So You Think You Want to Work in Apple Retail...

Contents

Washington Apple Pi Journal

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New Board of Directors-New Pi Officers: Goodbye to the Old President, Hello to the New

Jay Castillo

In May we held our annual Board of Directors election to replace those members whose terms had expired, or who had resigned. The new members of the Board are Jason Woo and Jed Sorokin-Altmann. Reelected members are Jonathan Bernstein, Gordon Nord, and Neil Ferguson. For the complete list of the Washington Apple Pi Board of Directors, see page two of this *Journal*. Each year the new Board elects, from its members, the Pi officers. The new secretary is Neil Ferguson. Raju Tonapi was reelected treasurer.

The Pi Bylaws state that no member can serve as an officer in a specific office for more than three consecutive years. I have just completed my third year as Pi president and therefore could not be a candidate in this election. The Board has elected Diana King as president of the Pi. Diana currently serves as one of our *Journal* editors. She introduces herself to the membership in the following paragraphs. I know that she will provide a fresh view of the state of the Pi, and will be committed to making us a better organization. I urge you to provide her the same support and encouragement that you so graciously provided to me. I have enjoyed my Presidential tenure, and it has been an honor to serve. Thank you.

And Diana King

A funny thing happened to me at the June Pi Board of Directors meeting. I was elected president of the organization. I do not mean funny ha-ha in this case; being president is a serious responsibility, not to mention an honor. I mean funny peculiar, because I never previously entertained the idea that I could head the Pi. The reality will take some getting used to. I am grateful to the past presidents and current officers and board members who have pledged their full support as I begin the job.

I joined the Pi many years ago because I wanted to jump on the Apple bandwagon. I kept up my membership despite only occasionally attending a General Meeting and despite the insistence of my PC-using friends that Apple was headed for the Trash Can. Like other long-time members, I have found vindication in Apple's rise to the top in the 21st century. Sometimes it's hard not to gloat.

I was willing to assume the presidency for several reasons, not the least of which is that I believe in the importance of user groups like Washington Apple Pi. No matter how much Apple tries to simplify and to make their products easy and fun to use, technology is still complex, and changes come so fast and furiously that there are always questions and new learning. A user with a new product in hand can sometimes feel baffled and alone. Having somewhere to turn for help and answers can make a big difference in whether that person ever gets the most out of the new device (or the old one that is being updated). Belonging to the Pi is like having a Genius Bar in your own home. Besides, hanging out with people who share an interest in Apple's goodies is fun.

For the next year I shall do my best to live up to the standards of the Pi's past presidents and keep the Pi the vibrant organization it has been for so long.
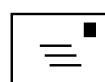
Editor's Column

Jay Castillo

A stute observers of the Pi *Journal* schedule will notice that we have skipped the May-June issue. We simply didn't have enough material to publish. This is a continuing struggle for us, so please help out if you can, by contributing articles. We would even appreciate your sending us *ideas* for articles you would like to see in future issues.

Our cover article is an interesting account by Kenneth Goldman of his application to work at an Apple store. It's an excellent inside view of the Apple culture and the expectations for those who would be a part of it. We also have an informative and instructive review of a couple of image annotation applications, *Skitch* and *Voila*, by the team of Jonathan Bernstein and Neil Ferguson. Our first TidBits reprint article tells us how OpenDNS blocks Flashback and other malware threats. Take advantage of it. Our second reprint article tells the tale of the vanishing and reappearance of the public folder in the Dropbox application, and what that means to you.

Taking my own advice about submissions, I have written about a couple of iPad apps for viewing art on my new iPad with retina display. If you are interested in fine art, it's worth the time to read it. I have also provided an overview of the Apple World Wide Developer's Conference (WWDC), held in June, highlighting the new Apple Macbook Pro, OS X Mountain Lion, and *IOS 6* enhancements.

Finally, don't forget to check out our Hot Links column for links to interesting, useful, and sometimes humorous articles and videos.
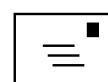
Who can resist a cute kitten?

PHOTO COURTESY NATIONAL PARKS SERVICE

Mountain Lion

So You Think You Want to Work in Apple Retail . . .

Ken Goldman

Kenneth Goldman,

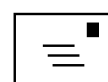*After reviewing your resume, I would like to invite you to attend our invitation-only recruiting seminar for the Apple Store Fair Oaks, Tyson's Corner, and Reston Town Center.*

We want you to explore starting a career with Apple Retail — we are currently seeking many roles within Apple Retail.

For complete job descriptions for each of these roles, visit http://jobs.apple.com and click Retail.

I was very surprised when I recently received this email. Last year, with retirement looming about two years in the future, I had submitted a resume to Apple on a whim. I thought it might be fun to work in an Apple store, and you can't beat those employee discounts and stock options. Last July I had received a similar invitation to attend an Apple recruiting seminar, but was unable to do so. A family emergency conflicted with the original date Apple gave me. I emailed back and forth with the Apple recruiter to try and reschedule, but unfortunately every possible date either I was out of town or I couldn't get away from work. I thought that was the end of it, until I received this email.

So, probably more out of curiosity than anything else, I accepted. Interestingly, the day before the recruiting seminar, I was at the Montgomery Mall Apple store working with a Genius to resolve an iPhone issue. He performed a firmware update and, as I sat at the store restoring my iPhone, I paid a lot of attention to the employees. I was trying to gauge how many were of my generation; I was surprised that there were actually quite a few.

The night of the seminar arrived. I was standing outside the Reston Town Center Apple store with about 40 other people. We had been told, "Feel free to dress business casual," so it was interesting to see how people were dressed. To me business casual means khaki trousers and a long-sleeved buttoned-down shirt, no tie. There were several variations on this, but also some guys in blazers, and at least one in a suit. The women wore suits, dresses, and blouse/slacks or blouse/skirt combos. The Apple folks, of course, were all in their Apple store tee shirts and jeans. I don't think it really mattered to them what we wore, but who knows?

As we were waiting outside the door, chatting amicably, a Reston Police patrol car pulled up; the officer wanted to know why

...I paid a lot of attention to the employees. I was trying to gauge how many were of my generation; I was surprised that there were actually quite a few.

we were all standing around outside the closed Apple store. Whoever spoke to him must have satisfied his curiosity, because he drove off.

Finally, it was 7:00 pm and showtime. Apple opened the doors and we walked in though a two-sided phalanx of Apple employees who were clapping as we entered. We all filled out application forms, wrote our names on nametags, and sat down on stools to wait. The seminar began with the Apple employees briefly introducing themselves and speaking about the roles they filled at the Apple store. This activity was followed by a video about Apple and Apple employees. You can see bits and pieces of this video at http://jobs.apple.com.

Next, it was time for us to introduce ourselves. We each partnered up with another candidate, told the other person about ourselves, and had them tell us about themselves. Then we went around the room and introduced each other. We were supposed to tell the person's name, something about their background, why they wanted to work at Apple, and something "neat" about them. My "neat" thing was that I used to spend a lot of time on submarines. That got a lot of "Ahhs…"

The next segment was apparently the most important. We broke up into four groups of ten people each. An Apple employee came to each of us individually and acted as a customer. We were given one minute to respond to the "customer" and help them. As I listened to the people before me, I felt pretty good. I would have known precisely how to respond to those customers, and I thought that I probably could have done a better job than the other candidates. Then my turn came.

Here is how it should have gone:

> The Apple employee (AE) walks up to me. Another employee says, "Start!"
> **Me:** Hello, welcome to the Apple store, how can I help you today?
> **AE:** I own an art gallery and want to hang large computer screens on the walls to show off the artwork, but I don't want all those unsightly wires showing.
> **Me:** Yes, we can help you. We have a Business Team that specializes in working with people just like you. Let me get a few details, then we can go back and I can introduce you to one of our Business Team members.
> **AE:** Thank you that would be great
> **Other AE:** Time!

Now, this is how it actually went:

> The Apple employee (AE) walks up to me; another employee says, "Start!"
> **Me:** [I stare at the AE for a few seconds waiting for him to say something, he looks at me, then it occurs to me that I should speak first] Hello, welcome to the Apple store, how can I help you today?
> **AE:** I own an art gallery and want to hang large computer screens on the walls to show off the artwork, but I don't want all those unsightly wires showing.
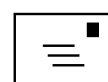
Me: [I am at a total loss as to what to say, but as an engineer, my inclination is to try and directly solve the technical problem, so I start stumbling around] Yes, we can help you. We have a technology called AirPlay where you can use an iPad to wirelessly send images to an Apple TV connected to monitors hanging on the walls.

AE: What types of monitors?

Me: [Fumbling some more, perhaps even stammering a bit] Well, we do have our cinema displays which are quite sharp and….

AE: I'm still not sure what this AirPlay thing is…

Other AE: Time!

As you can see, that did not go well. At this point I figured I was toast, but I persevered. We went around the table, and we each explained why we would be good members of the Apple Team. This part I think I handled well, but I was also pretty sure that the damage had already been done.

