

TOOLS <<<<<<< of the TRADE >>>>>>>



Apple 4S

The latest iPhone, the 4S, looks a lot like its predecessor, but there are significant changes. The processor, a dual-core A5 chip, has twice the processing power and seven times the graphics speed as in the previous model—the A5 is the same chip used in the iPad 2. The new camera is a big step up with 8-megapixel resolution and a custom lens with a larger f/2.4 aperture. The camera also shoots 1080 HD video, and other improvements include improved backside illumination sensor, auto white balance, advanced color accuracy, face detection, and reduced motion blur. Next, there's a new operating system, iOS5, with more than 200 new features including the previously Android-only notification dropdown from the top of the screen whenever you get calls, texts, or other notifica-

tions. The iCloud comes with the new OS, and there you can store music, photos, and documents, all delivered wirelessly to any and all of your devices. The Retina display is the highest-resolution screen available; there's FaceTime calling that shows you not only with whom you are speaking, but also provides an inset image of you; and AirPlay will let you broadcast to a larger screen while AirPrint lets you send content to a wireless printer. Oh, yes, almost forgot—with something called Siri, this phone listens to you and answers your questions, sends your texts without touching a keyboard, and sets reminders and schedules meetings. It hears your question (Where's the nearest ATM?), parses it, selects the app (a map in this case), and then returns the location and directions on how to get there. www.apple.com

Epson LabelWorks

Epson America, Inc., has released two LabelWorks label printers, the LW-300 and LW-400—both retail on Amazon for under \$50. Both devices produce labels with 14 font types,

75 frames, and more than 300 symbols. They offer a wide variety of tape cartridges—more than 40 of them—in both traditional colors and specialized media such as fluorescent, pearlized, iron-on, reflective, and glow-in-the-dark. The backs of the tapes are split for easy application. Both printers create labels with much smaller lead margins for reduced waste and perfectly sized labels. Both have built-in memory for storing the most commonly used labels (the 300 can remember up to 30, the 400 up to 50), and both support seven languages. The tapes are durable and can be used indoors and out. The LW-400 features a backlit two-line display and several specialty print modes that can produce custom barcodes, cable and wire wrap labels, and a tab

function that will print a mirror image for folders. Both label printers weigh 14 ounces, and they run on six AAA batteries. You can view demo videos at www.epson.com/LabelWorks.

Quicken 2012

Intuit's personal financial management software, Quicken 2012 for Windows, was released in October with many improvements and changes. The redesigned budgeting function automatically sets up a budget based on the user's five top spending categories. You can further change the budget by adding categories, editing budget amounts, or including a shorter 12-month outlook. Another tool lets you create a customized debt reduction plan in three steps. This function also is flexible enough to allow views of different payment schedules by changing payment amounts simply by moving a slider. Day-to-day personal financial management is made possible with a complete view of all your financial information, including spending and bills. You set up bill and income reminders that will prevent missed payments and provide a view of projected



TECH FORUM

Johnny Appleseed 2.0

By Michael Castelluccio, Editor

The world has taken note of the passing of Apple CEO Steve Jobs. Everyone's been interviewed, from the U.S. President to legions of Apple users around the world. The long-awaited Walter Isaacson biography, *Steve Jobs*, will be available sooner than the planned November publication date. As the unreleased book jumped to number one in sales on several lists, Sony was locking down the movie rights. The response of Eric Schmidt, CEO of Google and one-time member of the Apple Board, was typical of those coming from within the tech community: "Steve defined a generation of style and technology that's unlikely to be matched again."

IN HIS OWN WORDS

Rather than create a timeline to document Jobs's accomplishments at Apple and Pixar and NeXT (iPhone, *Toy Story*, the first-ever Web server), or add to the litany of praise and the predictions that immediately followed the news of his death, it might be more appropriate to turn to Jobs's own words for some perspective. The recently published *I, Steve* is a great source of interesting quotes from various periods in Jobs's life. Edited by George Beahm, the book is published by B2 Books—check Amazon or BN.com. The odd title evokes the iconic devices created by Jobs (iPod, iPhone, and iPad), his comeback title iCEO of Apple (interim, that is), and perhaps even the classic *I, Ching*—though Jobs was closer to the principles of Buddhism than Confucianism. We'll look at five quotes from *I, Steve*.

At Its Core

According to Steve Jobs, "Apple's the only company left in this industry that designs the whole widget. Hardware, software, developer relations, marketing. It turns out that that, in my opinion, is Apple's greatest strategic advantage. We didn't have a plan, so it looked like this was a tremendous deficit. But with a plan, it's Apple's core strategic advantage if you believe that there's still room

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balances. The program manages transactions automatically. Quicken supports about 13,000 financial institutions, and adding bank and credit-card accounts, statements from financial managers, and others is simple and straightforward. Your program is secured with 128-bit SSL security. There are four versions of the new Quicken 2012: Deluxe, Premier, Home and Business, and the Quicken Rental Property Manager.

