

The TarMac Vaporware Gazette

Apple Rushes to the Future with new MacBook—but don't rush out to buy it (Review)

Edward C. Baig | USA TODAY | April 9, 2015

NEW YORK — Apple refers to the new MacBook as the future of the notebook. But a machine showcasing where tech is headed tomorrow may not be the laptop of choice for a buyer today, especially at a starting price of \$1,299.

Don't get me wrong. The MacBook presents numerous temptations. It is gorgeous to look at and comfortable to hold. It weighs just a hair over 2 pounds, making it the lightest Apple notebook ever. It's also the thinnest.

The 12-inch retina display will evoke envy from notebook owners with a lesser screen. The battery will get you through a day.

Like all other new Macs it runs OS X Yosemite, the finest computer operating system out there. And it's chock full of innovation too.

Apple's latest notebook certainly would be a finalist—if not the ultimate winner—of a laptop beauty test. The company has also managed to cram a full-size backlit near edge-to-edge keyboard into what is a very compact keyboard.

However. The keyboard has a very different feel to it that won't appeal to everyone. Meantime, there's a new trackpad here, built around a concept Apple calls "Force Touch." That means that the trackpad can detect the amount of force that you are applying when you click, press or drag your fingers along its surface, which takes some getting used to.

My problem is that aside from a headphone jack, this is the new MacBook's only connector. If the USB-C power cable that Apple supplied is already plugged in and you want to plug in any other USB accessories at the same time, you'll need an optional adapter—and these aren't cheap.

The base \$1,299 MacBook has 256GB of flash storage, a 1.1GHz dual-core Intel Core M and 8GB of onboard memory. The step-up \$1,599 model doubles the storage and has a faster processor.

Apple is routinely at the forefront of industry change. Still, for many of today's buyers there's no need to rush to the future.

Complete article at <http://www.13newsnow.com/story/tech/columnist/baig/2015/04/09/apple-rushes-to-the-future-with-new-macbook/25511529/>

iPhone Killer: Secret History of the Apple Watch

by David Pierce | wired.com | April 2015

Over the past 15 years, Apple has upended three major categories of consumer electronics and, in the process, become the most valuable company on Earth. There were MP3 players before the iPod, but Apple made you want one. The iPhone transformed the smartphone from business gear into pop culture. The iPad brought tablets in from the fringes, blowing past years of work by the likes of Nokia and Microsoft. For its fourth act, Apple chose a watch. This was to be the next step in a dynasty—the first without the guidance of Steve Jobs. Expectations and scrutiny would be impossibly high; the watch had to be, in the company's parlance, insanely great.

Apple decided to make a watch and only then set out to discover what it might be good for (besides, you know, displaying the time). "There was a sense that technology was going to move onto the body," says Alan Dye, who runs Apple's human interface group. "We felt like the natural place, the place that had historical relevance and significance, was the wrist." One thing was clear from the start: The Watch would succeed or fail on the strength of what's prosaically called the user interface. The interface would determine whether the Watch ended up displayed in a dozen museums or remembered as Apple's biggest flop since the Newton.

As chief of Apple's human interface group, Alan Dye is in charge of creating the ways you tell your device what to do and how that device responds. Those cool little experiences you have with your laptop and phone and tablet, like when the app icons quiver because they're ready to move around your screen? That's the human interface team.

In 2011, they were in the midst of a marathon push to overhaul Apple's mobile operating system, working on iOS 7, and had to rethink every interaction, every animation, every function. Questions started coalescing around the idea of a watch: What could it add to people's lives? What new things could you do with a device that you wear? Around this time, Apple's senior vice president of design, Jony Ive, began a deep investigation of horology, studying how reading the position of the sun evolved into clocks, which evolved into watches. Horology became an obsession. That obsession became a product.

Along the way, the Apple team landed upon the Watch's *raison d'être*. It came down to this: Your phone is ruining your life. "We're so connected, kind of ever-presently, with technology now," Lynch says. "People are carrying their phones with them and looking at the screen so much.... But how do we provide [that level of engagement] in a way that's a little more human, a little more in the moment when you're with somebody?"

Our phones have become invasive. But what if you could engineer a reverse state of being? What if you could make a device that you wouldn't—couldn't—use for hours at a time? What if you could create a device that could filter out all the bullshit and instead only serve you truly important information? You could change modern life. And so after three-plus decades of building devices that grab and hold our attention—the longer the better—Apple has decided that the way forward is to fight back.