Finally, we returned to our stools for a bit of nuts-and-bolts information on working for Apple retail and for a chance to ask questions. As the Apple staff spoke about working in Apple retail, it became obvious that I would have trouble working the minimum number of hours required while I was working full time for the government. Certainly almost all the free time I currently have available would be gone.

During the Q&A I asked a two-part question: (1) Was there was a clear progression from one role to another, or could you just jump into a particular role? and (2) To what degree did Apple cross-train their employees? The answer was that, while there is no clear progression, it generally works best to start at the bottom and learn all the various roles. Most people do this, and this is how they are cross-trained.

The Apple staff fielded a few more questions, and that was it.

You frequently hear people complain about how they never hear anything back after an interview, or, if they do hear back, it takes a long time. Not so with Apple. Early the next afternoon I received this email:

> *Kenneth Goldman,*
>
> *Thank you for pursuing a career opportunity with Apple Retail. I want to personally thank you for investing the time to speak with us. At this time, however, we have chosen to move forward with other candidates.*
>
> *Again, we appreciate your interest in Apple. We wish you the best in your future endeavors.*

Based on my one-minute performance, I was not at all surprised by this email. It is the one I would have sent to me.

In the final analysis, I found the Apple recruiting seminar to have been both an enjoyable and interesting experience. I learned some things about myself that will be useful as I try to figure out what I want to do once I retire. I'm now thinking that retail may not be the best path for me.
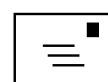
Enjoying Art — Viewing Apps On My New iPad

Jay Castillo

Because I enjoy art, I have purchased several applications for viewing art on my iPad and iPod Touch. When I synchronized my new iPad to the backup of my old one with *iTunes*, I was curious to see how the art looked on the Retina screen. I looked first at the two art-viewing apps that I describe below, National Gallery, London, and Hiroshige HD.

National Gallery, London

This application offers a collection of over 1600 paintings, by approximately 500 artists, that are in the National Gallery in London. With the software the user can view the paintings in various formats, can sort them in a variety of ways, can share them with friends, and can save them to look through or use later.

The opening screen (Figure 1) allows the user to display the paintings by century, by artist, or by genre. Once you choose how to select the art, you have a choice of displaying your selection as thumbnail images (Figure 2) or in list form. Tapping any

Figure 1: The opening screen for *National Gallery, London*

Figure 2: Selecting a century, you can choose thumbnail view or list view.
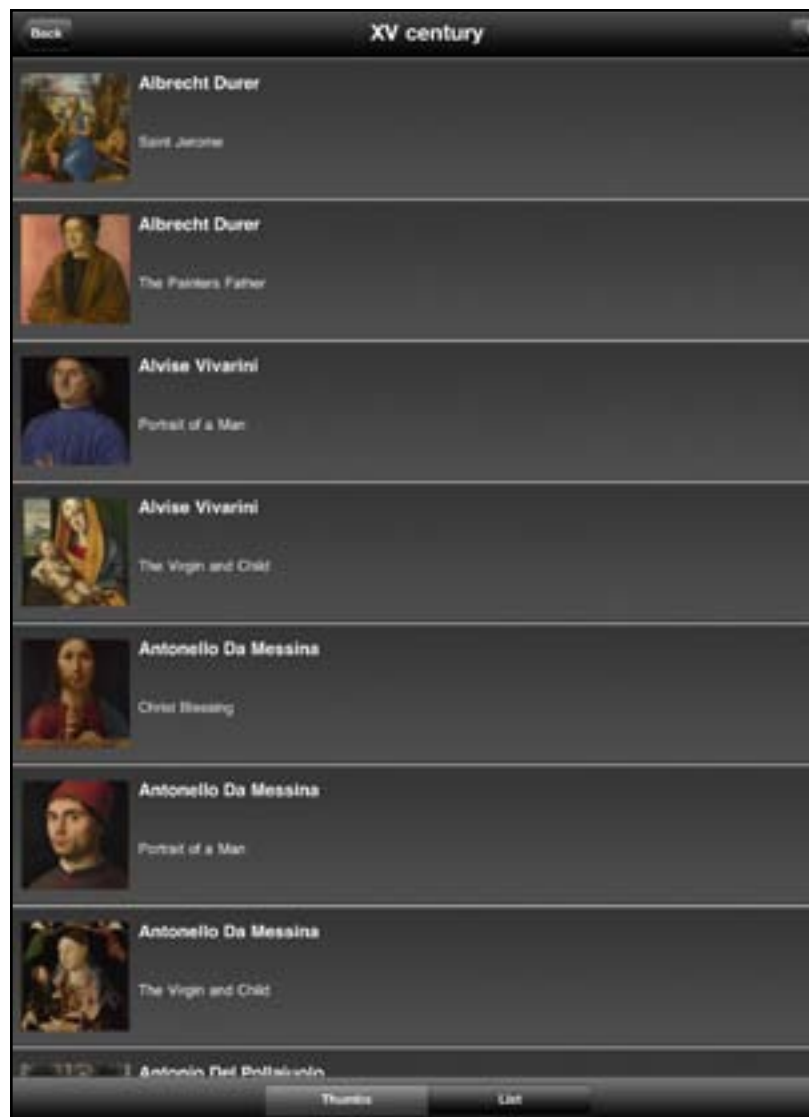
Figure 3: List view selected.

Figure 4: Here, Saint Jerome is selected from the list view.

Figure 5: Sharing options for *National Gallery, London.*

thumbnail produces the full image of the painting. Another tap takes the viewer back to the thumbnail image page. If you choose the list form, as seen in Figure 3, tapping on an item in the list will produce the image of that piece of art. Tapping on Albrecht Durer's painting of Saint Jerome, listed in Figure 3,

produces the image shown in Figure 4. At the left bottom of the page is a Share icon. Tap on that and you have a number of choices, which are displayed in Figure 5. You can download an HD image to the iPad Photo app. Alternatively, you can select " Get HD" to request an HD image by email, or "Save to

photoalbum" to save the displayed image to an iPad. The last option, "Publish on VKontakte," leads to a Russian site.

The images of the paintings are beautiful on the Retina display, even in the lower resolution of the

Figure 6: Opening screen for *Hiroshige HD.*

Figure 7: Street and market scene in *Hiroshige HD.*

Figure 8: A vivid landscape scene from *Hiroshige HD.*

presented image. When a painting is displayed, one can swipe forward and back to see more paintings or select the slide-show function. The main difference between viewing the downloaded HD image in the Photo app and viewing the image presented on the screen is the ability in Photo to further expand the image to see more detail.

Hiroshige HD

Japanese woodblock prints are one of my favorite art genres. *Hiroshige HD* is an application devoted to the works of Utagawa Hiroshige, a renowned 19th century artist of this genre. Figure 6 shows the opening screen of the application. In the first two panes, the stations referred to are post sta-

tions along the five main routes that connected the capital, Edo (now Tokyo), to the rest of the country. These stations provided stables, food, and lodging for travelers. The 36 views of Mt. Fuji depict the mountain in differing seasons and weather conditions. The 100 Famous Views of Edo illustrate

tourist attractions, shrines, and landscapes of the capital city. The prints are divided into the seasons, Spring, Summer, Autumn, and Winter.

Chosen from the "Spring" section of the 100 Famous Views of Edo, Figure 7 depicts a busy street of merchants and shoppers, with sharp detail and harmonious colors. By contrast, the print in Figure 8 shows boats on a lake of vivid blue, with Mt. Fuji in the background. Water as a visual element appears in many of the prints of this series. Another vivid scene of water and Mt. Fuji is depicted in Figure 9. Framed by the willow tree in the foreground, this is a beautiful and evocative image.

The application allows the viewer to swipe back and forth from one image to another, or to select the option of a slide show. The viewer can also can save an image to Photo, bookmark it, or email it. My enjoyment of art has certainly been enhanced by the capabilities of my new iPad and its Retina screen. There are so many art-viewing apps available, that almost everyone should find one of interest. Take advantage of them. They're cheap and enjoyable.

National Gallery, London is a product of Macsoftex, http://macsoftex.com, and is available from the Apple store for $1.99. I think it's a bargain.

Hiroshige HD is the creation of Overdamped, which describes itself as "The Gold Standard for Art Viewing Apps" (http://www.overdamped.com/). It is available from the *iTunes* Store for $.99. Overdamped has apps for viewing the works of approximately 90 other artists as well, all of which seem to cost $.99.

Figure 9: One of my favorite prints from *Hiroshige HD.*

An Overview of the 2012 Apple World Wide Developer's Conference Keynote Address

Jay Castillo

Editor's Note: Watch the Keynote video at: **http://www.apple.com/apple-events/june-2012/.**

I n June Apple held its annual World Wide Developer's Conference (WWDC). It was, as usual, quickly sold out. The WWDC keynote address covered three principal topics: The next generation Macbook Pro; *OS X Mountain Lion*; and *iOS 6* enhancements. Let's take a brief look at the highlights.