<http://quicken.intuit.com/>

Accountant for iPad

There are more than 500,000 apps in Apple's App Store, and not just a couple of them are calculators. There are math calculators, graphing calculators, tip calculators, loan, weight, even a

love match calculator. But if you're looking for a professional desk calculator that can give you full 10-key accounting functions with a tape you can name and save, edit, e-mail, or print, check out InterLocken's 10 Key for iPad and Accountant for iPad. The first advantage is that both of these fill up the 10" iPad screen with the keypad, a paper tape, and function keys. TypeTone alerts you when you are hitting the edge of the key by sounding a different tone. You can switch from right- to left-handed mode, and you can resize the keypad by simply dragging. You can view the tapes at full screen and edit them on either calculator—add or delete a line or change operators. Both are available in the App Store.

www.interlockentechnology.com



for innovation in this industry, which I do, because Apple can innovate faster than anyone else.” (*Time* magazine, October 10, 1999)

At Apple, the investment in a new product is total. They don’t buy an operating system developed here, a processor developed there, and a case and cover designed somewhere else. The decisions about how it will look and operate are done at home. And if they ever found themselves hamstrung, it was because they had tied the cords themselves. The engineers and the designers work in the same building—often in the same room. They grow the apples, and the baking is done at home.

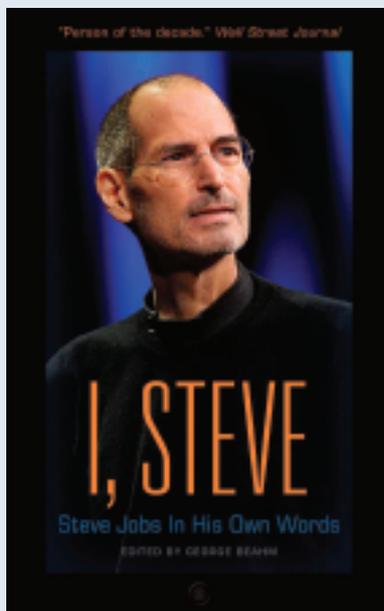
A Different Da Vinci Code

Actually, the designer of the whole widget was the man who was the whole creator, which kind of obscured the fact that Jobs wasn’t an engineer, a programmer, nor an industrial designer. In their *Time* article, Lev Grossman and Harry McCracken wrote, “Steve Jobs remade the world as completely as any single human being ever has, but he had no business doing it. He wasn’t qualified.” He didn’t have the degrees, he wasn’t a C++ code jockey, and he had to rely on others to generate the calculus that defined the limits for finger-touch input on glass monitors. Yet these authors describe him as the inventor of the future because his fingerprints were all over every iProduct.

Walter Isaacson further explains, “He didn’t invent many things outright, but he was a master of arranging ideas, art, and technology in ways that repeatedly invented the future.”

“I’ve never believed they’re separate,” Jobs told *Time* magazine back in 1999. “Leonardo da Vinci was a great artist and a great scientist. Michelangelo knew a tremendous amount about how to cut stone at the quarry. The finest dozen computer scientists I know are all musicians. . . I don’t believe that the best people in any of these fields see themselves as one branch of a forked tree. I just don’t see that. People bring these things together a lot. Dr. Land at Polaroid said, ‘I want Polaroid to stand at the intersection of art and science,’ and I’ve never forgotten that.”

This merging can be seen in the Zen-tech designs of many of the Apple products. In a 2006 article in *Newsweek*,



Jobs described a reductionist method that produced the iPod: “Look at the design of a lot of consumer products—they’re really complicated surfaces. We tried to make something much more holistic and simple. When you first start off trying to solve a problem, the first solutions you come up with are very complex, and most people stop there. But if you keep going and live with the problem and peel more layers of the onion off, you can oftentimes arrive at some very elegant and simple solutions. Most people just don’t put in the time or energy to get there.”

And when he talked about the design of a product, he meant more than just the curved, aluminum back

or tapering profile. Function is indistinguishable from design, but getting to the point where the two become one thing is a little mysterious. In 1996, Jobs tried to describe the process to a *Wired* editor: “Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it’s really how it works. The design of a Mac wasn’t what it looked like, although that was part of it. Primarily, it was how it worked. To design something really well, you have to get it. You have to really grok what it’s all about. It takes a passionate commitment to really thoroughly understand something, chew it up, not just quickly swallow it. Most people don’t take the time to do that.”

It’s in quotes like this that you can glimpse an essential difference between Apple and other high-tech companies like Oracle or Microsoft. While they were handing out copies of Sun Tzu’s *Art of War* to staff at other locations in Silicon Valley, Jobs would probably have been more likely to lend you his copy of Robert Heinlein’s *Stranger in a Strange Land* or D.T. Suzuki’s seminal book, the *Manual of Zen Buddhism*.

THE LEGACY

On more than one occasion, Steve Jobs talked about aspiring to “make a dent in the universe.” In 1993, he expressed it this way to a *Fortune* editor: “Being the richest man in the cemetery doesn’t matter to me. . . Going to bed at night saying we’ve done something wonderful—that’s what matters to me.” **SF**