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# macCompanion

YOUR GUIDE TO ALL THINGS MACINTOSH



***Corpagopoly  
Down Economy  
False System of Debt  
Systematic Site Shutdowns***

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In addition, thanks to you, our readers, who make this effort all possible.



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<http://www.tropic4.com/>

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# Columns



## Letter from the CEO

Screwed!  
By Robert L. Pritchett

We are getting royally screwed. Frankly I'm tired of it and I'm not taking it anymore. Why should we accept it and do nothing?

(Just for the record, I don't belong to any political organizations. I am a free man.) I do believe in the individual right to make choices and to be responsible for our own actions. You may disagree strongly with what I am about to present to you in this "Letter from the CEO". I say, "Tough!" and you can quote me. I refuse to be "PC".

This month, I discuss 4 items; Government takeover of our lives, poor iPhone design and being taken advantage by Apple, health issues of Compact Fluorescent bulbs and acts of suppression, and credit card usury.

## *The Bankrupt United Soviet States of Amerika, Corpagopoly*



The New World Order <http://www.threeworldwars.com/new-world-order.htm> is being pushed hard and fast down our throats <http://educate-yourself.org/nwo/> ("Time" magazine



<http://www.time.com/time/magazine/article/0,9171,1877388,00.html>) and here in the United Soviet States of Amerika, we have been enslaved with \$1.6 million per person <http://www.right.org/bailout/main> in Federal debt

<http://wnd.com/index.php?fa=PAGE.view&pageId=88851> by the Democratic Congress and NWO President, with the most recent "Porkulus" Bill passed as political payoffs for getting "The One" into the White House - <http://www.reason.com/news/show/131611.html> They don't bother even hiding it anymore <http://wnd.com/index.php?fa=PAGE.view&pageId=88903>. We are no longer a Republic, but a bankrupt Marxist nation - <http://www.renewamerica.us/columns/zieve/081105>.

Will the USSA collapse by 2010 as foretold by the KGB agent, Igor Panarin?

<http://online.wsj.com/article/SB123051100709638419.html>

The so-called "American Recovery and Reinvestment Act of 2009" is designed to do the exact opposite of what it is titled - <http://wnd.com/index.php?fa=PAGE.view&pageId=89227>

Say no to "Bailouts" - <http://www.right.org/bailout/videos>

Say no to relocating HAMAS to the USSA -

<http://itsgoingtohappensoonerorlater.blogspot.com/>

As of this writing, 30 states are in the process of declaring what is already their right in the US Constitution; Sovereignty

<http://www.mrstep.com/politics/az-wa-mo-nh-ok-claiming-sovereignty/>, in protest of being shackled with this outlandish scheme by the banksters. My state was one of the first, but it may all be political posturing. I fully expect by year's end that Gerald Celente may be right; we will see a tax revolt - <http://www.youtube.com/watch?v=9nJ7LM3iyNg>. After all, the Depression we are rapidly going into is oh, carefully orchestrated and choreographed by the "Committee of 300".

It is not too late to abolish the Federal Reserve -

<http://www.petitiononline.com/fedres/petition.html>

<http://www.youtube.com/watch?v=nNumEm2NzQA>

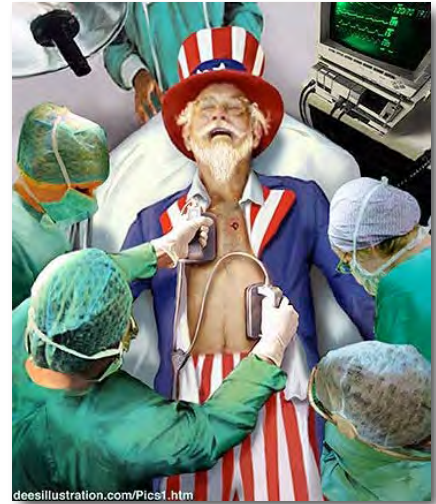
<http://www.awakeandarise.org/article/Fed.htm>

And read the 162-page book; "The Case Against the Fed" –

<http://mises.org/books/fed.pdf>

“Let me control a peoples currency and I care not who makes their laws...” Meyer Nathaniel Rothchild in a speech to a gathering of world bankers February 12, 1912. (Next year he was head of the Federal Reserve.)

Income taxes are a form of tyranny. There is no "Income Tax Law". Income taxes are revolting, yet we keep paying taxes. So yes, there will be a tax revolt. Income taxes are still unconstitutional. If we refuse to pay, we are threatened with imprisonment. That is coercion and judicial blackmail. We are not required to file a Federal Tax Return. There is no law upheld by the Supreme Court that requires tax on labor.



The current regime is spending us into oblivion. Why do we let them?

We should not fear government. If we do, we have lost our liberty. Never forget that it is "We the People" and the government is supposed to be our servant. We are not supposed to be slaves of the state.

The graduated Income Tax is straight from the "Communist Manifesto".

The Federal Reserve is a private bank and not a part of the Federal Government. They take our money in taxes, interest free. That is how they stay in business. That, and printing money out of thin air. We have two currencies. Coins created by the US Mint based on real value and paper by the Federal Reserve. The Federal Reserve Notes are a ghost of real currency. It is fiat money – and they admit it.

The banksters who were bailed out, are refusing to give loans the nearly bankrupt states, so we will see at least 48 of the 50 fail by the end of 2009, unless something gets done soon - <http://freedomarizona.org/2009/01/30/46-of-50-states-could-file-bankruptcy-in-2009-2010/>

See "America: Freedom to Fascism" – <http://video.google.com/videoplay?docid=-1656880303867390173>

Michael Ramirez does it best in his political cartoons - <http://www.ibdeditorials.com/cartoons.aspx>

You might want to read this before bending over and letting the Fed take another piece of you –

*Survivalism: How to Prepare for the Economic Collapse*  
[http://blog.aznextgov.org/Economic\\_Collapse\\_Newsletter.pdf](http://blog.aznextgov.org/Economic_Collapse_Newsletter.pdf)

Revelation 13:16 - <http://www.bartleby.com/108/66/13.html>

Watch this – Pizza Palace - <http://www.aclu.org/pizza/images/screen.swf>

Do not accept a National ID chips - [http://blog.wired.com/27bstroke6/2007/03/national\\_id\\_car.html](http://blog.wired.com/27bstroke6/2007/03/national_id_car.html)

Read these stories – Ageless Wisdom - [http://crossroads.ws/CRAActive/ageless\\_wisdom.htm](http://crossroads.ws/CRAActive/ageless_wisdom.htm)

Military Joining The American Resistance To Protect The Constitution  
<http://www.youtube.com/watch?v=zGHlvnqPdH0>

We have free choice – or should have. We were a free people. We still should be.



## *The Reluctant Patriot*

Written by: Archangel Copyright 2008

(written on the 26th, of July 2008, at 7:00 pm EST )

Inspired by all those who came before us ! And the ghosts of Concorde 1775.

Best read, if read like “Dr. Suess’s - Green Eggs & Ham. ”

Please feel free to reprint, copy, fax, e-mail & share with all. I wrote it for everyone. I’d like it to become “THE BATTLE CRY of The 2nd American Revolution !” Across the US. The # 1 Patriot Poem to strengthen & guide “US,” all.

"So you say I'm Al-CIA-da, you gave me this name,  
But what are my crimes then ? And fortune to fame ?  
You say that I'm white now, hiding out in plain site,  
A new “Boogeyman,” you’ve created, for your never ending fight.

You say I could strike now, anywhere on the planet,  
With either, nuclear, bio, or chemical, you save that, ” I have it ! ”  
But we’ve heard it before, with Saddam Hussein,  
We’re not stupid as we once were, we’re not playin’ that game.  
We’ve been lied to & misled, had all our rights taken,  
For your “False War on Terror,” if I’m not mistaken?

So I’ll tell you this one time, just leave me alone,  
Don’t bug me, or tap me, or enter my home.  
Don’t watch where I’m going, the things that I do,  
My bank balance, my credit cards, are not yours to view.

Don’t read all my e-mails, don’t search in my car,  
Don’t go to my neighbors, my pastor, or bar.  
I’ve had it, quite simply, & now I am pissed,  
I have “God-Given,” rights, you’ve forgotten or missed.

My thoughts, my opinions, and all of my rights,  
I didn’t give them up, & you’re now in my sights.  
I’m so sick & tired, of all that you’ve done,  
I’m fed up, I’m pissed off, now I’m gettin’ my guns!

I’m growing much stronger, & bigger each day,  
The lies that you’ve told, are now slipping away.  
The movement you’re afraid of, now is at hand,  
So strike up the music! And strike up the band!

This movement you're afraid of, just in case it gets hot ?  
It's just like the first one, & you just might get shot.

We tried to be peaceful, do everything right,  
But the case of "Impeachment," was a horrible sight.  
The clowns & the circus, the fluff & the show,  
Said you have no intention of honor & so...

I've come now to tell you, your time is now up!  
You traitors, your tyrants, you sycophant scum.  
Soon we'll be marching onto D.C.,  
With an army of millions, for the whole world to see.

To take back our country! To take back our name!  
To restore her to honor! To undue her shame!  
Some will fall early, some will fall late,  
Others just vanish, we'll not know their fates?

But believe me, we're comin', to this I attest,  
We will never give up now, we will not ever rest!  
You will be brought to justice, you will hang for your crimes!  
We will give no mercy, no quarter, no time.  
For the unspeakable horrors, & things that you've done,  
Like "Murder, Torture, & Treason," are some.

The things that I'd do to you, some I can't even mention,  
Do you get what I sayin' now, do you hear my intention?  
You made this my fight! I didn't even start it!  
I was just livin' my life, blind & half hearted.  
You wanted this "War," so I hope you are happy!  
I'm coming for you all now, so let's make it snappy!

And when we are done, our country now saved,  
We will bury our dead & honor their graves.  
But you, you will be nothing, not ever remembered,  
Cause like the cowards you are, you all ran & surrendered."

This is how Red China "invades" the USSA.  
Feds grant eminent domain as collateral to China for US debts -  
[http://www.liveleak.com/view?i=0f8\\_1235673139](http://www.liveleak.com/view?i=0f8_1235673139)  
<http://www.aipnews.com/talk/forums/thread-view.asp?tid=2638&posts=2>

## *iPhone G3 Water Submersion Recovery Attempt*

I have had the G3 16GB iPhone since July 2008 and never got it wet once. I figured the fee I paid to AT&T also included the AppleCare (\$70 USD) for the device. I was wrong.



Well, guess what? If you get the iPhone wet, it voids the warranty. Did you know that? I didn't either.

It was in my pants pocket when it went in the wash. It barely got wet, but with a full battery charge it did not function. Zip, Zero, Nada. So like a good boy, I took it in to the place where I had bought it. They said to call Apple. We did. The person at the other end said; "Look in the earplug hole. Is the end pink? I looked. It was not. So he asked if it was registered under Apple Care. Dumb me. I found out I had not purchased it. AT&T does not include that when you buy from their store. It has to be obtained separately directly from Apple. So we got that done. A day later I swapped phones, figuring I was in the clear. After all, the wet sensor did not show it got wet.

I got it back 3 days later with a cursory form letter, saying they had found that the unit was not covered by the warranty. I ended up paying \$500, plus shipping, plus AppleCare. No AT&T price. No discount. FULL PRICE! This is not the right direction to go to get out of debt, folks!

This is the first time I ever got shafted by Apple. Royally shafted. I found I was not the only one. So I will relate my experience with you, so you do not possibly get shafted too.

I see other folks getting into the hot tube at the Racket Club pulling their cellphones from their swimsuits and chatting merrily away after being in the water. No problem! Don't even get *near* the water with an iPhone.

The iPhone, on the other hand is an aquaphobe. I can see this being a real issue for folks in high humidity areas or for those who perspire a lot. Why is the iPhone G3 so darned sensitive? I figured it was hermetically sealed. After all, it has no places where water can get into it, right? Wrong! Besides the earplug hole, there are the ring switch, the volume control, the 2 speaker holes, the microphone hole, the on/off switch and the charge cable hole. Any of which could be used to possibly short out the iPhone.

When I got the old iPhone back, it still did not work. So I went online to see if there was anything I could do about it. Bury it in silica beads or dry rice and let it sit for a week and try again. I did that. No such luck. By the way, the wet sensor is still silver.

Check to see if your insurance covers cellphone damage. I have a \$500 deductible, so I'm screwed. We are an Apple affiliate at macCompanion.com and we *still* got screwed!

### **Check these sites for other experiences:**

What to do if your iPhone gets wet - iPhone Atlas - CNET Reviews

[http://reviews.cnet.com/8301-19512\\_7-10115292-233.html](http://reviews.cnet.com/8301-19512_7-10115292-233.html)

The sooner you act, the sooner you may be able to recover.

The \$200 iPhone "water penalty" (do NOT get it wet!) - Mac Forums

<http://forums.macrumors.com/showthread.php?t=526231>

Be honest with Apple and still pay full price. After reading that, I read they might repair or replace, if the iPhone gets run over... just sayin', folks.

Since I got the iPhone back, and it is now out of warranty, totally dead, I figured I had a shot at taking it apart and seeing if it was damaged beyond repair. The rice treatment didn't make a bit of difference.

### **Step-by-step Take Apart**

<http://www.iphonehacks.com/2008/07/iphone-3g-video.html>

I followed the steps – or tried to. Guess what? The touchscreen really does come off the iPhone. I spent a day trying to remove the bezel. Don't do that. The screen does come out, so you can do the other steps. I was wondering why it was so hard to take apart. The bezel by the way, is glued and screwed, so you cannot separate the metal bezel from the case (I tried). I've got the unit dismantled. I may never, ever get it back together completely. At least not by the time I get this published. The screws are so small and things have to be just so.

The battery is totally, completely dead. There is no water damage.

The wet sensor tape is ½ pink on the back side. I did not take it out to test it to see if the pink "shows through" if it gets wet.

At least I didn't drop it –

[http://www.geekologie.com/2007/07/guy\\_breaks\\_his\\_iphone.php](http://www.geekologie.com/2007/07/guy_breaks_his_iphone.php)

And the Japanese have taste and intelligence –

<http://blog.wired.com/gadgets/2009/02/why-the-iphone.html>

## *Follow-up on Health Hazards of Compact Fluorescent Lamps*



The "Downsides" page on PESWiki I linked to last month in *macCompanion* was largely updated and revamped, based on my own and my family's experiences with CFLs. If you remember, we replaced a lot of incandescents because we wanted to reduce our energy bill. We started experiencing nausea (flu season, right?), extreme migraine headaches (allergies, right?) that refused to go away, unexplained skin rashes and arthritic-like joint pain, even in our daughters. This went on for 3 solid months. Why did we feel this way? What was causing it?

I prayed. Then I found the TV program where Dr. Magda Havas spoke of dirty electricity/energy/power and the health issues found with those suffering from Lupus, etc. The gestalt kicked in. I immediately removed all the CFLs and, because we had saved the receipts, got them all refunded and replaced with incandescents. Within 2 days, all the symptoms had gone away. No more constant anguishing pain and suffering! The CFLs were the culprit. Then I did more research and this is the result.

During this effort I have met some incredible opposition, even in the workplace. So many folks are in duck-and-cover mode after having drunk the environmentalist "save the planet" Kool-aid and promoting this Crime on Humanity mass health destruction. So many have a vested interest in giving hard-earned money to Red China and forcing everybody on the planet to use these torture devices, intended or unintended, knowingly or unwittingly, to destroy our health and well-being. I personally find these CFL devices to be evils as both health (reduced immune system functions) and fire hazards.

We use 4-foot fluorescents in many places in our home and we have never, ever suffered adverse effects from them.

CFLs are mean, cruel and nasty. The more I learn about what they do, the more I despise them. Whoever decided these things were good for humanity and should be mandated by our governments is playing a bad joke on all of us

[http://peswiki.com/index.php/Directory:Compact Fluorescent Lighting %28CFL%29 Downsides](http://peswiki.com/index.php/Directory:Compact_Fluorescent_Lighting_%28CFL%29_Downsides)

I created this list and presented them to a specific group I work with. They didn't like it.



## *CFL Articles of Faith*

1. We believe in the false economy of throwing out cheap incandescents and replacing them with more expensive CFL bulbs.
2. We believe CFLs are environmentally friendly and do not use toxic or hazardous materials.
3. We believe that 100 million failed CFLs will be recycled and the toxic components will be reused.
4. We believe CFLs create no electromagnetic or radio interference to other equipment.
5. We believe in promoting electronics that are detrimental to human health and well-being.
6. We believe that somehow, someday, CFLs have a smaller carbon footprint than incandescents.
7. We believe CFLs work well in cold weather.
8. We believe CFLs can be used everywhere, for every purpose, work fine outdoors, upside down, in dimmer circuits and in humid areas.
9. We believe it is okay not to have AC Power Factor circuitry in CFLs sold in the Americas.
10. We believe it is okay to have a room filled with electronic smoke contamination when CFLs fail and that it is "normal" for CFLs to bubble and burn when they fail.
11. We believe it is okay to spend \$2,000 for a "mercury spill" to decontaminate a HAZMAT situation when CFLs break.
12. We believe in supporting manufacturing in China and India and not in the US.
13. We believe that importing merchandise from other countries is more economical and "greener" than buying products "Made in the USA".
14. We believe it is okay for government to mandate what we use and who can and cannot produce products.
15. We don't believe that it is possible to improved incandescent technology to be as efficient as CFLs or believe there are better options today than CFLs for lighting.

Sorry, I don't believe these CFL Article of Faith either. I figured the "CFL Articles of Faith" would be facetious. I have since discovered they are in fact also true, by those who have a vested interest in perpetrating this cruelty on humanity.

In the presentation I was not able to complete, I was threatened and told not to speak of it while representing the group. The information I had gathered, researched and experienced was to be suppressed. I'm not laughing anymore.

There are better, more efficient lighting technologies being produced. This is not one of them, no matter how many folks out there try and strong-arm us into submission to use them.

*I acted on faith and discovered the truth. Now I act on pure knowledge.*

No amount of logic and common sense seems to get through to them. They have become militantly opposed to what I have discovered and have tried valiantly to suppress what I now know. Why should others have to suffer as we did?

I hail the class-action suits beginning to be used against the manufacturers of these poorly made products *as long as they can move manufacturers to build better products that do not harm humans*. Who will then do a class-action suit against the environmental groups, the governments and utilities that are giving these things away and then *mandating their use afterwards*?

We should not let them get away with reducing our standard of living and taking away our right to choose.

## *Credit Card Fraud*



Quite simply, it is called "usury". It has been illegal since Old Testament times. Funds obtained through credit cards are not loans. When the credit card companies break the law, the contracts become null and void.

See the article in this issue of *macCompanion* on Debt Solutions - *A Real Solution To The False System Of Debt*.

Let's get our Liberties back! Let's stop being screwed by government and corporations.

I do not know how much longer we can keep publishing, before we get shut down or locked out.

Please PayPal us if you believe we are worth keeping around. I do not know how much longer we will last in this current economic and political situation. I personally oppose world government run by the banksters. And I do not appreciate being shafted by corporations either. I oppose corpagopolies (fascist corporations that run countries). It is time to be a good "American". Join <http://freedomtofascism.com/> if you care enough to make a positive difference.

Sincerely, and with great concern for the well-being of my fellow men and women,

Robert L. Pritchett



## *According to Hoyle...*

### *Software Development Jobs in a Down Economy, Part I*

**March 2009**

**by Jonathan Hoyle**

[jhoyle@maccompanion.com](mailto:jhoyle@maccompanion.com)

**macCompanion**

<http://www.jonhoyle.com>

The economy is down.

That's how I began last month's article, and the economy hasn't improved much since. With job reductions being announced nearly everyday, it seemed timely to address some matter to help make software developers as recession-proof as possible. In this two part series, I will discuss the environment we are dealing with and offer some tips for those looking for work now.

In particular, being a Macintosh-focused column, I wish to address benefits specific to OS X developers. For example, consider Apple's record profit and revenue announced for Q1 2009 [ <http://www.macworld.com/article/138362/2009/01/earnings.html> ]. Note that I did not say that they were merely profitably, or that they beat last year (which would be extraordinary just by itself in this economy). No, these are **record-breaking** profits and revenues for them. Better than anytime before. Better than the heady 1990's prior to the dot-com bust. Better than in the golden days of the near Apple II monopoly.

*Best ever.*

In this economy.

I don't think a "wow" is out of order here. Pretty amazing. During this same period, income for other usually profitable companies took nose dives, including Microsoft's 11% loss, and Google's unbelievable 68% drop (each now planning significant employee reductions). But not Apple.

(At least not so far.) For this reason, software programmers who hook their wagons to Apple's ship are going to find themselves in a relatively better position.

### **Comparison to '92/'93**

The current national unemployment rate is (as I write this) 7.6%, the worst since 1992. Of course if you listen to the doom-sayers, we are supposedly in the worst recession since the Great Depression. Well, this seems to me an absurd statement. Although things expect get worse before they get better, they have to get dramatically worse before such sensationalistic reports become anything but yellow journalism. According to the Bureau of Labor Statistics [ <http://www.bls.gov/> ], the 1992/1993 recession's jobless rate peaked at 7.8% (June 1992), higher than where we are now (pre-stimulus package). And although the unemployment may grow even higher before it's over, any assumptions of that kind are speculation. So I remain skeptical of the doom and gloom this early in advance, particularly due to the political motivations that are involved (from both Democrats and Republicans).

Sub-8% recessions are not uncommon through much of our history. The Bureau's web site data goes back only as far as 1948, but in just that time we have had four such recessions in which unemployment exceeded 7% but whose peak never hit 8%. Only twice in the past 60 years has a recession occurred with a greater than 8% unemployment rate: the '75/76 recession (which peaked at 9.0%), and the '82/83 recession peaking at a whopping 10.8%. Thus, comparisons with 1992 seems more appropriate for the current recession (at this juncture anyway).

Having acknowledged all this though, the recession in the 90's is substantially different for you readers in one important way: software developers were not affected by it. Fifteen years ago the need for programmers remained at an all-time high, and there was effectively no recession for them. I can speak to this personally, as I was interviewing during this period and found I had my pickings of offers from which to choose. Similarities between then and now exist for auto manufacturers, skilled and unskilled labor, and other such groups. However, tech jobs remained secure then, since the economic pressure at the time came from Mexico and Japan. Today, it is from China and India, and software people are now feeling the pinch.

### **"But I already have a job, so I'm not worried."**

I wonder how many people who expressed this sentiment ended up out of work a year later. And even if your job is truly safe, there are side-effects to a down economy that make it in your best interest to remain marketable. One casualty of bad economic times is the reduction, if not elimination, of raises. When corporate money gets tight, raises go out only to those mission critical people that the company can't afford to lose. And if you are not one of these people, your income gets stifled. Worse, you risk the prospect of losing your job to such a person.



Fortunately (as mentioned earlier), being a Macintosh developer already puts you in a better category. Typically, Mac developers are hired only by those businesses that deliver product to Mac users. As long as your business is not phasing out its Macintosh offerings, it is going to continue to need at least some Mac developers. If that is the case, then your job is vulnerable only on these two counts:

1. Cutting back the number, but not the elimination of, Mac developers
2. Corporate decisions to out-source to China or elsewhere

In the case of #1, it's a matter of maintaining your knowledge and abilities, so that you are not one of the poor performers that get axed first. In the case of #2, sadly there is little you can do, other than hope that your management is smart enough to investigate and learn of the horror stories of others who have done this. (That they haven't outsourced you by now is a good sign that they may never at all.)

With Apple doing as well as it is, even in a recession like this, it speaks very loudly to businesses producing software, peripherals or accessories being sold to that market. And to be able to deliver something that sells well to a Mac user, an off-shored "lowest common denominator" solution will not do. With the Macintosh user base growing (and the Windows base declining), Mac skills will become relatively more greatly valued. Furthermore, as the Macintosh growth being so much more recent, the Mac developer base has not had the opportunity to grow in the same proportion so quickly. This means that the ratio of developers to users is much more favorable to you the Mac developer, than to Windows developers. All in all, this means that being a software developer for the Macintosh is (relatively) more advantageous, than being one for Microsoft Windows or Unix.

