



Apple's Technologies

Patrick Rayner, Head of Circulation

prayner@nysoclib.org

Mac

Mac vs. PC (Windows)

For the average user, either a Mac or a PC will perform the tasks they want to do on a computer.



- Why you might choose a PC
 - **Variety** - There will be more choices for hardware (computers, monitors, accessories) and software (programs, applications, media). Windows PCs are best for early-adopters who like to be the first to try new technologies
 - **Price** – You can find a similar set of hardware and software cheaper in a Windows format
 - **Business/Home Integration** – Most offices use Windows. If you bring work to your home computer, it would be easiest (though not necessary) to work with the same technologies.
- Why you might choose a Mac
 - **Design** – Apple tends to prize simplicity and consistency when it comes to the design of their products, which tends to make for minimal hassle and a better user experience. Apple’s focus is to design the best computer for home use, as opposed to business use, and it shows.
 - **Creative profession/hobby** – If you work in graphic design, web design, film editing, music production, or the like, you will be doing your work on a Mac. If you’d like to dabble in same, it might be worth looking into Macs
 - **Security** – Though they can acquire viruses, Macs tend not to get them.

Hardware

Apple's computers come in two basic forms – iMacs and notebooks

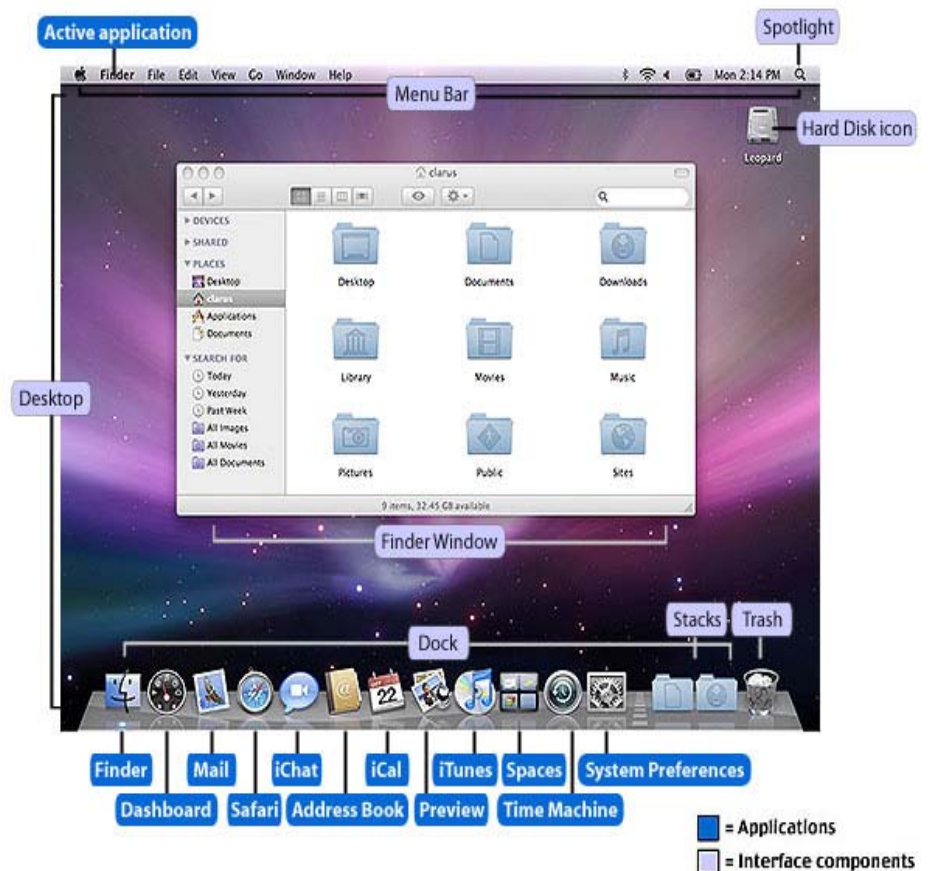
- **iMac**
 - Desktop computers
 - 21.5" iMac starts at \$1,199.
 - 27" iMac starts at \$1,699.
- **Notebooks**
 - Portable computers
 - MacBook starts at \$999.
 - MacBook Air (lightweight, less storage) starts at \$999.
 - MacBook Pro starts at \$1,199.



