

MugShots

Volume XVIII • Issue #2 • March, 2010

February Topic:

PODCASTING: History and Techniques

We've come a long way in mass communication since the tribal leader sat around the evening bonfire relating the day's events to the villagers.



Thanks to advancements in technology, equipment that was out of the financial reach of mere mortals is now available to all.

Hence, podcasting.

Find out the various forms, business models and such that make podcasting what it is.

Members On Line

World Wide Web Sites of Interest

If you find any of these to be inactive, please advise the editor:

Macintosh News

- Macintosh News Network <www.macnn.com>
- MacSurfer Headline News <www.macsurfer.com>
- MacInTouch <www.macintouch.com>
- AAPL Investors <www.appleinvestors.com>
- As The Apple Turns <www.infoXczar.com/atat>
- MacOSRumors <www.macosrumors.com>
- **Dave Marr's website <www.marrathon.com>**
- **MUGSNJ (that's us) <www.mugsnj.org>**

Help

- MacCentral/Forums <www.maccentral.com>
- MacNN/Forums <www.macnn.com>
- AppleInsider/Chat <ww.appleinsider.com>
- **MacSolutions <www.macsolutions.com>**
- MacTips <www.themacintoshguy.com>
- MacFixIt <www.macfixit.com>
- PC Talk <rblevin.net/TOC.htm>

Macintosh Books

- Macbookshop.com <www.macbookshop.com>
- Peachpit Books <www.peachpit.com>
- Barnes and Noble <www.barnesandnoble.com>
- Amazon <www.amazon.com>

Buy & Sell

- Mac4Sale.com <www.mac4sale.com>
- DealMac <www.deal-mac.com>
- MacTreasures <www.mactreasures.com>
- Ebay <www.ebay.com>

USB

- MacInTouch USB Guide <www.macintouch.com/imacusb.html>
- USBStuff <www.usbstuff.com>

Escrow service

- TradeSafe <tradesafe.com>

Software

- VersionTracker <www.versiontracker.com>
- Download.Com <www.download.com>
- Mac Downloads <ww.zdnet.com/mac>
- Antique Mac Software <www.macintouch.com/earlymac.html>

Appearance

- Font Diner <www.fontdiner.com>
- ClixSounds <www.clixsounds.com>
- The Icon Factory <www.iconfactory.com>
- DeskStop <members.aol.com/deskstop>
- Steve's Free Desktop Pictures <www.steveweb.com/FreeDTP>

Resources

- Encyclopedia Britannica <www.brittanica.com>
- Language Translations
<babelfish.altavista.digital.com/cgi-bin/translate?>

Just for the Fun of It

- The Apple Museum
<www.applemuseum.seastar.net/sections/home.html>
- Driveways of the Rich and Famous
<www.driveways.com/>
- EarthCam <www.earthcam.com>
- The Magic 8 Ball <www.themagic8ball.com>
- Doonesbury <www.doonesbury.com/dailydose>
- Northern Sun <www.northernsun.com>
- Mr. Showbiz <mrshowbiz.go.com>

MARCH 2010 CALENDAR						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31 Regular Meeting Rm.500 Health Sciences			

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Freshly Squeezed Reviews:

Collect Me, Read Me, File Me

By Frank Petrie

Product: BCReader
Author: Shape Services
www.shapeservices.com/en/index.php
Requirements: iPhone™
Price: \$5.95
Test Rig: iPhone3Gs

When I was a college student in the '80s, I had a professor who wrote book entitled, "Pushbutton Fantasies." It was his prediction as to what kind of world order technology would impose. He was spot on.

First world countries would sell and disseminate information. Second tiered countries would deal in the distribution and sale of material goods. And third world would be solely manufacturing.

Obviously, if you are in one of the first world countries, organizing your information has become more important than ever before. Exchanging business cards is the common way to network. But now, you are inundated with sometimes hundreds of cards. Do you want to carry about a ledger of cards? NO! Well...there's an app for that.

"If you live an active business and social life, contact partners, conduct negotiations, make business deals, you usually exchange business cards. Eventually you get tons of business cards and it becomes difficult to store them, search and remember important contacts. Now you can scan them to your iPhone ... just take a look at one of the best iPhone business card scanner apps!

