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Apple News

No Jobs Keynote at Apple's Last Macworld Expo

by Glenn Fleishman and Adam C. Engst TidBITS.com

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Apple delivered a one-two punch via press release, announcing that CEO Steve Jobs will not deliver the keynote address at the Macworld Conference & Expo – a presentation slot he's used for many years – and that Apple will no longer exhibit at the trade show after this year. Macworld Expo brings together tens of thousands of members of the Mac community, including consumers, IT staff, graphic designers, and, of course, journalists.

Schiller Replaces Jobs for Keynote -- The most visible change this year is that instead of Steve Jobs delivering the Tuesday, January 6th keynote, we'll hear the Senior Vice President of Worldwide Product Marketing Phil Schiller speak. We've met Schiller on several occasions, and he's an easy-going guy whose title (and manner) belies his importance to Apple and his reach throughout the company. Schiller occupies a position in the company akin to Jonathan Ive, Apple's senior vice president of industrial design, in terms of his purview and significance. Schiller is known for acting as the comic foil to Jobs in on-screen presentations, appearing in the audience to take a phone call or engage in a multi-person iChat AV session. Apple and Macworld Expo typically announce Jobs's participation as the keynote speaker several



weeks before the event, in what's been considered a pro forma decision made long ago. (We don't know if that's true, but it's how it's always appeared.) We wondered where that press release had gotten to a few weeks ago. Since Steve Jobs's gaunt appearance at the 2008 Worldwide Developer's Conference, reporters, bloggers, and Mac users of every stripe have

been speculating about whether Jobs was suffering from an undisclosed health problem, a recurrence of the pancreatic cancer that he suffered from in 2003 and 2004, or even a non-life-threatening consequence of that surgery. This move by Apple doesn't necessarily mean anything about Jobs's health, but it certainly doesn't contribute to future confidence about his role in the company. Without a public succession plan, and with investors and analysts possibly unduly focused on Jobs's inimitable nature in developing products and marketing strategies, expect to see a lot of coverage explaining how Apple's future is dim.

No Future Exhibitions by Apple -- The second part of the news is potentially more devastating to the Mac community, as Apple said the company won't participate as an exhibitor in Macworld Expos after this January 2009 event. The company has been a cornerstone of Macworld in San Francisco since its inception, and occupies an enormous space in the middle of the main hall. In 2002, Apple decided to stop exhibiting at the mid-year Macworld Expo, which had taken place for many years in Boston, then moved to New York in 1998 (see "Apple, IDG World Expo Play Hardball Over Macworld Expo," 2002-10-21). Apple did show up at the 2003 Macworld Expo in New York, albeit in a limited fashion, but did not follow when Macworld Expo moved back to Boston in 2004 and 2005. Without Apple, attendance at Macworld Boston plummeted in 2004 and 2005 (see "Macworld Boston 2005: An Intimate Affair," 2005-07-18), and the show was cancelled shortly after (see "Macworld Boston Cancelled," 2005-09-19). The January expo has always been in San Francisco, and

has been one of the must-attend events on every Mac journalist's schedule. Increasingly, mainstream journalists have been forced to attend as well, as Apple has come to dominate the digital music industry and play a large role in the mobile phone world. Over the last two weeks, two regular large exhibitors - Adobe Systems and Belkin - announced their plans to not exhibit, quite late in the game. Paul Kent, General Manager for Macworld Conference & Expo, emphasized that there were still hundreds of vendors, and more in pure numbers than in the previous year. At last year's Macworld Expo in January 2008, the show was spread between the large South Hall of Moscone Center and new West Hall, and while there were unused spaces used for lounges and other purposes, it was clearly a vibrant event, made even better by the variety of companies present (see "Mac Industry Marching to a Different Beat," 2008-01-21).

Why, Apple, Why?-- Why Apple would cut its appearance at Macworld Expo is clear: Like every other firm in the world, it's reacting to a likely current and certainly future drop in revenue with consumer and business spending dropping through the floor. If Apple were trying to shed a few hundred million dollars in expenses, perhaps partly for the bottom line (despite the billions in cash they have hoarded), and partly to demonstrate their financial discipline, it's easy to see them starting with the millions they spend in hard costs and lost productivity on Macworld Expo. One might think that the marketing benefit of getting millions of column inches and thousands of hours of airtime worldwide would offset those costs, but Apple has shown that it can market well without trade

shows providing the venue for announcements. Apple noted in the press release that the company has backed off from involvement in other shows in recent years, and the firm regularly hosts its own events at its headquarters in Cupertino, or at other Bay Area venues. Apple said a few years ago that they'd stop making regular announcements of products and would switch to talking about hardware and software when it was ready. Macworld Expo, the Apple Expo Paris, and the Worldwide Developer Conference were the remaining pins on the calendar at which buyers and the press generally expected something, and were disappointed if no significant news was forthcoming. (After this story was first written, The Apple Expo Paris was confirmed as canceled, Macworld reports. Apple didn't participate in the 2008 show and had no commitment for future shows.)

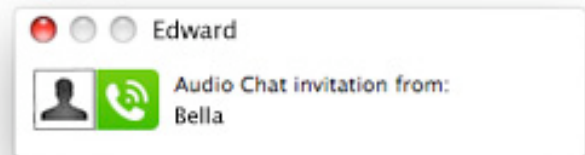
Whither or Wither Macworld Expo? Without Apple as an anchor, can Macworld Expo survive? It's a hard question.

