

Apple Bytes

The Newsletter of the Lynchburg Apple Core

Volume 2005.7 ----- Lynchburg, VA ----- July 15, 2005

July Meeting

Thursday July 21 - 7:00 PM - Lynchburg College

General meeting is at Lynchburg College, Thursday, July 21, 7:00 PM.

The April regular meeting at **Lynchburg College, Hopwood Hall** will begin with a general discussion and Q&A session at 7:00 p.m. followed by the featured presentation by Tom Johnson and Bob Hall. The topic will be an introduction to spreadsheets. We will not have time to do more than just introduce you to the concepts and show some of the things that spreadsheets can do.

Spreadsheets - An Introduction

I remember someone trying to explain to me what a spreadsheet was about 25 years ago. I had a hard time grasping the concept that someone would draw up a huge paper table of columns and rows and enter calculations in all the cells. My background is technical, and I would have graphed data rather than entering it in cells in a table. A few years later I bought my first Mac (1984) and with it Microsoft's Multiplan and Chart. Multiplan was a spreadsheet and Chart allowed one to graph the data from Multiplan. They merged into Excel and I have been using them since.

Here is a simple example of how to use it. You want to graph your car's mileage to see how it performs. I did this long before personal computers. You need a column for the car's odometer reading, one for the amount of gas that fills the tank full, and one for the mileage. Every time you get gas, you fill the tank up, write down the mileage reading on your odometer, and the gallons of gas. Then you put them in the table (spread sheet). The first row is the mileage at fill-up. The second one is the amount of gas used. The third one is blank to start with as you haven't taken any measurements yet. You might title a fourth column date so you can track the date if you want to, but this is not needed.

As you fill in the column you will want to calculate your car's mileage. It is the gallons to fill the tank divided by the miles since the last fill up. In the "mileage" column you will put a formula to calculate the mileage. To do this, click inside the cell. Then type "=". Still typing enter a left parenthesis "(" . Now click on the cell containing the odometer reading for that fill up. Type a "-" then click on the odometer reading made for the previous fill up. Now type the right parenthesis ")". Then type a "/" and click on the cell with the amount of this fill up. The formula will look like this:

$$=(D6-D5)/E6$$
 (D6 means the cell in column D at row 6, this is automatically recorded)

Now press "enter". Your cell should have the formula for calculating your mileage between fill ups

and should display your mileage. But: this will be the last time you will ever enter this formula again! You will either copy and past it or most likely you will select the cell with the formula, drag down selecting all the cells below it. Then choose the command "fill down" from the menu. The formula is copied down into all the cells below it. As you enter your odometer reading and the gallons for each fill up, the new mileage is calculated in each cell.

The power of spreadsheets is that you can enter a formula, complex or simple, one time and copy it to multiple cells so the spreadsheet does the calculations automatically. Once it is set up to do what you want, you only have to enter the new data in their cells. Calculations are automatic. They also make it easy to graph the data you have entered. You just choose which columns or rows of data are "X" values and which are "Y" values. Spreadsheet programs are packed full of all kinds of formulas already, so you don't have to write formulas for things like: Maximum value, minimum value, average, standard deviation, sum of cells (you designate the cells you want added up).

If you want to make graphs of your data, spreadsheets make that easy. You can select which set of cells have the "X" values and which have the "Y" values and create the graph. You can change the graph style with just a "click", format it for presentations, print it out, graph the data's trend, overlay graphs.

Do you have a need for spreadsheets? That's for you to decide, but they are very powerful tools to analyze any data, from financial, to the electricity your house is using. The nature of cells arranged in rows and columns makes the spreadsheet a natural for making up listings, or tabulating information. You might make a list of people and their addresses for your Christmas cards. One column could have their children's names, phone numbers, etc. For this, you are not using the spreadsheet to calculate anything, you are just using it as an address book that can be easily updated and printed out whenever you want (without having to line through names and rewrite them in another place. Tom Johnson and Bob Hall will review the basics of spreadsheets at the July 21 meeting.

