

TOOLS of the TRADE



iPad Mini with Retina Display

Released in November, the new iPad mini with Retina display solves the one problem with the original design—the screen. The 7.9" screen now has a Retina-enhanced 2,048 × 1,536 resolution with 3.1 million pixels—that's double the resolution of the original iPad mini. The slim body design has essentially the same dimensions as the original (7.87" × 5.3" × 0.29"). There's a very slight increase in weight due to some of the improvements, but it's still a minimal 0.73 lb. The new operating system and main processor chip improve performance and multitasking. Along with the new A7 64-bit processor, there's an M7 motion coprocessor. The new iOS7 includes AirDrop, AirPlay, AirPrint, an improved Notifica-

tion Center, improved Siri, iTunes Radio, and more. The purchase price includes a suite of iPad programs including office apps (Pages, Numbers, and Keynote), iMovie, iPhoto, Garage Band, iTunes U, and more. It has a five-megapixel

autofocus iSight camera with face detection and backside illumination and a FaceTime HD camera for 1.2-megapixel photos and 720-pixel HD video calling. The regular video recording produces 1,080-pixel HD files, and it features 3× video zoom, stabilization, face detection, and backside illumination. The lithium-polymer battery provides up to 10 hours on Wi-Fi and up to nine hours using cellular data networks. There are dual microphones and dual speakers built in. The mini comes in 16GB, 32GB, 64GB, and 128GB models in either space gray or silver. www.apple.com

Waterfield Cargo Bag

Waterfield—a California-based bag company—prides itself on all of its products being manu-

factured in the United States.

The product line is extensive, including laptop bags and sleeves, cases for tablets and phones, gear pouches, backpacks, leather messenger bags, and hard cases, all built with the same quality materials and exemplary workmanship. The founder is a former Boston, Mass., bike messenger who applied his practical experience to some very intelligent designs. The company's signature product, the Cargo bag, comes in three sizes, and the largest is available with or without a padded internal stiffener. The flap can be either leather in six colors or Indium in five colors. The large is 18" × 12" × 5", the medium is 16" × 12" × 3", and the small is 13" × 10" × 4". The flap is held down with an anodized aluminum buckle that's typically used in paragliding harnesses. The nonslip shoulder strap is wide and easily adjustable. You can view videos on the company's website that show the features of all the different bags and sleeves offered. The Cargo bag has a waterproof liner and hanging hand pockets for smaller items. The front flap covers two large pockets and a zippered section almost as wide



as the bag. The front of the flap also has zippered access to a large pocket, and there's even a large pocket on the back of the bag. www.sfbags.com

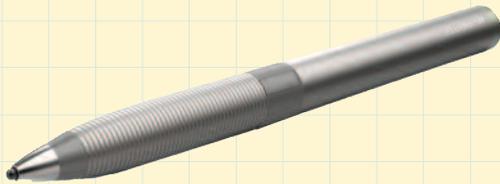
Adonit Jot Script Stylus

The Adonit Jot Script Evernote Edition is a fine-point stylus designed for iOS devices. Unlike the standard, soft rubber tip on conventional tablet styluses that are 6 mm, the Jot Script has a Pixelpoint tip that's a mere 1.9 mm and is designed to look and feel like a conventional pen. Unlike a normal stylus, it's Bluetooth 4 LE is able to connect and work with numerous writing and drawing apps. The iOS devices that support Pixelpoint and palm rejection functions include the iPad 3, 4, Air, both minis, and the iPhone 4s or newer. The palm rejection feature (also called wrist protec-

TECH FORUM

A Case for Incrementalism

By Michael Castelluccio, Editor

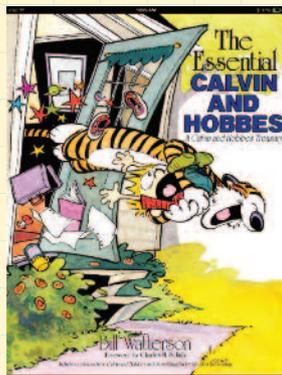


tion by some writing apps) allows you to rest your wrist on the screen—as you normally would when writing—without making a mark on the screen. The number of apps compatible with the Jot Script currently includes a list of more than 30 note-taking and graphical apps, with more on the way. Adonit has tailored its pen to work well with the Evernote cloud storage program and the Penultimate app, which is the top note taking app for iPad. Also check the Notes Plus app, my current favorite for handwritten notes and online research. The Jot Script runs on a standard AAA lithium battery. The Jot Script isn't cheap at \$75, but if you prefer writing notes over tapping or thumbing them, it's something you'll keep close to your tablet. www.adonit.net

Calvin and Hobbes e-Book Series

Fans of the Calvin and Hobbes universe probably have at least one of the anthologies or perhaps even the massive \$100 box set of the complete Bill Watterson canon. They look great on the shelf but aren't

something you would take on the train to peruse on the way to work. Now, finally, three of the more popular collections have been tailored as e-pubs and are available for the Kindle, Nook, and iPad. The format for these versions is designed to work best on tablet screens. The three volumes are: *The Essential Calvin and Hobbes*, *The Indispensable Calvin and Hobbes*, and *The Authoritative Calvin and Hobbes*. If you're a little uncomfortable surrounded by shoulder-surfers on your train, just put Calvin on the e-bookshelf next to your free Gutenberg download of Sun Tzu's *Art of War*—that will establish your gravitas. Hobbes' zen, though, is obviously much more appropriate for a boring commuter trek. Check the app store or www.Amazon.com.