Figure 1. The Next Generation Macbook Pro look and sounds like a grown-up Macbook Air.

Figure 2. Here is a list of the key features of *OS X Mountain Lion*.

The Next Generation Macbook Pro

The new Macbook Pro seems like a really grown-up Macbook Air (see Figure 1). It has no hard drive or optical drive and can pack a load of solid-state storage. The crowd-pleasing feature was the Retina display. Also pleasing to professional users are the high-speed USB 3 and Thunderbolt data ports, as well as an HDMI port. Generally reviews of this machine have been highly favorable. If the buyer loads up on the optional features, however, it's quite pricey. The Next Generation Macbook Pro is now available.

OS X Mountain Lion

Figure 2 shows salient features of *OS X Mountain Lion*. To be released in July, its $19.99 price tag from the Mac App Store is a winner. Interestingly, one can up-

Figure 3. *Siri* comes to *iOS 6* in a *big way.*

Figure 4. Other *iOS 6* enhancements include *Facebook, Phone App* and *Passbook.*

grade to Mountain Lion directly from Snow Leopard. Apple continues its integration of desktop/laptop systems and mobile devices through *iCloud* and *Apple iOS*. *Power Nap* allows laptops to fetch updates automatically while asleep with no powering up of the display or fans. *Mail* VIPs creates a mailbox for addressees the user deems particularly important. Apple described a number of features tailored to the Chinese language and web environment, indicating the growing importance of China for Apple.

iOS 6 Enhancements

The description of *iOS 6* enhancements occupied the remainder of the keynote address, beginning with *Siri*. *iOS 6* will be available in the fall. *Siri* now can act as your concierge for sporting events, movie tickets, and restaurants (Figure 3).
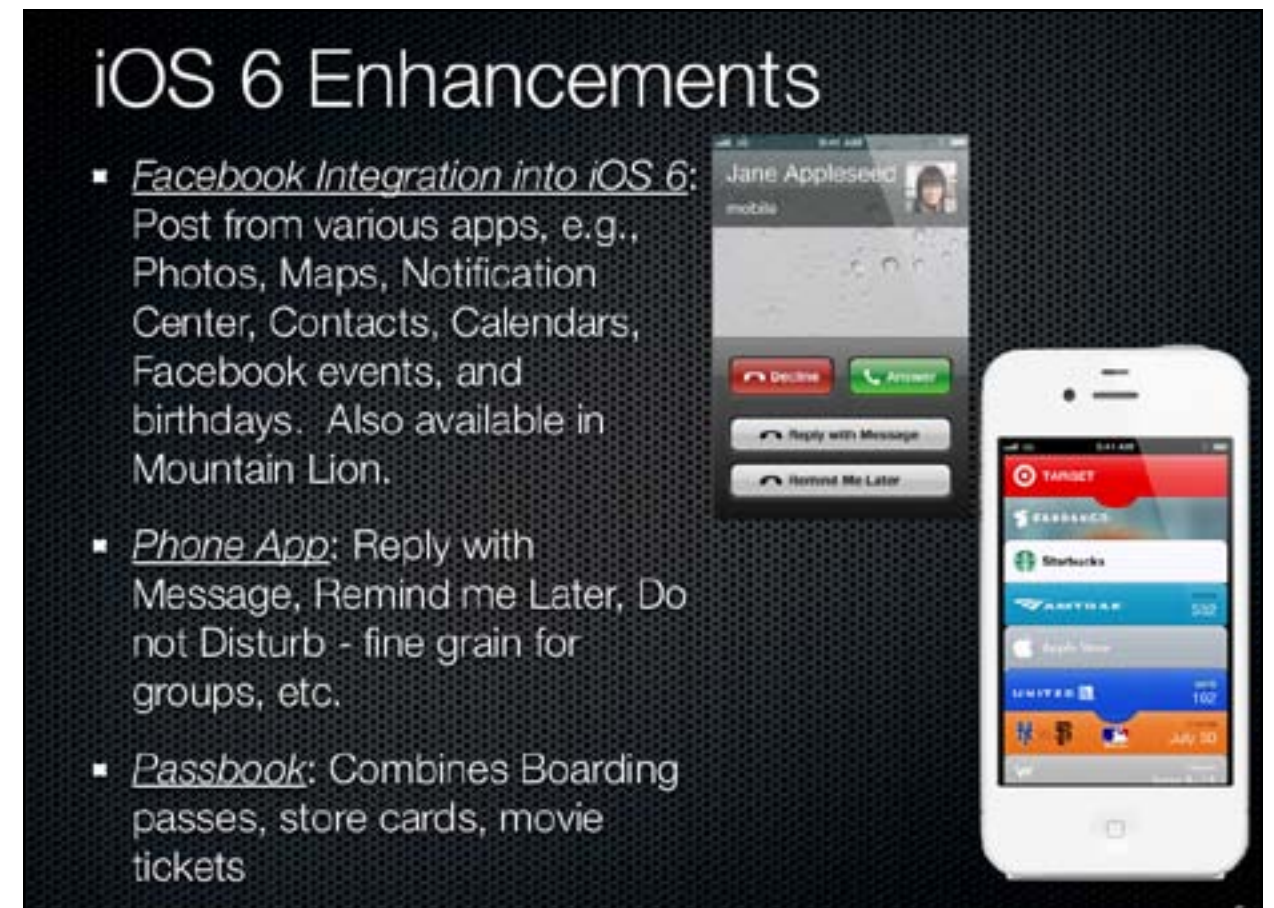
Integration with Yelp and table reservation apps allows the user to review a restaurant and commit to it with a few touches. *Siri* will open apps for you as well and will be integrated into voice control systems for car manufacturers. In a big move, *Siri* will be coming to the iPad in *iOS 6*.

Facebook integration into *iOS 6* allows the user to post from within various apps directly, with a prior single sign-on to *Facebook* (see Figure 4). In a clever move, the *Phone app* will allow a discreet response to a call or message with a return message, or a reminder to the recipient to call later. For the important callers, you can allow their calls to come through. With *Passbook* your boarding passes,

Figures 5 & 6. *iOS 6* has new Mail features, as well as improved photo sharing and Facetime.

movie tickets, retail coupons, loyalty cards, and more are now all in one place. Simply scan the iPad or iPhone to check in, redeem coupons, or perform other ticket-related actions. The content of *Passbook* is dynamically updated for airline gate changes and other important and timely information.

As in *Mountain Lion*, the *iOS 6 Mail* application provides VIPs as well as other new capabilities Photo Stream allows sharing of photos by creating an album in the *Photo app*, which then appears on your Mac in *iPhoto* or *Aperture*. *Facetime* is now available over cellular. Now with a unified phone number, email, and Apple ID, *Facetime* can be answered on your iPad or Mac. (See Figures 5 and 6.)

Editor's Note: The product images appear courtesy of Apple:
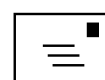
http://www.apple.com/apple-events/june-2012/

Figure 7. Check out the new *Safari* capabilities in iOS 6.

Figure 8. *Maps* is a wholly new app in *iOS 6*.

Safari in *iOS 6* is notable for *iCloud* Tabs. It maintains awareness of all tabs open on your devices and enables you to pick up where you left off from any of your devices (see Figure 7). Also notable is the off-line reading list. *Safari* caches the pages placed on the reading list and allows you to read them when off-line. Very cool!

The *Maps* application in *IOS 6* is entirely new (see Figure 8). Apple has dropped Google Maps and built its own application. Apple uses vector-based graphics that remain smooth and responsive as you zoom. With rotation, the place and street names adjust to remain readable without changing your point of view. Turn-by-turn navigation provides dynamic rerouting depending on traffic conditions. Flyover provides realistic interactive 3-D views with zoom, pan, tilt, and rotate. Very impressive! Check out the demonstration in the WWDC video.