Protect Yourself from Internet Fraud

Phishing is an Internet crime where you are unwittingly lead into a web site set up to steal your private information. I have been getting email that looks exactly like it comes from Earthlink. It says that they need my account information updated. If I don't do this my Earthlink account will bde cut off. These come from banks, Internet providers, eBay, credit unions, etc. They look so real. In the message is a warning and a link to click on to go to where you update your information. If you click on this link you will go to a web page that looks exactly right. It will look like eBay, your bank or credit union, or Earthlink. In it you will be asked to enter your credit card account number, social security number, or any other private information.

This information is used to access your bank accounts, credit card, steal your identity, whatever. How do you know if it is real or not? Your real bank, Internet provider, credit union, whoever will never give you an automatic link to enter sensitive information. They will direct you to go to your account page at their web site and enter the information after login on with your password. Another

clue that came with my Earthlink phishing email is that they used the word "automatical" which does not exist. "Automatic" or "automatically" would have been correct. However, that was the only error in the email, so don't depend on misspelled or wrong words to clue you in. Do not follow links that have been emailed to you (no matter how correct they look) to go to a web page to enter your account information. When Earthlink wants me to update the information, they ask me to go to my Earthlink account at Earthlink.net and log on to "my account".

One woman got an email from her credit card company. It said her credit card had been used to purchase pornography on the Internet. If this information was not correct she should click on the link provided to correct the error. Of course, once she did that she was at a web site that asked for her credit card number to access her account and correct the error. There was no error, they only wanted her account number and probably her social security number too so they could charge to her credit card.

Some of these look scary, don't fall for it. Don't provide any personal information at any web site that you got to be clicking on a link emailed to you. Do not give anyone on the Internet or anyone who calls you at home your checking account routing and transit numbers at all. These are the numbers at the bottom of your checks, to the left of your checking account number. With a copy of your check and these numbers, anyone can empty your checking account quickly and you have virtually no protection from this. Do not give these numbers out unless your are absolutely sure your are talking to a legitimate person. If you give this number out, you will not get the money back from your bank. It is as if you wrote them a check for your entire account balance. - Tom Johnson

Computer Hardware & Software - from Forbes Magazine on line

For Apple, It's Nothing But iPod

Fahmida Y. Rashid, 07.12.05, 6:40 PM ET

NEW YORK - The iPod isn't just bringing digital music to the masses. It's bringing Macs to the market.

A comprehensive consumer survey by S.G. Cowen & Co. in June lays out a convincing case for a "halo" effect for **Apple Computer's** (nasdaq: AAPL - news - people) Macintosh computers. The effect refers to the impact that one product, in this case the iPod, is having on sales of other products, namely Macintosh computers. Industry watchers and analysts have speculated on the effect for some time, but the Cowen survey actually attempted to document it by surveying over 1,400 people.

Of the 1,443 households surveyed, 3% owned only Macintosh computers, while 7% had both Windows PCs and Macs. But of the 36% of responders who owned digital audio players, more than half owned iPods, which runs on both Mac and Windows computers.

Of the responders who said they had decided to buy a computer in the next 18 months, 7.5% said they were planning on buying a Mac. That doesn't sound like much until you consider that Apple

only has 3.3% market share in the U.S. today. If all of the buying intentions pan out, and the survey is representative of general PC buyers, Apple could conceivably double its market share in the not too distant future.

Indeed, Apple's revenue and unit shipments of Macintosh computers has been growing and seems to bear out suggestions of a halo effect. In the second fiscal quarter ended in March, Mac unit shipments grew by 43% to just over one million, and Mac revenue grew by 29% to \$1.5 billion. That followed 26% revenue and unit shipment growth in the first fiscal quarter.

For some, the iPod has been their only exposure to Apple products. It appears that exposure is raising interest in other Apple gear. The survey found that overall, only 3% of people primarily using Windows definitively planned on Mac purchases. However, iPod owners with Windows computers were more than three times as likely to buy a Mac.