## **Macintosh Development Changes**

Also having changed since 1992 is the know-how to perform the job. Back then, System 7 was about a year old, and Windows 3.1 was just released. Mac developers were combing through Inside Macintosh Volume VI to keep up with the latest changes, whilst old DOS users were just beginning to realize that this whole Windows thing wasn't going to go away anytime soon. For Mac programmers, System 7 changes were built upon a foundation of already learned material, 90% of which still remained relevant. It was merely a matter of keeping up with new information, rather than relearning.

Today, it is very different. Nothing that I had to know to do my job then is necessary or even relevant now. To be in a good position to be hired as a Mac developer today, you need to know Objective-C and the Cocoa API, which has no overlap whatsoever with the old System 7 Toolbox. Although it is true that there are still houses maintaining Carbon/C++ code, and there needs to be developers with experience in this, there are a plethora of Mac developers who can do this already. Almost all the Carbon/C++ positions are already filled, and with time are being eliminated in favor of Cocoa/Objective-C. A similar situation exists on the Windows side: MFC/C++ developers are a dime a dozen and can be found anywhere.

If you want a shot at Windows development in the future, you need to learn .NET development with C# (although VB.NET is also a growing potential). Otherwise you end up being like the lone COBOL or PL/I programmer in an IT department: they keep you around only for as long as it's cheaper to do so, than to bite the bullet and rewrite the mission critical code in C++.

Then there's Java. 15 years ago, the computer section of any bookstore was deluged with books on Java. With respect to programming languages, it was clearly the favorite son of the mid- to late-1990's. And today it still enjoys some popularity among Unix programmers, and various niches in the Windows and Mac development arenas. But on balance, both Apple and Microsoft are urging their developers to drop Java in favor of Cocoa and .NET, respectively.

As painful as this is to say (being a C++ bigot myself), Mac developers wishing to remain in the game should focus exclusively on Cocoa development with Objective-C/C++. No, Carbon/C++ is not dead, and in fact it probably still commands a greater share of the Mac development market. However, these are not jobs that are going to be waiting around for you. The best of the best Mac C++ gurus will continue to slurp up whatever remaining Carbon work there is to be had. Unlike Carbon, the need for Cocoa development continues to outstrip the supply of capable developers. I still continually receive messages from headhunters in desperate search for Cocoa programmers to write Mac and/or iPhone apps. This is the future of the Mac.

**Coming Up Next Month:** In Part II, we will discuss specific steps that you will want to follow to remain marketable in this economy. See you in 30!

**To see a list of all the According to Hoyle columns, visit:**

<http://www.jonhoyle.com/macompanion>

# *A Real Solution To The False System Of Debt*

By Igor Milevskiy & Igor Mikhalev

We are on the brink of a worldwide economic depression, the likes of which may make the 1930's look like a recession, and in such a possibility it would be wise to prepare ahead of time by saving money in Gold and Silver, by storing storable foods, safety supplies and perhaps even coming off the dependency on the "grid". A simple solar power setup for an average home can cost as little as \$3000, which can in turn hook up to a revolutionary machine producing water out of thin air! That's right, up to 7 gallons a day and all fully powered by the solar setup costing you a total of around \$5000.00. Now, where does one get the extra money to accomplish this for such independence and freedom from the effects of disaster?



In this article I will speak of how you may choose to stop paying your credit cards, unsecured bank loans, private student loans, etc. and keep your money all while protecting your home, paycheck and bank account. This would make you virtually invisible and untouchable to the creditor or collector, even through the court system.

For many, the hard times have begun, for others they are coming, and yet for some they are non-existent, they are non-existent because those who know when and where the thieves will strike can prepare ahead of time and avoid the problem. In other words, start at the end. For Example: A family living on a farm is self reliant on their crops for food, so they gather foods for storage before winter comes, not after. They start at the end and when the end of autumn comes they are prepared. In our case the financial winter will leave many starving for an answer. I will fast forward to the end and explain first what would typically happen if you simply stopped paying all your unsecured debts and then show you our solution.

## *The Estimated LifeCycle of Debt*

1. **30 Days behind on your payment:** Creditors begin to call and many times in a fake caring and friendly approach wish to "remind" you that you must pay them (because you're really their slave.) There is a simple way to stop these calls.
2. **4-6 Months since you stopped making payments:** Creditor calls begin to cease and your account is sold or "charged off" to a third party (collection agency) for around 5-15% of the total sum. You no longer owe any \$ to the creditor.
3. **6-18 months after account reached collection:** Collectors desperately try to coerce you into making some payment arrangements.

4. **18 + months:** Collectors may or may not initiate lawsuit. They must notify you by a court summons if they do.
  
5. **3-8 years-expired:** All debts have an expiration date after which they are invalidated and cannot be enforced through court. For your states' debt expiration date visit: <http://www.thetopscore.com/pdf/limitations.pdf>
  
6. **In Court:** If you get sued before your debt expires, the judge most always takes side of bank and most common outcome is that you settle with the bank to repay them the money. If you do not show up, the plaintiff wins a judgment against you by default and may: a) freeze your personal bank account b) Place a lien on your property, c). garnish a portion of your paycheck. d). Seize other exposed assets.

Starting at the end by knowing what happens at the last stages of debt gives you and us a great head start to begin working to protect your money and restore your credit.

- 1) We can protect your home by creating a “friendly lien” on your property, which takes main position and blocks anyone else from claiming your property equity, even through court.
- 2) A business account is created with an “holding company” status, meaning the money you deposit there can be used for personal use and is considered non taxable. This way your account is protected from creditors freezing it, since they can only freeze a personal account if they sue you for personal debt.
- 3) Similar to the “friendly lien” we set up a “friendly garnishment” which blocks any creditors from taking your paycheck.
- 4) We help restore your personal credit rating back within 6-12 months with advanced restoration techniques.
- 5) We have a program to modify or lower your mortgage payments without refinancing.
- 6) We have a program to help you stop or seriously slow the foreclosure process, keeping you in your home payment free for as much as 2 years.

**Can you find a better use for your money than to hand it over to a soulless banking system when you don't have to?**

*Why the more “common” programs don't work*

1) **Debt Settlement:** Will cost you 15% of your total debt and plunge you into a three year payment commitment and if you don't complete it, you'll be in worse debt than you ever could have imagined. They will hold your money for a year, but you will continue paying the settlement company and answering collection calls and lawsuits. And when the creditors and their collection buddies are screaming, calling you every day at work and home, you'd better hope they accept the settlement company's offer to pay less than what they say you owe. In case they haven't told you this, the trend now for many creditors is to refuse ALL settlement offers! And if they sue you before then, forget about it!

Many creditors, once they know a client is working with a debt-settlement company, will escalate the account. That means sending it to a collection agency sooner or even suing you. And when a creditor takes legal action, the debt-settlement companies drop the account: They don't have the right to give legal advice or represent you in court, and believe it or not, nor do their attorneys.

2) **Consolidation:** S top right there! In the history of the human race, no one has ever been successful at going further into debt to get out of debt. Although, if you work for the U.S. Congress you might not understand this quite yet. It is a mathematical certainty that the same habits that got you into debt will NOT get you out of debt, period! This is just another way to steal from you, and I don't care what they say about your "new" interest rate. Any accountant can verify that you will be in more debt regardless, and did you know that 98% of those who enroll in consolidation are in more debt within 2 years? I'll bet you your total debt that this is verifiable, check it out.

3) **Counseling:** Okay, this is a good one, someone who has no interest in your success or failure with your debt problems will help you get out of debt by telling you how to pay your creditors differently?! (deck chairs, remember). Did you know that credit counselors, even though they say they are non-profit and don't charge you anything except maybe an enrollment fee, get paid 8% to 15% of your total debt from the creditors they tell you how to pay?! This is *YOUR* money, and they claim it's not profit. So all the money, *your money*, that could be considered profit is simply paid as salary and bonuses to the owners and officers of the company so they can say it's non-profit and pay no taxes. Ask them; ask the IRS and the SEC. Ever wonder why the IRS investigates the so-called "non-profits" debt companies? This is the reason.

4) **Oh, and Bankruptcy:** This is the same as being sued by all of your creditors within 30 days and then having an attorney tell you what will be done with your property and income. You will have no power to negotiate and you will be treated like a child. I'll bet not one attorney will tell you that only those who have nothing to lose will qualify for a Chapter 7, meaning that they should not have filed bankruptcy in the first place. Expect to get into a Chapter 13 payment plan; even if your attorney files under Chapter 7, eventually it will be removed into a Chapter 13! If you don't believe me, check the court records to see how many petitions were removed by an order of the court.

Now that you know the truth on debt and how you can save your money for the coming depression, start thinking where you would better invest this saved money. Our experts can genuinely help you come up with a plan. We are a small group of people who sincerely want to help those in need.

For more info about what you have read here, please complete the PDF form.

Let them know we (MPN, LLC) sent you, if you decide to go this route. We get paid for referring you.

<http://www.macompanion.com/macc/archives/March2009/Columns/DebtSolutions.htm>



# *Doc\_Babad's Macintosh Tips – A Macintosh Tip or Three...*

March 2009 Edition



By Harry {doc} Babad © 2009

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Reviews were carried out on my iMac 2.8 GHz Intel Core 2 Duo with 2 GB 667 MHz DDR2 SDRAM running Mac OS X version 10.5.6.

**Disclaimer and Boiler Plate:** When briefly reviewing share-freeware I will often use the developers' product, functions and features descriptions. All other comments are strictly my own and based on testing. Why need I rewrite the developers' narratives, if they are clearly written?

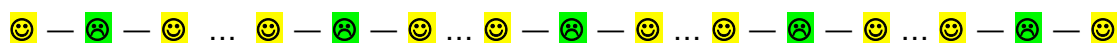
*Acknowledgements — As the occasion warrants, some of the Tips I share come from Paul Taylor's Hints & Tips column <http://www.mac-hints-tips.com/>, and are used with his permission. If you have tips to share send them to Paul — paul@mac-hints-tips.com. I also use user group published tips with their consent if I can make the contact with the appropriate officer. Where I use any one else's tips for this column, I acknowledge both their source and their contributors. Yes, I do write down and share some of the tips I've discovered while Macin' around. If a tip or hint comes from a more traditional commercial source, I both acknowledged that fact and almost always modify the tip to personalize it for our readers*

Where a sentence or paragraph is italicized, it's my contribution unless other wise noted. Oh, I almost forgot! Unless otherwise noted, all the tips and tidbits I share, where appropriate, work on my computer. If I don't own the software but if the tip sounds interesting, I'll so note that information at the end of that specific write-up.

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Tips I've provided this month, heavily taken from [Paul Taylor's](#) Collection, as always in a random order, include:

- The Many *Macintosh* Ways to Quit
- Apple Finder Keyboard Shortcuts — Okay — One More time...
- Find Out How from Apple
- AppleCare: Why You Can't Afford to be Without It.
- The Top 12 Video Distribution Sites — In case we've gotten too serious.
- Protecting Your Online Reputation — A Real Serious Issue Social Networkers and would be employees.



## The Many *Macintosh* Ways to Quit

There are several ways to quit Mac programs. Some of them are not obvious, especially if you're accustomed to using Windows.

### • *Menus and Shortcuts*

Nearly every Mac program offers a Quit command under its application menu — for instance, Safari > Quit Safari. (Some background-only programs and certain Java applications don't.) From the keyboard, Command/Q is a near-universal shortcut for quitting. If the program demands attention before it can quit (for example, the document contains unsaved changes), it will first ask if you're sure you want to quit.

### • *Closing Versus Quitting*

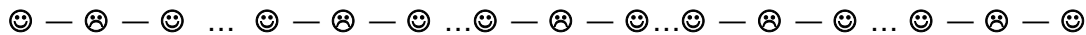
If you're switching from a PC, you may be used to quitting programs by clicking on a window's close box; the Mac equivalent is the small red dot in the upper left corner of the window. But on a Mac, closing all open windows usually won't quit that program — OS X applications can continue to run even if there aren't any open windows. There are exceptions: usually, if the program can have only one window open at a time (as is the case with System Preferences, Dictionary, and Calculator), closing it will quit the program. But there are exceptions to the exceptions: Address Book and iCal continue to run even if you close their single windows.

### • *Emergency Quitting*



If nothing happens when you try to quit a program, you can force-quit it: switch to a program that's still responsive, and press Command/Option/Escape. This brings up the Force Quit dialog box. Select the stuck program on the list, and then click on *Force Quit*. You can also force-quit programs via the Dock. Click and hold on the problem program's Dock icon to bring up its menu. Assuming that the system knows the program is stuck, you should see a Force Quit option at the bottom.

- One other avenue for force quitting is to launch the *Activity Monitor* (found in the /Applications/Utilities folder) select a program, and click on “Quit Process,” then “Force Quit.”

*Macworld Magazine*  
Via: Paul Taylor February 2009  
[paul@mac-hints-tips.com](mailto:paul@mac-hints-tips.com)



## Apple Finder Keyboard Shortcuts — Okay — One More time

Notation Note for new users: – The Command key is on the left of the spacebar. It’s either marked with the  or the  symbols (the latter appears by itself on the new aluminum keyboards and at times the word Command.) *Keys that are held down at the same time* are separated by a slash or in some notations buy a dash....




For more, many more short cuts check out Finder > Help > Mac Help > Shortcuts.






























This short list, suggested by the folks at Small Dog Electronics, of course doesn’t count all the application short cuts and the mayhem I wreak when customize both Finder/System and application shortcuts to simplify my life — of course at the expense of anyone else who tries to use MY Macintosh.

*Tool bars too, especially in Acrobat and MS Word. If tips on this subject would be useful, send us a note at [macC web site](http://macC.com).*

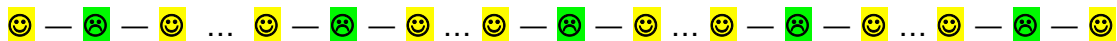


And now the rest...

For example — Create a new folder: /Shift/N or -Shift-N or -Shift N or even Command Shift-N

Open a new Finder window:  /N.	Switch Application:  /Tab
Find: using 'Searching this Mac'  /F <i>Doc sez, I prefer this to using spotlight directly - you have more choices (filers) to narrow down search.</i>	Select All:  /A
Copy:  /C	Cut:  /X
Paste:  /V	Duplicate:  /D
Undo:  /Z	Print:  /P
Save:  /S	Save As: Shift/  /S
Close window:  /W	Close all windows: Option-  /W
Show or Hide Dock: Option/  /D	Hide Applications:  /H or Command-H
Empty Trash (without warning): Shift/  /Delete/Option	Empty Trash (with warning): Shift/  /Delete
Move an item to the Trash:  /Delete	Force Quit: Option/  /Escape
Eject Disk:  /E	Open Spotlight:  /Spacebar Open Spotlight:  /Spacebar
Sleep: Option/  /Eject	Show View Option  -Option-J
Take a picture of a selection:  /Shift/4	Quit all programs and restart: Control/  /Eject
Move an item to new location without copying:  /Drag	Copy an item being dragged: Option/drag
Select multiple files in a row or a column {list view}: Shift/click	Select multiple files that aren't next to each other:  /click

Small Dog Electronics and doc\_Babad  
Via: Paul Taylor February 2009  
[paul@mac-hints-tips.com](mailto:paul@mac-hints-tips.com)



## Find Out How from Apple

While a good book is arguably the best medium for learning new things about your Mac, it can be good to have easily accessible, bite-sized pieces of information that provide an illustrated introduction to various topics.

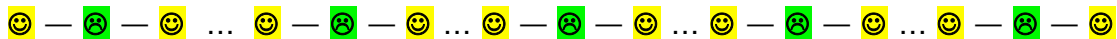


Apple has recently consolidated its copious and varied tutorial materials, both text and video, in a website at <http://www.apple.com/findouthow/mac/>.

In browsing the introductory “Basics” page with its many links below the main graphic, don’t overlook the fact that there are links to other main sections of the site (Photos, Movies, Web, Music etc.) above that graphic.

Each page on the Apple site has considerable depth; so don’t forget to scroll down as you browse. It would certainly take quite a while to chew through all that’s there. Just be mindful of your download allowance if you enjoy the videos!

*AUSOM News, Melbourne, Australia Via: Paul Taylor February 2009*  
[paul@mac-hints-tips.com](mailto:paul@mac-hints-tips.com)



## AppleCare: You Can't Afford to be Without It

AppleCare is an extended warranty and more. Is it a good deal? Should you buy AppleCare with your new or refurbished Macintosh computer or Apple iPod? We are asked these questions all the time. Let me state from the start that I generally have a negative impression of extended warranty plans and get

annoyed when I am buying something at a retailer and am pressured to buy some extended service plan. I think that in most cases, they are just a waste of money. Consumer Reports generally agrees with Don about the waste of many for most commercial extended warranties — but doc sez, there are exceptions.



I want to make the case, though, that AppleCare is very different and is an excellent value that you should consider for your Mac. In fact, one noted consumer publication called AppleCare “the only extended warranty worth considering.”

*There are two basic benefits of AppleCare.*

**Hardware Warranty** — The hardware portion of the AppleCare Protection Plan extends the one-year warranty on your new or factory-refurbished Mac from one year to three years. It adds two additional years of coverage. For the iPod AppleCare adds one year.

This ensures that you will have access to genuine Apple repair parts and qualified Apple service technicians, should your Mac require service. You will be able to take your Mac to any Apple-authorized service center or send your Mac to Apple directly for depot service. Both parts and labor are covered for the three years.

Unlike many manufacturers of consumer electronics products, Apple maintains a comprehensive network of service organizations in virtually every corner of the USA. Just about all Apple resellers are also service authorized and can repair or facilitate repair of your computer.

**Technical Support** — New and factory-refurbished Apple products come standard with 90 days of free technical support via telephone (Apple recently changed iPod tech support to a single incident in the first 90 days). AppleCare Protection Plans extend that to three years as well (two years in the case of the iPod). This is the real hidden value of the AppleCare Protection Plan.

You get direct telephone access to Apple's own technical support group. AppleCare representatives can help troubleshoot Apple hardware, the Mac OS, including Mac OS X, and many Apple-branded consumer applications, including iPhoto, iMovie, iTunes, iDVD, Garage Band, QuickTime, and iWork. Technical support is available seven days a week from 8:00 AM to 8:00 PM central time. The plan is comprehensive and includes the whole system: mouse, keyboard, AirPort Card and Base Station, and up to two Apple displays with your Mac Pro.



To qualify for AppleCare, you have to still be within the one-year Apple warranty period on your new or factory-refurbished Mac. *Veronica here at Small Dog Electronics sends an AppleCare reminder letter to each of our customers just before their warranties expire.*

The Apple display is covered only if it is purchased at the same time and same location as the Mac that you are using, there is also a separate AppleCare Protection Plan now for Apple displays.

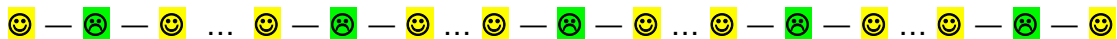
The AppleCare Protection plan is valid in both the USA and Canada.

With the cost of the most common repairs on any Mac far in excess of the cost of AppleCare Protection, it takes only one failure of a component to justify the protection and peace of mind that AppleCare Protection provides. Small Dog Electronics takes this protection one step further, too.

If you buy any Mac from Small Dog Electronics and buy AppleCare with it, we will provide a free loaner Mac if your computer ever needs to come into Small Dog Electronics for service. This means you will never be without a Mac during the course of your AppleCare agreement!

Also, we often bundle AppleCare with every Mac along with RAM upgrades, printers, and more. These bundles are priced very competitively; this is the least expensive way to buy AppleCare.

~ Don Mayer Small Dog Electronics  
Via: Paul Taylor February 2009  
[paul@mac-hints-tips.com](mailto:paul@mac-hints-tips.com)



## The Top 12 Video Distribution Sites — In case we've gotten too serious.

*True Confession time* — Doc Sez --- I have never-never, not even almost never used any of these sites. As they used to say at the House Un-American Activities Committee, history is wonderful — are you now or have you ever been... Checkout—

[http://en.wikipedia.org/wiki/House\\_Un-American\\_Activities\\_Committee](http://en.wikipedia.org/wiki/House_Un-American_Activities_Committee) {1935-1974}  
[http://en.wikipedia.org/wiki/House\\_Un-American\\_Activities\\_Committee](http://en.wikipedia.org/wiki/House_Un-American_Activities_Committee)

This list by Rod Harlan includes a little bit about each site's Web traffic and audience demographics (compiled from Google searches and TubeMogul analytics) so that you can decide if the video distribution site is a good fit for you.

blip.tv— <http://blip.tv>

Publisher-friendly video sharing and distribution site. Traffic averages: 1.3 million monthly unique visitors: 3 pages viewed per person; 0:02:43 minutes spent on site. Demographics: Slightly more male: educated and higher income.



MySpace — <http://www.myspace.com>

Primarily a social networking site. The video component is not promoted, but is widely used. Traffic averages: 12.5 million monthly unique visitors; 12 pages viewed per person; 0:07:03 minutes spent on site. Demographics: Surprisingly, the audience only slants slightly younger; roughly even male/female; relatively less educated.

You Tube — <http://www.youtube.com>

The Mac Daddy of all video distribution sites. Traffic averages: Nearly 70 million monthly unique visitors; 74 pages viewed per person; 0:55:52 minutes spent on site. Demographics: Evenly female/male audience; largest age cluster in 20–40 year–old range.

Revver — <http://revver.com>

This site employs an ad sharing revenue system similar to Google’s AdWords, but for video. Traffic averages: More than 8 million monthly unique visitors; 16 pages viewed per person; 0:08:07 minutes spent on site. Demographics: Slightly more male viewers; age slants relatively older.

Dailymotion — <http://www.dailymotion.com>

Popular video sharing site out of Europe. Traffic averages: Almost 5.5 million monthly unique visitors. 10 pages viewed per person; 0:04:49 minutes spent on site. Demographics: International audience; high age and income level; slants white male.

Metacafe — <http://www.metacafe.com>

Popular worldwide video destination. Prides itself on quality over quantity. Traffic averages: 3.5 million monthly unique visitors; 15 pages viewed per person; 0:07:10 minutes spent on site. Demographics: Almost 3:1 male–to–female ratio; relatively even education and income.

Yahoo! Video — <http://video.yahoo.com>

A sleek, entertainment–oriented video site. Not yet fully integrated with all of Yahoo’s community destinations. Traffic averages: 3.2 million monthly unique visitors; 4 pages viewed per person; 0:02:76 minutes spent on site. Demographics: Slightly more male viewers; slants older in age.

Vimeo — <http://www.vimeo.com>

Hip, user–generated content Traffic averages: 1.3 million monthly unique visitors; 5 pages viewed per person. Demographics: 2:1 male–to–female ratio; high income and college educated.

Google Video — <http://video.google.com>

One of the first video sharing sites to offer ad revenue sharing with publishers. Traffic averages: 436,000 monthly unique visitors; 3 pages viewed per person; 0:02:34 minutes spent on site.

Viddler — <http://www.viddler.com>

Newer site with cool features like comments tied to a particular time in the video and automatic webcam sync. Demographics: Slightly more male; college educated.

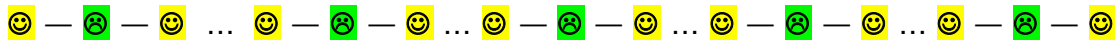
Veoh — <http://www.veoh.com>

Focused on full-screen video programming for anyone with a broadband connection. Traffic averages: 3.6 million monthly unique visitors; 30 pages viewed per person; 0:41:29 minutes spent on site. Demographics: Slightly more male viewers; even distribution across age categories.

Facebook — <http://www.facebook.com>

Another major social networking site with more than 100 million users. It's also the fourth most trafficked website in the world. Need I say more?

Rod Harlan  
Layers Magazine  
Via: Paul Taylor February 2009  
[paul@mac-hints-tips.com](mailto:paul@mac-hints-tips.com)



### Protecting Your Online Reputation — A Real Serious Issue Social Networkers and would-be employees.

You have a good reputation around town, but how does your online reputation stack up? Your online reputation includes the content returned when your name or email address is queried in Google, Yahoo, or the new people-search websites such as Spock <http://www.spock.com/>. This content includes news, personal web sites, participation in blogs, forums, and social media sites, even photos and videos. The Internet has become the place where second and even first impressions are very often made.



