

TOOLS of the TRADE



Google Nexus 7

Already acknowledged by many as the best seven-inch tablet, the new Nexus 7 from Google has an impressive list of new and improved features. Physically, the changes in appearance are slight—it has less-rounded corners, and the stippled back of the original is now smooth. The ultra-sharp 7.02" screen is 1,920 X 1,200 pixels and is made of Corning scratch-resistant glass. The extremely fast CPU is a Qualcomm Snapdragon S4 Pro, which runs at 1.5GHz, and it has an Adreno 320 Graphical Processing Unit for superior HTML5 Web browsing, 3D games, 3D user interfaces, and other graphics applications. There's 2GB of RAM, and it's available with 16GB or 32GB of internal memory. There are now two cameras: a 1.2-

megapixel front-facing camera with fixed focus and a five-megapixel rear-facing camera with auto focus. The 3,950 mAh battery provides up to nine hours of active use, and there's wireless charging built-in. Stereo speakers provide surround sound by Fraunhofer, and the built-in microphone and rocker volume buttons are easy to find on the unit's edge. Built-in sensors include GPS, gyroscope, accelerometer, compass, and ambient light. Onboard connectivity is provided by dual-band Wi-Fi 802.11 a/b/g/n, NFC (near-field Android Beam), and Bluetooth 4.0. The Nexus weighs 0.64 lbs and is 4.9" x 7.9" x 0.4".

www.google.com/nexus

Nokia Lumia 1020

Heralded as having the best camera on any smartphone, the Nokia Lumia 1020 is also credited by some as the best Windows smartphone. The camera is professional grade in this format, producing 41-megapixel images with its PureView sensor. With images as large as these, the 32GB of internal memory is a plus. The build is quality Nokia with a unibody polycarbonate chassis, and the

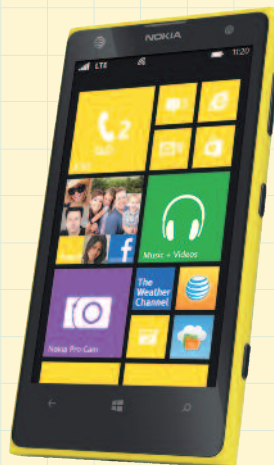
4.5" screen is made of Gorilla Glass 3. Most of the production stills being circulated of the Lumia 1020 are of the model with a yellow body, but it also comes in black or white, all with a matte finish that resists smudges. The touchscreen is super sensitive, the processor is a Qualcomm Snapdragon S4, and the battery provides a maximum of 13.3 hours of 3G talk time and 16 days of standby. Wireless charging is available with the accessory cover. The main camera has a Carl Zeiss Tessar f/2.2 lens with a minimal focus range of 15 cm. It features optical image stabilization, PureView, backside-illuminated image sensor, six-lens optics, and a high-resolution 3x zoom. The main video camera has 1,080-

pixel HD resolution, 30 frames per second, and a 6x video zoom.

www.windowsphone.com

Nikon CoolPix AW110

The CoolPix AW110 is digital, connected to the cloud, and weatherproof. It's protected against water up to depths of 59' and temperatures down to 14°F. It's also shockproof for drops up to 6.6'. Other outdoor advantages include built-in Wi-Fi for instant sharing back home or with those at the office and full-featured GPS with mapping, Points of Interest, and an electronic compass. Wi-Fi transfers are accomplished by sending your photos or videos to your smartphone, tablet, or any other Wi-Fi connected device and then e-mailing them from that device. The 5x optical zoom, NIKKOR glass lens accommodates a wide variety of scene modes, including beach, black and white copy, close up, dusk/dawn, panorama, fireworks, night landscape and/or portrait, snow, underwater, and more. A continuous shooting option offers eight shots per second at full resolution so you



TECH FORUM

The WordPress Dynasty

By Michael Castelluccio, Editor

At the end of May, WordPress, the most popular blogging system on the Web, celebrated its 10th anniversary. Recent numbers from the Web survey group W3Techs.com have WordPress as the most popular content management system (CMS), with a 57% market share. The other high-profile blogging system, Blogger, trails in fifth place with 3.4%, behind Web page creators Joomla and Drupal.



WHAT IS IT?

The definition for blogging has changed dramatically in recent years. A blog can simply be an online personal journal, which is why the word “blog” is a combination of “Web” and “log.” Most early blogs were online diaries or collections of editorial musings. Today, blogs serve as news sources, commercial promotional sites, galleries, campaign headquarters, and so on. They can look like any other website—for example, Gizmodo (the popular tech gadget site), LinkedIn, and [Celebrityhollywoodgossip.com](#) all run on WordPress. And so do business pages like SAP.info, the *Forbes* blogs, and GE Reports. If you try to narrow down a simple definition through examples, you’ll only get confused.

The size of blog postings isn’t the definitive hallmark. Twitter should be the preeminent blogging platform, but technically, Twitter is something else—a microblogging site. The “micro” part is because of the 140-character limit. The word count for content on a blog can be almost unlimited.