You can find a table that compares the specifications for all of Apple's offerings by visiting their website: <http://www.apple.com/why-mac/compare/>

Interface

Much is made of the idea that the Mac interface is more intuitive than a Windows interface. Here are the main features, so that you might decide for yourself if that's true.



- **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. Click on the icon to open it. Drag application icons to and from the dock to add and remove them.
- **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. Preview a selected item by clicking the eye symbol or pressing the space bar. Open that file by double clicking.

Software/Applications

One advantage of Macs is their ease of use of the box. The software is built in and useable with little fuss.

Everyday Stuff

- **Mail** – the email application. Similar to Outlook.
- **iCal** – the appointment book
- **Address Book** – the organizer for your contacts



Internet

- **Safari** – the web browser
- **QuickTime** – the media player
- **App Store** – download new software to your computer



Entertainment – The Fun Stuff

- **iPhoto** – the photograph editor. This application doesn't just store photographs, but helps you organize and publish them. It groups them by place and event, and even recognizes familiar faces. Seriously.
- **iMovie** – the movie editor. Automatically downloads from your video recorder. Allows you to edit your recordings or add titles, transitions, songs, voiceovers, etc.
- **GarageBand** – the music producer. Take lessons on an instrument or plug in a keyboard or guitar.

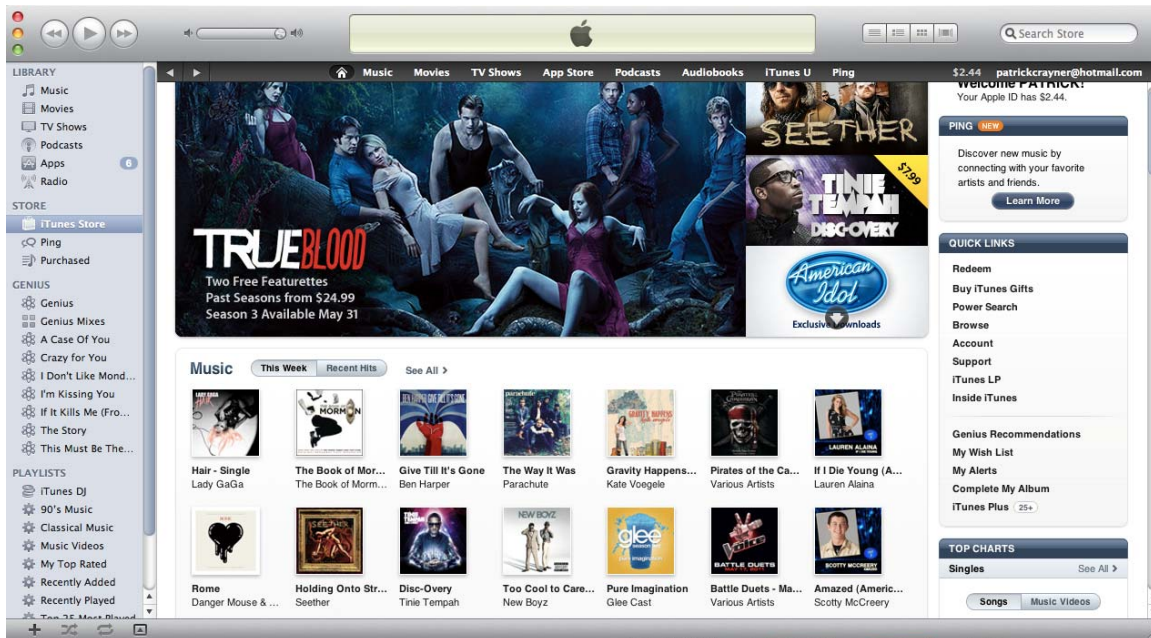


Find video tutorials on how to use these and other applications at

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

iTunes

iTunes is a digital media player application, used for playing and organizing digital music and video files. You can download any music you own on CDs using iTunes, and use it to manage the contents on an iPod, iPhone, and/or iPad.



The **iTunes Store** can be used to purchase and download music, music videos, television shows, iPod Games, audiobooks, podcasts, movies and ringtones. Now it can be used to rent movies. It is also used to download apps from the App Store for the iPhone, iPod Touch, and iPad.

iTunes is not limited to Mac users. It is available as a free download for Macs or PCs at <http://www.apple.com/itunes/download/>

iPod

An **iPod** is a portable media player. There are 4 main options, each with it's own advantages.