Hot Links

A heavenly music video! NASA produced a video of the transit of Venus across the sun, viewed in multiple wavelengths. Enjoy this rare spectacle:

http://apod.nasa.gov/apod/ap120611.html

Hear all about it! Take a look at the Apple WWDC event. Here is the keynote address:

http://events.apple.com.edgesuite.net/126pihbedvcoihbefvbhjkbvsefbg/event/index.html

Getting crowded on your hard drive? If you want to save space, consider moving your *iPhoto* library to an external hard drive:

http://www.cultofmac.com/172491/move-your-iphoto-library-to-an-external-drive-to-save-space-os-x-tips/

Don't squint! Is your *Safari* window on your Big Mac (iMAc 27 incher) hard to read, and you have to zoom? Do it automatically:

http://www.macworld.com/article/1166811/automatically_zoom_safari_pages_on_launch.html - lsrc.nl_mwweek_h_cbstories

Now you can claim you went to Oxford. Help out on the crowd-sourced music manuscript cataloguing at the Bodleian Library:

http://artsbeat.blogs.nytimes.com/2012/05/02/bodleian-announces-crowd-sourced-victorian-music-project/

But they told me it was secure! LinkedIn has been hacked. Six and a half million logins have been made available online. If you're concerned, go here:

http://tidbits.com/article/13042

So that's how it's done! Download video tutorials for your Mac and Mac apps. Some are free, some are subscription, and some are pay-per-view:

http://mac360.com/2012/06/the-new-mac-trend-download-Video-tutors-for-your-mac-and-mac-apps/

"So Papa, how do you like the iPad we gave you?" It's in German, but you'll get the joke:

http://www.snotr.com/video/8965/

Annotating Screenshots: *Skitch* and *Voila*

I n the beginning, there was *Preview* for screenshots. *Preview* is included in the Mac OS, and *Preview* in Snow Leopard and now Lion is even more fully featured. *Preview* can be used to change files from picture format (jpg) to pdf, to reduce jpg resolutions, and fill out pdf forms. It can even save completed pdf forms that *Acrobat Reader* can print but not save.

Then, some time ago, a presenter at a Pi meeting mentioned *Skitch*. Jonathan has used it since then for many *Journal* articles, to enhance screenshots by adding text, arrows, circles, and more. Meanwhile, the ever-enterprising Fergy (a.k.a. Neil Ferguson) saw a demonstration of a screen capture program called *Voila*. He has been using it extensively and champions it as more fully featured than *Skitch*. Who wouldn't agree that this cries out for a *Journal* article?

Skitch: Basic and easy to use

As an example of what *Skitch*, as the more basic of the two programs, can easily do, suppose you want to include a screenshot and annotate it to call attention to certain things. Open *Skitch*, (see Figure 1) and choose Capture/Cross Hair Snapshot from the menu bar to drag across the scene you want as a screen-

shot. It works for anything on the screen in any application, from a *Word* document to a still image, from a video to a website screenshot.

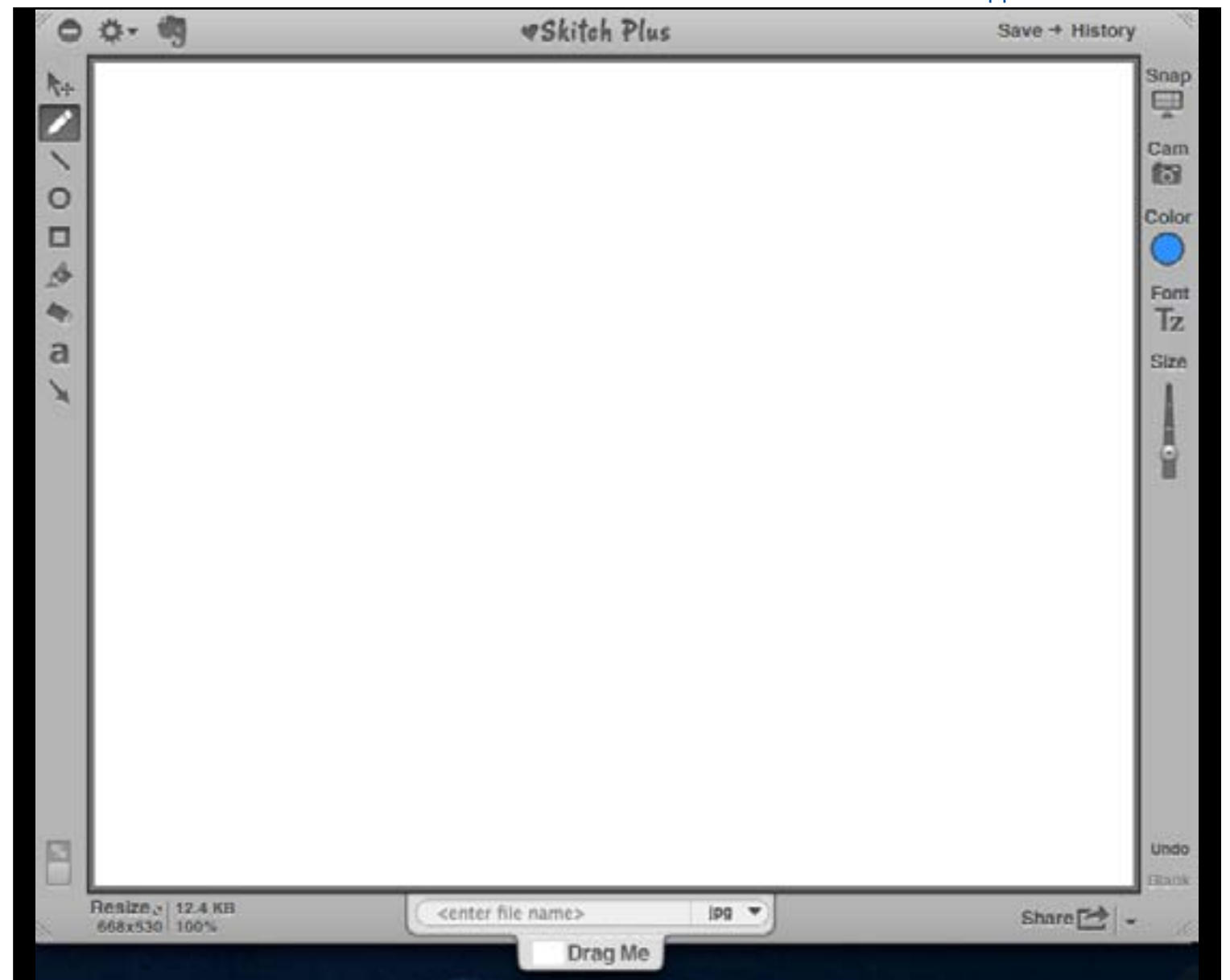**Figure 1:** The opening screen of the *Skitch* application

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Figure 2: An example of *Skitch* annotations.

Figure 3: Note the Drag Me tab at the bottom of the window.

If you want a screenshot of an entire website page, and use *Safari*, navigate to the page, and choose Capture/Snap *Safari*. *Skitch* will take a snapshot of the entire page you were visiting. An alternative that requires a web link but no browser is to choose Capture/Snap from Link, and paste in the link. You will have a screenshot of the entire webpage.

Once you have taken a screenshot in *Skitch*, it is very easy to add circles, arrows, and text. Look at Figure 2, a screenshot from the Pi home page that I have annotated for your information.

Note that the *Skitch* window has buttons along both sides. Buttons on the left are the annotation tools, to draw lines around content, use boxes or circles, add text fields, or arrows. Figure 2 was annotated with the text, box, and arrow tools. Buttons on the right include some additional annotation tools, to change the color, text font, and size of the annotation marks. Also there is a "Cam" button, to open an available web cam and take a screenshot of what the web cam sees, in order to annotate it. Last, the Snap button opens a crosshair snapshot (just as Capture/Cross Hair Snapshot or its keyboard shortcut does) that can be adjusted to crop to the desired content.

Skitch includes a modest number of image manipulation tools also, to flip, rotate, and add shadow; these are pull-downs from the Image menu.

Once you've annotated the image, you can choose "save to history" or take advantage of one of biggest strengths of this program: the Drag Me feature. Note the Drag Me tab at the bottom of the *Skitch* window in Figure 3. Do you want to put this screen capture in your Mac's Pictures folder? Just drag it to the Finder in your Dock, let it open a Finder window, and easily drag it to Pictures. Want to save it as a jpg in *Preview*? Then drag it to the *Preview* application in your Dock and presto, *Preview* opens with your picture. Easy also to drag it to *iPhoto* in your dock, and *iPhoto* immediately imports it into your *iPhoto* library. Similarly, by dragging it to the *Mail* application, you can add the picture to an email you're composing or create a new email with the picture as an attachment.

Sharing is of course the social media mantra, and *Skitch* allows this as well. Open Share preferences, and add where you would like to share your *Skitch* images. Then, with an image open, choose File/Share this image, and away it goes.

Skitch focuses on making, annotating, and sharing screenshots, and thus has little ability to edit the underlying image of the screenshot. Except for the basic manipulation tools mentioned above, only the things you've added can be changed.