According to Search Engine Watch, there are 25 to 50 million proper-name searches performed each day. Beyond curiosity, people "Google" other people to verify credentials, assess reputation, and to look for a method of contact. A 2007 survey showed that 50% of hiring officials use the Internet to vet job applications. Doc Notes: *It's also a means that the folks who process security clearances, can checked out— on the cheap. The method is less costly than door-to-door interviews with neighbors, co-workers and acquaintances.*

This {web searching method} has both strong positive and negative implications. Websites such <http://www.ratemyteachers.com> and <http://rottenneighbor.com> make it easy for anonymous individuals to post malicious personal attacks on the Internet. More common are examples of jobs lost, promotions denied, and job offers never made due to information that individuals posted about themselves on sites such as FaceBook or MySpace.

And perhaps, the most common are cases of embarrassing mistaken identity — when a stranger who happens to share your name posts information you'd prefer not to be associated with.

There is already plenty of information posted about us online, whether we want it there or not. The important thing is to make sure this information reflects positively on our name, work, and character. Fortunately, with a little effort, we can influence what people find when they search for us. Here are seven steps you can take to establish, protect and enhance your virtual reputation.

**Use Common Sense** — Information posted online is often available for many years, especially to determined seekers. The easiest way to protect your virtual reputation is to avoid posting seemingly-fun-but-potentially-embarrassing information about yourself, especially on social network sites, in public forums, and under your own name. Even college students are learning not to write about their hangovers and hookups online.

If you are writing about a controversial subject, it's often best to post anonymously (when possible). Otherwise use a pseudonym and try to post in private, password protected forums. Still, be cautious. Pseudonyms can be deciphered, and just because information is originally posted in a private forum doesn't mean it will stay there. Remember, especially online, you only get one reputation.

**Set up a LinkedIn Profile** — <http://linkedin.com> is a very easy, positive, and free way to summarize professional accomplishments, connect with colleagues and partners, and promote your self-online. It is fast becoming an essential resource for hiring and HR departments. LinkedIn is Google-friendly, so your LinkedIn profile will show up via a Google search. People-search programs like Spock.com rely on LinkedIn. Also, on LinkedIn you are in strict control of your profile, and only connect to trusted contacts.

**Set up a Personal Website or Three** — Buy an Internet domain in your name (such as <http://www.edwardshepard.com>), or as close to your name as possible — There are malicious individuals who have purchased domains in other people's names, solely to post derogatory and false information about them. While this could happen to anyone, people who work in public service are especially vulnerable. Ed Shepard says I own 'edwardshepard.com, edwardshepard.net, and edwardshepard.org'. It costs me less than \$20 to own all three for two years, and I can easily renew for up to five years at a time. This prevents someone else from making a website that makes me look bad, either on purpose or accidentally. [I can make myself look bad enough, thank you very much.](#)

There are many good websites where you can purchase a domain in your name. Many offer web hosting on top of domain registration. Popular registrars include godaddy.com, google.com, and (most expensive) networksolutions.com. I use intuitiveisp.com because a friend founded the company. A personal website is one of the most powerful tools for protecting your online reputation

Establish at least a basic website with information about yourself, preferably at the domain you purchased above. Many domain registrars include free, basic webpage hosting services. Alternately, many web hosts offer free domain registration.

Your website can be very simple, with your name, some basic information about you, a public email address, and a link to your LinkedIn profile. Your website is also a good place to showcase your special interests and expertise. Don't be afraid to have fun with your website, as long as it's tasteful and ultimately reflects well on you.

Also, most modern website creation packages include the ability to password-protect certain pages, where you can post private information for select friends and family. Even if you don't want to buy a domain, there are some great, easy-to-use free blog and website hosting companies. My favorites are Blogger.com, Google Pages, Tumblr.com, and Weebly.com. These typically provide an URL that includes your name, such as "www.edwardshepard.tumblr.com." I will cover these and other free, high quality website creation tools in a future article.

*If You Use Social Networking Sites (FaceBook, MySpace, etc), Be Sure to Polish Your Profile —*

Most online social networks give you a fair amount of control over what information is shared in your profile. For many professionals, less is more. Simply posting your name and profession is often best. Addresses, phone numbers, and birth dates are best kept private (especially as these can be tools for identity thieves).

*Use Google Alerts —* You can receive an automatic email (for free) from Google anytime Google discovers a new webpage with your name.

This is very easy to set up, and you can control how many times a day, week or month you receive the alert. You can also do this for your school or business.

Of course, if your name happens to be "Brad Pitt" or "Brit Spears," you will get lots of bogus alerts. On the other hand, this can be an easy way to find out if people online are talking about you.

*Consider Third-Party Reputation Management Solutions —* Companies such as [Naymez.com](http://Naymez.com) (free) can help you positively nurture your virtual reputation. [Wink.com](http://Wink.com) (free) shows your online profile, and can help you to dispute it. [Reputationdefender.com](http://Reputationdefender.com) (fee-based) not only shows you what's being said about you, but also actually provides tools for you to get rid of the content you don't like.

We must consider that our virtual reputation is as important as our real-world reputation. Fortunately, with just a little effort, we can gain enhanced professional and networking capabilities when we do this.



Ed Shepard  
Small Dog Electronics  
Via: Paul Taylor February 2009  
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*That's all folks...*

Harry {doc} Babad



The Northern Spy  
Thanatology--Alive and Well

By Rick Sutcliffe  
Technology News and Views Since 1983  
March 2009

**Reading O. Henry the other night** reminded the Spy once again how literary standards have changed since the turn of the previous century. O. Henry's fabulous short stories are filled with Biblical and other literary references, and employ a wide-ranging vocabulary that would be opaque to most readers under fifty today. Moreover, the denizens of these yarns--cowboys, shopgirls, indigents, petty miscreants, and members of the constabulary, were also his readers. A writer of his day could confidently address *hoi polloi* who nonetheless could be counted upon to be peripatetically literate.

Today's reading audience, such as it is, has a passing acquaintance with a plethora of technical terms and social buzzwords picked up in chat rooms and over other Internet virtual back fences, but these are for the most part pedestrian nouns and verbs, lacking the descriptive eloquence of a bygone literate era.

Today, a writer must use grade nine prose to have a hope of being read. Consider magazines. The glossy big-picture rags prosper, while erudite and more technical pubs such as the long-lasting but now late and lamented Dr. Dobbs perish unread, because there are few left who can effectively read them. iSteve apparently agrees, reportedly declining to make an eBook reader because no one reads any more. The Spy adds that if they read it is for the vacuous escape of fantasy (science fiction seems dead too) or romance, not to have the mind engaged or the horizons expanded. Solomon may have been right that of the making of books there is no end, but of what quality, and to what end?

One could also argue that the paper publishing industry has priced itself out of business anyway, that eBooks are the future, and dead tree format is, well, deceased and overdue for burial. The Spy happens to agree with this assessment, but its import in the argument at hand is tangential.

There's far more to this phenomenon than the lack of, say, Biblical literacy, even the near exorcism from what passes as modern social intercourse (including in the neo-religious subculture) of its concepts--creation, stewardship, sin, sacrifice, propitiation, redemption, justification, righteousness, resurrection, service, faith, hope, love, and even the asking of questions about the very purpose of it all. There's also more here than a mere secular attenuation of vocabulary and concomitantly of thought processing capability.

Post-moderns have become fixated on the moment, the two-second sound byte, the all-but-subliminal ad, the ephemeral emotional high (perhaps drug-induced). It's about the graphic not the text, the virtual not the real, the phrase not the paragraph, the experience not the underlying reality, the emotional buzz not the logos, the second not the year. Forget analysis, depth, content, commitment and profundity. Speed, size, visuals, and the moment matter. Substance is so yesterday.

How else to explain what advertisers know too well--steak doesn't sell, sizzle does. How else but logic-defying emotion to explain the marketplace attachment to a buggy and inherently inferior computer operating system? How else to explain the irrational behaviour that creates stock market and housing bubbles in defiance of reasonable analysis? How else to elucidate the apparent belief of supposed experts that money or information can spontaneously appear *ex nihilo*? That bad systems can be made better by computerizing them so they run faster? That governments throwing money at problems caused by greed will magically generate fiscally sound solutions? That continuing to trust in doing things the same way will eventually result in different outcomes? Why, when people know that alcohol, tobacco, and other drugs tax their intelligence, and gambling taxes their stupidity, do they continue to burn incense to both? What, me think? I kin bearily spel.

The universities are not helping. Driven by issues of cost, resource shortages, and student demands to hand over the piece of paper ever faster, many have gone to three year discipline-intense baccalaureate programs, moving away from the Liberal Arts as an effective means to begin the process of producing literate and educated citizens.

As a best case this is a mere pendulum swing overdue for a negative derivative. As a worst, the Fourth Civilization may founder on its citizens' inability to read, to argue, to understand, to think, to engage in more than the trivial and mundane reaction to the emotional moment. Make no mistake. Where literacy perishes, where informed conversation and debate on foundations fails, democracy inevitably yields to dictatorship of the ignorant by the ignorant. Too sweeping a big picture? Consider the small.

**A case in point** and one that might be of more interest to the less philosophically inclined among the Spy's many readers, is the recent and rapid demise of computing science as an academic discipline. In most jurisdictions, CS enrollment reached a peak between 2002 and 2004, but has declined from there by fifty to ninety percent since. Universities that once had robust programs are down to a comparative handful of students, and the smaller institutions are either quietly closing their departments or transitioning resources to a less demanding or technical informatics entity. Tough economic times are ensuring that such departments will not survive to catch a next wave, should there be one.

One might ask whether anyone should care? Disciplines come and go. Does it matter? One might reply first and generally per the above that when academic discipline itself goes, society is in serious trouble. Second, one might answer specifically that technology companies relying on a steady stream of highly trained graduates had better care, because the supply is quickly becoming Elijah's Kerith Ravine, or Jonah's vine, with no rainmaker on the horizon. Who's going to write their code? Not script kiddies.

Again, it is important to discern whether this is a cyclical change or a paradigm shift. Most who declaim on the subject rely on the former explanation, supposing that when dot-com and other business busts are forgotten, the business cycle reverses, and companies again need trained graduates and offer bonuses to get them, supply and demand corrections will shepherd a flock of high school students back into the fold.

The Spy offers a tentative and half-hearted "maybe" to the Pollyanna hypothesis. It seems as likely to him that the cultural and social factors described above have permanently damaged the learning environment for the mathematical and technical education necessary to build a computer scientist from a neophyte. Even given the will and resources to do so, and neither are obviously in abundance, the supply might take as much as an entire twelve-year student generation to re-establish. It may never be. Some taps become frozen once turned off.

Indeed it seems to him that public schools are now so focused on creating the illusion of acceptance, social success, relevance and tolerance (whatever those slogans mean this week), and universal good feelings, that the mandate to teach content, whether in language, literature, mathematics, science, or elsewhere, has been intentionally deprecated, if not altogether obfuscated. The *cause de jour* is elevated to the pedestal, while curriculum substance is sacrificed before it on the altar of social theory, without educators seeming to comprehend the irony that they thereby undermine the very society that created them the platform upon which they work toward its destruction.

From a students' point of view, why work for knowledge and understanding when minimal skills suffice for the nonce? For instance, a beginner can take a six month course in web design and score a job with a half decent income. Why spend four years getting a degree that has to include such subjects as philosophy, English literature, chemistry, communications, psychology, and business, when the starting wage isn't much better and you still have to train on the job?

Easy one to answer if anyone's listening. The pure web designer is a one-trick pony who will be out of work in a half decade when other skills become more demanded. On the other hand, the properly trained computing scientist is a software engineer, a multi-skilled communicator conversant with many disciplines and tools, a versatile problem solver writing code that matters, and who will always have a job (whatever the title), perhaps in part supervising the temporary IT boys and girls who do the grunge work that requires little understanding or intentionality.



But long-term effort for postponed big-time career gratification isn't part of the twenty-first century lexicon any more than is, say, sanctification. Minimal effort and skills leading to immediate disposable income is, and today's attention spans don't go beyond the moment, the long term past month's end payday. Our society is not only becoming illiterate in its own history, language, literature, ethics, religion, and philosophy, but in mathematics and science as well (and is proud of the latter).

Doing Algebra homework in grade nine takes longer than a commercial. That automatically makes it both uncool and too hard. Why not play another video game, twitter some friends, or hang out on Facebook instead? Programming is labour intensive. Why not scarf a script or two and cobble up a hack that looks impressive, even if the code is neither human readable or understandable? Have you seen my new skis and car stereo? Dig the eye candy on my arm. Playing with toys and people is the new cool. Studying mathematics, physics, chemistry, engineering, and computing is as passé as reading philosophy (or even O. Henry).

The new disdain for the "hard" subjects isn't universal, of course. In fact the Spy's current calculus class boasts more mental horsepower and work ethic than he's seen gathered in any one classroom for lo these four decades. But supposing this isn't a blip is wishful thinking. It's also a far smaller class than the one he taught the previous generation in the same room twenty-five years ago, and moreover is populated by pre-med students going for the impressive GPA, having only a peripheral interest in mathematical ideas and almost none in those of computing as a discipline. Hey, give these few Horatios credit for tackling a bridge that's long and hard, but who's going to fix or create the medical and other high-tech for these putative professionals to do their jobs effectively and efficiently?

Society's stereotypes don't help either, particularly the one that paints computing scientists as all men, dull and impoverished souls spending dreary days isolated in a cubicle slinging impenetrable code, but lacking a life. What nonsense the human mind can believe when it suits. Is there a myth more wrong? In real life, they spend most of their time working with users, designers, marketers, each other, testers, then users again. They write code people can read and modify, not just that a machine can scan. They know enough about many industries and disciplines to adapt broad skills to the task at hand, are widely read and consummate communicators. If material success goes on your A-list, they are high earners with many perks. They wheel with the movers and the shakers big time. And yes, they probably sweep Augeas' stables in their spare time. Hockey bunnies might be well advised to try fishing in the software engineering pool. If it matters, so would go-getter men looking for a partner wife, for the field has many successful women practitioners.

Can attitudes and perceptions be turned around and computing science be re-invented? Not without a social and educational sea change that includes a return to hard work as an incentive rather than a bore, reading as an engagement of ideas rather than an escape from them, mathematics as a thing of beauty rather than a chore, computing science as inherently cool and important rather than the domain of uninteresting geeks, and a new appreciation that significantly worthwhile things (temporal or eternal) are hard work and worth it.

This won't happen by itself. Moreover, government intervention, as with the economy, is more likely to make things worse than better. For self-preservation, industry needs to come to bat on its own behalf. Companies like Apple, MS, HP, IBM, and a score of other heavy hitters need to use their mindshare clout to get involved with universities, do ProD and exchanges with faculty, assist in designing relevant curriculum, fund chairs, scholarships, and facilities, co-market the discipline, and restore the cool from the top down. Re-invigorated liberal arts universities may then be able to help the same corporations influence the grade school curriculum sufficiently to maintain the new supply chain. The pitiful efforts of some notwithstanding, marketing is what industry must do to function at all, but career marketing is also what universities cannot effectively accomplish. Town and gown need to get together on this one. Survival is at stake. Marketshare is the likely outcome for the participants, so it's worthwhile.

However, if industry collectively deems it unimportant to intervene and seek to change high school students' minds about mathematics, technical and scientific subjects, and computing science in particular, the Spy's mother's motto seems *a propos*: "You kids'll be the death of me yet."

Want to talk specifics on this one? Contact the Spy, Steve.

The health problems at MS may not yet be terminal, but certainly have the industry abuzz. Turns out that many in the latest round of MS layoffs were mistakenly given overly-large severance packages. At first they were asked to return the excess, but wind of a PR disaster caused a reversal, along with new cheques quietly mailed to those who were correspondingly underpaid. Troubles computing simple arithmetic leave people wondering if the company can get anything right. One presumes the calculations were done on a W\*nd\*ws machine. Shoulda used a Mac. But the discussion above provokes a more fundamental question. How are they going to get those people back (or ones like them) when the need turns around? Mind you, the Spy doesn't think he envies anyone working at MS today. On the whole, he'd rather be in Philadelphia.

In late breaking news (which the Spy doesn't do as news, per se) comes word of the discovery of a problem in the .xls (old Excel) file format, creating a vulnerability that permits an attack. But really. How many people load documents from unknown or untested sources, especially into MS programs? We've been down this road before.

**By contrast, remember when** your generic IT columnist hack could throw something into print by following her byline with "The beleaguered Apple Computer Corp...." then speculating on when the company would pass on to the great computing graveyard in the bit bucket? Some still seem to be hoping the malaise will spread to Cupertino (to validate their anti-Mac stance?), but so far, iSteve's little company is motoring along doing relatively better than anyone else, even in his absence. No death watch there, though its hard to imagine more than one of Palm, RIM, and Motorola surviving as its competitors, and Dell doesn't look very healthy just now either. Again, chalk up marketshare increases for Apple even during the recession, with much larger gains afterward, when we say *requiescat in pacem* to many of the others.

**Book of the Month** is "Guns Germs and Steel--The Fates of Human Societies" by Jared Diamond, 2003 edition from Norton.

To be sure this isn't a new work, having been first published in 1997. But when the Spy got it for Christmas, it was new to him. It was interesting to see in a Pulitzer winner similar thinking to that in his own book "The Fourth Civilization--Technology, Society, and Ethics", which had its genesis in the 1980s and early 1990s. The interplay and mutual feedback of available and adopted technology on the one hand, and the way a society develops over its history on the other is truly fascinating.

The Spy quibbles in a minor way with the awkward but apparently obligatory bows toward evolution, which add nothing to his argument. A major flaw is that GGS downplays the third leg--a society's beliefs, particularly concerning right and wrong. These do play a very significant role, and provide explanations where the author demurs or evades, for the historical and social differences between nations that apparently had essentially the same access to technology. Diamond dances around but doesn't explicitly acknowledge this issue with respect to China, then ignores it altogether when discussing other regions such as Northern Europe, where it also played a significant role in technology adoption and subsequent history. Still in all, an excellent read. Recommended.

**Product of the month** is once more Literature and Latte's Fabulous book writing software Scrivener. How many software authors would post on their forum a soul-searching piece apologizing for the necessity of charging for the next major update because it will be so large and represents so much work, only to have the customers all reply "that's OK, we understand. In fact, we underpaid in the first place."? More on this when those updates arrive, but the Spy is relying more on Scrivener for the really heavy writing lifting all the time. And, he is lifting once again, having written several new chapters in upcoming books for *The Interregnum* series. Wait for it.

Rick Sutcliffe, (a.k.a. The Northern Spy) is professor of Computing Science and Mathematics at Trinity Western University. He's written two textbooks and several novels, one named best ePublished SF novel for 2003. His columns have appeared in numerous magazines and newspapers, and he's a regular speaker at churches, schools, academic meetings, and conferences. He and his wife Joyce have lived in the Aldergrove/Bradner area of BC since 1972.

Want to discuss this and other Northern Spy columns? Surf on over to ArjayBB.com. Participate and you could win free web hosting from the WebNameHost.net subsidiary of Arjay Web Services. Rick Sutcliffe's fiction can be purchased in various eBook formats from Fictionwise, and in dead tree form from Bowker's Booksurge.

## **URLs**

The Northern Spy Home Page: <http://www.TheNorthernSpy.com>

The Spy's Laws collected: <http://www.thenorthernspy.com/spyslaws.htm>

The Spy's Shareware download site: <http://downloads.thenorthernspy.com/>

WebNameHost: <http://www.WebNameHost.net>

WebNameSource: <http://www.WebNameSource.net>

nameman: <http://nameman.net>

opundo: <http://opundo.com>

Sheaves Christian Resources: <http://sheaves.org>

Arjay Books: <http://www.ArjayBooks.com>

Booksurge: <http://www.booksurge.com>

Fictionwise: <http://www.fictionwise.com>

Scrivener: <http://www.literatureandlatte.com/forum/viewtopic.php?f=1&t=5229>

# Systematic Site shutdowns in the works

By Robert L. Pritchett

I've been witnessing systematic takedown of websites online recently. It is not an issue of right, left or in between. It is an issue of the right to free speech.

I wrote this article because of issues we have been having at PESWiki.com. We were "taken over" for a day in February, 2009. We have over 15K of pages, over 5K of contributors and somebody got in there and took over at the server level. The host was able to get in there and wrest control back to us. A very busy organization, according to the log and host admin, has been blocked from further participation.



"Hegelian Dialectic" - Problem, Reaction, Solution explained –  
[http://www.youtube.com/watch?v=UHIE2e\\_6muM](http://www.youtube.com/watch?v=UHIE2e_6muM) John F. Kennedy's Speech: "The president and the press" (1961). "Clear and Present Danger".

The Patriot Act and Patriot Act II permits monitoring (wiretaps) of all computer systems and Internet activities. Wiretapping against US citizens was authorized way before 9/11 -  
[http://en.wikipedia.org/wiki/USA\\_PATRIOT\\_Act](http://en.wikipedia.org/wiki/USA_PATRIOT_Act)  
<http://www.aclu.org/safefree/resources/17343res20031114.html>  
[http://www.sourcewatch.org/index.php?title=Patriot\\_Act\\_II](http://www.sourcewatch.org/index.php?title=Patriot_Act_II)

We used to fight Nazism and Communism. Now we live under Fascism/Corporatism. A Corpagopoly.

## *Shutdown*

It is extremely easy to shut down a website and kill off information.

How to shutdown a website  
<http://www.youtube.com/watch?v=emdmb-THd9E>

How to take down a website in seconds evilexe.com

<http://www.youtube.com/watch?v=ylwNrJBzcis>

Take down someone's web site--no evidence needed

[http://www.oreillynet.com/onlamp/blog/2003/05/take\\_down\\_someones\\_web\\_siteno.html](http://www.oreillynet.com/onlamp/blog/2003/05/take_down_someones_web_siteno.html)

Five million emails take down website...

<http://www.crime-research.org/news/14.07.2004/490/>

## *Censorship*

It is just as easy to declare a reason for turning off a website in the name of national security (either advocating dissent, militant uprising or "terrorism"), violation of "fairness" (tit for tat), being blacklisted as a scam site, "excess bandwidth" or for other kinds of censorship. I've even seen in my own case, where domain name re-registrations are conveniently "forgotten", so the site no longer becomes accessible or is taken over by "others". And then there is the convenient "No information found here" pages – like this one regarding an exposé report on NorthCom's preparations for "civil unrest" to attack citizens the US - <http://lastreporter.com/?p=1966>

I also removed a lot of links regarding Barry Soetoro, before he bought into the Office of the Presidency that was posted here on *macCompanion* a few months ago. Now that I think about it, I should have left them. I'm already a target anyway.

"Fairness" Doctrine

[http://en.wikipedia.org/wiki/Fairness\\_Doctrine](http://en.wikipedia.org/wiki/Fairness_Doctrine)

List of the 13 Internet enemies (the US government is not on the list – yet)

[http://www.rsf.org/article.php3?id\\_article=19603](http://www.rsf.org/article.php3?id_article=19603)

Over 1,500 Web sites banned in Turkey for various reasons

<http://www.todayszaman.com/tz-web/detaylar.do?load=detay&link=165887>

Silenced: Censorship and Control of the Internet

<http://www.privacyinternational.org/>

Emerging U.S. limits on Internet freedom

<http://www.netfreedomforever.com/>

Internet Thought Control Bill Under Fire - Violent Radicalization and Homegrown Terrorism Prevention Act of 2007

<http://discuss.epluribusmedia.net/node/265>

Internet Terrorism

[http://govtsecurity.com/federal\\_homeland\\_security/internet-terrorism/](http://govtsecurity.com/federal_homeland_security/internet-terrorism/)

## *Cyberwarfare*

And the spy vs. spy activities continue between competing political camps around the world - [http://en.wikipedia.org/wiki/Spy\\_vs.\\_Spy](http://en.wikipedia.org/wiki/Spy_vs._Spy) The Internet is not immune to such antics. In fact, it has taken center stage.