For the rest of the story, please visit <http://www.wired.com/2015/04/the-apple-watch/>

All about Action buttons, your handy helpers in iOS

by Ben Patterson | MacWorld.com | April 15, 2015

If you've zapped out an iPhone snapshot via iMessage, your first tap has probably been that little square button with the upward-pointing arrow.

That's the Action button, and it comes in handy whenever you want to share, print, save, or otherwise interact with something on your iPhone or iPad—anything from a photo or a "Note," to a PDF or a click-worthy article.

Even better, you can also choose which sharing and "actionable" buttons you want to appear front and center. Wish there were an easier way to fax documents (yes, some people still prefer faxing) using a third-party app? You might be able to add an Action button for that.

Here are four things you need to know about the Action button:

1. You can rearrange your Action buttons. Until recently, the positions of Safari, Mail, and so forth were set in stone. No longer.
2. You can turn Action buttons on or off.
3. The more apps you have, the more Action buttons you'll see.
4. Your available Action buttons will change depending on the app you're using. The buttons you'll see after tapping the Action button in, say, Safari will differ from those you'll see in the Photos app. These context-specific Action buttons get even more interesting once your third-party apps, such as Dropbox, come into play.

To read the entire article, please visit:

<http://www.macworld.com/article/2910015/all-about-action-buttons-your-handy-helpers-in-ios.html>

The *TarMac Vaporware Gazette*, named in honor of past president Jerry Rowe, is published monthly. Send kudos, complaints, and article ideas to Cindy Huffman, editor.

The logo for TarMac features the word "TarMac" in a bold, blue, sans-serif font. A green leaf-like shape is positioned above the letter 'a' in "Mac".

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- If you show up, you're a member.
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website: <http://tidewatermug.757.org/index.html>

e-mail: tidewatermug@mac.com

Facebook: <https://www.facebook.com/TidewaterAreaMacintoshUsersGroup>

Meetings: 2nd & 3rd Thursday each month except Dec. (first meeting only). 6-8:30 pm. **Help desk** opens at 6. Pops Diner, 1432 Greenbrier Pkwy., Chesapeake 23320

"Avoid MacKeeper Like the Plague"

That sage advice is from "Mac Attorney" Randy Singer, who says many folks consider MacKeeper to be malware. In a followup to last month's VG article on this topic, we're passing on Web pages Randy recommends reading before purchasing MacKeeper:

<http://www.imore.com/avoid-mackeeper>
<http://www.thesafemac.com/beware-mackeeper/>
<https://discussions.apple.com/docs/DOC-3691>
<https://discussions.apple.com/message/18098900#18098900>
<http://applehelpwriter.com/2011/09/21/how-to-uninstall-mackeeper-malware/>
<http://www.mac-forums.com/blog/mac-forums-investigates-mackeeper/>

How to Say "No Thanks" to Verizon's Supercookie

by Josh Centers | April 2, 2015 | tidbits.com ~ thanks to Frank Smith

Much virtual ink has been spilled discussing Verizon Wireless's so-called "supercookie." While it may sound delicious, it's actually a threat to your privacy, and Verizon customers can finally opt out of it.

Cookies are mostly used to make Web sites work better, such as keeping you logged in to a Web site across launches or maintaining the contents of an online cart as you shop. However, cookies can also be used for less constructive purposes, such as tracking your online activity in order to serve you targeted ads.

So what makes Verizon's supercookie different?

Supercookies are worse than regular cookies for a few reasons:

- They offer no benefit apart from possibly more targeted ads.
- They are inserted by Verizon, who you're already paying for service.
- They can't be deleted, or avoided with browser privacy modes.
- Because of the way Verizon inserts the UIDH, third parties can intercept it and use it to track your online activity.

Thanks in part to pressure from the U.S. Senate, Verizon is now allowing customers to opt-out of supercookies. Here's how:

- Log into your Verizon Wireless account.
- If you're not taken there automatically, click My Verizon.
- Click Manage Privacy Settings in the left-hand sidebar.
- Under Relevant Mobile Advertising, find the column that says, "No, I don't want to participate in Relevant Mobile Advertising," and select each phone line under that column, or click Select All.
- Click Save Changes.

Additional tips and instructions at <http://tidbits.com/article/15542?rss>