Note that since *Skitch* was taken over by Evernote, it is offered as a free download from the App Store: http://9to5mac.com/2011/08/18/Skitch-goes-free-on-the-mac-app-store-as-evernote-acquires-the-company/
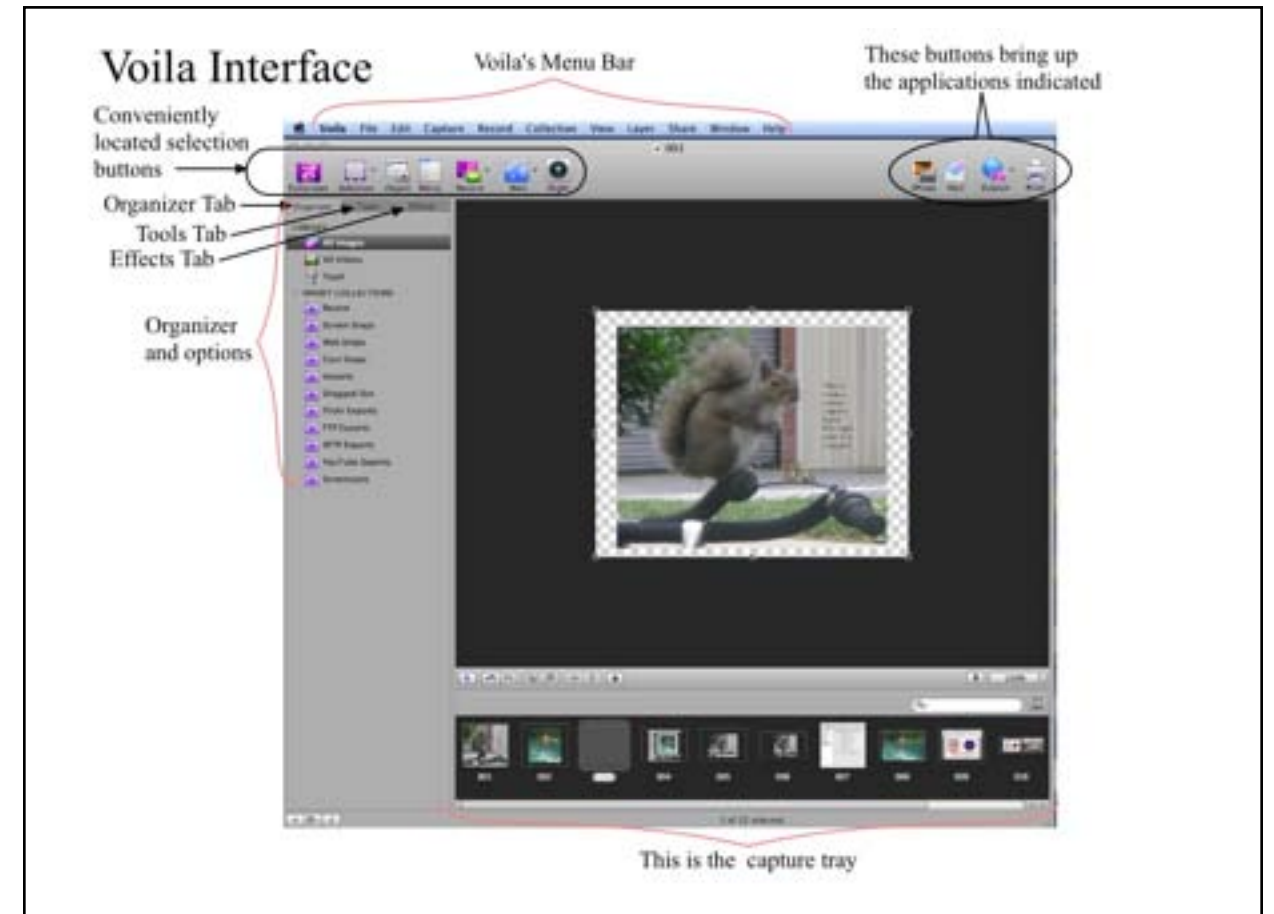
Figure 4: The opening screen of the *Voila* application.

Voila Does Most All of This and More

Voila is a full-featured program for screen recording and image capturing that goes beyond *Skitch*'s simple screenshot emphasis. It also has an excellent user manual that you can download.

There are seven main buttons at the top of the *Voila* window (see Figure 4), many of which replicate *Skitch*'s functionality. Instead of outlining all of them, here are the four that encompass functions not found in *Skitch*:

- **Selection button** provides not only the standard rectangular capture but also circular and even polygon and freehand capture. This allows you to present an image with a little more artistic flair. One of the main uses for the Selection Tool is with Google Maps. *Voila* will print to one page a large map with all the detail you could need.

- **Object button** allows several windows or objects to be selected and captured at one time. There is a timer that you can set to ensure enough time to set up the screen with all the content desired before the capture occurs. The captured images are placed in the Capture Tray as individual images, just as they were individually selected.

- **Menu button** is especially for screen capture of drop-down menus, a very useful feature for show-ing someone how to use a particular program.

- **Record button**, similar to *Quicktime Player*, al-lows full-screen recording or selection recording. This is an excellent feature if you want to record, along with your voice, how to do something,

moving the cursor around on the screen and clicking on various buttons. Selection recording can be used to record a selection on the screen — for example, just one active application view.

Voila has a powerful Organizer Tab, so that you can easily see all your captured images in the Capture Tray at the bottom of the screen. You can drag an image into *Voila* from your Desktop or wherever you have it. You can separately view images and videos, and you can also use rules to set up Smart Collections. These seem to work just like the filters in Apple *Mail*. Right clicking on one of the Smart Collections will bring up a menu that will let you Re-name, Edit, Delete, or Duplicate a Smart Collection.

The Tools Tab makes adding annotations to images simple. Use the Text tool to put notes on the image and reference various places to bring to the readers' attention. With the Arrow tool, the user can create a line with an arrowhead on one or both ends, a jag-ged line like a lightning bolt with an arrowhead on one end, or a curvy line with an arrowhead on the end. Especially useful is the line parenthesis tool to group several objects and point out that the anno-tation pertains to that entire group.

Voila adds several more tools not available with *Skitch*, including the following:

- **Spray** – a popular graphic tool;

- **Callout** – to add comments and speech bubbles to give a little flair to your annotations;

- **Stamp** – all predesigned, including Approved, Confidential, Copy, OK, Paid, Personal, and Sold;

- **Blur** – to blur any portion of the image;

- **Marquee tool** – to copy or move an area of the image, select part of the image and move it to another place.

The *Voila* Effects Tab has some interesting options in addition to standard photo editing effects. Edges allows you to put a variety of borders around the image, including torn edges. Spotlight allows you to highlight specific areas on the image; it darkens the image so that the area where you draw the spotlight is illuminated.

With *Voila*'s menu options, you can also resize

images, change the view of the image, and most usefully, access *Voila*'s "share" options. Click on "send to *Mail*" and the images and videos created using *Voila* can be mailed using Apple *Mail*. The images can also be exported to *iPhoto* and the videos can be exported using QuickTime export. You can share the images using Flickr and videos using YouTube, or you can publish both the images and videos to FTP/SFTP. You can print copies of the images. You can also copy the images and videos to other applications either by configuring a "send to" option or by dragging the image from the Capture Tray to the application, to the Finder, or anywhere else.

Figures 5 and 6 show a couple of screen captures and how they were annotated for a specific purpose.

Voila is made and sold by Global Delight (www.globaldelight.com). The price is $29.99. *Voila* can also be purchased from Smith Micro (www.smithmicro.com) and Apple's App Store for the same price. It is well worth it.
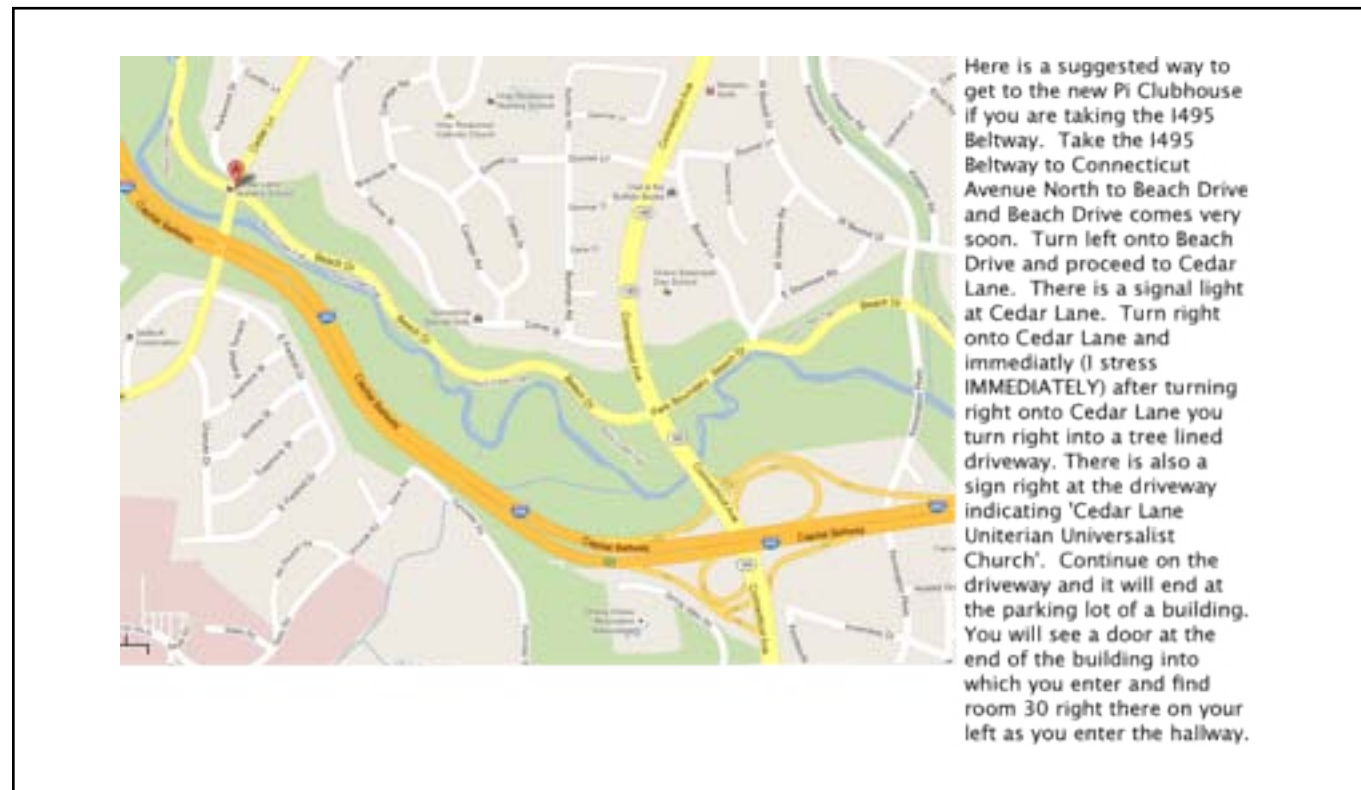