INSTITUTE FOR THE ADVANCED STUDY OF INFORMATION WARFARE  
<http://www.psycom.net/iwar.1.html>

Cyberwar and Netwar: New Modes, Old Concepts, of Conflict  
<http://www.rand.org/publications/randreview/issues/RRR.fall95.cyber/cyberwar.html>

China winning cyber war, Congress warned  
<http://www.guardian.co.uk/technology/2008/nov/20/china-us-military-hacking>

Cyber War Mercenaries  
<http://www.strategypage.com/htmw/htiw/articles/20080925.aspx>

Another Cyberwar: Kyrgyzstan, This Time  
<http://www.businessinsider.com/2009/1/another-cyberwar-kyrgyzstan-this-time>

Air Force Unplugs Bases' Internet Connections  
<http://blog.wired.com/defense/2009/02/air-force-cuts.html>

Pentagon official says list of banned Web sites could grow  
<http://www.govexec.com/dailyfed/0507/051707p1.htm>

## *Debate*

When the "bad guys" control the little ones and zeros, what do we do? We have to win control back somehow.

Your Internet: Open or Closed?  
<http://mediacitizen.blogspot.com/2008/02/your-internet-open-or-closed.html>

Save the Internet  
<http://www.savetheinternet.com/blog/2008/02/15/comcasts-closed-internet/>

Conservative Talk Radio Will Not Be Shut Down by the Fairness Doctrine  
[http://www.associatedcontent.com/article/1243355/conservative\\_talk\\_radio\\_will\\_not\\_be.html?cat=60](http://www.associatedcontent.com/article/1243355/conservative_talk_radio_will_not_be.html?cat=60)

When Anti-Christ controls the Internet  
<http://www.renewamerica.us/columns/swank/090102>



Commemorating Banned Web Pages  
<http://www.geocities.com/fountoftruth/banned.html>

## *Specific Site Shutdowns*

I was asked to list a few "for instances", so here goes...

Wikileaks whistleblower site shut down in the U.S.  
<http://freegovinfo.info/node/1644>

Hackers from China force Pennsylvania to shut down state government's Web site  
<http://thestar.com.my/news/story.asp?file=/2008/1/5/apworld/20080105085041&sec=apworld>

Canadian Health Network Web Site To Be Shut Down By Government  
<http://www.medicalnewstoday.com/articles/89147.php>

British Intelligence may be behind Recent al-Qaeda Website Shutdowns  
<http://www.shortnews.com/start.cfm?id=49375>

The Mystery Of 56.com's Shutdown: Beginning Of Chinese Government Takedown Of Video Sites?  
<http://www.paidcontent.org/entry/419-the-mystery-of-56coms-shutdown-chinese-government-taking-aim-at-private/>

Thailand Seeks Web Site Shutdowns Thai officials say they are seeking to shut down hundreds of Internet Web sites as part of their state of emergency decree to counter anti-government protests.  
[http://www.redorbit.com/news/technology/1542573/thailand\\_seeks\\_web\\_site\\_shutdowns/index.html](http://www.redorbit.com/news/technology/1542573/thailand_seeks_web_site_shutdowns/index.html)

More conservative blog sites shut down by Blogger/Google  
<http://swacgirl.blogspot.com/2008/08/more-conservative-blog-sites-shut-down.html>

Google's Pattern Of Harassment Against Conservative Sites  
<http://radioequalizer.blogspot.com/2008/08/googles-pattern-of-harassment-against.html>

Homosexuals Seek to Shut Down Canadian Pro-Family Websites  
<http://www.lifesitenews.com/ldn/2006/jul/06073106.html>

Lights Out For Talon News  
<http://www.cbsnews.com/stories/2005/02/25/politics/main676503.shtml>

Conservative Blog Shutdowns Linked to BarackObama.com IP Addresses  
<http://www.anobamanation.net/2008/08/conservative-blog-shutdowns-linked-to.html>

Google Shuts Down Anti-Obama Sites on its Blogger Platform

<http://newsbusters.org/blogs/warner-todd-huston/2008/06/29/google-shuts-down-anti-obama-sites-its-blogger-platform>

Dotster Ordered To Shut Down Al Shabaab Website

<http://lewwaters.wordpress.com/2009/01/30/dotster-ordered-to-shut-down-al-shabaab-website/>

Who's responsible for shutting down a number of anti-Obama Blogspot accounts?

<http://bloggasm.com/whos-responsible-for-shutting-down-a-number-of-anti-obama-blogspot-accounts>

There have also been instances of official "boo-boos" and snafus, such as the state of California shutting down *all* sites in their state last year (2008) in an attempt to censor porn sites -

[http://news.cnet.com/8301-10784\\_3-9973966-7.html](http://news.cnet.com/8301-10784_3-9973966-7.html) This is the cover story -

<http://www.itbusinessedge.com/cm/community/news/sec/blog/domain-name-snafu-nearly-shutters-california-government/?cs=18247>

Or the recent Google "mistake" of labeling all sites as malware sites -

[http://blogs.computerworld.com/google\\_search\\_snafu\\_fixed\\_explained](http://blogs.computerworld.com/google_search_snafu_fixed_explained) Bug they did it before by labeling blog sites as Spam sites -

[http://blogs.computerworld.com/google\\_search\\_snafu\\_fixed\\_explained](http://blogs.computerworld.com/google_search_snafu_fixed_explained)

Google unilaterally continues to "unlist" specific sites from search criteria, so they cannot be tracked or accessed. That used to be an owner-only option.

We have seen a marked increase in YouTube videos that have become "unavailable" too. Viacom did it to one of the PESWiki participants. Hit was 100% his original content and his development and Viacom convinced YouTube to shut the video off. He is appealing for restoration.

And it is way too easy to get a site blacklisted - <http://www.marketingwithmiles.com/has-your-website-been-blacklisted/>

## *The All-Seeing Eye*

I believe nothing is coincidental regarding the Internet.

[http://en.wikipedia.org/wiki/Internet\\_of\\_Things](http://en.wikipedia.org/wiki/Internet_of_Things)

Internet of Things + Internet of Services

[http://www.future-](http://www.future-internet.eu/fileadmin/documents/madrid_documents/FISO/3b. Internet_of_Services_and_Internet_of_Things_Panel_-_Telefonica.pdf)

[internet.eu/fileadmin/documents/madrid\\_documents/FISO/3b. Internet of Services and Internet of Things Panel - Telefonica.pdf](http://www.future-internet.eu/fileadmin/documents/madrid_documents/FISO/3b. Internet_of_Services_and_Internet_of_Things_Panel_-_Telefonica.pdf)

<http://en.wikipedia.org/wiki/Smartdust>

Arming Big Brother Revisited

<http://www.quaker.org/qcea/intergroup/Report%20of%20big%20brother%20revisited%20Event%20final.pdf>

Exploring the European Union Research Policy in Pervasive and Ubiquitous Computing  
<http://www.researchandmarkets.com/reports/600500>

An Internet of Senses  
<http://www.rfidjournal.com/article/articleview/4554/1/82/>

## *Web 3.0*

Web 3.0 refers to the third decade of the Web starting 2010 to 2020 and the technologies expected to "upgrade" the user experience. Some new upgrades include:

- Transformation of the Web from a network of separately soloed applications and content repositories to a more seamless and interoperable whole.
- Ubiquitous connectivity, broadband adoption, mobile Internet access and mobile devices;
- Network computing, programs you can use online instead of buying on CD and installing;
- Open technologies, Programs no one company owns, instead lots of people help build it and maintain it
- Open identity, one simple ID that goes everywhere with you, like a username and password that works everywhere
- The intelligent web, The web can better guess what you need in simple English questions or requests
- Distributed databases, the "World Wide Database" better access to more data from lots of sources
- Intelligent applications, natural language processing[2], machine learning, machine reasoning, autonomous agents.[3]

[http://en.wikipedia.org/wiki/Web\\_3.0](http://en.wikipedia.org/wiki/Web_3.0)

Ubiquitous Computing: Big Brother's All-Seeing Eye

This looks at two videos.

[http://www.oldthinkernews.com/Articles/oldthinker%20news/ubiquitous\\_computing.htm](http://www.oldthinkernews.com/Articles/oldthinker%20news/ubiquitous_computing.htm)

## *Accessing "Banned" Websites*

How to access blocked websites - Top 10

<http://www.webstuffscan.com/2006/11/23/how-to-access-blocked-websites-top-10/>

## *And If We (macCompanion) Are Banned?*

If you see maccompanion.com go down, you will at least have an idea of what happened. We are not above being controversial and continue making enemies. We prefer to make friends, however it is a cruel and unusual world out there and it has invaded the Internet. Information may want to be free, but there are those who want to control everything, so information will not be free.

# Segments: Slices from the Macintosh Life

by Linus Ly, [lly@atpm.com](mailto:lly@atpm.com)

## The Zippy Quest for Jazzy Flash

By Linus Ly

Reprinted from ATPM 1502 with the author's Permission

Aaaah, removable media. Is it not the ultimate storage device? Fill up one unit, pop it out, and pop a new unit into the drive, then keep collecting more stuff. When I started computing in the early 1980s, 5.25" floppy diskettes were still in use. They were originally 360K in capacity and with some mutilation could go up to 720K. High-density version was available, too, with a whopping size of 1.2 MB!



Still the 5.25" floppy couldn't fight off the rising star of the time, the 3.5" diskette, with a top capacity size of 1.4 MB.



Soon 1.4 MB was not enough, and we saw the arrival of the Iomega Bernoulli and SyQuest cartridges. One regret I have about cleaning up my junk collection involves a 10 MB Bernoulli cartridge. It was the size of a college notebook! I threw it out when I moved years ago. I cannot remember the capacity of the Bernoulli media that was battling with the SyQuest. I know that SyQuest cartridges came in capacities of 44 MB, then 88 MB. Knowing that competing products usually outdo their competitor just slightly, I am sure it was probably somewhere around those numbers.

**SyQuest 88 SyQuest EZ 135**



## The Iomega Zip



Almost out of nowhere, Iomega upped the ante with the Zip drive, at 100 MB and in the 3.5" form factor, and just a bit thicker than a floppy disk. It was wildly successful and rang the death knell for SyQuest. SyQuest did try to keep up with a 135 MB 3.5" drive and media, but it was a case of being late to the market. And I do remember the click of death on the early drives that almost cost me delay. Files not \$\$\$ {Doc.} Anyone for a bunch of Zip 100, 250 disks media. I do have one or two Zip drives left, but no longer use them.

Iomega even had the 1 GB Jaz, later upgraded to 2 GB.

## Iomega Jaz

For my Wall Street PowerBook, I got an Imation SuperDisk with a capacity of 120 MB. Remember what I said about edging out the competition just a little? The SuperDisk drive could also read 3.5 floppy disks, but again Imation was late to the booming removable hard drive scene and joined other companies as losers to Iomega.





## *The Imation SuperDisk*

The problem with removable hard drives is that you need the drives to use them. You need some other physical device that has to be hooked up to the computer in order to use the cartridge. I used to have to carry an Iomega USB drive back and forth between the office and home. Sometimes I would remember to bring everything; other times I would forget the power cable for the drive, or the USB cable for the device. Too much hassle!

Nowadays, the de facto removable media is the USB Flash drive. About the size of the human thumb, you usually just plug them in and start using them. No need for any extra cables. Over the years, I have come to own a few such drives, such as a 2 GB Kingston then a 4 GB.

## *Smaller is and more Portable is Even Better*

SanDisk. It seems not that long ago that I paid \$50 for a 128 MB Flash drive. These days you can buy a spindle of blank DVDs and get a 512 MB Flash drive for free!



## *USB Flash Drives*

Memory cards are somewhat like old removable media, in that you don't use them directly like flash drives but you must have some kind of card readers. Their most popular use is probably in cameras, but they are also used in other electronic devices, such as cell phones (SIM card), the Wii console, and the Nintendo DS. My first memory card was an 8 MB SD card, used to hold still photos in my ancient camcorder. Later, I got a real digital camera and splurged on a 128 MB CompactFlash card. These days all my cameras use 2 GB SD cards. I also have uses for microSD cards but always have to use them with adapters because they are so small.

## *Memory Cards*

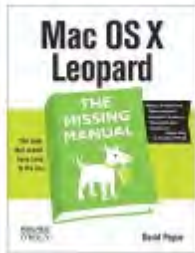


Money probably cannot buy you happiness, but it sure can get you lots of removable storage.  
*Copyright © 2009 Linus Ly, [lly@atpm.com](mailto:lly@atpm.com). The Segments section is open to anyone. If you have something interesting to say about life with your Mac, write us. Photos appear courtesy of Apple.*

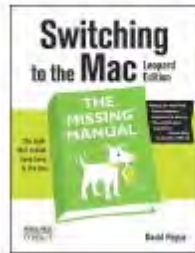


# Books

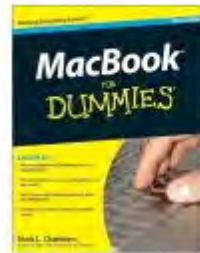
Amazon macCompanion Store



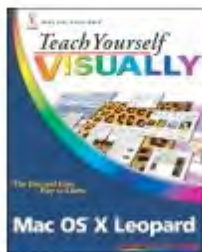
[Mac OS X Leopard: The Missing Manual](#)  
by David Pogue  
**\$23.09**



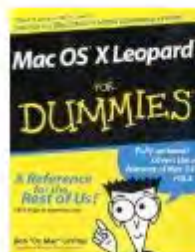
[Switching to the Mac: The Missing Manual, L...](#)  
by David Pogue  
**\$19.79**



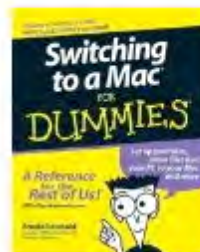
[MacBook For Dummies \(For Dummies \(Computer/...](#)  
by Mark L. Chambers  
**\$16.49**



[Teach Yourself VISUALLY Mac OS X Leopard \(T...](#)  
by Lynette Kent  
**\$19.79**



[Mac OS X Leopard For Dummies \(For Dummies \(...](#)  
by Bob LeVitus  
**\$14.95**



[Switching to a Mac For Dummies \(For Dummies...](#)  
by Arnold Reinhold  
**\$14.95**



[Mac OS X Leopard Bible](#)  
by Samuel A. Litt  
**\$23.09**



[The Little Mac Book, Leopard Edition \(Littl...](#)  
by Robin Williams  
**\$13.59**



[The Mac OS X Leopard Book](#)  
by Scott Kelby  
**\$14.99**

# *Building Scalable Web Sites: Building, scaling, and optimizing the next generation of web applications*

Reviewed by Dr. Eric Flescher

## O'REILLY®

**Author:** Cal Henderson

O'Reilly

<http://oreilly.com/catalog/9780596102357/index.html>

**Released:** May 2006

**Pages:** 348

\$30 USD, \$39 CND

**ISBN-10:** 0596102356

**ISBN-13:** 978-0596102357

Intermediate/Advanced

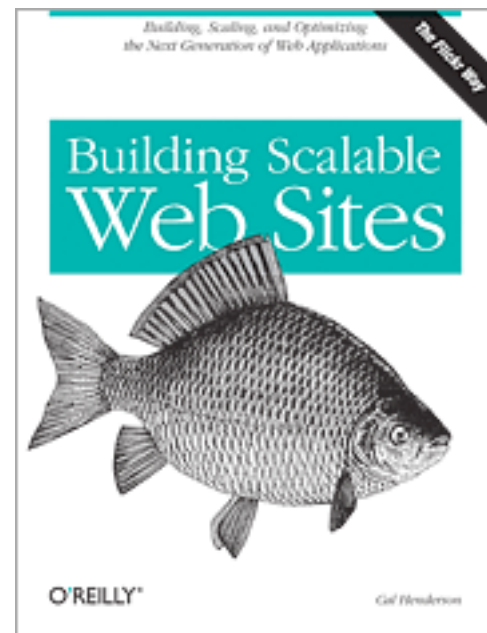
**Strengths:** Covers many related web topics.

**Weaknesses:** Hard to read. Does not deal with the title and main premise (scalability) immediately. Does not provide a true sense of integration throughout the chapters. If you are not a coder, you are immediately lost.

### **Introduction**

Sometimes books are not what they appear to be. Such is the case of this book. The cover and back information seemed interesting enough. Also since the author works at Yahoo! Inc. and was an engineering manager for the photo-sharing service Flickr seemed to indicate an interesting book. While those parts of the book were clear, I found that the rest of the book was not, at least for me.

I wish the book started with its introduction about scalability in the beginning (it did, but you have to look in Chapter 9 for that chapter). Perhaps I was confused about the "scalable" part of the title, maybe the title itself. While I have created websites and blogs, I have not used programmable codes much at all. So the book let me down and I felt lost (almost immediately).



I don't work with Java, Javascript, AJAX, or Perl and so I was immediately lost. While the eleven chapters seemed good, there is no sense of integration. They all do not tie together and there seems to be no integration. I had no idea how all these applications and codes actually tied together. Some chapters seemed initially comfortable but the reading and comfort ability immediately got bogged down due to the complex readings. For example, Chapter 11, API's, I thought Google Earth and Maps but there was nothing in the chapter about this at all.

## **Conclusion**

The title and the readings are very misleading. There is little about "scable" techniques, until later in the book. The introduced or first chapter should have launched into this title immediately, clarified and talked about right away, instead of waiting for later chapters. By that the time, I found some of the information, I was completely lost and could not understand any of the prior information, let alone read most of it. In addition, certain ideas and concepts like RSS, API etc were not what I understood them to be or did not give me a better sense of what I already understood.

I just did not like how the information came through in the readings. It was too wordy and non-specific (for me). If you work on computer coding and programming, you will find various aspects of this book useful. However since I am not in that league, it is not really a book for me and my website ambitions.

Before you buy this book, look it over carefully. It might be for you, but it definitely did not have the information in the way that would help me build websites now or in the future.

# Dreamweaver CS4: The Missing Manual

Reviewed by Dr. Eric Flescher

## O'REILLY®

**Author:** David Sawyer McFarland

O'Reilly

<http://oreilly.com/catalog/9780596522926/index.html>

**Released:** 2009

**Pages:** 1087

\$45 USD, \$45 CND

**ISBN 10:** 0-596-52292-4

**ISBN 13:** 9780596522926

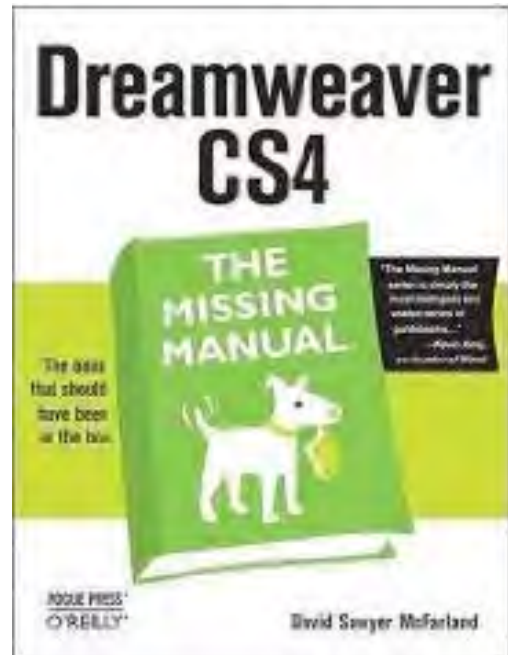
Novice/ Intermediate/ Advanced

**Requirements:** Dreamweaver CS4

**Strengths:** This massive book is well designed and is packed with helpful information. The index is well written. This book includes a very nice set of introductory based guides and information so that novice Dreamweaver users or those who have switched over, can learn how to use the software. There is a “CD” on a website for additional information. Intuitively written book with lots of helpful ideas, information and tutorials.

There are tutorials and a program that can be downloaded for free, that allows importation of Go Live files/websites, so that users don't have to start completely all over. Users can work with Dreamweaver and your favorite files almost immediately. Excellent guidance section is integrated and goes along now with Dreamweaver CS4. Dreamweaver CS4 now is much more user friendly because it is now integrated with Adobe related interface features.

**Weaknesses:** The book has only black/white text / color.







## Introduction

Dreamweaver has been, for most part, recognized as a web developers' "tour de force", for website design. It has remained as the choice for designing websites for many years due to its lofty reputation and being the "standard" for website design. Mostly this reputation has come about due to its complex and feature laden design in one package. Dreamweaver has been a real nightmare for me however. My disdain for Dreamweaver has been a long one. Unwieldy, hard to figure out, even with the guidance of tutorials, it was highly non-intuitive and very not user friendly. In 2000, after dropping my use of Dreamweaver, I was able to produce good websites, within a week, with its new-found nemesis, GoLive. Since that time, I have watched with interest the battle between Golive and Dreamweaver, year in and year out. They have always been "neck and neck" with Dreamweaver having a few more innovations. But overall, Golive was more intuitive and a better visual tool. Still, like it or not, Dreamweaver was the "main weapon" in website building, even as both Golive and Dreamweaver became more powerful.

When Adobe took over Dreamweaver, the "writing was on the wall". Golive would soon be left for dead. My feeling was that Adobe bought Dreamweaver to use the best of Golive, meld it into Dreamweaver and gradually improve other parts of it. My feelings now are borne out by working through *Dreamweaver CS4: The Missing Manual*. My intention was to delve into its guiding principals and see if I could finally quell my disdain for Dreamweaver.

The Missing Manual book series is written by David Pogue, the New York Times Technology columnist, who continues to be the author at the helm of this series. The words on the front cover of the book say it is “the book that should have been in the box”. For the most part, you can call this the main theme of this series of books. The series books are self help guidebooks for learning how to use software and hardware that usually and only comes with the meager original documentation or manuals.

This book, authored by David Sawyer McFarland, is a media and website developer since 1995. He has produced a massive but thoughtfully written guide. The fact that this author is also a writer, trainer and instructor and has taught many classes involving Dreamweaver, is borne out and is also self evident in the ways that he has thoughtfully crafted this book.

This book is more a guide than a “textbook”. That is the main intent for The Missing Manual series books, as well as in this book. There are a short hand system of arrows that replaces the use of “much more text laden information”. These guide the user through the learning process in a much more efficient manner. Illustrations and additional visual aids are in black and white. This is a drawback but screenshots are, for the most part, of ample size and very readable. Throughout the book, there are helpful tips, help boxes, notes along with some very nice tables (conversions for different formats. Throughout the book, there are helpful ideas in the way of tips, (called: Frequently Asked Questions (FAQs) , Power Users Clinic, Work around Workshop, and more), sprinkled throughout the seven parts of the 1,065-page massive book. The author helps the user cover “a lot of ground” but admirably, one can start from the beginning.

Adobe - Dreamweaver Develop... x

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**OVERVIEW**

**Getting started with Dreamweaver**  
Video: [What is Dreamweaver?](#)  
Article: [What's new in Dreamweaver CS4](#)  
Tutorial: [Getting started with Dreamweaver CS4](#)  
Article: [Designing for web publishing](#)  
Article: [Building scalable websites](#)  
Tutorial: [Consistent design with Dreamweaver templates](#)

**Working with other programs**  
Video: [Dreamweaver integration](#)  
Tutorial: [Working with images in Dreamweaver CS4](#)  
Tutorial: [Taking a Fireworks comp to a CSS-based layout](#)  
Tutorial: [Presenting video with the Flash video component](#)  
[Dreamweaver CS4 for GoLive users](#)

**Working with data**  
[XML in the real world](#)  
[Introducing XML in Dreamweaver](#)  
[Introducing XSL in Dreamweaver](#)  
[Visual authoring with XSL FAQ](#)

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**BUILDING AND STYLING WEBSITES**

[Understand site management](#)  
[Understand Dreamweaver templates](#)

**Creating your first website in Dreamweaver**  
[Part 1: Setting up your site and project files](#)  
[Part 2: Creating the page layout](#)  
[Part 3: Adding content to pages](#)  
[Part 4: Formatting your page with CSS](#)  
[Part 5: Publishing your website](#)

**Designing with CSS**  
[Part 1: Understanding CSS design concepts](#)  
[Part 2: Defining style properties and working with floats](#)  
[Part 3: Using CSS positioning for site layout](#)  
[Part 4: Styling headers and main content](#)  
[Part 5: Building site navigation](#)  
[Part 6: Using compatibility checks for browser compatibility](#)

[More CSS >](#)



In this book, there is guidance within its 26 chapters. These are: Building web pages; Building better web pages; Bringing your pages to Life; Building a web site; Dreamweaver CS4Power; Dynamic Dreamweaver. The complexity grows with some chapters but at least there is a guidance as you progress from which ever place you start. Adobe has built a good user friendly area to learn about many facets of the Dreamweaver. This new area makes learning with this book even better and supplements the assistance of this book.