So if it isn’t the content, the length of the postings, or the design and layout of the *continued on next page*



can select the best shot. There’s full 1,080-pixel HD videos and ultra-smooth slow motion sequences. [www.nikonusa.com](#)

Google Chromecast

Google’s new Chromecast joins Apple TV and Roku as a device that will connect your smart TV to your wireless network. The difference with this new device is that the Chromecast doesn’t have any wires or a remote, and it costs \$35 compared to almost \$100 for the other two connectors. You plug it into the HDMI input on your TV, and you’ll get access to YouTube, Web pages, Netflix movies and television shows, music apps, Google Chrome and Google Play—all through your Wi-Fi network. There’s even a beta version of a photo-sharing function. The Chromecast streams movies in full 1,080-pixel HD. It also supports 5.1 surround sound. There’s no remote, but

the Chromecast works across many platforms, including Android, iOS, Chrome for Windows, Chrome for Macs, and devices running these systems. Phones, tablets, and laptops can be used as the remote as well as the source for whatever is broadcast to your TV. Actually, the Chromecast can turn on your TV and go to the source you want to view without you picking up your regular remote. The set-up is only three steps, with a guarantee that there’s nothing new to learn to accomplish the hookup. Apps and services that currently support Chromecast appear with a Cast button to easily display them on your television.

[www.google.com/chromecast](#)



page that make the typical blog, what does?

Wikipedia has a generic definition of blogging: “A blog is a discussion or informational site published on the World Wide Web and consists of discrete entries (‘posts’) typically displayed in reverse order (the most recent appears first).” So the universal marker is the periodic posting, placed chronologically upside-down, usually on the front page. And a CMS like WordPress is flexible enough to provide page templates, tools for entry and editing, and hosting for these talkative websites.

Now that that’s cleared up, there’s one other important clarification about WordPress. There are two versions, and they are very different. Unfortunately, the two are distinguishable only by suffix—there’s a WordPress.com and a WordPress.org. With the .org, you set up and provide the server that will host your blog, and you procure and pay for your own domain name. Select the .com CMS, and you enter a world where you get the tools and templates, server space, and domain name all free of cost.

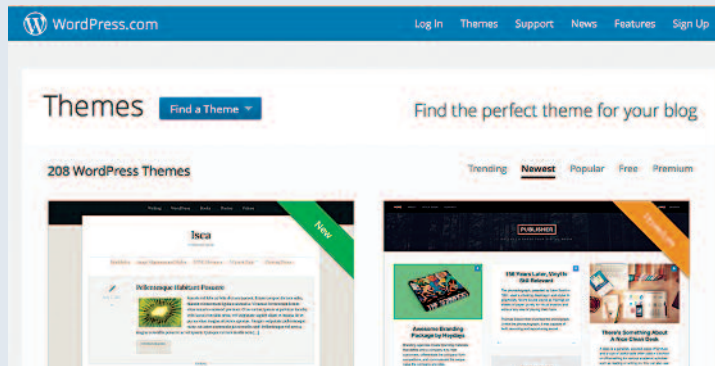
The software is the same for both of these versions, and it’s as easy to post entries or articles on your WordPress blog as it is to write and save Word documents. But to create and maintain a .org blog, you need to know your way around a server. The software is free because WordPress is a product of the Open Source development community.

.COM = FREE

It’s a little counterintuitive. The .com, a name we associate with commerce, is the place to go for a free WordPress blog, and the .org, something we often connect with nonprofits, is the one that’s better for setting up a commercial blog. If you decide to give it a try, watch the suffixes when you dial up the homepage.

You might wonder how an organization can hand out free software, free support, and free hosting to millions of bloggers and not go under. Well, in May, as founder Matt Mullenweg and the bloggers attending the annual WordPress WordCamp in San Francisco were celebrating their 10th anniversary, they were also toasting WordPress’s latest \$50 million funding round. There are also revenue streams from occasional advertising on the blogs that WordPress hosts. And remember, the community is open source, so development springs from a worldwide reservoir of unpaid talent.

Odds are you already regularly read WordPress blogs. With almost 20% of the Web running on the platform, a



WordPress blog is hard to avoid, even if it isn’t easy to spot. You can check whether you’re on one of the personal blogs by scrolling to the bottom of the homepage. There you’ll find the WordPress ID as well as the name of the theme used. Other popular platforms like Blogger.com and Typepad.com also let you know when you’re in their neighborhoods. The free WordPress blogs also have WordPress in the domain name displayed in the URL address line.

The ease with which you can set up your own personal blog is made clear on the learning pages at www.learn.wordpress.com. There are 12 sections that take you from putting together a checklist, getting started with a homepage, and going mobile so you can blog from your phone or tablet anywhere.

CREATING A WORDPRESS BLOG

Signing up for a blog is simple, and it only requires a valid e-mail address. You start by setting up an account, and you can host numerous sites under that one e-mail account.

Go to www.wordpress.com and tap the orange “Get Started Here” button. On the sign-up page, you can set up an account and a blog at the same time with a user name, password, and e-mail address. You can choose the name of your blog, which then becomes part of the URL, such as yourblog.wordpress.com. Read the terms of service because WordPress can cancel your blog if you violate them on this free account. Click the sign-up button, and WordPress will send an e-mail response for you to activate the account. At this point, you can fill out your profile, which consists of three lines that include your first and last names and some words “about yourself.” That’s it—you have a blog on the World Wide Web.

You are provided with a starter theme for your homepage, but there are hundreds of other themes, free and premium, to choose from and a wide assortment of widgets to add useful functions to your blog. The learning curve is manageable, and the audience is the world. **SF**