Apple menu on the upper left corner:



Log Out is the process of closing all applications and ending your session on a computer. The computer remains on and prompts a new user to log in.

Shut Down closes all applications, logs out of the computer, and turns off the computer. If possible, you should always use this method rather than holding down the power button. If you plan to unplug the computer or remove the battery, shut down first.

Restart is the automated process of closing all applications, logging out of the computer, turning off the computer, and then turning on again.

Sleep puts the computer in a low-power mode and suspends all the drives and network activity, but the computer is not off. Upon “Waking” everything will be in place as you left it upon sleep.

Using the mouse/touchpad:

- The mouse or touchpad are used to navigate the cursor on the screen.
- Quickly pressing and releasing the button is known as a "click."
- Select and open individual items such as icons or files, by moving the cursor to that item and clicking or double clicking.
- To move an item, you can "click and drag" it. To do this, move your mouse over the icon, then click and hold the mouse button. Then move the mouse to drag the item. Let go of the mouse when you're done.

...but where's the right button?







-Many Windows users are used to two buttons on the mouse or touchpad. On a two-button mouse or track-pad, the right button brings up a contextual menu of options for that item. On a Mac with a one-button mouse or touchpad, that button functions like the left button. On a one-button mouse or trackpad, perform a right click by holding down the Ctrl key while clicking.

*Or you can use a two-button mouse from another manufacturer.

*Or enable multi-touch functions on the trackpad or newer Mac mouse (in “System Preferences” Mouse and Trackpad options)

The Keyboard:

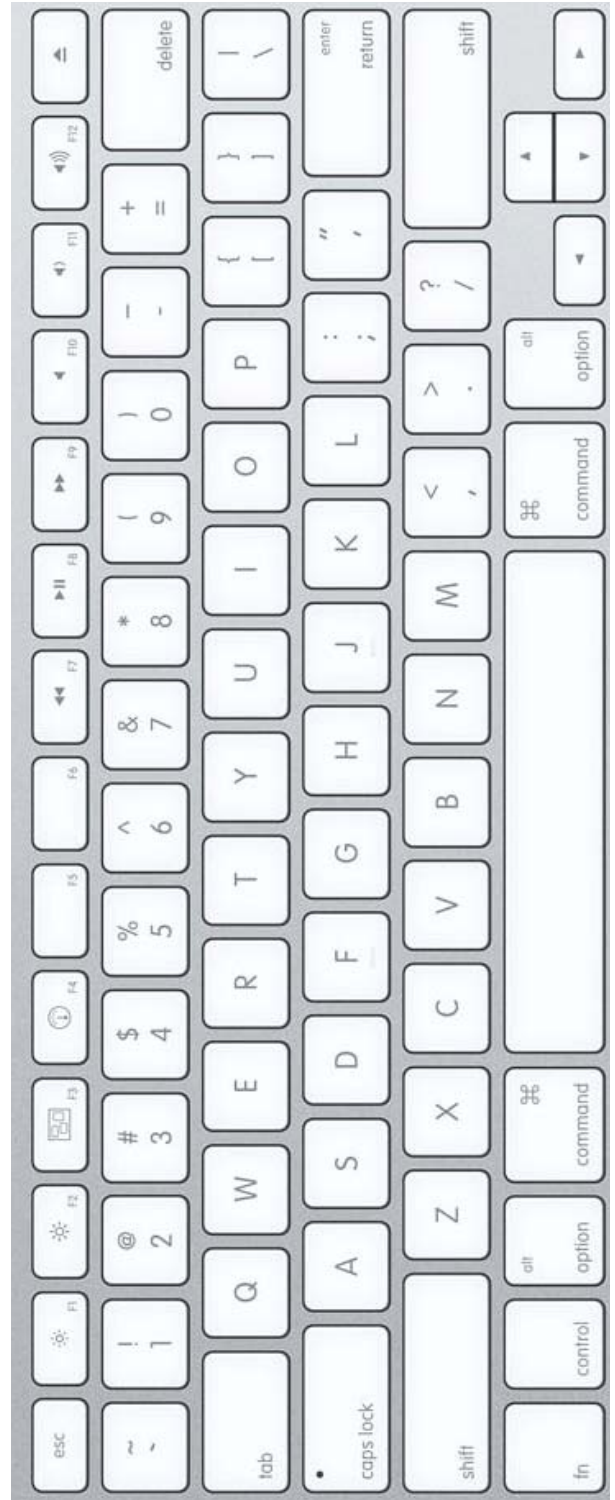
Like the mouse, Apple's keyboard may be unfamiliar to Windows users. Here are a few special keys you may need to know about:

Key	Name	Symbol	Abbreviation
	Command	⌘	cmd
	Option	⌥	opt
	Control	⌞	ctrl
	Shift	⇧	shft
	Escape	⌫	esc
	Delete	⌫	del

Quick Function Keys on top row:

- F1: dim the screen
- F2: brighten the screen
- F3: Expose (brings all open windows into view)
- F4: Dashboard (brings up widgets)
- F5:
- F6:
- F7: Rewind/Previous track for music or video
- F8: Play/Pause for music or video
- F9: Fast Forward/Next Track for music/video
- F10: Mute audio
- F11: Volume down
- F12: Volume up
- Eject button

These buttons may be reprogrammed or used for other functions depending on the application you are using (See System Preferences → Keyboard)





Getting Started with Snow Leopard: Macintosh OS X (Operating System 10)



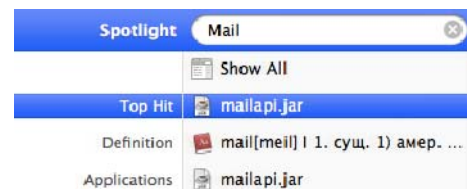
Finder: The Finder is the basic access point for all of your files, disk drives, and applications. Click on the Finder Icon and then click on a folder or drive to open it and view its contents. Change the view options of the finder window to view the contents in List, Icon, or “CoverFlow” mode. Preview a selected item by Clicking the eye symbol or pressing the space bar. Open that file by double clicking.

Toolbar: The Apple symbol at the top left of the computer provides access to the basic computer functions such as shutting down, logging off, and managing system preferences. The other items on the toolbar change depending on which applications you are using. Click on a heading to view a drop-down menu of options for that application. The toolbar also includes status indicators such as battery, wireless connection, volume, and time.



Dock: The Dock is the array of icons for your favorite applications and folders. The Finder and Trash Bin will always be on the Dock, and all of the others can be added or removed to your preference. A white dot beneath an icon indicates whether the application is running. Click on the icon to open it, and right-click on it to view options. Drag application icons to and from the dock to add and remove them. The Dock can be moved, hidden, and changed in size as well (System Preferences→”Dock”).

Spotlight: The magnifying glass symbol on the upper left corner is a quick search function to help you find files, applications, Help topics, and other items on your computer.



Exposé: To move quickly from one window to another, press the Exposé key to view all active windows at once, then click the window you want.



Dashboard/Widgets: Click the Dashboard icon or press the Dashboard key to view helpful mini applications (aka “Widgets”) such as a calculator, clock, and weather indicator. You can add, remove, and reposition the widgets to your preference.

Airport: Connecting to the Library's Wireless Network:



1. The computer should automatically detect available Wireless networks.
2. Click the Airport Symbol on the Toolbar
3. Click Airport on the toolbar or under "Network" in System Preferences. If Airport is off, click "**Turn Airport On.**"
4. Choose "**New York Society Library**" from list of available networks.
5. Change encryption type to **WEP 40/128 bit ASCII**
6. Enter **password** (provided upon request)
7. You may choose to select "Remember this Network" to preserve the above settings for the next time you connect.
7. Click **Connect**.



Other System Preferences:

Select System Preferences in the Finder window, the Apple menu, or the icon on your dock:

Appearance, Desktop and ScreenSaver: Use these options to customize the appearance of your computer.

Energy Saver: Use this option to manage the power settings of your computer to maximize battery life, such as automatically putting the computer to sleep, dimming the monitor, or shutting down disk drives when inactive.