The Appendix A has an assistance help section with more information on-line which in the long run can help speed up finding more ideas and information. That combined with this book made for a much more pleasurable learning experience then when I first started with Dreamweaver. Appendix B has menu by menu descriptions for Dreamweaver CS4. Unfortunately there is just text here and no visuals and screenshots are available in this section. Finally, the huge index is well done and was very helpful.

## **Conclusions**

I am not happy that GoLive will slowly go the way of the “Dodo bird”. But I could see the “writing on the wall” when Adobe acquired Dreamweaver. My only wish was that Dreamweaver would some how become a better program and be more user-friendly for me as well as others, (should they choose to work with Dreamweaver). This wish has been fulfilled to a great extent. This book includes down to earth, basic, easy to understand tutorials. My main thought was, I "wish I had this book" when I was first starting out with Dreamweaver.

What I also like about this book are the “little things”, that make reading and understanding, a more pleasurable experience. Codes, application terminology and more are outlined and explained. There is a better understanding and guidance of the information. Tutorials are well outlined in all parts of the book. By explaining, what is needed and why, applications etc are necessary, one appreciates also and learns better from this book. There are informative answers and examples which make for even greater understanding. You learn because you understand, not because “someone is teaching you and wants your to understand it”. Step by step guides also provide substantial assistance, whether you use Macintosh or PC/Windows. In fact, I found that even though this software version is made for Macintosh G5 with lots of ram, I was able to workaroud many aspects of Dreamweaver with my current ancient old flat panel iMac with 900 MHz! ( You can download Dreamweaver for a free trial by the way).

Finally if you are a Golive or Dreamweaver user, novice to advanced, take a look at this book. While it doesn't wipe away my frustration with Dreamweaver over the years, this book and the author's way of writing this book, has given me a new outlook on this application nemesis. Hopefully one day, I can call Dreamweaver a true "friend" for website building. At least my journey has begun. Time will tell but at least with this book, I as well as others can have a good start or begin to improve and learn website building. Check it out to see if this book can meet your needs with Dreamweaver.

# Everything You Know About CSS is Wrong

Reviewed by Robert L Pritchett



**Authors:** Rachel Andres and Kevin Yank  
<http://www.sitepoint.com/books/csswrong1/>

**Released:** October 2008

**Pages:** 130

**\$30 USD**

**ISBN:** 978-0-9804552-2-9



It's a book aimed squarely at web designers and developers who want to ensure they're up-to-date with the very latest, best-practice CSS techniques.

**Requirements:** Knowledge of CSS in a PC environment.

**Strengths:** Looks as the next generation of CSS code.

**Weaknesses:** While mainly focused on the next Microsoft Explorer 8 browser release, there is some cross-platformable knowledge here. The title of the book is a misnomer.

## Introduction

*Everything You Know About CSS Is Wrong!* is an eye-opening exposé on CSS as we know it today. You'll discover a fresh approach to coding Cascading Style Sheets where old hacks and workarounds are just a distant memory.

You'll learn how to start taking full advantage of the very latest CSS techniques while still catering for older browsers and discover what's put the final nail in the HTML table-based layout coffin.

CSS was conceived in an age when web-site design was simple; its creators never anticipated the intricacy of designs that it would be asked to deliver today.

Clever designers figured out ways to make CSS do what they needed, but by using techniques so convoluted it became unpredictable and difficult to master. CSS just became too hard...

The good news is, that's all about to change, and this book will show you how!

## **What I Learned**

I may never have to program specifically for MS Explorer again (I never did). CSS has matured to the point that most recent browsers now play nice with it.

Whole the book relishes in the knowledge that HTML table-based layouts are essentially old-school, the book goes into how best to do tables, but this time from CSS and into how CSS3 can do a better job of layout control.

What the book does do is a fairly good job of how to deal with various browsers with work-arounds. The graphics are surrounded with lots of white space.

## **Conclusions**

I found the book to be "light" reading. Book summary – CSS will work with MS Explorer 8 now. You still have to program for older browsers, depending on who you want to reach as your audience. The book may be "forward-looking" but how many folks are going to use MS Explorer 8 anyway? CSS has its place, but it is "no place" in older versions of MS Explorer.

# Mac OS X Leopard Killer Tips — A logical but fun collection of tips to die for if you're Mac addicted

Reviewed by Harry {doc} Babad © 2009

**Author:** by [Scott Kelby](#) (Author), [Dave Gales](#)

New Riders Press (Peachpit Imprint):

<http://www.peachpit.com/store/product.aspx?isbn=0321501934>

**Released:** December 5, 2008

**Physical Form:** Paperback 456 Pages, Color, 9.1 x 7.3 x 0.9 inches

\$31 (list), \$23 (street) USD; \$24 CND, £22 UK,

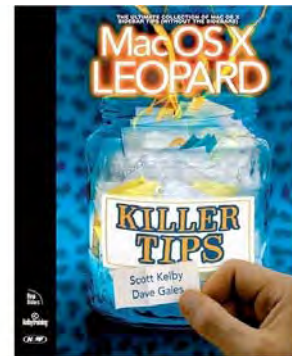
**ISBN-10:** 0-321-50193-4

**ISBN-13:** 978-0-321-50193-6

**Audience:** Yes perhaps even beginners, but certainly intermediate and even narrowly focused advanced users.

**Strengths:** A broad in scope, Image rich, well organized, lucidly written and understandable by all user levels. Yes Charlie Brown, there is a difference between lucidly written and understandable.

**Weaknesses:** My sense of humor, seems to be rapidly deviating, at 73 year old, from Kelby's or my amusement factor has grown narrower. Also, as a senior-senior, my taste in music (Jazz, Acoustic Folk, Baroque) and pop-culture is so outdated that I miss most of Scott's references to that material. If I don't get the joke or the allusion, it's damned distracting — I might even Google it to get the point.



Testing of many of Scott's Hints, those I did not know already, was carried out on my iMac 2.8 GHz Intel Core 2 Duo with 2 GB 667 MHz DDR2 SDRAM running Mac OS X version 10.5.4.

Product and company names and logos in this review may be registered trademarks of their respective companies.

## Introduction

Okay, I know that Kelby's Killer tips operating system books are just a collection of those sidebar tips in more a tutorial style oriented books. I've reviewed at least the Panther and Tiger versions, and Scott's Conversion Kit Books Series. Disclosure Time—I am a Kelby fan, but I try not to let it get in the way of my reviews. But no, I don't do photography so have skipped the other well-received books on that subject in which Scott excels.

*In this book...* as paraphrased from the publishers write up.

“Killer Tips books are written with one goal in mind: to allow the reader to work faster and smarter. In other books, you'll often find that the most useful information is found in sidebars, tips, and notes. In a Killer Tips book, there's nothing to wade through: it's all sidebars, tips, and notes!” Scott's and Dave's offerings are comparable to the individual tips that bloggers include in their feeds, Paul Taylor detailed Hint's and Tips newsletter, or mostly introspectively useful offerings in my monthly macC tips columns.

*Okay Let's Get Down to the Review* — In this book, Scott Kelby gives you only the best tips, his choice is okay; I didn't notice much I cared about that was missing, but... Kelby shares info on Mac OS X Leopard in short focused FAQ-Vignette... Yes all right, okay, chill out, they're called tips. The book covers *almost* all of Leopard the new features:

- Time Machine—Apple's revolutionary and completely unique backup system;
- Spaces, which allows the user to totally customize different window configurations based on their needs;
- The flexibility and ease of use performance boosted Spotlight, which now allows the user to search across an entire network (not just the user's computer) and much more.

*It's Not What You Say, Its How You Say It* — Scott Kelby's Trademark style—both direct and humorous—is easily accessible to all readers, who will appreciate all the great information here, as well as the book's clear and focused presentation. As we've come to expect, bestselling author Kelby gives readers only the best tips and info on Mac OS X Leopard, covering all of the new features, in a clear and focused presentation

There are 15 chapters, including one dedicated to evil tricks to play on your co-workers, as well as a detailed and accurate Index. Check out the goodies, below.

*Leopard Killer Tips — Doc's Annoyed Table of Contents*

Chapter 1. Window Wonderland: Cool Window Tips	Introduction to toolbars, sidebar, menus, views, file names, Exposé, and Spaces
Chapter 2. Show Me the Way: Navigating Your New World [Alias',	Alias', mice, hard drive navigation; and yes, finder working with windows, label names, icon manipulation, rotating though applications, and delving deeper into the sidebar, toolbars, and Exposé
Chapter 3. For Those About to Dock:	Even the new version of Windows is grabbin' some of Apple's docking ideas.
Chapter 4. Spotlight on Sam & Dave: Spotlight Search Tips	You know the game — <i>Finders keepers, looser weepers.</i>
Chapter 5. You've Got Mail: Tips for Using Mail	Tips for using address book and mail
Chapter 6. Talking Heads: iChat Tips	iChat Tips for Taking Heads
Chapter 7. Surfin' Safari: Tips for Using the Safari Web Browser	With a bit of synchronizing safari with foxfire added.
Chapter 8. Music & Movies: Using iTunes, DVD Player, Front Row, & More	What more is there to say.
Chapter 9. The Everyday Mac: Helpful Apps that make Your Life Easier	Workin' with: Time Machine, Fonts, Font Book, TextEdit, PDF's, Front Panel, iCal, Preview and printers, as well as keeping secretes or sharing and,
Chapter 10. Cool & the Gang: Way Cool Tips	Great theme-less stuff, but I can't figure why Scott used this organizational structure for these fine eclectic but unconnected tips.
Chapter 11. Speed Thrills: Mac OS X Speed Tips	Short cuts and time savers ands other esoterica
Chapter 12. She Drives Me Crazy: How to Stop Annoying Things	This is not about your lady, unless she's a Macintosh.
Chapter 13. Living the iLife: Tips for Using iLife Applications	Let's focus on Garage Band, iMovie & iPhoto Where has iWeb and iDVD gone, long time passing.
Chapter 14. Gloating Isn't a Sin: Showing Off Leopard's Sexy Side	Let's not forget DVD Player, Dashboard, Expose, Widgets and more
Chapter 15. Cheap Trick: Mac OS X Pranks	Check them out-Try a few-Take a long lunch
You want more details, buy the book or if you must merely check out: <a href="http://my.safaribooksonline.com/9780321572998?tocview=true">http://my.safaribooksonline.com/9780321572998?tocview=true</a> on the web.	

...and this is what a typical excerpt from the book reads like.

“Scott Kelby and Dave Gales walk you through Leopard’s amazing Spotlight search features.

“If there was ever a product that richly deserved its own chapter, it’s Leopard’s amazing Spotlight search feature. That’s because we spend a ton of our time searching for things on our Macs. Why? Because we don’t know where anything is. Ever. Take my car keys, for example. You might as well take them, because I generally have no idea where they are. For some reason I can clearly remember undocumented keyboard shortcuts from Mac OS 7.1, but I have no idea where I laid my car keys last night. You know what I need? I need Spotlight outside my Mac, in my regular life. I would just type in “car keys” and it would say “in the kitchen, just to the left of the bowl of fruit” or, more likely, “they’re still in the ignition.” So, how does the name of this chapter, “Spotlight on Sam & Dave,” fit in? Well, that’s the hook from the classic oldie “Sweet Soul Music” by an artist named Arthur Conley. In the song, he “spotlights” other singers, like James Brown and Otis Redding.”

## Kudos and Things I Learned

General — The tips I found the most interesting, newly learned or dimly remembered will become grist of my April 2009 *Doc\_Babad’s* Macintosh Tips column. However, your favorites will be better suited to you need than my favorites.

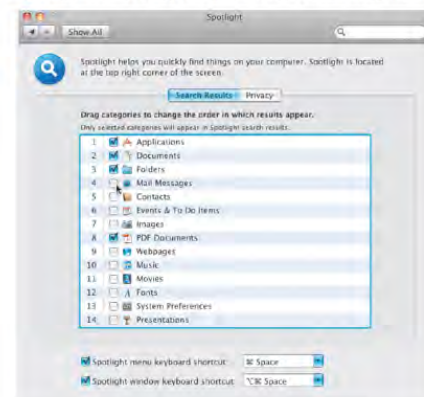
*UNIX is Absent-Long Live the Terminal.* — None of the nitty gritty of the terminal, Unix and the like is covered in this book—No Loss! All the tips, tricks and all are easy and could, as claimed by Scott, be done by *your* mother without her asking questions or breaking into a cold sweat. Well Scott, not my mother (I’m 73) or alas even my wife for whom I provide computer services.

*Spotlight May Yet be a Personally Credible Search Tool in Leopard* — I’ve avoided spotlight like the plague, too many hits and not enough focus even when using it in Find ⌘-F window, as opposed to menu mode. Even when augmented by the shareware product, HoudahSpot. Check: [<http://www.houdah.com/houdahSpot/>]

Spotlight, even with a third party enhancement, was still a frustrating experience in Jaguar, Panther or Tiger. Trying to find material on my 500 GB hard drive was an occasion to take a coffee break. . Reading the tips, trying a few, I’m likely to make more use of the software, particularly to boost search focus with the new Boolean tools. Perhaps Scott’s enthusiasm helped a little. It’s all about the OS X introduced spotlight’s enhanced search ability — title as well as document contents. Too many hits, not enough control, at least until Leopard came along.

### See What You Wanna See (Ch 4, Pg. 81)

While I might not need Spotlight to keep track of every file on my drive (see previous tip), I do want it to keep track of things like email messages and iCal events. But if I’m looking for a picture I took of my daughter Megan, for example, I don’t want to have to scroll through a list of hundreds of emails and iCal entries that are linked to her or contain her name just to find the picture. Conveniently, you can limit the file types Spotlight will display in search results. Select System Preferences from the Apple menu, click on the Spotlight icon, and then turn off the checkboxes for any items on the list of categories you don’t want to see when you perform a search. Since Spotlight has still indexed my Mail messages and iCal events, I can search them from within those applications. It just keeps things a little neater to not see them every time I do a search with Spotlight.





*Mail and Address Book* — Perhaps it's time for me to finally bite the bullet and start using Apples' address books to collect all of the contact information I have squirreled away in MSW and Acrobat Phone lists, Eudora's address book, and five or so address full FileMaker Pro databases. No, not all at once, just one at a time when I use them; of course not, {belt and suspenders} deleting them from their original sources. That would also enhance my ability to use CardIris for directly capturing scanned business cards. But switch to Mail, no never—at least until I fully check out the new version of Eudora being created. Focusing on the narrowly tuned Spotlight material in Scott's book, to focus on the useful trees than the dark forest — the other OS X related books I've reviewed for macC, did not allow me to see that light.

*Jump-Starting Apple's Internet Browser* — Considering how much of my computing time is spent searching the Internet for grist for my articles, books and to support my hobbies, I a very ignorant about getting the most out of my browser. I use Safari my default browser and only use Firefox when a link just @#\*&%# plain refuses to open in Safari. Whether it's neglecting to use tabs; avoiding shortcuts (laziness) optimizing my use of browser windows, I'm relatively unenlightened. There's no Zen or elegance to my Safari use, I just club Safari until I get what I want; after a while. Therefore the feast of over three-dozen safari tips is almost enough to make me cry. [Think onions — aren't mixed metaphors a blast.] It's almost time to consider review a recent book on Safari much as I did in 2006 reading David Pogue and J. D. Biersdorfer' fine book *The Internet-the missing manual* (Pogue/O'Reilly Press.)

*iTunes* — Now I don't use I tunes, not at all, but I was very impress with how the book treated that otherwise useless to me subject. I know there are lots of sources for information about using iTunes, but reading the Tips set the hook — well almost — for trying out the product with my new iPod Nano, beyond transferring ripped AIFF Jazz files from my CD collection to the player.

## **A Few Disappointments and Discomforts**

*There's Better than Apple* — Scott, sir, I know it's not Kosher- or politically correct in an Apple centric book, but an appendix of toys that out-Apple, Apple's tools, would be great. But you've shown a mutually shared disdain for the politically correct in *The Naked Truth*. You know third party tools like HoudahSpot, EasyFind, iSeek, FruitMenu, shadowClipboard, PopChar and X-Menu are a few of my favorite tools to I augment Apple's offerings. {Readers, check them out in MacUpdate.}

*Automator* — Wherefore art though Automator?— Scripts are covered, but Automator is not. And of course Automator is easier then scripting. At least Ben Walden says so! Reference: *Automator for Mac OS X Leopard*, Peachpit Press 2008.

*A Half an iLife* — iWeb and iDVD got lost along the way, with no reason given that I could find.

## Conclusions and Recommendation

This is, as are all the other Kelby books I've read and reviewed, a great book. For those who want to browse and learn more about Apple's latest and greatest Leopard OS, but want to avoid a lengthy classroom organized tutorial, this is the book to buy.

You can grab a tip or three in any areas of the Leopard OS X content that attract you, their user, and make it (them) your own. So you don't iChat, don't live most of the iLife or ignore the OS X goodies like iCal, Address Book, Preview, {Apple's} Mail or Time Machine — I don't. So skip that stuff, if you change your stubborn mind about accepting Apples bounty, it will still be there for you to learn and use.

In summary, a worthy well laid out and easy to work with book:, it's neither a tech manual nor a set of procedures, and being rife with great humor makes it even more fun to use. Buy it, you'll like it... 4.5 macCs

## PS

In all fairness one reviewer I checked out, after writing my review, was less than complementary about this book, compared to the Kelby Tips books that preceded it. I disagree but Dave deserves airtime. Dave Greenbaum, in his Technology Column noted on January 25, 2009. "With OS X, killer tips simply aren't as necessary. I've read most of this series in relation to the operating system. Each iteration of the Mac OS makes its use easier and more straightforward and thus tips aren't as important. The tips in this version are *less killer* than they were in Tiger and much less than Panther.

[http://www.davegreenbaum.com/2009\\_01\\_01\\_archive.html](http://www.davegreenbaum.com/2009_01_01_archive.html)

*One Other Revelation* — When published, this will be only the second relatively detailed review of this Kelby Leopard book. There are snippet on Amazon, but far fewer reviews than I would have expected.

# Greenware

## *Sustainable Energy Without the Hot Air*

Reviewed by Robert L. Pritchett

UIT Cambridge

Author: David JC MacKay

Released:

Pages: 382

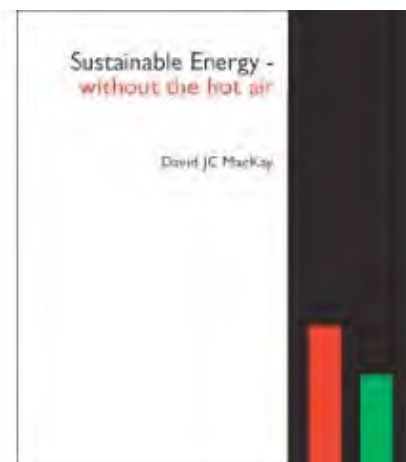
\$54.43 Hardcover, \$34 USD Paperback,

Download <http://www.withouthotair.com/download.html>

ISBN: 978-0-9544529-3-3.

**Strengths:** Breaks down complicated formulations and factorizations of sustainable energy options into precise, concise, simple understanding between weighing consumption and production for various technologies.

**Weaknesses:** None found.



### **Introduction**

I'm concerned about cutting UK emissions of twaddle – twaddle about sustainable energy. Everyone says getting off fossil fuels is important, and we're all encouraged to "make a difference," but many of the things that allegedly make a difference don't add up.

Twaddle emissions are high at the moment because people get emotional (for example about wind farms or nuclear power) and no-one talks about numbers. Or if they do mention numbers, they select them to sound big, to make an impression, and to score points in arguments, rather than to aid thoughtful discussion.

This is a straight-talking book about the numbers. The aim is to guide the reader around the claptrap to actions that really make a difference and to policies that add up.

I didn't write this book to make money. I wrote it because sustainable energy is important. If you would like to have the book for free for your own use, please help yourself: it's on the internet at [www.withouthotair.com](http://www.withouthotair.com). This is a free book in a second sense: you are free to use *all* the material in this book, *except* for the cartoons and the photos with a named photographer, under the Creative Commons Attribution-Non-Commercial-Share-Alike 2.0 UK: England & Wales Licence. (The cartoons and photos are excepted because the authors have generally given me permission only to include their work, *not* to share it under a Creative Commons license.) You are especially welcome to use my materials for educational purposes. My website includes separate high-quality files for each of the figures in the book.

## What I Learned

This has got to be about the best book money can't buy (but you can anyway and I applaud David JC MacKay's incredible effort, so recommend getting a hardcopy, because it is a keeper).

I just cannot believe something this good, could be available online for free!

David pulls no punches. He overcomes the hyperbole with facts and figures that make sense regarding "sustainable" energy. I love his use of terms like "twaddle" and "claptrap", mostly because I have read much and commented much and this book does a far, far better job than I ever could because even though the facts are basically UK-based, they pretty much "fit" the US as well, on this side of the pond.

The numbers and facts are irrefutable. I love the excellent, clear and well-thought-out graphics presentations. I think the comparisons between consumption and production in nearly every chapter are superb, especially for those of us who seem to be a bit math-challenged.

And even the math is laid out, so even I can understand it.

The chapters even have further reading sections.

And I gladly champion the "correctness" of measuring everything as " kWh per day per person". When everything is compared with the exact same measurements, the BS factor goes out the window.

And that is what makes this book not just fun to read, but makes it a *classic* regarding sustainable energy options and their consumption vs. production factors.

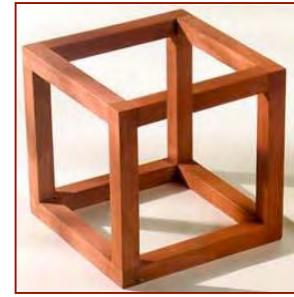
The book could have been titled "Sustainable Energy for Dummies". But it really is a book for "Smarties". You read this book and you will be forever grateful men like David JC MacKay are alive and well on Planet Earth. His British humor is even contagious.

### **Conclusion**

Support his efforts by buying the book. It's that simple. Cut through the blarney and BS. The wool over the eyes can now be lifted.

It is the book that Pure Energy Systems Network should have written.

# The Greening Continues — The most eclectic of what we read



macC March 2009

By Harry Babad and Robert Pritchett © 2009

Credits: Most of these items, with minor editing, were located in the newsletter *NewsBridge* of 'articles of interest' to the libraries users. It is electronically published by the Pacific Northwest National Laboratories, in Richland, WA.

This new column contains a mini-summary with links to articles I found interesting. Send us your favorites (no more than 2-3 sentences long) and we'll share them with our readers. Much of what we will share comes from the various weekly newsletters we receive. Their selections are obviously, and intentionally biased by our views. But if you have favorites, we'll share them if they are "polite and seem factual. No science fiction please."

Now, As Usual in No Particular Order, Our Tidbits

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## Europe Trying to Fight Global Warming

BBC News reports that the European Union leaders have reached a deal on a package of measures to fight global warming. The plan, agreed at a Brussels summit, sets out how 27 member-countries will cut carbon emissions by 20% by 2020, compared with 1990 levels. Now where is America going to hide?

{Editor's Note} Vegetation loves CO<sub>2</sub>. In fact, it dies without it.

<http://news.bbc.co.uk/2/hi/europe/7778787.stm>

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## Cities May Sprout Vertical Farms

Proposed high-rise greenhouses could help solve a looming food crisis, professor says. If any of this comes true, you can no longer consider your dream of becoming a farmer without leaving your favorite urban amenities behind. Farming would seem to be a horizontal occupation. Iowa corn or Kansas wheat pokes up from flat fields that stretch to the horizon.