Figure 5: An example of Voila's annotations.

Figure 6: *Voila* is especially useful with *Google Maps*.

OpenDNS Blocks Flashback and Other Threats

Glenn Fleishman

This article originally appeared in TidBITS on 2012-05-16 at

8:26 a.m.

The permanent URL for this article is: **http://tidbits.com/article/13006**

Malicious Web sites install code without our knowledge, or rely on our gullibility, in order to hijack our computers. Anti-malware software can help by blocking known attacks, but does little or nothing about new vectors. Some software, like McAfee's security package, can show whether a site linked via a search engine is known to be safe or malicious. But **OpenDNS** [1] can go a step further.

OpenDNS **promoted itself** [2] as a way to avoid being exploited by the Flashback malware last month, but it takes a little unpacking of that claim to understand how the service can help. Flashback attacked Macs by using an exploit in Java triggered when a user visited a Web site hosting the necessary malicious code (see "**How to Detect and Protect Against Updated Flashback Malware** [3]," 5 April 2012). Once the malware was installed, Flashback attempted to contact command-and-control servers at obscured domain names built into the code. (Security firms and anti-virus companies ferreted out these domains and registered those that weren't already controlled, while those already registered were blocked by ISPs and other parties.) When

successful, Flashback's goal was to infect network applications and steal identity and financial information, transmitting it back to those command-and-control servers.

You could thus be protected from infection if your computer were deterred from visiting compromised and malicious sites that have all manner of code that could cause you trouble. And you could reduce the liability of being infected if Flashback were blocked from connecting to its command-and-control sites. OpenDNS provides both those benefits by controlling DNS lookups.

DNS (Domain Name System) is as complex as any other bit of Internet plumbing, but simple to explain at its highest level. It converts a name of a host and domain, like www.tidbits.com, into an Internet Protocol (IP) number, like 173.255.250.214. DNS enables users to initiate connections to remote servers by using human-readable names instead of the numeric IP addresses that operating systems rely on.

When you switch your Mac or router to use OpenDNS instead of your ISP's DNS servers, OpenDNS can intercept a DNS request and respond based on what it knows about the destination IP address. This is used for simple but useful purposes, such as fixing a typo like

.cmo to .com. (Basic OpenDNS features are free; the firm offers a $20 per year account with additional reporting, support, and controls, and more expensive business and academic institution accounts.)

But it can do more. OpenDNS built a system called [PhishTank](#) [4] that accepts reports of "phishing," or schemes in which spam email messages lure unwary recipients to counterfeit Web sites designed to steal passwords, credit card numbers, or other personal information. PhishTank relies on community reporting and review, letting users examine reports and vote on whether a given Web site should be categorized as one that's associated with phishing.

Here's the key for how OpenDNS can protect you from malware. When you're using OpenDNS, if you visit a Web site identified as being involved in phishing scams, the site is blocked, and OpenDNS displays a message warning you about the site. Other network applications that try to connect to a PhishTank-listed IP address are simply blocked. OpenDNS also maintains a list of servers that are used to control zombified computers, and blocks access to those as well. Finally, OpenDNS can optionally keep DNS from resolving to private address ranges, the ones reserved for use only on local networks (like the 192.168.0.0–192.168.255.255 set) that would never be used for publicly reachable domain names. That might seem unneces-

sary, but malware can try to rewrite DNS to point to other compromised machines on the same network or to load a Web site from the computer on which it's running.

I've been using OpenDNS for years, and I also recommend it as something you could set up for friends, family, and colleagues who may not be sophisticated enough to avoid phishing attacks, or who ask you for help in protecting their computers. Adam and Tonya Engst point out that kids — notably young teenagers — are also a prime audience for protection via OpenDNS, since the teens that they've observed often click seemingly randomly on Web pages (and in program interfaces in general), exercising little or no discretion as to whether a risk is involved.

You can use OpenDNS at either the level of a single computer, or, more effectively, at your router, so it protects your entire network. (In fact, for laptops, it's worth doing both, so you're protected even when you're away from your home or office network.) For a single Mac, manually enter OpenDNS's two DNS server IP addresses (208.67.222.222 and 208.67.220.220) into the DNS view of the appropriate network adapter's Advanced dialog. (See Figure 1.)

For an AirPort base station, run AirPort Utility, edit your base station's configuration, and in the Internet view,
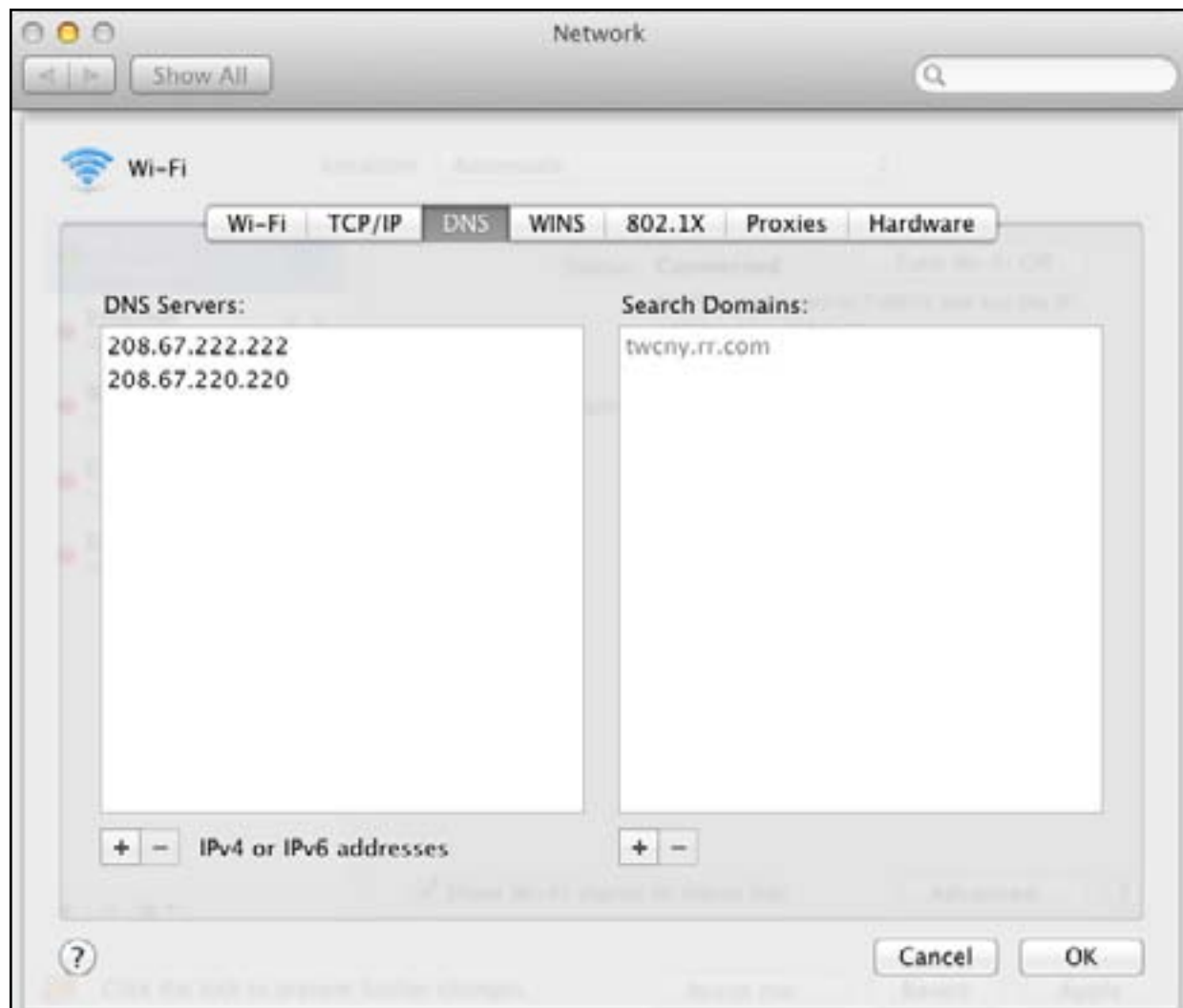
Figure 1.