Universal Access: Use these options to adapt the computer's functions to assist with hearing or visual impairments

Applications:



Internet: Safari

Safari is the standard internet browser on Apple. It is also available for free download for Windows computers. If you prefer, you can also use Firefox or Internet Explorer on your Mac.



E-mail/ Calendar/Contacts: Apple Mail, iCal, and Contacts are basic e-mail, address book, and calendar management clients. All three are now compatible Microsoft Exchange Server, or can be accessed remotely with a MobileMe account from Apple.



iChat: text, voice, or video chat with other users using a MobileMe account from Apple, A free Google Chat account, or a free AOL Instant Messenger account.



iWorks '09: Pages (Word processing), Numbers '09 (Spreadsheets), Keynote '09 (Presentations): now compatible with Microsoft Office formats (Excel, Word, Powerpoint), and Microsoft Office for Mac 2008 is also available. Price: \$79



iLife: iPhoto (Photos), iMovie (Videos), Garage Band (Music), iWeb (Websites):

Consumer-level multimedia applications for managing, editing, and creating your own photos, videos, music, and websites. Included free on every Mac, or upgrade from an earlier version for \$79

See also Final Cut (Video), Aperture (Photos), Logic (Music): Advanced Photos, Music, Video editing software for additional price.



“MobileMe” Service (\$99/year) for mobile access to mail, calendar, contacts, bookmarks, photos, and iDisk from other computers, or your iPhone or other mobile device.

Where to buy:

Online Store: <http://store.apple.com/us>

Product Information and ordering. Includes special services and discounts for Business and Education.

Phone: Speak with a Sales representative at: 1-800-MY-APPLE

Retail Stores:

Midtown: 767 Fifth Ave. (@59th St.)

(212) 336-1440

<http://www.apple.com/retail/fifthavenue/>

Chelsea: 401 W 14th Street (@9th Ave.)

(212) 444-3400

<http://www.apple.com/retail/west14thstreet/>

SoHo: 103 Prince Street (@Mercer St.)

(212) 226-3126

<http://www.apple.com/retail/soho/>

Staten Island: Mall Shopping Center, 2655 Richmond Ave.

(718) 477-4180

<http://www.apple.com/retail/statenisland/>

Long Island:

160 Walt Whitman Rd., Huntington Station

Smith Haven Mall, Lake Grove

1900 Northern Boulevard, Manhasset

List of other locations: <http://www.apple.com/retail/storelist/>

Personal Shopping Services: Make an appointment to reserve extended time for a Mac salesperson demonstrate products, offer advice, and help you try out different Macs before you decide:

<http://www.apple.com/retail/personalshopping/>

Resellers: Other electronics retailers such as Best Buy also carry Apple Macintosh products. Locate one near you at:

<http://www.apple.com/buy/locator/>

Tutorials, Support, and More Information:



AppleCare: Most products have a limited service/warranty plan included with purchase. AppleCare extended Warranty/Service plan is available at an additional cost for most Apple products.

At a Retail Store:

Free workshop classes: Drop in, or find a schedule and reserve a seat by contacting the individual retail store.

“One-to-one” support: for extended personal setup, training, and project development with Apple experts (\$99/year membership)

Apple’s “Genius Bar”: Free technical support and repairs (may be subject to warranty or AppleCare terms)

You can often drop in, but to avoid waiting, it is suggested that you schedule an appointment for repairs or technical support by calling or visiting a Retail store (see above for locations and phone numbers), or by registering online at:

<http://www.apple.com/retail/geniusbar/>



On the Internet:

Video and Text Tutorials:

<http://www.apple.com/findouthow/mac/>

Other Troubleshooting, Manuals and Technical Information:

<http://www.apple.com/support/>

Information for New Mac Users:

<http://www.apple.com/support/mac101/>

<http://www.apple.com/findouthow/mac/#tutorial=anatomy>

Switching from Windows/PC to Mac:

<http://www.apple.com/support/switch101/>

<http://www.apple.com/findouthow/mac/#pctomac>

Unofficial Product Reviews and Rumors:

The Unofficial Apple Weblog www.tuaw.com

MacRumors www.macrumors.com

AppleInsider www.appleinsider.com

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