That's why the idea of "vertical farms" seems ripe for humor. When its biggest advocate appeared on the faux news show "The Colbert Report" earlier this year, comedian Stephen Colbert prefaced the interview by guessing it would have something to do with corn that grows sideways or perhaps "Chia blimps" that float overhead. Such teasing hasn't deterred Dickson Despommier, the Columbia University professor of public health. He sees putting crops into skyscrapers as a better way to feed a hungry world. Professor Despommier's website, [verticalfarm.com](http://verticalfarm.com), features architectural concepts of high-rise buildings that could grow fresh produce in urban areas while at the same time being much more environmentally sustainable than conventional agriculture.



<http://features.csmonitor.com/environment/2008/12/24/cities-may-sprout-vertical-farms/>

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## Changes to the Earth's Weather Patterns Weather 'amplify arctic warming'

Scientists say they now have unambiguous evidence that the warming in the Arctic is accelerating. Computer models have long predicted that decreasing sea ice should amplify temperature changes in the northern polar region.

Julienne Stroeve, from the US National Snow and Ice Data Center, told a meeting of the American Geophysical Union that this process was under way. Arctic ice cover in summer has seen rapid retreat in recent years. The minimum extents reached in 2007 and 2008 were the smallest recorded in the satellite age.

<http://news.bbc.co.uk/2/hi/science/nature/7786910.stm>



{Editor Note} Please read the "Trends" links in the Global Cooling page Robert Pritchett created – [http://peswiki.com/index.php/Directory:Global\\_Cooling](http://peswiki.com/index.php/Directory:Global_Cooling)

There are not hundreds, not thousands, but millions of volcanoes under the earth's oceans. There have been surface boiling recorded at 400 degrees in the Arctic from undersea volcanic activity – [http://www.americanthinker.com/blog/2008/06/arctic\\_ice\\_melt\\_mat\\_be\\_due\\_to.html](http://www.americanthinker.com/blog/2008/06/arctic_ice_melt_mat_be_due_to.html)

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### **This year is coolest since 2000**

The world in 2008 has been cooler than at any time since the turn of the century, scientists say. Cooling La Nina conditions in the Pacific brought temperatures down to levels last seen in the year 2000. The World Meteorological Organization (WMO) notes that temperatures remained about 0.3C above the 1961-1990 average. Computer models suggest that natural cycles may cool the Earth's surface in the next few years, masking the warming impact of rising greenhouse gas levels. One recent analysis suggested there might be no warming for about the next decade, though other scientists dispute the conclusion.

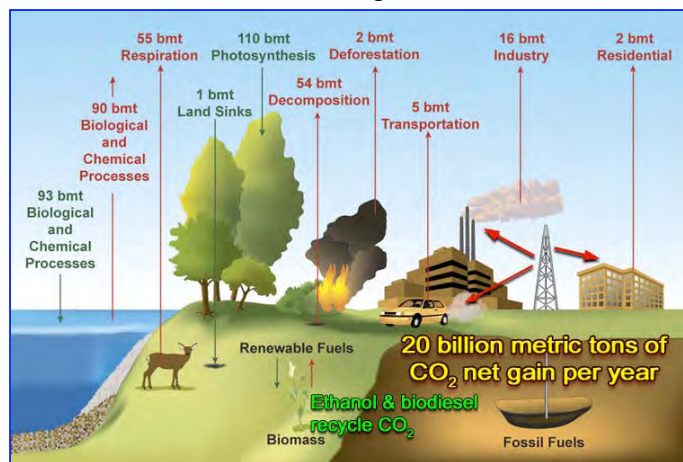
<http://news.bbc.co.uk/2/hi/science/nature/7786060.stm>

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### **Sources of Rising Carbon Dioxide**

Every time we get into our car, turn the key and drive somewhere, we burn gasoline, a fossil fuel derived from crude oil. The burning of the organic materials in fossil fuels produces energy and releases carbon dioxide and other compounds into Earth's atmosphere. Greenhouse gases such as carbon dioxide trap heat in our atmosphere, warming it and disturbing Earth's climate.

Scientists agree that human activities have been the primary source for the observed rise in atmospheric carbon dioxide since the beginning of the fossil fuel era in the 1860s. Eighty-five percent of all human-produced carbon dioxide emissions come from the burning of fossil fuels like coal, natural gas and oil, including gasoline. The remainder results from the clearing of forests and other land use, as well as some industrial processes such as cement manufacturing.



The use of fossil fuels has grown rapidly, especially since the end of World War II and continues to increase exponentially. In fact, more than half of all fossil fuels ever used by humans have been consumed in just the last 20 years.

Human activities add a worldwide average of almost 1.4 metric tons of carbon per person per year to the atmosphere. Before industrialization, the concentration of carbon dioxide in the atmosphere was about 280 parts per million. By 1958, the concentration of carbon dioxide had increased to around 315 parts per million, and by 2007, it had risen to about 383 parts per million. These increases were due almost entirely to human activity.

<http://www.physorg.com/news151166361.html>

{Editor} The Amazon forest is thriving! (Robert helped replace the clear cuts in WA State 30-some years ago. You can't tell we ever harvested there today.)

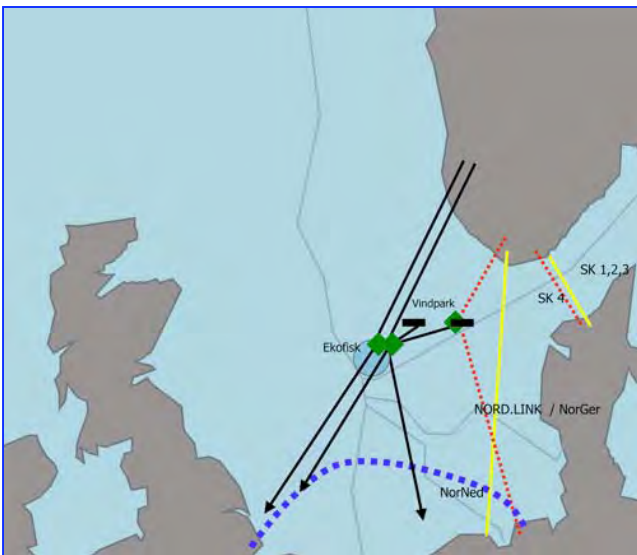
(Look at the date of the article.)

[http://www.worldnetdaily.com/news/article.asp?ARTICLE\\_ID=17543](http://www.worldnetdaily.com/news/article.asp?ARTICLE_ID=17543)

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### Can Offshore Grids Solve Our Wind Power Woes?

As reported in Popular Mechanics, the U.S. Department of Energy says that offshore wind power could account for up to 20 percent of America's electricity generation by 2030. But while the United States scrambles to construct its first offshore wind farm, Europe has over two-dozen farms already and is considering implementing huge interconnected offshore power systems. Many of America's wind farms in the plains of the Midwest, are located far away from the grid and the power's ultimate users, coastal city dwellers.



The European Commission met last month to discuss linking all the European Union countries together in a continental super-grid. No, they're not planning to spend millions (perhaps even billions) of Euros it would cost to install power lines across land borders. Europeans are looking offshore—to connect their growing supply of offshore wind power with a grid spanning the Baltic Sea, North Sea and Mediterranean Sea. Europe is well on the way to its goal of drawing 20 percent of its total energy from renewable sources by 2020. Twenty-five offshore wind farms spread between Ireland, the U.K., Sweden, Denmark and the Netherlands already produce 1100

megawatts of power, equivalent to one nuclear reactor, and more than 20 new projects have been approved in Germany.

While winds are stronger and more consistent at sea, they're still not foolproof. If a breeze fails, a local grid can turn to other energy sources to bridge the gap. That won't work if a country draws a large proportion of its power from renewables, says Frauke Thies of Greenpeace's European Unit. Linking wind farms along the coast could solve this problem by offering some insurance against the vagaries of Mother Nature: Odds are good that, if wind stops blowing in one region, it will be windy somewhere along Europe's ample coastlines.

<http://www.popularmechanics.com/science/earth/4295504.html>

### **Debate — I want renewable power, but we are to NIMBY on the grid that must be built to deliver it to me — STUPID!**

Reporting from Sacramento and Calipatria, Calif. -- In the rural, arid flatlands near the Salton Sea, CalEnergy Generation is sitting on what California needs. The Imperial County Company taps {geothermal} steam heat from deep within the Earth's crust to generate clean electricity, enough to light 238,000 homes.

There's more where that came from. But whether further development of renewable energy ever happens at this Calipatria operation and dozens of proposed projects in California's hinterlands may depend on what goes on in San Francisco, maybe as soon as today.



The California Public Utilities Commission is scheduled to vote on a controversial transmission project known as the Sunrise Powerlink. The \$1.9-billion high-voltage line would stretch more than 100 miles from Imperial County to San Diego, linking power plants in the desert to coastal cities hungry for their energy. Billed by its developer, San Diego Gas & Electric Co., as a superhighway for green electricity, the project has drawn fierce opposition from environmental and community groups that don't want Godzilla-sized power towers marring the region's scenic wild areas.

The bruising four-year battle has exposed one of the dirty little secrets of clean energy: A lot of this new-age power requires old-school infrastructure to get to people's homes. "You can't love renewables and hate transmission. They go together," said Jonathan Weisgall, a vice president of MidAmerican Energy Holdings Co., which owns CalEnergy.

<http://www.latimes.com/business/la-fi-sunrise18-2008dec18,1,2961743.story>

*PS: If I were more powerful or influential, anyone not wanting to use nuclear or any other energy the found to be unclean would not need to do so. However, in Robert Heinlein's word "Ain't No Free Lunch". These folks could sign up to have their electric bills raised to the amount it would cost if the nearest unclean facility were taken off the grid. [After all we buy hybrids, which are not yet cost effective and organic food that has not been proven to statistically improve health.]*

*In a similar manner, if you oppose the grid, you could be charged an add-on to your power bill to account for the less efficient costs of getting your power. Let but our money where our mouth's are — nothing is perfect, but be prepared to pay the piper if you raise costs; Doc.*

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### **Ten Steps to a Top Notch Immune System** (NaturalNews)

This is the time of year when people want a fully functioning immune system to keep away colds and flu and see them through the winter in good health. How they go about achieving this goal can determine whether it becomes a reality. There are so many products on the market that claim they can protect people from germs that consumers wonder which magic bullet to choose. But the reality is that having a healthy immune system doesn't mean just buying products. It means having a healthy body. Immune health and overall health go hand in hand. Read about *what you can do to keep your immune system and yourself strong and healthy*.

<http://www.naturalnews.com/025114.html>

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### **The International Atomic Energy Agency [IAEA] Celebrates Half a Century of Nuclear Safety**



The IAEA's contribution to nuclear safety worldwide is marking a significant milestone this December with the fiftieth anniversary of the launch of the Agency's safety standards. The IAEA safety standards are a collection of fundamental principles, requirements and guidance that serves as a global reference for ensuring safety in all facets of the nuclear sector. They reflect international consensus on what constitutes a high level of safety for protecting people and the environment, and as such are a cornerstone of the global nuclear safety regime.

A big part of the IAEA's statutory mandate is the establishment and promotion of international standards and guides," says Manfred Boemeke, Head of the IAEA's Publishing Section. The first IAEA safety series publication, entitled *Safe Handling of Radioisotopes*, was issued in December 1958. Since then more than 200 safety standards have been published. They cover nuclear safety, radiation protection, radioactive waste management, the transport of radioactive materials, the safety of nuclear fuel cycle facilities and quality assurance.

<http://www.iaea.org/NewsCenter/News/2008/sstandards.html>

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## The 10 Biggest Cleantech Disappointments of 2008

By KATIE FEHRENBACHER, [GigaOm](#)

There was a lot to cheer about in the cleantech sector in 2008: record investment levels, a U.S. president-elect that supports clean power, and the extension of tax credits for renewables.

But there were a lot of missed opportunities this year, too, as markets crashed, project funds were delayed and technologies hit hurdles. Below, the biggest cleantech disappointments of 2008 (next up, The 10 Biggest Cleantech Wins in 2008): The disappointments discussed in *the article* include:” Tesla (Electric Cars), EESstor (Energy Storage); Wave Power; Clean coal lobby plays dirty; and UK Wind Plans get blown away. Check them out.

<http://www.nytimes.com/external/gigaom/2008/12/26/26gigaom-the-10-biggest-cleantech-disappointments-of-2008-18606.html>

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## The Carbon Cost of a Google Search Revealed

Recent research found a Google search produced a mere 7g of carbon dioxide per average search. The numbers below vary according to their source, but all are within an order of magnitude.



Two search requests on the Internet website Google, produces "as much carbon dioxide as boiling a kettle", according to a Harvard University academic. US physicist Alex Wissner-Gross claims that a typical Google search on a desktop computer produces about 7g CO<sub>2</sub>.

However, these figures were disputed by Google, who say a typical search produced only 0.2g of carbon dioxide. A recent study by American research firm Gartner suggested that IT now causes two percent of global emissions. Dr Wissner-Gross's study claims that two Google searches on a desktop computer produces 14g of CO<sub>2</sub>, which is the roughly the equivalent of boiling an electric kettle.

The Harvard academic argues that this carbon emissions stem from the electricity used by the computer terminal and by the power consumed by the large data centers operated by Google around the world.

<http://news.bbc.co.uk/2/hi/technology/7823387.stm>

{Editor Note} Some people have way too much idle time on their hands to be worrying about such trivial nonsense. Must have been another slow news day. What does it cost to drive to the library and how much is your time worth to do a catalog search there? Usually, you are in the wrong library or the book you need is checked out by somebody else. Many times the effort is fruitless and frustrating. I champion online searching. In fact, I base my career on it. By working online, I have saved millions of miles and wear and tear on vehicles and countless hours of time I've not wasted. What is that worth?

An incalculable amount! And think of the trees saved by electronic information transfers.  
Calculating that is also "academic".

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More green tidbits next month.

Doc!



# Hardware

## *LaCie's 2 Terabyte, 2big Quadra, way cool RAID External Storage system*

Reviewed by Robert L. Pritchett



LaCie USA  
22985 NW Evergreen Parkway  
Hillsboro, OR 97124  
Tel: (503) 844-4500  
Fax: (503) 844-4508  
<http://www.lacie.com/us/products/product.htm?pid=11140>

**Released:** January 6, 2009

\$300 USD (1TB) up to \$600 USD (3TB)

**Requirements:** A need for external storage and either USB 2.0, FireWire 400 or 800 or eSATA interfaces. Windows 2000 or later or Mac OS X 10.3 or later. 512MB RAM.

### **Comes with:**

LaCie 2big Quadra with two 1 TB drives  
eSATA-to-eSATA (3Gbits) cable  
FireWire 800 (9-to-9 pin) cable  
FireWire 400 (6-to-6 pin) cable  
Hi-Speed USB 2.0 cable  
Power supply kit  
LaCie Utilities CD-ROM with User Manual  
LaCie '1-Click' Backup Software for PC or Mac  
SilverKeeper Software for automatic backup and file verification (Mac)  
Genie Backup Manager Pro software with disaster recovery for Windows 2000, XP, Vista  
Intego Backup Manager Pro software with disaster recovery for Mac OS X 10.4.  
Quick Install Guide

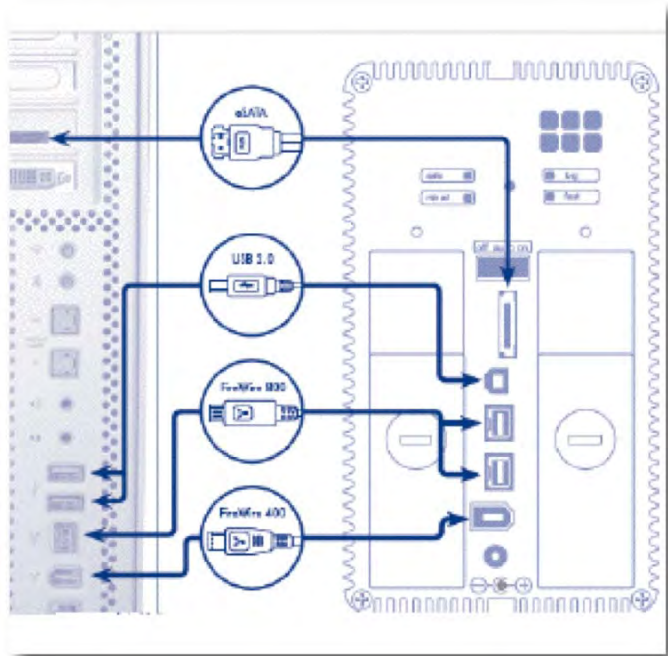
**Strengths:** Time Machine compatible. Relatively quiet. Power-use intelligent. 3-year warranty.

**Weaknesses:** LaCie Shortcut Button is available via FireWire and USB 2.0, but not eSATA. Windows Vista Ultimate 64 is not compatible with LaCie Shortcut button.



## Introduction

"This quadruple interface professional 2-disk RAID delivers fast speed, large capacity and data security. With eSATA 3Gbits, FireWire 800, FireWire 400 & Hi-Speed USB 2.0, it provides complete universal compatibility with any PC or Mac. The easy-to-use 2big Quadra comes with two extractable, lockable and hot-swappable disks for a user-controlled solution. With four RAID levels, it meets your storage needs, whether it's security, capacity, speed or a combination. With burst transfer rates as high as 165MB/s\*\* (eSATA), it's ideal for audio/video projects (DV and SD video playback or 2D/3D imaging). The sturdy heat sink metal design provides 60% more surface area for natural heat dissipation. The 2big Quadra comes with Genie Backup Manager Pro software with disaster recovery for Windows users and Intego Backup Manager Pro software with disaster recovery for Mac users. It also features Triple Power Management and the LaCie Shortcut Button, which can launch any application you choose in one push.



The 2big Network can act as a file-sharing server, a backup server or an FTP server. Easily share important files and make them accessible from your network via FTP or any web browser. With this affordable 2-disk RAID solution with Ethernet interface, get maximum storage capacity in BIG mode or maximum security in SAFE mode (RAID 1). If one drive fails in RAID 1, data remains accessible and can even be automatically rebuilt onto a hot-swappable spare drive\*\*\*. With the 2 USB ports, easily transfer files from a USB key or USB hard drive with the 1-Click Data-Sharing Button or expand available network capacity. The new heat sink metal design naturally draws heat away from the hard disk's internal components to help keep it cool and improve reliability. The user-friendly LaCie Ethernet Agent enables direct access to shares, drive mapping, and easy administrator configuration."

<http://www.lacie.com/us/company/news/news.htm?id=10446>

## Specifications:

<http://www.lacie.com/us/products/product.htm?pid=11140>



## What I Learned

This model is not the 2big Network, Dual or Triple versions that are now available.

Time Machine works.

The unit comes as Raid 0 as the default (fast) using 2 drives and uses 100% capacity as one logical volume, but stripes the data across both drives. If one goes down, you are SOL. But data gets loaded really quickly. In this default mode, data is lost on both drives, if either drive fails.

Another mode is "Big". Concatenation puts all data on one drive, then after it is filled, it starts on the next drive. Both drives are looked at as one volume. Also, 100% utilization for 2TB of space is made available, but again, no "protection".

Next up is "Safe". It is Raid 1. The drives are mirrored so only half the capacity is available. If one drive fails, the other has the data. So figure 50% or only 1 TB of capacity. LaCie recommends Raid 1. I would have thought that they would have followed their own recommendations and set that as the default, but what do I know?

The next up is the "Mix". It offers a 75% capacity or 1.5 TB of space, by splitting the drives in half and showing 2 drives on the desktop. One volume is in Safe mode (RAID 1) and the other is RAID 0. LaCie figures this gives a 75% capacity, where only 25% would be lost when/if a drive fails.

My MacBook Pro (MBP) has a 280GB of usable space on the hard drive. Doing video production is what is justifying the purchase of this unit, because I am rapidly running out of space on the MBP. Instead of "Fast", I think I'll go with "Mix" using the "don't carry all your eggs in one basket" concept.

I was told the system would be whisper quiet. Not. When the 2big feels it needs to cool down, it turns the fan up and the unit sounds like a mild DustBuster, sucking in air to cool down the drives. They could have put a filter over the outlet and the noise level would have dropped appreciably.

I put my finger in front of the 6 holes seen above the business end of the unit and the blowing sound goes away. If the vent holes had been smaller, it would have been whistling a tune.

I installed the Shortcut Button app. It is good for FireWire and USB 2.0, but not eSATA. The big blue sphere is a button. It lights. When pushed, the Shortcut Button dialogue box appears on the screen. When changing the mode, the blue light blinks red. In back, the "tool" (a large paperclip would have done the job) is used to set one of four modes. Each of the four modes blink blue when selected.

The front and back LED indicators have about 8 modes between red and blue. Blue is good. Bad, not so much. When the front is solid blue and the back has a blinking blue light, all is good with the world. When the front is strobing, the drives are spooling up. When dimming, the unit is in standby (thus the auto power switch). When alternating between blue and red, the RAID is rebuilding, depending on which mode was chosen (Safe or Mix). Alternate blinking indicates the unit needs air. If the front is red and dims down, we have a problem, Houston. If all the lights are off, the system is off or in standby mode after 30 minutes or there is an electronic board failure. I like the fact that the lights go off when the unit powers down and back when it spools back up in "Mix".

By the way, the on-off switch also has 3 modes, on, off and auto. Auto-mode is good.

I had to erase the drives, because they came as MS DOS. I had to make them "Mac Extended Journaled", once I switched from Fast to Mix. Guess what? The drives quieted down and the fan seems to be settling down too. This is good too.

Time Machine finally saw two drives and sure enough, one had half the capacity as the other. Over 1.5 million items were being backed up on the 1<sup>st</sup> partition using Time Machine. I have also been able to store other files independently on the 2<sup>nd</sup> partition. This is more than good. I like it!



The drives are 7200rpm units. My MBP has a 5400rpm unit. With FireWire 800 cables installed it will run at 800Mbps/s or 100MB/s. If I had an eSATA interface, I could transfer up to 3Gbits/s or 300MB/s. Apparently, the unit would like 600MB of free space for caching purposes on the MBP.

The Intego Backup Manager Pro provides disaster recovery. SilverKeeper Software is included for automatic backup and file verification for the Mac. With all that Murphy's Law functionality, there is also a 3-year warranty for the 2T 2big Quadra.

And all that gray ribbed surface is really a large metal heatsink. So far, it has kept its cool.

The unit weighs 5.95 pounds.

The RoSH-compliant (hazardous materials standard), 3.5-inch 1TB drives are made by Hitachi and uses "perpendicular magnetic recording (PMR) with 8.5ms read and 9.2 write times, using 5 discs and 10 heads and a 32 MB memory cache –

[http://en.wikipedia.org/wiki/Perpendicular\\_recording](http://en.wikipedia.org/wiki/Perpendicular_recording)

[http://www.hitachigst.com/hdd/research/recording\\_head/pr/PerpendicularAnimation.html](http://www.hitachigst.com/hdd/research/recording_head/pr/PerpendicularAnimation.html)

(Schoolhouse Rock-like video)

So far, I've been surprisingly impressed by the thought and effort LaCie has devoted to this excellent external storage device. I never, ever dreamed I could have Terabytes of storage on my desktop. It is real. Very real.

## **Conclusion**

Yes, if you have a PC and are a shade-tree mechanic for computers, you can get large drives, gang them and roll your own for less. But they won't have a 3-year warranty and you will have to find your own backup management software. I thought the whole purpose of doing this was to reduce power use and wear and tear on equipment. Using under-utilized PCs to accomplish external storage is counter-intuitive. I don't recommend it for mission-critical processes.

Do more with less and do it in a "green" manner, with an auto-mode device like this one, so the system shuts down until it needs to be used and spools up when a backup is needed. To me, that's "green"! Gone are the days of 24/7 hard drives running all the time, wasting lots of power and reducing the life of the drive bearings.