- The **iPod Shuffle** is the smallest. Its 2 GB memory will hold a little more than 200 songs. It comes in multiple colors and clips to your clothing. It has clickable controls, but no screen to display the song's information. Its big advantage is price – currently \$49.
- The **iPod Nano** is similarly sized and comes in a variety of colors. It is available in 8 GB and 16 GB sizes, for \$149 or \$179 respectively. The departure from the Shuffle is most notable in the display and navigation – it's multi-touch resembles Apple's other products.
- The **iPod Classic** is the first iPods that debuted in 2001 with click wheel navigation. Unlike the smallest models, you can store and view video, TV shows, and movies. Its stand out feature is the storage capacity – 160 GB is the most of any iPod. All this for \$249.
- The **iPod Touch** is a radical departure from the other iPods. It has more in common with the iPhone and iPad than its fellow music players. In addition to music and video storage, you can use an iPod Touch to take pictures and record video. You can email and surf the web via a Wi-Fi connection. You can you its has multi-touch navigation to run a variety of apps. All this for \$229 for 8 GB of storage, with options at 32 GB and 64 GB.

You can find a great comparison of each and every iPod here:

<http://www.apple.com/ipod/compare-ipod-models/>

iPhone

The **iPhone** is an Internet- and multimedia-enabled smartphone.



- An iPhone functions as a video camera, a camera phone, can send texts and receive visual voicemail, an iPod, and an Internet client with e-mail and web browsing capabilities, and both Wi-Fi and 3G connectivity. It has multi-touch navigation including a virtual keyboard rather than a physical one.
- There are 2 iPhone models currently available.
 - **iPhone 4** – starting at \$199,
 - **iPhone 3GS** – \$49, but only available from AT&T.

Compare the two at <http://www.apple.com/iphone/compare-iphones/>

AT&T vs. Verizon

There are two plans currently available. You can only purchase a phone for one plan or the other, you cannot change plans with the same phone.

Compare AT&T and Verizon at

http://store.apple.com/us/browse/home/shop_iphone/family/iphone

iPad

The **iPad** is a line of tablet computers designed primarily as a platform for audio-visual media including books, periodicals, movies, music, games, and web content. Basically, an iPad is a larger iPod Touch.



- Can it replace your computer? Probably not. It's great for consumption, but not for creation. The lack of a keyboard and a mouse prevent it from being a great laptop alternative.
- Like an iPod Touch, the iPad can connect to the internet via a Wi-Fi connection. Like the iPhone, it can also connect to the internet via a dataplan – basically you pay a fee to a cellular provider for internet access over their cellular network. Also like the iPhone, you must choose between a device configured for AT&T and one configured for Verizon.
- Without a dataplan, iPads start at \$499. A dataplan adds \$130 to the base price, plus a monthly fee.

For a great review of the iPad, aimed both at techies and casual users, it's worth looking at what David Pogue from the *New York Times* has to say in ["Looking at the iPad From Two Angles"](#)

Apps and the App Store

The iPod Touch, iPhone, and iPad are wonderfully designed, but almost useless without the applications that they run. You can download apps directly from these devices, or via the App Store on iTunes.



- Any of the three devices mentioned come with several apps including Mail, Photos, Video, YouTube, iPod, iTunes, App Store, iBooks, Maps, Notes, Calendar, and Contacts.
- These apps and others you might want to download have diverse functions, including games, reference, GPS navigation, social networking, security, music, and news. Below are some recommendations:
 - Social– Twitter, Facebook, Groupon, Living Social
 - News – NY Times, CNN, BBC News, NPR News
 - Books & Music – Kindle, Pandora, Shazam
 - Games – Angry Birds, Cut the Rope
 - Travel – NYC Subway, HopStop, Yelp
 - Other – AT&T Scanner (for QR codes), Flashlight, Fast Tip!, ESPN ScoreCenter, Remote

To see what others think of the apps before you purchase/download, visit FreshApps at <http://www.freshapps.com/> or the App Guide at MacWorld at <http://www.macworld.com/appguide/index.html><http://www.freshapps.com/>