Figure 2.

enter 208.67.222.222 in the Primary DNS Server field and 208.67.220.220 into the Secondary DNS Server field. (See Figure 2.)

A final option for advanced users is to use OpenDNS's DNSCrypt [7] software, currently in beta. DNSCrypt encrypts DNS lookups, which can prevent malicious redirection on public networks or in subverted nations. I wrote more about DNSCrypt at Macworld [8].

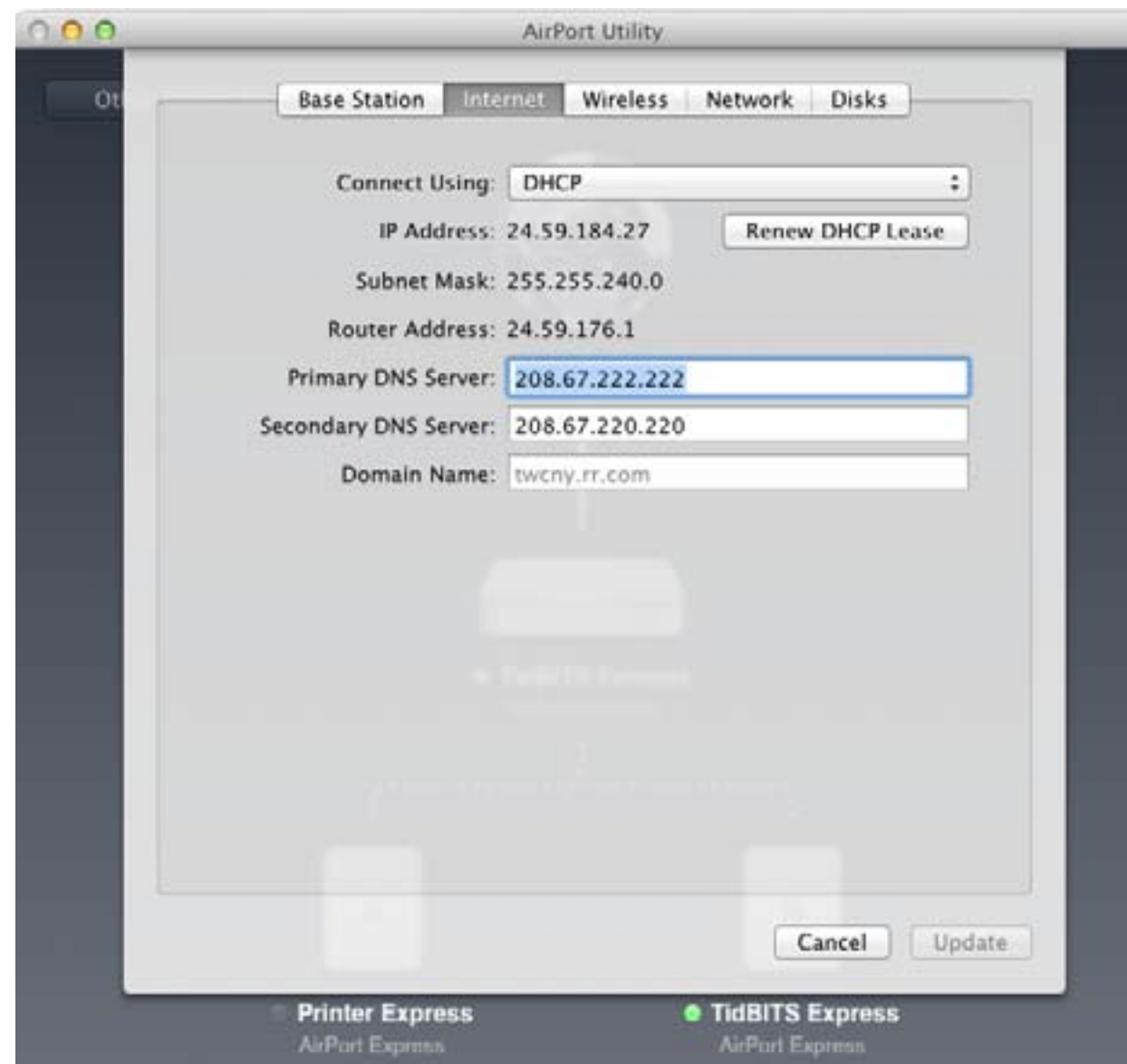OpenDNS certainly can't prevent malware attacks or even protect against unknown malicious Web sites. But by using DNS as part of an Internet-wide reporting and deterrence approach, and requiring that you install no software to take advantage of the benefits, OpenDNS can play a useful role in your overall security strategy.

[1]: http://www.opendns.com/

[2]: https://blog.opendns.com/2012/04/09/worried-about-mac-malware-just-set-up-opendns/

[3]: http://tidbits.com/article/12918

[4]: https://community.opendns.com/phishtank/

[5]: http://tidbits.com/resources/2012-05/OpenDNS-in-Network-pane.png

[6]: http://tidbits.com/resources/2012-05/OpenDNS-in-AirPort-Utility.png

[7]: https://www.opendns.com/technology/dnscrypt/

[8]: https://www.macworld.com/article/1164102/

Dropbox Public Folder Leaves and Returns

Adam C. Engst

This article originally appeared in TidBITS on 2012-07-14 at 5:07 p.m.

The permanent URL for this article is: http://tidbits.com/article/13117

O ne notable feature of the Dropbox file-sharing service is the Public folder. Put any file or folder in that folder, Control-click the item, and choose Dropbox > Copy Public Link to get a download URL for it, while not exposing any other items in the Public folder or having to set up explicit sharing. When clicked, the file loads in the user's Web browser, which means, for everything other than the file types that Web browsers display internally (HTML, JPEG, GIF, often PDF), that the file downloads immediately.

It's a great way to let someone — or better yet, an arbitrary group — download a file without sending it in email or fussing with a specialized service like YouSendIt [1]. (Such services have their place, since they offer additional features such as time-limited downloads, password protection, and so on. But they're often overkill, and Dropbox is super easy.)

You can even use Dropbox's Public folder as a way of publishing a simple Web site; just put all your site files in a folder, copy that folder to the Public folder, and use the same technique to get the URL to the index.html file of the site. As long as your site uses relative links for internal navigation, everything will just work.

A few months ago, however, Dropbox made it possible to share any file or folder from any place in the Dropbox hierarchy in much the same way. Control-click