And if you need more storage space, these units do have two Firewire 800 ports in back, so they can be daisy-chained, if necessary. There are also 3 TB systems that use 1.5 TB drives or if you insist, you can always go for the more expensive 4big Quadra.

## **Recommendations**

I would not hesitate to recommend this RAID device for external storage. It nicely exceeds my current requirements for video editing purposes. I can feel good about off-loading gigabytes of files, without feeling the need to "port them to plastic" (DVDs). Don't forget the 3-year warranty.

How valuable is your work?

## **Other Reading**

1TB Drive Comparisons –

<http://www.barefeats.com/hard91.html>

Drive Data Specs sheet link –

<http://www.hitachigst.com/portal/site/en/menuitem.8027a91c954924ae4bda9f30eac4f0a0/>



# IN YOUR FACE

Reviewed by Wayne LeFevre



Hans and Marion Kohte  
San Francisco, CA

<http://www.youtube.com/watch?v=5SiQI0gmB1o>  
[marion@inyourfaceusa.com](mailto:marion@inyourfaceusa.com)

<http://www.inyourfaceusa.com/>

\$30 USD, (\$35 CND, £20 GBP, 22€ Euro based on current exchange rates.)

<http://www.inyourfaceusa.com/video.html>

**Requirements:** Any kind of portable viewing device. iPod, PSP, etc.

**Strengths:** Well made. Very strong ability to hold up your device. Main clamp holds almost any surface it can fit around.

**Weaknesses:** The spring holding your device is a bit stiff. Main clamp that holds around almost anything makes it hard to occasionally clamp to anything. (Sounds strange, I know, but hear me out.)

## Introduction

The product announcement of the IN YOUR FACE View Base stated it was going to be debuted at Macworld 2009. That was very unfortunate, because I wouldn't be attending, but it was something that I was very interested in. In fact, the PR piece that day wasn't real specific on what exactly an "IN YOUR FACE" was. All I knew was that it was something for the iPod Touch/iPhone and was made to make it easier to view. That's all I needed to know, as I am an iPod Touch fanatic, so I had one winging it's way towards me the day I heard about it.

Am I ever glad I was curious because it has quickly become one of my all time favorite gadgets.

## Getting Started

I received the IN YOUR FACE and finally understood exactly what it entailed. To put it bluntly, it's simply a gooseneck clamp for your iPod. Perhaps you might have something like this you've already rigged up yourself, a bit similar to TEN Technology's FlexibleDock or MicFlex from MacMice . The IN YOUR FACE however, is very well thought up, very well made, and works surprisingly well!





While in the review process for IN YOUR FACE, I was tooling around their web site looking for graphics. I was drawn to a statement that noted, “IN YOUR FACE, LLC was a start-up company founded in July 2008 by husband and wife team Hans and Marion Kohte. Initially the idea of a hands free iPhone holder was born to remedy a pair of sore arms after watching a two hour movie in the passenger seat during a 12 hour car trip.”

To me, that was fascinating. Usually, when you ask a developer about a certain piece of shareware, they often reply that it was born out of necessity. They lament about wanting their computer to do something specific. Not finding anything on the market that met their needs, they created it themselves. I've never heard of a gadget that someone has not only made, but actually taken to market. The curiosity got the best of me, and I got a hold of Marion Kohte to find out the story on IN YOUR FACE.

### **A bit of history behind the product.**

I've always looked at a product from Belkin, iHome or even Apple to have been made by some sort of committee. A bunch of corporate types sitting around a large oval oak table coming up with the next best gadget. It never occurred to me that it could actually have been made by someone, a la ABC's American Inventor show, or something like it.

The idea was born from Hans Kohte's car trip from Utah to San Francisco, and from having to hold his iPod Touch up to his face to watch movies. Well, we've all been there. Whether it be holding your device in an automobile, or trying prop it on an aircrafts seat tray while trying to eat your little box meal, it can be trying to do any of this one-handed, not to mention very trying on the arms.



True to the Apple spirit of invention, a “Garage” was used to begin the process of inventing what would become the IN YOUR FACE Viewbase. Speaking of *American Inventor*, they even consulted a product designer that had worked with the show in Santa Monica. Now they were getting serious.

After many different variations, they finally came up with what would be the final product. This is where I believe many people fail. Marion stated that quality was the deciding direction that was taken. They were constantly being asked to make design modifications. The couple dug in their heels, refusing to deviate from how they wanted the product to function. Having put in their own funds to take IN YOUR FACE to market, they did not want to compromise on any of their ideas.

Wanting to stay true to their design form and not considering selling the design to a larger company, they decided to take IN YOUR FACE to market themselves. With their gathered resources, they booked a booth at Macworld and finally found a manufacturer in China that would manufacture what they specified. They threw all in and ordered 5,000 units.

It must have been a nightmare for them. Here Macworld was finally arriving, a mere couple of days away and still no word from the manufacturer. Yet, in true movie fashion, literally hours before the beginning of the show, the first shipment arrived. The rest, as they say, is history!

Now how cool is that? A true underdog tale straight out of Hollywood. It's something that I don't think I've ever contemplated when looking at the shelves of a local dealer. So now when you look at the IN YOUR FACE, you can think about a real-life couple and their son just wanting a piece of the pie.

### **Now on to what I think**



As you might have surmised by now, I think the IN YOUR FACE is a great product. Yes, it's nothing more than a clamp for your devices. I say devices, because it can hold more than just your iPod Touch or iPhone. The holding clamp can expand to approximately 2 3/4 inches, so even your PSP can fit.

The spring holding your device is a bit stiff. It's pretty tough if you try to remove your iPhone with one hand. I measured it around 8 pounds of force needed to move the jaws out. It is nicely padded, though, so at least your precious won't get scratched or damaged. The plus side of the stiffness is that whatever you decide to hold, it's not going to let go and let anything drop to the ground. The device holder is attached to the main neck by clamping over a ball-end on the neck, allowing full movement of the head.

The main clamp is, well, it's got both good and bad points. On the good point, the main spring looks heavy duty. It also seems about half the stiffness of the other spring, but that may be just the physics of it. The clamps are padded to prevent damage to the desk, table, computer, whatever you decide to put it on. The lower clamp is hinged in the middle, allowing the clamp to fit around most anything you want it too.



That's the plus and the minus of the entire setup. You can clamp around a non-flat surface, such as an armrest or a pole, even. However, I've found that you need to be able to have around an inch of surface to grab sufficiently. For example, if your desk has a lip around it that is under an inch, and that is where you want to clamp it, it's not going to be sufficient to grab onto and hold your device at any angle you want it. It does have a full 2" opening, allowing it to clamp around most anything. Occasionally you might have problems if it is clamped around something vertical and have the neck extended. If the surface is slick it may start to slide, especially if it's in a moving vehicle. Otherwise, it works fairly well.



The neck is very sturdy, and doesn't allow much movement of your device when on the move. It's made of a soft aluminum rod that is covered in a rubber or thick powder-coating. (Can't remember if the electrical properties or more specific, the curing temps of aluminum will allow powder-coating or not.) The question about the metal getting fatigued and possibly breaking is there, but I'm not worried. I have a magnet on the end of a long thick aluminum rod like this and I am constantly winding it up and unwinding it. It's never had any hint of metal fatigue in it, and it's at least 10 years old. The neck isn't too soft, however. It can hold almost 2 pounds before

bending.

## Recommendation



All-in-all, I think it's a wonderful gadget. It almost makes up for not being able to attend Macworld! OK. Not really, but it really is a great consolation prize. I have it clamped on my desk right now, allowing constant access to my iPod. It also goes around my headboard giving me my own alarm clock. I used it for a trip last week and it worked as advertised.

***I wouldn't hesitate in recommending the IN YOUR FACE to anyone using and iPhone or iPod Touch. It constantly comes in handy wherever I am. On any kind of trips, it's almost a necessity. I***

was thinking of ordering one or two extra, so I wasn't carrying this one back and forth.

The incredible usefulness, plus the history that I now know about it, makes it a given for ownership alongside the power cable itself!



LaCie CurrenKey 4GB USB Flash Drive  
Reviewed by Robert Pritchett



LaCie USA  
22985 NW Evergreen Parkway  
Hillsboro, OR 97124  
Tel: (503) 844-4500  
Fax: (503) 844-4508  
<http://www.lacie.com/us/products/product.htm?pid=11173>

**Released:** December 1, 2008  
\$20 USD for 4 GB (Bronze) or \$30 for 8 GB (Silver).  
**Requirements:** USB port and lots of data to move from one place to another.



Backward compatible to USB 1.1

**Strengths:** Wallet or purse-friendly. Sturdy. Metal and not plastic.

**Weaknesses:** Just the USB interface (could break off). Might get easily lost.



### Introduction

Built-in memory of up to 8GB in a tiny USB flash key  
Available with a bronze (4GB) or silver (8GB) finish  
Shock-proof and durable die-cast casing  
Inventive, innovative design by 5.5 Designers

With the new LaCie CurrenKey you can easily transfer and transport your important data. The inventive, appealing coin design is both eye-catching and practical, and the USB connector can be revealed by a simple twist. With the universal Hi-Speed USB 2.0 interface, the cross-platform LaCie CurrenKey can be used with all PC or Mac computers. Hi-Speed USB 2.0 not only offers universal compatibility and cross-platform convenience, but features hot-pluggable connection and high-speed transfer rates.



The metal die-cast construction of the LaCie CurrenKey makes it sturdy and dependable. It's backward compatible with USB 1.1, so you can use it with any computer. A product of the 5.5 Designers firm, the LaCie CurrenKey fits in your pocket, letting you take your data with you wherever you go. The third in a line of new collectible products produced in conjunction with 5.5 Designers, the stylish CurrenKey is a practical tool for your home or business, but its playful and inventive design differentiates it from other USB Flash drives on the market.

### Specifications

Interface transfer rate: up to 480MBits/s

Dimensions: 36 x 9 mm / 1.42 x .35 "

### What I Learned

In an attempt to play on words, LaCie created CurrenKey (like currency, get it?) in two sizes. I got the copper/bronze version instead of the silver version. I can still remember replacing 16, 32, 64, 128, 256KB chips in memory boards that cost hundreds, if not thousands of dollars and now we have USB thumb drives that can hold as much as 8 GB for \$30 in coin. Is this not a whimsical miracle?

It was not all that long ago that thumb drives cost a LOT more money for a lot LESS memory.

These units are die-cast metal with the little coin-like edges to help grip in order to spin the drive open to reveal the USB interface.

### Conclusion

Toss me that coin before it increases in value!



### More Reading

[http://en.wikipedia.org/wiki/USB\\_flash\\_drive](http://en.wikipedia.org/wiki/USB_flash_drive) Some USB Drives are up to 256 GB now.

[http://en.wikipedia.org/wiki/Flash\\_memory](http://en.wikipedia.org/wiki/Flash_memory)

<http://www.prlog.org/10169197-flash-drive-memory-cost-jumps-87-in-the-past-2-weeks.html>



# Software

PDFpen Pro 4.0.4 — Split, combine, re-order Edit? PDF documents  
Reviewed by Harry {doc} Babad © 2009



[SmileOnMyMac \[SOMM\]](http://www.smileonmymac.com)

<http://www.smileonmymac.com/PDFpen/index.html>

Release Date: 04 Jan 2009

Cost: \$49.95, Pro Version 99.95 USD

**System Requirements:** Mac OS X 10.4 or later;  
Universal binary

Languages: English, Japanese, German, Italian, and  
French; Italian soon.

**Strengths:** Easily fill out PDF forms and edit PDFs. Split, combine, reorder, sign and augment PDFs with text, image overlays & watermarks. Recipe editing was three times faster than with Acrobat

**Weaknesses:** I had to unlearn all the moves that I mastered with Acrobat, and I needed to develop a few workarounds for functions not yet a part of PDFPen such as directly printing to a JPG for article illustration purposes.

**Previous Reviews:** None recently

**Product Demo:** <http://www.smileonmymac.com/PDFpen/download.html>

**Copyright Notice:** Product and company names and logos in this review may be registered

trademarks of their respective companies.

The software was tested on a 1 GHz dual processor PowerPC G4 Macintosh with 2 GB DDR SDRAM running under OS X 10.4.10

**Disclaimer:** When briefly reviewing share-freeware I will often use the developer's product, functions and features descriptions. All other comments are strictly my own and based on testing. Why need I rewrite the developer's narratives, if they are clearly written?

## **Introduction Including Publisher's Summary**

The reason that I'm reviewing this excellent product, now, in February, needs sharing. Last month, I gave a demonstration of Acrobat 9 Pro to our local *Mid-Columbia* Macintosh Users group on editing and reformatting, annotating and otherwise changing, downloaded recipes with Acrobat Pro. Since both Acrobat and Acrobat pro, having a broader set of features aimed at corporate users, than the recipe-editing task requires, I needed to check out an alternative to the more expensive Adobe products. [You patient reader are all aware of my interest in both cooking, cooking software and recipe collecting.] I had previously reviewed PDF Pro in an earlier version (2.1, in June 2005, 4.0 macCs) but the need for a second look at the software became a priority.

In response to a question from club members, I promised to determine whether for the editing methods I demonstrated, PDFpen or pro made more cost effective sense than Acrobat Standard {no longer available for the Macintosh} or Pro. {\$450 (Adobe), \$405 {Amazon} and \$150 {Academic.}}

I'm licensed and am comfortable with both PDFpen Pro and Acrobat Pro 9, however I do not come close to utilizing all of its features. In this review, I'll provide a quick overview of PDF pen's overall features, and as an appendix to this review provide a comparison chart of the features of various competing products.

However, the main focus will be on working with, on the web page and editing downloaded PDF formatted web recipes. This is a topic, which in part, I've dealt with previously in *macCompanion*.

- *Internet Recipe Hunting and Recipe Reformatting Tips... A Tutorial Part III – Tuning Multiple-Page Complex PDF File*; February 2007.
- *Internet Recipe Hunting and Recipe Reformatting Tips... A Tutorial Part I: Hints for the Intrepid Internet Recipe Hunters*; December 2006.
- *Internet Recipe Hunting and Recipe Reformatting Tips... A Tutorial - Part II: Take a Shortcut w MS Word*; January 2007.
- *The Recipe Analyzer 2* — Software for Recipe Collectors — May 2005 {2.0 macCs}
- *TheRecipeManager 2.0* — Cooking software to make finding what you want easier; December 2005 {4.5 macCs.}

## Getting Started

No installation problems were encountered, after all this is a well and thoughtfully developed product, whose aim is to allow the intuitive manipulation of PDF at home or in a small business.

*Features* — I know you can get all of the information on PDFpen and Pro from Smile On My Mac's website. Here's a short summary

Functions	Features
Edit PDFs easily with PDFpen!	<ul style="list-style-type: none"> <li>▪ Replace text in original PDF with editable text blocks</li> <li>▪ Move, resize, copy and delete images in original PDF</li> <li>▪ Insert and remove pages; re-order pages in a PDF by drag &amp; drop</li> <li>▪ Merge or split PDF documents</li> <li>▪ Copy and paste rich text; retain fonts and formatting when copying from PDFs</li> <li>▪ Select and copy text across multiple columns</li> <li>▪ Add (and print) notes and comments</li> <li>▪ Markup documents with highlighting, underscoring and strike-through</li> </ul>
Annotate PDF Documents	<ul style="list-style-type: none"> <li>▪ Even correct text and edit graphics!</li> <li>▪ Overlay text and images onto PDF (for example, sign purchase orders by applying signature image)</li> <li>▪ Markup documents with highlighting, underscoring and strikethrough</li> </ul>
Forms	<ul style="list-style-type: none"> <li>▪ Fill out and save PDF forms</li> <li>▪ PDFpen Pro lets you build cross-platform PDF forms by adding text fields, checkboxes and radio buttons. Turn a scanned document into an interactive PDF form!</li> </ul>
Other Features	<ul style="list-style-type: none"> <li>▪ Copy and paste rich text; retain fonts and formatting when copying from PDFs</li> <li>▪ Perform Optical Character Recognition (OCR) on scanned documents</li> <li>▪ Save frequently-used images, signatures, objects and text in the Library</li> <li>▪ Automate PDF manipulations with AppleScript [<i>Not Tested</i>]</li> <li>▪ Extensive online help, which you can access from the Help menu in the program.</li> <li>▪ Valuable fact rich FAQ's.</li> <li>▪ Exceptional technical support; Adobe, Microsoft — Dream on!</li> </ul>
PDF Pen Pro — Organize PDF Reports along with all of	<ul style="list-style-type: none"> <li>▪ Create Navigable Table of Contents</li> <li>▪ Add chapter and subchapter titles</li> </ul>

**Disclaimer:** Nothing in this review should be deemed as a negative commentary on Acrobat and Pro. I use and continue to use that product in association with my consulting practice, working with government agencies and companies. However, the Adobe product is more powerful than may of us need. Indeed in my macC review I suggested that the developer create the equivalent of its fine Photoshop Elements, perhaps to be called Acrobat Elements.

*Wait no longer PDFpen & Pro are here!*

## Using the Software

As a first test, more an overview than an in-depth probe, I tested most of the feature of a PDF manipulation features important to me on various technical documents. It took a while for me to catch on to how to effectively use this product. I had help both from the help files on the SOMM website and more specifically for the information in the Getting Started with PDFpen guide a part of SOMM's reviewer's guide.

This did however, not prepare me for the challenges I faced in the more complex task of recipe reformatting. Fortunately for both my piece of mind and the ability to fairly evaluate this product, I got valuable and responsive help from Phillip Goward, CEO and Lead Developer of SOMM Why, I initially did not understand enough about the products interface, as oppose to Acrobat's, to use it effectively. This despite my initial overview of the product. My problems were **NOT** with PDFpen. They were due almost entirely to the fact that when I start to manipulate a PDF document, I expect to be able to work with it using the tools and techniques I leaned over years of Acrobat use. [I don't even have reader installed on my computer.] I know it's an oxymoron but PDFpen is not Acrobat. It's my new mantra, this despite the fact that it would easily serve as an Acrobat *Light* or *Elements*





My detailed testing was focused on editing two recipes I downloaded from the Taste of Australia website. A summary my editing goals:

Reduce number of pages by consolidating needed/wanted information by

- Moving images from left justified to the right to allow txt to be moved closer to the top of the page to gain left side space.
- Delete unneeded text including sidebar items, reader comments and blogger boilerplate.
- Shrinking images both to gain space or to accommodate shifting text to either the right or left hand side of the smaller image.
- Add a Googled image if needed.
- Add personal adlibs or make recipe changes associated with my personalizing the recipe.
- Remove unneeded time stamps and correct the page numbers that resulted from my reducing the recipe page count.

## My Results

You can check out the original version of Chinese Beef w Sweet Orange Sauce at: <http://www.taste.com.au/recipes/13972/chinese+beef+with+sweet+orange+sauce> Prior to printing the recipe to PDF, I enlarged the text one size using Safari's *make text bigger* tool [⌘-+].

<p>Chinese Beef With Sweet Orange Sauce Recipe - Taste.com.au (2/1/09 # 15, 4M)</p>   <p><b>Chinese beef with sweet orange sauce</b></p> <p>Preparation Time 10 minutes</p> <p>Cooking Time 150 minutes</p> <p><b>Ingredients (serves 4)</b></p> <ul style="list-style-type: none"> <li>2 shallots, finely chopped</li> <li>2 cloves garlic, finely chopped</li> <li>2 tsp sesame oil</li> <li>2 tsp soy sauce</li> <li>1 tbs finely chopped fresh ginger</li> <li>1.5kg rolled beef brisket pot roast</li> <li>1 tbs peanut oil</li> <li>1/4 cup (60ml) sherry</li> <li>1/2 cup (125ml) beef stock</li> <li>2 cinnamon sticks, broken</li> <li>1/4 cup Rose's Sweet Orange Marmalade</li> </ul> <p>Steamed rice and Asian greens, to serve</p> <p><b>Method</b></p> <p>Preheat oven to 140°C. Combine shallots, garlic, sesame oil, soy sauce and ginger in a small bowl and mix well. Remove string from brisket and unroll. Spread shallot mixture evenly over flesh leaving a 2cm border on all sides. Roll up tightly to enclose filling and secure with kitchen string.</p> <p>Heat oil in a large casserole and brown meat well on all sides and ends. Add sherry to casserole and allow it to boil until almost completely evaporated. Add stock and cinnamon, cover with lid and transfer to oven. Cook, undisturbed for 2 1/2 hours.</p> <p>Remove casserole from oven, remove beef and set aside, covered with foil to rest for at least 10 minutes. Meanwhile, place casserole over a high heat. Add marmalade and reduce liquid to 1/3 cup. Strain through a fine sieve. Slice beef and drizzle with orange sauce. Serve with rice and greens.</p> <p><a href="http://www.taste.com.au/recipes/13972/chinese+beef+with+sweet+orange+sauce">http://www.taste.com.au/recipes/13972/chinese+beef+with+sweet+orange+sauce</a></p>	<p>Chinese Beef With Sweet Orange Sauce Recipe - Taste.com.au</p>   <p><b>Chinese beef with sweet orange sauce</b></p> <p>Preparation Time 10 minutes</p> <p>Cooking Time 150 minutes</p> <p><b>Ingredients (serves 4)</b></p> <ul style="list-style-type: none"> <li>2 shallots or shallots, finely chopped</li> <li>2 cloves garlic, finely chopped</li> <li>2 tsp sesame oil</li> <li>2 tsp soy sauce</li> <li>1 tbs finely chopped fresh ginger</li> <li>1.5kg rolled beef brisket pot roast</li> <li>1 tbs peanut oil</li> <li>1/4 cup (60ml) sherry</li> <li>1/2 cup (125ml) beef stock</li> <li>2 cinnamon sticks, broken</li> <li>1/4 cup Rose's Sweet Orange Marmalade</li> </ul> <p>Steamed rice and Asian greens, to serve</p> <p><b>Method</b></p> <p>Preheat oven to 140°C. Combine shallots, garlic, sesame oil, soy sauce and ginger in a small bowl and mix well. Remove string from brisket and unroll. Spread shallot mixture evenly over flesh leaving a 2cm border on all sides. Roll up tightly to enclose filling and secure with kitchen string.</p> <p>Heat oil in a large casserole and brown meat well on all sides and ends. Add sherry to casserole and allow it to boil until almost completely evaporated. Add stock and cinnamon, cover with lid and transfer to oven. Cook, undisturbed for 2-3 hours.</p> <p>Remove casserole from oven, remove beef and set aside, covered with foil to rest for at least 10 minutes. Meanwhile, place casserole over a high heat. Add marmalade and reduce liquid to ca. 1/3 cup. Strain through a fine sieve. Slice beef and drizzle with orange sauce.</p> <p>Serve with rice or noodles and greens.</p> <p><a href="http://www.taste.com.au/recipes/13972/chinese+beef+with+sweet+orange+sauce">http://www.taste.com.au/recipes/13972/chinese+beef+with+sweet+orange+sauce</a></p> <p><b>Source</b> Fresh Living - August 2005, Page 51 Recipe by Jess Sly</p>
<p><b>PDFpen Pro Version using only PDFpen features – Ups, I forgot to move the recipe source.</b></p>	<p><b>Acrobat Pro 9 Version</b></p>

*Okay, what are you really looking at?* — Overall, there are only minor differences formatting between the two documents. Part of this is due to the fact that I made slight changes to specific text-image placement between working with the Acrobat version a few weeks ago and graduating to PDFpen yesterday.

In other recipe transformations, a few of the limitations I listed, below, as discomforts appeared. Those in large part focused on problems I had in attempting to *Condense Text*. Phil Goward shared a work around but I was running late so didn't further experiment. After all, I got exactly what I needed using PDFpen, in a third of the time, ignoring learning curves, than doing the editing in Acrobat Pro. Not bad... at about 10% of the price, I could get three times the work done. Ups, I also switched googled images, I like the newly found one better.

And yes, the documents manipulated in PDFpen are all Acrobat compatible and will working in a corporate environment. No there are a few discomforts, see below, I had with the product's limitations, all of which have been recognized by the developer and are potential grist for the next upgrade.