"Business Card Reader scans and "reads" the picture using ABBYY's text recognition technology and enters the data into appropriate fields of the iPhone address book."

OK, high expectations. Does it deliver?

THE JUICE

BCReader is a very complex piece of software made user friendly. First, you take a picture of the

business card from within the app. After you are satisfied that you have a legible picture, the software then performs a scan of that card. Once finished, the information is placed into appropriate fields (name, phone number, URL, etc.). Lastly, the card's information is placed into a virtual wallet.

THE PULP

BCReader is a time saving tool. It does not provide 100% accuracy, but for \$5.99 who's to complain? If you have to do some tweaking of some of the information, so what? BCReader has done the bulk of the work for you.

I tried several types of business cards with the app. Naturally, visually uncluttered cards faired the best. So, I upped the stakes and ran a business card with several addresses, emails, phone numbers, etc. Even though it had a font size of probably 10 points, it did remarkably well, correctly importing about 75%-80% of the information. As you would expect, using a card with more graphic elements didn't fair as well, but still achieved about accurate recognition factor of approximately 50%. And handwriting recognition is out of the question.

THE RIND

Nothing that I would call a deal breaker. And certainly nothing that can't be honed in future releases.

SUMMARY

Another low price no brainer for the business person or anyone who that networks regularly. And the fact that it places all of the information in its proper fields and then keeps your information on file is pure icing on the cake.

If you belong to any business networks, this app is an absolute must. I can't imagine that you would be disappointed.

RATING : 8 of 10

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Freshly Squeezed Game Review

First and Goal!

By Frank Petrie

Product: Speedback™
Author: Skyworks Interactive, Inc.
www.skyworks.com/iphone
Requirements: iPhone, iPod Touch
Price: \$0.99 (Limited Time Sale Price)
Test Rig: iPhone 3G/16GB

The Super Bowl has come and gone. Now, I do have baseball beginning - my favorite sport. But what if I crave a little pigskin from time to time?



“Think YOU have what it takes to make first-string? Are you Pro-material? Could you be a Hall of Fame running back? Then suit up and hit the grid-iron with SPEEDBACK™.”

Now, you know from past reviews how much that I like Skyworks products. Will the string stay intact?

THE JUICE

You are the running back. But you have no blockers or front line to punch a hole for you. You



have to find daylight by yourself. To accomplish, you have three tools at your disposal.

First, you can pick from five different directions to run in. Of course, you change direction whenever you choose to avoid being tackled. Second, you can stiff arm your opponent. And finally, and prob-

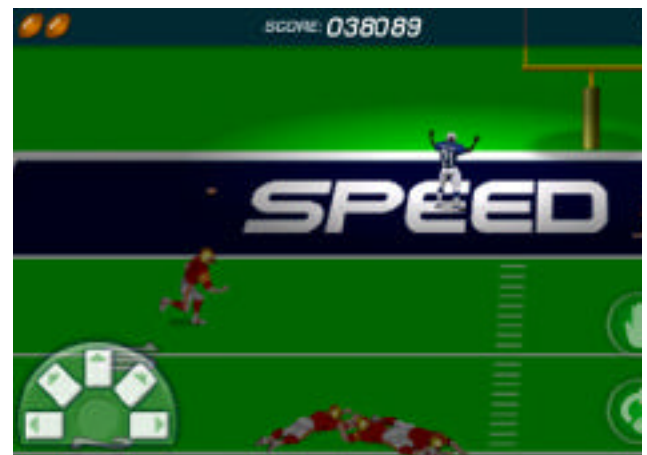
ably the most fun, you can spin out of a tackle.

There are two modes of play, Classic Game and 2 Minute Drill. And you can either keep your scores to yourself or challenge others around the globe.

THE PULP

I have to be honest with you and say that over-time I launched Speedback™ for review, I wasn't all that excited or interested.

But somehow, as with all their other games, Skyworks somehow manage to sink its hooks into you. I also find myself saying, “You can do much better than that!” with each play. And so the addiction begins.