Some pundits had speculated that Apple would lose Mac market share while it transitions from **IBM's** (nyse: IBM - news - people) PowerPC chip to **Intel's** (nasdaq: INTC - news - people) Pentium. But 16% of the responders said the decision by Steve Jobs' team to switch to Intel made them more likely to consider buying Macs. Only 2.7% said they were "less likely" to buy a Mac because of the switch. (The analysts warned, however, that "confidence, or lack thereof, in product transition execution" can affect attitudes, and that purchase hesitation, as customers defer purchase plans until after the switch, is not accounted for.)

Even with those warnings, S.G. Cowen expects Apple to snag 3.7% of the U.S. PC market by year's end, up from about 3.3% currently. It expects its share to grow to 4.2% next year, and it believes that 6% is achievable by 2008. By then, analysts envision Mac revenue topping \$11 billion and worldwide market share nearly doubling to 4%.

The analysts said that the survey results make them "more positive" regarding Apple's performance. The results indicated the shift to Pentium processors and increased visibility of the Apple brand (sparked by the soaring popularity of iPod and iTunes), would expand the market for Macintosh computers. The survey said that "stronger than expected" interest among consumers to upgrade to the newest "Tiger" operating system, continued demand for iPods and related music spending all combine to paint a rosy picture of Apple's future.

The company will report fiscal third-quarter results after the market closes on Wednesday. It expects sales of \$3.25 billion, up from \$2 billion a year ago.

Mac Tip of the Week #37 (Thanks to Peachpit Press)

(Excerpted from [*Mac OS X Panther Hands-On Training*](#))

Spoken Interface Settings

Let your Mac speak before you think! You can program a command to have your computer read selected text in any application. Go to System Preferences>Speech>Spoken User Interface and select "Selected text when the key is pressed." Enter a key combination that isn't currently used in your applications (try Shift+F1) and hit OK. After the key combination has been set, you can select text in any application and press this combination to have the text read to you.

Free Office Software

NeoOffice is the main development project for making OpenOffice.org run natively on MacOS X. It is a free software port of OpenOffice.org to the MacOS X platform.

NeoOffice/J is a full featured office productivity suite including word processing, spreadsheet, presentation, vector drawing, database, and macro functionality. It can be used as a free alternative to Microsoft Office:Mac. You can exchange documents with Microsoft Office and OpenOffice.org users, even on other platforms!

Neo Office is available at <http://neooffice.org/>

A pdf manual can be downloaded from http://macguru.biz/NEOFFICE-user_guide.pdf

Chris Smith has downloaded neooffice and the pdf guide and copied it to a CD. If anyone is interested in a copy of this free software to try out, let Tom Johnson know before Wednesday, July 20 so we can get a count of how many copies Chris should bring. Just email Tom at graystranger@earthlink.net and let him know that you want a copy.

Chris also has lot of software for Mac OS X and much of it free at his website:

<http://macguru.biz/macosxsoftware.html>

A Word of Caution - Back It Up!

One of the club members recently had his Mac laptop hard drive die. Looks like he might have lost all his files. He has been talking about getting an external DVD burner or an external hard drive to back up his files for quite some time but hasn't done it. He has probably several thousand photos on that hard drive that may now be lost forever. If you are contemplating backing up your files but haven't done anything about it, don't wait. He wishes he hadn't waited. DVD burners are getting cheaper and cheaper. So are external hard drives. Be sure to get a Firewire hard drive or DVD burner for best performance on your Mac. It is a good idea to make your external back up hard drive bootable. Your MacIntosh will not boot from a USB hard drive, so get the Firewire drive even if it is a little more costly.

August Meeting:

Lynchburg College, Hopwood Hall - Thursday August 18, - 7:00 PM

Apple Bytes, the monthly newsletter of the Lynchburg Apple Core is delivered via e-mail and is available as a downloadable PDF at <http://www.lyncburgapplecore.org>. Please send your comments and questions to Program Chairman & Newsletter Editor Tom Johnson at graystranger@earthlink.net, or President Gordon Mattox at gcmattox@mac.com.