## Discomforts

*PDFpen to JPG or TIFF* — I could not find, unlike in Acrobat, to export a document to either a TIFF or JPG so it could be used to illustrate an article. Several alternate work arounds solved the problem. Dragging a PDFpen file into a blank MS Word document concerted the file to an image. Copying the image into GraphicConverter, gave me a JPG file I could use. {I know, I could have dragged the PDFpen file directly into my review; isn't 20-20 hindsight wonderful. Phil Goward suggested I convert the PDF file by *Printing t Preview* and saving the resulting document as a JPG file—slick.

*Condensing Text* — In Acrobat it is easy to change the spacing of lines of text, to achieve a bit of space during document reformatting.

<b>Preparation Time</b> 12 - 27 minutes <b>Cooking Time</b> 15 minutes	<b>Preparation Time</b> 12 - 27 minutes <b>Cooking Time</b> 15 minutes
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*Clearing Active Links.* — Many of my PDF's contain links that are invisibly locked in place and moving test leaves the link indicator in place, with no easy way to remove their residues with PDFpen.



*I Miss Using Arrow Keys* — I miss being tweak editable text with the arrow keys, not a biog deal, but old habits die hard. Their use in PDFpen is lore limited than I'm used to.



## Conclusions and Recommendations

Since most conclusions are too lengthy, let's try a 2¢ plain for a change.

This is an excellent product whose feature set will serve most users well. I conceive it to be the Acrobat *Elements* or Acrobat *Lite* for the rest of us.



Although not yet perfect, the discomforts I encountered did not effect my reaching my reformatting deign goals.

Part of the macC reviewer guidelines asks, “What you’d suggest a friend consider before spending hard-earned cash.” My unequivalent answer is yes! The product, I’m a stingy grader; is clearly worth 4.5 macCs.

### Appendix I — Tool Comparisons Used for Editing/Reformatting Recipes

There are no obvious One-to-One matches in tool name-functionality between the two products. — So what!

<b>PDFpen</b>	<b>PDFPen Tool Functionality</b>	<b>Adobe Acrobat</b>	<b>Acrobat Tool Functionality</b>
Edit Tool a Selection tool	For moving imprints around, resizing, and selecting to be able to apply new properties		
Select Text Tool	Select existing text, or fill forms.		
Correct Text	Replace selected text with an editable text imprint		
Format Text	Allows formatting of text within an editable text imprint		
Drawing Tool	Add new drawing objects — I did not use this tool		
Functionality available in PDFpen	Edit Tool allows moving images and links, and added imprints.	TouchUp Objects Tool	Move objects around. Objects include both imager and uneditable text.
Functionality available in PDFpen	To edit, remove or move text, use the Select Text Tool first and then do Correct Text to get a fully editable text imprint that contains that text.	TouchUp Text Tool	Edit text by either deleting unwanted words or lines or add new words
Functionality available in PDFpen	Text Tool, and then click or drag out a box in the document	<i>Insert</i> Text Box	A way you can add text that behaves much like a adding a text box in MS Word.
Functionality available	Note Tool	<i>Insert</i> Sticky	Just what is says, except

in PDFpen		Note	the note closes to a neat little clickable symbol.
Functionality available in PDFpen	Use the Select Text Tool then select what text you want, and then apply highlighting from the highlight button	Highlight <i>Text</i> Tool	Yes, it will make a word or three really stand out
Functionality available in PDFpen	You can use the entire format menu within a text imprint, including fonts, line spacing, and tabs	Formatting Text	Limited Capability with TouchUp Text tool > Properties
Functionality available in PDFpen	Use the link icons hiding in the tools pop-up under the text tool in the toolbar. Link to a URL or a page number. Once tool is chosen drag rectangle around area to link. Links activate when the "Select Text Tool" is engaged.	Link Tool	I'm still not comfortable using this tool, because it works at an invisible hyperlink level.
<p>Bottom Line: All of the tools I needed are available in both applications. Naming connections are different as are their location in either the tool-bar or under menu bar headers. The scopes of an item's actions are also different, but over-all what you need for editing PDF formatted recipes is available at a mouse click. It's all a matter of what you get used to... the practice thing music teachers nag you about.</p>			

## Appendix II

PDF Editing Tools Comparison Chart	PDFpen 4	PDFpen Pro 4	Acrobat Pro 9	PDF Clerk Pro 3
	\$49.95	\$99.95	\$449	\$50 (€35)
<b>Text and Images</b>				
Add text	✓	✓	✓	✓
Correct text in original PDF with editable text blocks	✓	✓	✓	-
Optical character recognition (OCR)	✓	✓	✓	-
Add images, including scanned signatures	✓	✓	✓	✓
Move, resize, copy, and delete images in original PDF	✓	✓	✓	-
Make image background transparent	✓	✓	-	-
Draw ellipses and rectangles	✓	✓	✓	✓
Draw freeform scribbles, polygons, and rounded rectangles	✓	✓	✓	✓
Create & edit dashed borders, lines, and arrowheads	✓	✓	✓	✓
Library to store frequently-used text, images, scribbles, and signatures	✓	✓	-	-
<b>Forms</b>				
Fill out PDF forms	✓	✓	✓	✓
Save filled-out PDF forms	✓	✓	✓	✓
Create cross-platform PDF forms	-	✓	✓	✓
Advanced form features: pop-up menus, buttons, data submission	-	-	✓	✓
<b>Mark-up</b>				
Add notes, comments, and highlighting	✓	✓	✓	✓
Add underscore and strikethrough	✓	✓	✓	✓
Add and edit hyperlinks	✓	✓	✓	✓
Built-in proofreading marks library	✓	✓	-	-
<b>Document Editing, Printing, Security</b>				
Edit documents in native PDF format	✓	✓	✓	-
Insert, remove, and reorder pages	✓	✓	✓	✓
Table of contents creation	-	✓	✓	✓
Selective printing of comments	✓	✓	✓	✓
Comment modification history	-	-	✓	-
Document identity services	-	-	✓	-
Import HTML	-	-	✓	-
Import Microsoft Word documents	✓	✓	✓	-
Document compression	-	-	✓	-
Multimedia preview: video, audio, 3D	-	-	✓	-
Scripting live calculation, documentations	-	-	✓	-
AppleScriptable	✓	✓	✓	✓

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<http://www.amazon.com/gp/homepage.html/002-5842389-7443202>

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## Data Center Express



Because your data is worth it.

The Data Center Express is the first ever secure, fully integrated, completely flexible and remotely managed data center designed specifically for smaller organizations.

## Data Center Express Overview

Evo Network's Data Center Express (DCE) is the only fully integrated, completely flexible and remotely managed data center designed specifically for small organizations with 5 to 100 users. The DCE features integrated security, collaboration services, disaster recovery, and remote access. All of which, scale to meet future business demands. This is a true enterprise class data center solution for a fraction of the price. Best of all, no in-house IT staff is required.



### The IT Challenges Your Small Business Faces

As small businesses grow, they begin to accumulate a hodgepodge of computing technology. While this may seem like the nature of the beast, trying to use and control the growth of an IT infrastructure that was never designed to work together becomes a nightmare to manage, expensive to repair (what was your last IT support bill), and in the end isn't even very reliable or secure.

With the IT industry as fast paced and complex as it is, SB owners and managers find it hard to create and maintain an IT solution that provides a reliable, secure and scalable infrastructure that eases the communication of information and ideas with the organization, its partners and its clients.

### The Data Center Express Solution

The DCE was designed specifically to address these challenges. It combines industry standard technology to create an all-in-one solution designed to work together, but more importantly designed to work for your business.

Integrated security, collaboration services, disaster recovery and remote access make this a true enterprise class data center solution for a fraction of the price of typical data centers.

This scalable solution also means your business can continue to grow and evolve without having to "rip-and replace" the DCE or its components.

EN offers truly affordable and comprehensive 24x7 service and support for those companies that have few or no IT staff.

## DCE At A Glance

- Single solution for storing and managing data in your organization with up to 1.5 terabytes of storage (1500 GB)
- Shipped to you preconfigured and ready to go
- Integrated Firewall protects entire network from external threats
- Handles 800+ secure remote connections (VPN)
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The GAF-Elk Smart Choice® Roof System Solution has earned the prestigious Good Housekeeping Seal, which means that Good Housekeeping stands behind the products in this system (refer to Good Housekeeping Magazine for its consumer protection policy).

**Your Best And Safest Choice...Quality You Can Trust Since 1886!**

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Serving the Puget Sound Area for all roofing needs.

<http://www.centuryroofing.biz>

*Debt Crisis Solutions: A Real Solution To The False System  
Of Debt*



<http://www.macompanion.com/macc/archives/March2009/Columns/DebtSolutions.htm>



<http://www.liveh2o.org>





## Strengthen Your **NATURAL IMMUNITY**

**OXYSILVER™** pioneers a new class of mineral waters providing the most powerful immune system support in healthcare history. Used daily by people who need it, or periodically whenever necessary to regain or sustain health, it can be relied upon more assuredly than any product ever developed.

Silver hydrosols, in general, are superior powerful broad spectrum anti-microbials. They have been scientifically proven safe, effective, and life-saving in hospitals and health clinics when used sparingly according to health and environmentally-conscious recommendations. These powerful health guards provide a wide range of practical applications as alternatives to humanly toxic and environmental destructive chemical disinfectants, poisonous antibiotics, and risky vaccinations.



## A New Class of **NUTRITIONAL SUPPLEMENTS**

**OXYSILVER™** is produced through unique energetic processes using laser light, sound, and silver to electro-magnetically activate the hydrosol to deliver a 528Hz frequency of natural harmony to your body. This important harmonic is amplified by tiny, electrically-conductive, nano-sized silver particles bonded to oxygen in this water containing pure lava-heated steam harvested on the Big Island of Hawaii. 528Hz hydrosonics is fundamental to health, wellness, and all creation.

So **OXYSILVER™** delivers nature's central defense against dis-ease hydrosonically and harmonically. This amazing new mineral water transmits vibrations to your body water from molecules made of silver covalently bonded to a multitude of oxygen atoms. This unprecedented molecule produces scientifically proven benefits without any known risks using the small amounts recommended to produce huge health and environmental advantages.



## Can you Imagine **a world free of infectious diseases, viral cancers, and AIDS?**

Some people can't imagine this, including the major corporations producing risky expensive antibiotics and intoxicating vaccines (i.e., OxySilver's competition). But you can help save lives, and our environment, by using and distributing this new technology.

**OxySilver's covalently bonded silver-oxygen mineral water concentrate is entirely unique.** It should not be mistaken as a colloidal silver. Not even the finest silver hydrosols that, likewise, boast tiny nano-sized silver particles needed to improve health and provide protective benefits are like **OxySilver**. Indeed, **OxySilver** heralds a new generation of water-based solutions built on the excellent performance of silver colloids and nano-particle size hydrosols. Our covalently-bonded silver-oxygen molecules are a breakthrough so small they gently penetrate cell membranes complimenting nature's ongoing immunological nurturance and sustenance of human cells at the expense of pathogens.

**Buy Now!**



**OXYSILVER** is not available in stores. Take advantage of this exclusive online offer!

**BUY NOW!**

▶ [Click Here](#)

### Testimonials

**OXYSILVER** is changing lives! Click here to read actual testimonials from our satisfied customers.



▶ [Learn More](#)

### Technology

Advanced technology originally developed for NASA.



▶ [Learn More](#)

Boost Natural Immunity  
without Vaccine Toxicity



<http://www.oxysilver.com>



### New Energy Congress

PES Network Inc. hosts the New Energy Congress (org), which reviews various energy claims and ranks them according to a fixed set of criteria. Is it clean, affordable, reliable, credible, and safer? Go online to see how the new paradigm technologies measure up, or submit one yourself.

### News

FreeEnergyNow.org is a daily report on developments in cutting-edge energy technology from around the world. Free Energy Now (FENews.com) provides original reporting and publication of key press releases.

### Directory ~ PESWiki.com

Browse an exhaustive directory of alternative energy technologies, companies, inventions, theories, and tools.

Imagine that directory is compiled by the world's experts and others knowledgeable in the topic. Imagine a site operated by a community of individuals that care about the health of the planet and the promise that innovation can lead to humankind.

Join us at [PESWiki.com](http://PESWiki.com) today!

### Radio

Free Energy Now (org) provides a weekly, in-depth look at specific technologies via a live, hour-long interview with an inventor or company lead.

The *Week In Free Energy (org)* provides a weekly 10-minute recap of highlights in the news.

### Open Sourcing

Some inventors are willing to give their ideas to the world. By sharing details in an open forum, these inventors can tap the collective wisdom of many minds around the world for faster improvement of the technology. Multiple replications increase confidence in the underlying concepts. Interpolated terms are welcome to introduce new designs into the marketplace.

### Video & Interactive Media

We produce forums, videos of different technologies and are currently creating a library of educational, interactive online applications.

### Academy

PES is currently developing courses addressing inventive energy-related topics that are inadequately covered elsewhere. These courses and workshops will serve as the foundation of our Academy. We invite course recommendations and other contributions.

### Store

PES has a store featuring products that promote energy in access. Look for R&D aids for the inventor, kits for the maker, and money-saving automotive and household goods for people that have a concern for the future. Proceeds help PES Network promote research and development of cutting-edge alternative energy sources.

### Sample products:

#### Scan Gauge

Increase your fuel economy by knowing what mileage your vehicle is getting and adjusting your driving. Track your automobile's efficiency with ease.



#### Pulstar Pulse Plugs

High-intensity discharge increases fuel economy.



### Pure Energy Systems

[www.pureenergysystems.com](http://www.pureenergysystems.com)  
PES Network, Inc.

4157 N. West Pinon Cir.  
Engle Mountain, UT 84005 USA

Phone: +1-801-477-1292 • Fax: +1-801-890-8322  
[info@pureenergysystems.com](mailto:info@pureenergysystems.com)



# Advertising Information

Contact Robert Pritchett, our Ad and Marketing Director, for working through the process of advertising with us.

[rpritchett@maccompanion.com](mailto:rpritchett@maccompanion.com)

We are the Macintosh® Professional Network (MPN), Limited Liability Corporation (LLC). MPN, LLC continues to evolve, ever since its creation in 1996 as a way to reach out to those who use computers for a living in an effort to make their lives easier and their work both enjoyable and profitable.

We also provide monthly book, hardware and software reviews at [macCompanion](#). We offer ways and means for folks to get comfortable using the Macintosh™ created by the Apple® Corporation in the multibillion-dollar computer industry. We know that bad software doesn't live long in the Mac™ environment. On the other hand, good computer equipment and software becomes great as the word spreads, and we are very good at helping to spread it. Our suggestions over the years have also helped improve many successful products in use today. Through kind and gentle efforts, we have been able to help many people move to better tools-of-the-trade so they can be more productive in their work.

Besides our website and consulting efforts, we also create *macCompanion* as a freely available PDF-based monthly. It averages about 100 pages per month. July 2006 was the 4th-year anniversary of this labor of love. The *macCompanion* staff is an all-volunteer team of writers and reviewers from many parts of the globe, and they also have a great wealth of knowledge and experience in their backgrounds. That base of talent also continues to keep growing as the Macintosh Professional Network expands.

## Statistical Analysis

We are very excited about our site statistics! The multilingual-capable [macCompanion](#) website is close to 2 million page views a month and readership continues to increase rapidly through our "whisper campaign".

We continue to get greater visibility every day. Many of the various 35 computer operating systems (with many moving towards the Mac® OS X™ environment), 115 online search engines, 269 countries and domains and 319 online robots have discovered us – and continue to do so. So far, over 201 other websites have also linked to us. Many of our readers have made our site one of their favorites. While nearly 70% of our readership stops by for a quick visit via RSS feeds, over 23% spend between 1/2 to 1 hours at a time going through over 250 different pages on our site (mostly archives). Many of those who quickly drop by, come to get the monthly PDF issue of *macCompanion*. Over 35GB of bandwidth was used in December 2005 alone for download purposes. Previous months have averaged around 20GB. Trend analysis indicates that will continue to increase as folks decide to "Move to the Mac".



## **Advertising with macCompanion**

We have some advertising options you may choose from, and multiple months receive a 20% discount for both website and PDF-based ads. All advertising must be paid in advance. We accept credit card payments via PayPal, checks, money orders, by regular mail and cash in US currency by hand, if you meet us face-to-face.

### **Site Ad Rate**

We offer website ads for a fixed-budget price of only \$100 per month on our site. Following the KISS principle, we accept banner ads in only one size at this time - 468x60 pixels (per the [Interactive Advertising Bureau](#) standards for a Full Banner Ad Interactive Marketing Unit.) The ad will be rotated through with other ads, and there is no limit to how many you want to include.

The billing cycle begins based on the first day the ad placed on the site and is renewable on a monthly basis. This can begin immediately or at any time.

### **Affiliations**

We do affiliations, and work with those who have made arrangements with online affiliate systems, or we deal directly with you if you have created code, and have a contract we can sign. Check out the Bazaar on our website at <http://www.macompanion.com/bazaar/bazaarindex.html>

### **Sponsorships**

We also accept sponsorships. Please let us know if you would like to sponsor *macCompanion*!

If you are as excited about our *macCompanion* readership as we are, please download the contractual terms and conditions documentation that are online in PDF format, or we can send them to you as an attachment. We'd enjoy having an ongoing working relationship with you too.

Well that's it for this issue. Please come back again next month!  
The *macCompanion* Staff

Delivering breakthrough energy saving and generation products and knowledge right to your doorstep!

Call Toll-Free:

**877-PES-Wiki**

**ENERGYSTORK.COM**

*Some of the newest, most simple consumer products that we at the New Energy Congress have found in our search for the Global Top 100 Clean Energy Technologies. See [note](#).*

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## Energy Conservation

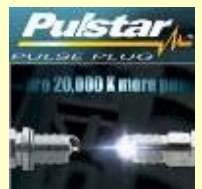
*In Association with sEnergy Solution. More product listings coming.*

- **eNDO-THeRM Refrigeration Thermometer** - This little gadget reads the temperature of the food, not the air in your fridge, so you can set the fridge to the optimal 40-41 degrees, both saving energy (typically 15%) and making the food last longer, giving you a quick return on investment.
- **Plug Power Saver** - The Plug Power Saver is designed to give the motor only as much power as is needed at any given moment, not more or less, thus saving up to 30% of the energy otherwise used.



## Fuel Economy

- **ScanGauge II** - It's amazing how much better mileage you can get just by adjusting some of your driving habits such as slowing down your acceleration, and using the AC more conservatively. The ScanGauge (\$159.95) is a best-seller for tracking your automobile statistics with ease. Unit plugs into the diagnostic connector found under-dash on most 1996 and newer cars and light trucks.
- **Pulse Plug** - This spark plug replacement is one of the most cost-effective, easy fuel efficiency solutions. It's not a spark plug, but uses a capacitor with a kind of corona effect discharge that more efficiently burns fuel for more power, greater fuel economy, and reduced emissions. On lower efficiency vehicles (gas hogs), you could be looking at much greater improvement in mileage. Each plug is \$25.00, and will pay for itself at least three times over even on cars that are already very efficient. You can get a 10% discount by using the promotional code: "PES".



## Emergency Preparedness

- [Solar / Lighting / Emergency Preparedness](#) >

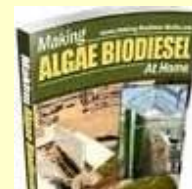
**Hybrid Solar Flashlight** - Flashlight has two batteries: one retains charge from solar or other bright light input, lasting 10 hours with a full 8-hour charge. The other is a lithium battery as back-up for when the solar battery is low.



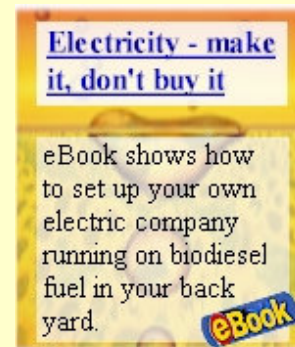
- **Sun Oven -- Solar Cooker** - A cooking solution for energy conservation or emergency preparedness. Durable appliance reaches reaches 400° F. Not only is the energy free, but the solar oven keeps food more moist -- yummy.

## Affordable Residential Renewable Power

- **Making Algae Biodiesel at Home** - Downloadable 650-page book provides detailed instructions on how to sustainably produce clean oil from algae -- in your back yard -- enough to supply your transportation and home power needs. This is not an simple afternoon venture, but a serious, long-term commitment.



- **Electricity - Make It, Don't Buy It** is a great way for the homeowner to do something now with hardware and techniques that are available today. It is a smart way to take advantage of someone's expertise and send you right to where you want to be: generating your own electricity after investing a moderate amount of effort and money in something that definitely works. The guesswork has been removed. All you have to do is follow in the author's footsteps. -- [Ken Rau](#), Science Advisor [PES Network Inc.](#) and Founding member of [New Energy Congress](#)



- **Natural Light Tubular Skylights** - Pipe in the light from outside as far as 20 feet indoors with very little loss. A high-intensity, full-spectrum fluorescent light embedded in the tube provides light at night from the same orifice. If interested contact sEnergy at [sales@senergymail.com](mailto:sales@senergymail.com). Mention promotion code "PES" for 5% discount.



- **Airbreeze™** - Southwest Windpower has sold more than 100,000 of these new 300 Watt residential wind turbines that are even more efficient and precision engineered to deliver more energy at lower wind speeds than any other wind generator in its class. [Contact](#) associate Tai Robinson and mention promotion code "PES" for a discount on this and other great products like it.



## Instruments

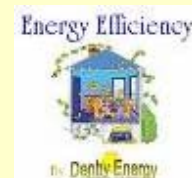
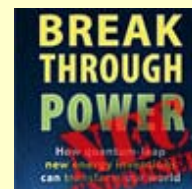
- **EMF Safety Super Store** - LessEMF.com is the place to buy Gauss meters, RF meters, shielding.

Action you can take against the body-penetrating effects of electromagnetic fields.



## Books

- **The NEC Endorses Breakthrough Power** - After a month-long review and voting process, the New Energy Congress now officially recommends that the book, *Breakthrough Power* by Jeane Manning and Joel Garbon, become the flagship public education tool for the new energy movement. (PESWiki; Dec. 12, 2008)
- Jobs > Energy Efficiency / Denby >  
**Denby Energy making energy auditing easy** (interview) - After seeing how easy it is to do energy audits that can help businesses save a lot of money on energy, attorney, Michael Denby set up an online training program to instruct others how to embark on this as a \$70k - \$130k/year career. (PESN; Jan. 1, 2009)
- Radiant Energy > T. Henry Moray >  
**Son of T. Henry Moray Releases DVD** (Interview) - John Moray's new DVD, "The Sea of Energy in which the Earth Floats", reviews the work of his father, T. Henry Moray, who allegedly built a device that harnessed "radiant energy" from the cosmos; witnessed by hundreds, but never successfully commercialized. (PESN; December 12, 2008) (Buy)



## Note

Please note that as of Feb. 4, 2008, for more than three years, the primary focus of the New Energy Congress has been to develop an overall listing of the best clean energy technologies on the planet, as represented at <http://Top100Energy.com>. Identifying a top listing of consumer products now available has not yet been our focus, though we have encountered quite a few and have established business relationships with several through our sister company, PES Network, Inc., both of which are headed by Sterling D. Allan. The above listing, therefore, **should not** be construed as representing our best, combined analysis of all products presently available, though it is likely that such a list will begin to be generated soon.

## Contact

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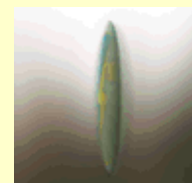


PES Network, Inc

email: <orders {at} pureenergysystems.com>

## See also

- <http://Top100Energy.com> - Takes you to our Global Top 100 Clean Energy Technologies listing
- <http://NewEnergyCongress.org> - About the NEC
- [Pure Energy Systems \(PES\) Network, Inc.](#) - Is the owner the PESWiki site and is primarily responsible for its content and oversight. Along with the NEC, PES promotes the advancement of cutting-edge, clean energy technologies; inviting all energy enthusiasts to participate in the effort.
- <http://PESWiki.com/energy/Classifieds> - Post your ad on our wiki site at a reasonable rate.



Site commenced January 29, 2009  
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