THE RIND

Nada.

SUMMARY

In the future, it would be neat if they could set up the game so that you could play against a friend who operates the defensive player. (Although I can't beat the ones in the app!) I've come to believe the secret in Skyworks' games is that they lock you into playing against your own scores. You become your own opponent.

And even though this isn't my favorite game of theirs (still can't beat Arcade Hoops), I find myself going back to it. At this special price there is no reason that Speedback™ shouldn't be in your gaming arsenal.

If I only could combine the spin with a stiff arm, I know that I could be a contender!

RATING : 7 of 10

©2010 Frank Petrie

Freshly Squeezed Reviews:

Ringtone Review

By Frank Petrie

Product: RingtoneStudio 2

Author: PocketMac

<www.pocketmac.net//>

Requirements: working copy of iTunes, 90 day money back guarantee

Price: \$19.95

Test Rig: 13" MacBook Pro, iPhone 3Gs

Ringtones. You either pay for them or you use another piece of software, then go through about a dozen or so steps to create exactly what you wanted. But suppose that you could create a ringtone out of a music or video file in just four steps?

"RingtoneStudio 2 for iPhone is the most complete option for creating ringtones on your Mac. We've designed it from the ground up to be incredibly simple to use. And it works with all models of the iPhone, including iPhone 3.0 and iPhone 3GS."

Is it worth it? Let's try it and find out.

THE JUICE

Installation is just the double click of a .dmg. The GUI should be somewhat familiar (see accompanying photos).

RS2 works with many different formats such as AAC, MP3, M4A. In fact, RS2 supports all of the audio and video formats supported by QuickTime/QuickTime Pro (with the exception of DRM/protected media and some older formats like MPEG-1).

It can all be accomplished in just four steps after you launch the application. First, drag your chosen file onto the RS2 and choose the section you want to make into a ringtone. Second, use the selection tools to choose the section that you want to make into a ringtone (forty seconds maximum). Third, tweak your ringtone using the volume tool and the cursors (you can zoom in or out on the waveform in order to make precise trims). And finally, you press the Create button and let RS2 produce your ringtone and deposit it in your Ringtone Folder.

When the creation is completed, you can then sync them up on your iPhone.

THE PULP

I made a quick ringtone from one of my favorite songs. And it was just as easy to do with a .mov file. Both files retained their audio quality. Quite impressive.

THE RIND

I don't have many friends. Gotta work on that.

SUMMARY

You could accomplish the same end using various programs. But RngtimeStudio let's you perform everything in four simple steps, all in one application. If you're a fiend for constructing ringtones, then this one's for you.

But please, no Jonas Brothers.

RATING : 8 of 10

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MARCH REGULAR MEETING

WEDNESDAY. MARCH 31, 2010

Special Guest Presentation

DAVE MARRA

Senior Systems Engineer, Apple, Inc.

(I bet he brings a new iPad...)



Membership Application

- Regular (\$20)
- Student/Collegiate (\$10)
- Family (\$25)
- GCC Student (Free)
- Senior (\$15)
- Renewal (\$___)

Name _____ Date _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ E-mail _____ Fax _____

Employer _____ Position _____

Employer Address _____

City _____ State _____ Zip Code _____

Telephone _____ E-mail _____ Fax _____

Send mailings to: Home Address Employer Address

How did you learn about MUGSNJ? _____

At which user level would you classify yourself? Beginner Intermediate Advanced

Computers owned _____ Computers used _____

Current OS _____ Other software experience _____

Special interests: Photography/Graphics Video Communications Beginner Mtgs.

Other _____

I'll help with these positions: Membership Newsletter Program Hospitality

MEMBERSHIP BENEFITS

- Hardware and software assistance
- Info on the latest software and upgrades
- "MUGSHOTS" newsletter available at meetings
- Notices of Macintosh events
- Special interest groups (SIGs)
- Meet great people!

***NOTE:** Corporate/Institutional memberships are granted by approval of the Executive Committee of MUGSNJ, and are based on the number of memberships requested by the corporation/institution as well as its non-profit status.