MacPro Tip

All About Audio Chats

iChat is a great way to communicate and share files in real time with friends and colleagues, whether they're across the hall or around the globe. With iChat, you can conduct text chats with anyone who has a MobileMe, AIM, Jabber, or Google Talk account. And if your Mac is equipped with a built-in iSight camera (or an external iSight or other FireWire camera) you can conduct video chats with up to three buddies at once. But there's another way to chat: via audio. You can invite as many as nine buddies to an

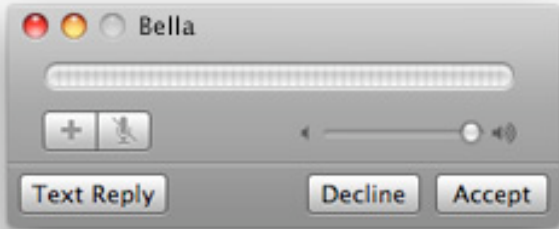
audio chat, which makes it great for group communication. As with video chats, you can record audio chats with permission from the participants. Audio chats are especially useful for interviews, long-distance business meetings, family conferences, and other situations when you'd like to communicate verbally with more than a few people at once, or save an audio record of your conversation. Audio chats require a built-in microphone



or an external mic connected to the audio input port of your computer. If a telephone or camera icon appears beside a name in your buddy list, it means they too have the software and hardware needed for an audio chat. (A "stacked" telephone or camera icon indicates that your buddy's computer has enough power to participate in a multiple-person chat.)

To start an audio chat, open iChat and select the buddy or buddies you want to chat with. To choose multiple buddies, hold down the Command key as you click on their names. Then click on the telephone icon at the bottom of your buddy list, or select Invite to Audio Chat under the Buddies menu. When they receive your invitation, your buddies simply click the Accept button to join the audio chat. All audio chat participants are listed in the chat window along with their buddy pictures. Each participant also has an individual sound level meter, which makes it easier to tell who is talking.

To enable recording in an audio iChat, select Record Chat under the Video menu. A message is sent to all participants asking for their permission to record the chat. To grant audio recording rights for this chat, your buddies



click on the Allow button. When participants want to leave the chat, they just close the chat window. Recording stops when the person who initiated the recording exits the chat. Recorded audio chats are saved by default in the iChats folder in your user's Documents folder. You can change this default location under the General tab of iChat Preferences, and search for saved chats by date or title using Spotlight. You can also play your saved audio (and video) iChats in iTunes.

Mac 911

by Christopher Breen

Removing Address Book images in Mail

Reader Helga Beuing would like to depersonalize the email she sends. She writes:

I have discovered that there is a small picture of myself in the upper right corner of every email I send. I have no clue how that started and would like to know how to eliminate that picture.

The source of that picture is Apple's Address Book application. When you open Address Book and choose your contact card (Card -> Go to My Card), in addition to your contact information you'll see any image you've assigned to your contact.

Note that your picture is not being sent across the great expanse that is the Internet as an attachment. Others who receive your mail won't see this image. Rather, you're seeing it because it's part of your Address Book card and Mail is displaying it because Mail displays pictures assigned to contacts in your copy of Address Book. Those you send messages to don't have that image in their copy of Address Book (unless you've given them the image and they've assigned it to your card) and so it doesn't display in their copy of Mail.

If you no longer wish to see the image when you look at your own messages, just open Address Book, select your card, and choose Card -> Clear Custom Image.

Mail's random and sequential signatures

Reader L.T. desires greater flexibility in the signatures appended to his email messages. He writes:

I have over 75 signatures in my Signature file and am always adding and deleting from that file. I would prefer not to be locked into the same signature time after time, and find it a nuisance going into the Mail Preferences each time I want to insert a different signature in my email. Is there a way to get, force, or program Apple Mail to automatically insert either sequential or randomized signa-

tures from that Signature file each time an email is generated?

Yes, and it's a feature built right into Mail. Just choose Mail -> Preferences and click the Signatures tab in the resulting window. As you're probably aware, this is where you create your signatures. (And for those who aren't aware, just click the Plus (+) button at the bottom of the window to create a new signature.) All your signatures are listed in the middle pane when you click the All Signatures entry in the left side of the window.

At the bottom of the window you'll see a Choose Signature pop-up menu. When this menu is active you'll see that you have the option to choose signatures At Random or In Sequential Order. These are the options you're looking for.

People sometimes get confused, however, when they discover that this pop-up menu is grayed out. This occurs when you select either the All Signatures entry or any account that doesn't have a signature attached to it.

And why wouldn't an account have a signature attached to it? Because you either haven't selected an account and clicked the Plus button to add a signature to it (which, by default, will be your name followed by that account's email address) or dragged a signature from the All Signatures area to one of your accounts. Users new to Mail are routinely confounded by this.

Be confounded no more. Just be sure an account has at least two signatures attached to it and you can put the At Random and In Sequential Order options to good use.

Senior Editor Christopher Breen is the author of Secrets of the iPod and iTunes, fifth edition, and The iPod and iTunes Pocket Guide (both Peachpit Press, 2005).

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