the item and choose Dropbox > Get Link. This nominally does the same thing — enables you to share a single file or folder via a URL without sharing the enclosing folder with that person. But there's a difference. This new method always takes you to a Web page on the Dropbox Web site, displaying the content if the browser can do so. But if it can't display the content, instead of downloading the file as happens with files in the Public folder, Dropbox displays a custom Web page that lets the user download the file or add it to their own Dropbox. And as a result, you can't publish a simple Web site that way (See Figure 1 [2]).
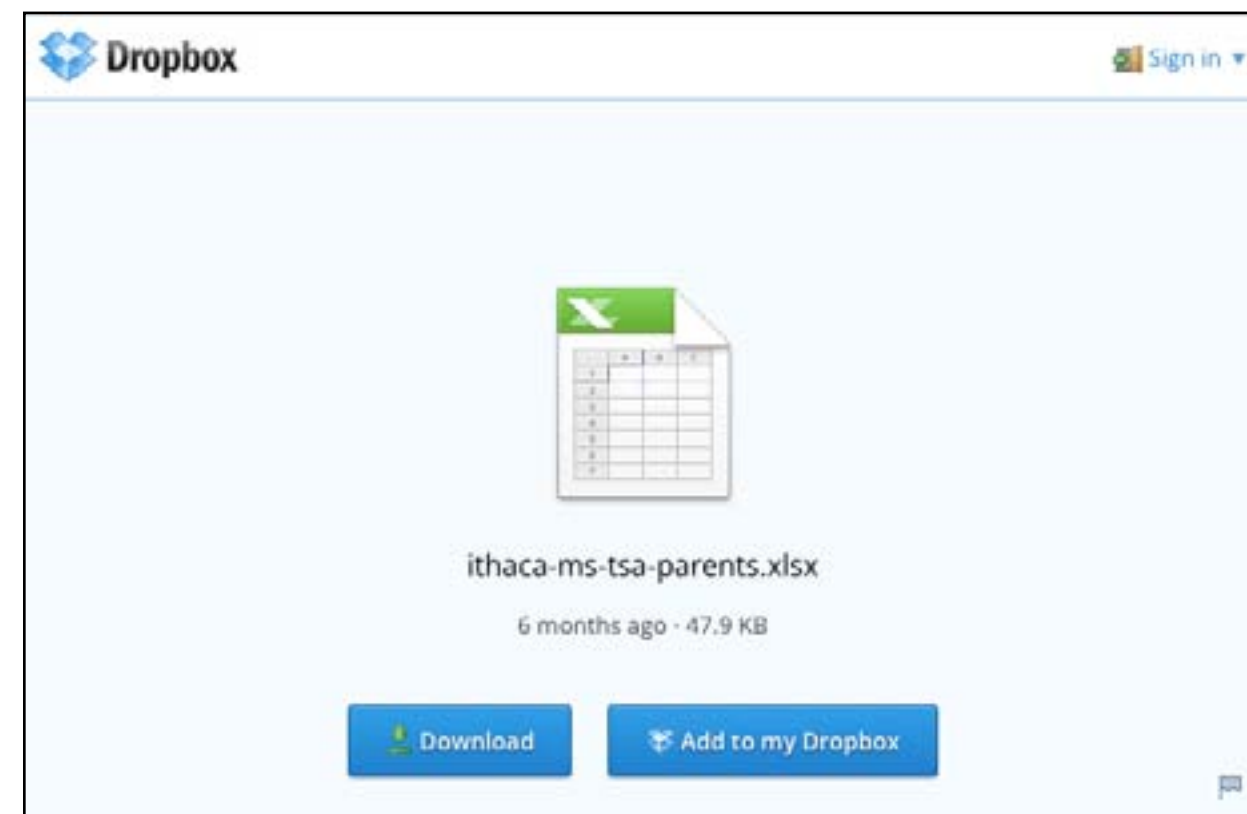

Figure 1.

You might think that these two features sound quite similar, and that's where our story starts, about a month ago, when **word appeared** [3] on the Dropbox forums that Dropbox would be eliminating the Public folder from new accounts. Current accounts would retain the Public folder, Dropbox said, but the company claimed that many users were confused by the Public folder and shared files offering essentially the same functionality.

This announcement provoked a storm of protest — and even a **"Save the Public Folder" petition** [4] that garnered over 900 signatures — since even if only a small percentage of Dropbox users rely on the Public folder, some of those who do have use cases that require direct file access rather than an intermediate Web page. Plus, some developers had built **software that assumes the presence of a Public folder** [5].

About a week after the initial announcement, Dropbox pulled back, with another **forum post** [6] saying that new users wouldn't have the Public folder enabled by default, but that there would be a way for them to get one. That post also said that developers should still avoid relying on the Public folder, since not every Dropbox user would

necessarily have one, and that the company wants to provide equivalent functionality through the API where possible. It's not quite clear if that is true at the moment, but progress is being made.

It's easy to see this as a tempest in a teapot, but there's no way for us to know if the public outcry was key for the company making the Public folder an option for new users and extending the Dropbox API for developers. It's entirely possible that Dropbox simply underestimated the desire for the Public folder and some of its associated features, and the

hue and cry from users and developers alike caused the change in policy. If so, there's no reason to assume negative intentions anywhere — Dropbox removed the feature to make the product easier for new users, and after hearing customer feedback, reinstated it for those who want it and extended the API to compensate further.

The moral of the story would seem to be that all's well that ends well, and if you're helping a new user set up Dropbox in the future, you may need to poke around in the settings to enable the Public folder.

[1]: **https://www.yousendit.com/**

[2]: **http://tidbits.com/resources/2012-07/Dropbox-shared-file.png**

[3]: **http://forums.dropbox.com/topic.php?id=62381&replies=30#post-443012**

[4]: **https://www.dropbox.com/votebox/9527/save-the-public-folder-**

[5]: **http://forums.dropbox.com/topic.php?id=62403**

[6]: **http://forums.dropbox.com/topic.php?id=62403&replies=10#post-445432**

Washington Apple Pi Meetings

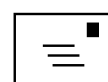## Upcoming Washington Apple Pi Meeting

August 25, 2012:

Aaron Davis Presents Mountain Lion

Apple's newest operating system, Mountain Lion, was just released in late July, and who better to introduce us to the features of this OS than Apple rep Aaron Davis? Whether you have already downloaded and installed it by the 25th or not, come and find out all that Mountain Lion offers.

Our meetings start with Q & A from 9:30 to 10, followed by a coffee break. From 10:30 on, Aaron will have the floor. You won't want to miss this one.

As always, check the Pi website for additional,

updated details on these meetings.

Members Helping Members

Dedicated volunteers are the lifeblood of the Pi. Whether it is installing a hard drive at a Clubhouse Saturday event, answering questions at a General Meeting, or placing advice on the TCS Forums, there are many ways to pitch in and help, depending on a member's interests and talents. Please consider making a commitment to ensure that the Pi remains a strong and energetic club dedicated to helping its members. All volunteer efforts are appreciated. Check out these areas where assistance is needed.

Featured Position – General Meeting Webcast Director

The Pi currently captures its General Meetings on videotape for future viewing by members who cannot attend the meetings. Using the same camera, we are able to concurrently produce live webcasts so members can view the meeting in real time via the Internet. We need a dedicated volunteer to oversee the technical and production aspects of this webcast.

There are various technical components to putting up the video on the Pi's Ustream web page. The Webcast Director needs to that ensure that the equipment is properly set up and functioning, and needs to monitor the audio and video streaming production from start to finish (or designate someone to do this) to ensure satisfactory audio and video quality. The Webcast Director will not be responsible for any other part of the General Meeting program, but will focus exclusively on the webcast production.

Any previous experience in TV or video production would be advantageous, but is not required. A basic understanding of video and audio equipment and how to connect them would be helpful, but the contracted cameraman has primary responsibility for equipment hookup. The Webcast Director needs to make sure that the meeting presenters do not stray from their predetermined stage positions, so they remain adequately illuminated for the entire presentation. Also, this person should be available in case of a technical or other problem that would require the speaker to temporarily suspend their presentation. Case in point: the Webcast Director will stop the action when the cameraman indicates that a new tape needs to be swapped out in the video camera.

If you are interested in helping out with an eye on taking over this important position, contact Bob Jarecke at **robert.jarecke@wap.org.**

Journal Managing Editor

The *Journal* is an established, time-honored publication of the Washington Apple Pi and it is in need of someone to take over as Managing Editor, leading a team of dedicated and highly skilled volunteers. The *Journal* is published on a bi-monthly basis so most of the activity occurs in the three weeks leading up to the publication date. In addition, this person will be a member of the Pi's Publications Committee, which has oversight of all printed material published by the Pi. The job is challenging, but very rewarding.

If you enjoy writing and want to help the Pi progress, this is the job for you. If you enjoy working with enthusiastic colleagues on meaningful projects, apply today.

Contact the interim *Journal* editor, Jay Castillo, at: **editor@wap.org** with any questions or to express your interest.

General Meeting Manager

Our General Meeting programs need someone dedicated to the planning and managing of these important club events. The job includes coordinating meeting activities, making any necessary arrangements, and managing the behind-the-scenes tasks. While it sounds like a job for Superman, that really is not the case. If you have juggled household duties or been an office administrator, you have the skills. While another Pi manager emcees the meeting, you will be making him or her look good!

Because this activity needs to be approved by the Pi's Management Committee, the volunteer will serve as an adjunct member of that committee. This volunteer opportunity is guaranteed to keep you busy, and when the meeting is over and everything is packed up, lunch is on the Pi.

Send your inquires to **robert.jarecke@wap.org.**

Contact **office@wap.org** to express interest and we'll go from there.

iChat Help Volunteer

Apple's *iChat* application offers a way for Pi members to help other members from the comfort of their own home. Interested? Read on.

iChat is an ideal means for direct communication using text, voice, video, or, in the last two versions of Mac OS X, screen sharing. With the Pi having commercial grade servers and server software, we now have the means to host our own *iChat* network. We are currently testing the capability of this interactive networking software, and the first results are positive.

So what will Pi *iChat* Help volunteers do? Basically, the volunteer helps members who have questions or a problem, but instead of meeting face-to-face, you handle the matter using *iChat*. What's that? You don't use *iChat* or haven't even launched it yet? No problem, we will train you. We will also be providing guidance on how to deal with common issues, and on problem-solving techniques, and will supply a list of associate helpers who can help with particular issues. All you need to bring to the equation is your people skills and a genuine desire to help.

If you have even the slightest interest or any questions, contact the Management Committee Chair, Bob Jarecke, at **robert.jarecke@wap.org.**