The release of the new iPhones and iPads elicited a somewhat odd initial reaction from a number of tech commentators. There were appreciative nods to the Touch ID fingerprint sensor, new 64-bit A7 chip, and redesigned iPad body, but there were unmistakable overtones of disappointment.

The problem was that the latest versions of two of the most spectacularly successful pieces of 21st Century computer hardware just weren't radically different enough from the current models. The new iPhones, two new iPads, and even the new iOS 7 operating system with numerous improvements didn't cut it with an audience looking for revolution instead of products with feature creep and assorted refinements.

Our national marketing machines seem to have successfully welded the idea of creative destruction onto what we think of as innovation. As a byproduct, they're creating attention-deficit-addled consumers who are only attentive to those who can grab at their sleeves with the proffer of radical change. You can't just round corners and improve the way a thing works. You now have to overhaul things to create any kind of significant noise.

Consumer computer tech marries essential digital function and product design in a way that will never be apparent in the industrial racks of Dell servers at work. And unlike most other digital innovators, Steve Jobs was obsessed with more than processor speeds, battery life, and boosting memory in Apple's devices. His official biographer, Walter Isaacson, explains the other side of his genius. Isaacson writes, "Jobs thus became the greatest business executive of our era, the one most certain to be remembered a century from now. More than anyone else of his time, he made products that were completely innovative, combining the power of poetry and processors."

At the introduction of the first iPad three years ago, Jobs extolled the magic of this *continued on next page*

entirely different kind of computer. But it was during the second launch for the iPad 2 that he offered a sharply focused definition of Apple's unique approach to technology.

At the time of the launch of the iPad 2, the Windows and Android communities were doing what they could to catch up. Jobs had already demanded from his marketing teams that the original iPad be presented not just as a product but also as a manifesto ushering in the post-PC era. The company's second version featured several major improvements.

Jobs explained to those gathered for the launch in San Francisco, Calif., "It's in Apple's DNA that technology alone is not enough. [We believe] that it's technology married with liberal arts, married with the humanities, that yields us the result that makes our hearts sing. And nowhere is that more true than in these post-PC devices. [Folks are] looking at this as the next PC. The hardware and the software are done by different companies. And our experience and every bone in our body says that that is not the right approach to this. That these are post-PC devices that need to be even easier to use than a PC. And where the software and the hardware and the applications need to intertwine in an even more seamless way than they do on a PC. We think we have the right architecture not just in silicon, but in the organization to build these kinds of products."

IPAD AIR

The build of the iPad tablet has steadily improved from version to version. There are those who argue that the annual release of each new version seems to be more about marketing and squeezing down on the grip this product has in the new genre, but it's hard to deny the value of the improvements. Incremental, yes, but what's wrong with perfecting the quality of a mature product?

For the latest iPad release, the fifth iteration, there were no overnight lines in front of Apple stores. Early online ordering for the latest tablet began at 12 a.m. San Francisco, Calif., time on launch day. Those who set their alarm could boot up and place their order, go back to bed, and show up at their local Apple store the next day to pick up their iPad Air.

And how did the new iPad measure up? For anyone up-



"It's technology married with liberal arts, married with the humanities, that yields us the result that makes our hearts sing."

—Steve Jobs

grading, all they had to do to appreciate the remarkable changes in the latest version of Jobs' "manifesto" was to hold their older iPad in one hand and the Air in the other. The specifications mark the difference—from 2.33 lbs. for the Wi-Fi version of the iPad 2 to 1 lb. for the iPad Air—but those numbers hardly explain the difference you feel in your hands. No doubt, the reduced size of the aluminum body of the Air, which feels more like an iPad Mini than the large-screen version, is responsible for this reduction. The screen size, on the other hand, hasn't been touched by the reduction. It still measures 9.7". The original concept of the tablet had a screen size approximately the size of a piece of paper. The current iPad is still a few inches short on the diagonal—9.7" diagonally while standard paper has an almost 14" diagonal stretch—but there are rumors already about a possible supersize screen on a later version.

The other outstanding difference is that the new iPad is very fast at loading Web pages, processing spreadsheet calculations, executing searches, and smoothly turning e-book pages. For those upgrading from an iPad 2, the clarity of the newest screen is due to a doubling of the pixels per inch because the Air offers a Retina display.

Add in the new A7 with 64-bit architecture, and you now have the possibility of future apps running like desktop apps. A boost not only for gamers but also for those who would like more robust productivity apps.

Jobs is now gone, but the Apple mobile revolution rolls on. Scattering in its wake is the production of the older owners of this part of the computing universe—BlackBerry and Nokia—as well as the recent unseating of Microsoft's Steve Ballmer, who announced his resignation after more than 30 years at the company—a resignation based on his failure to keep up in the mobile, tablet, and distributed services theaters. And improvements for the iPhone and iPad continue to be rolled out incrementally in launches scheduled near the end of each year. **SF**